

Appendix 2

Designated Neighbourhood Plan Area (and notice)

Notice of Designation of Congleton Neighbourhood Area

Name of Designated Neighbourhood Area: Congleton Neighbourhood Area

Name of Relevant Body: Congleton Town Council

Date of designation: 01/10/24

Decision:

Notice is hereby given that Congleton Neighbourhood Area is designated as applied for by Congleton Town Council. The application meets the criteria established in The Town and Country Planning Act 1990, The Localism Act 2011 and the Neighbourhood Planning (General) Regulations 2012, (as amended 2015) and the Development Management Procedure (Amendment) Regulations 2016

Reasons for the decision:

- The application submitted is valid
- The application submitted is appropriate for the purposes of preparing a Neighbourhood Plan
- The area specified in the application consists of the whole of the Town Council's area and none of that neighbourhood area extends outside the Town Council's area

Designated Neighbourhood Area:

As required under The Neighbourhood Planning (General) Regulations 2012 Part 2 Regulation 7 (2), the decision document and a map of the designated area can be viewed at the following locations:

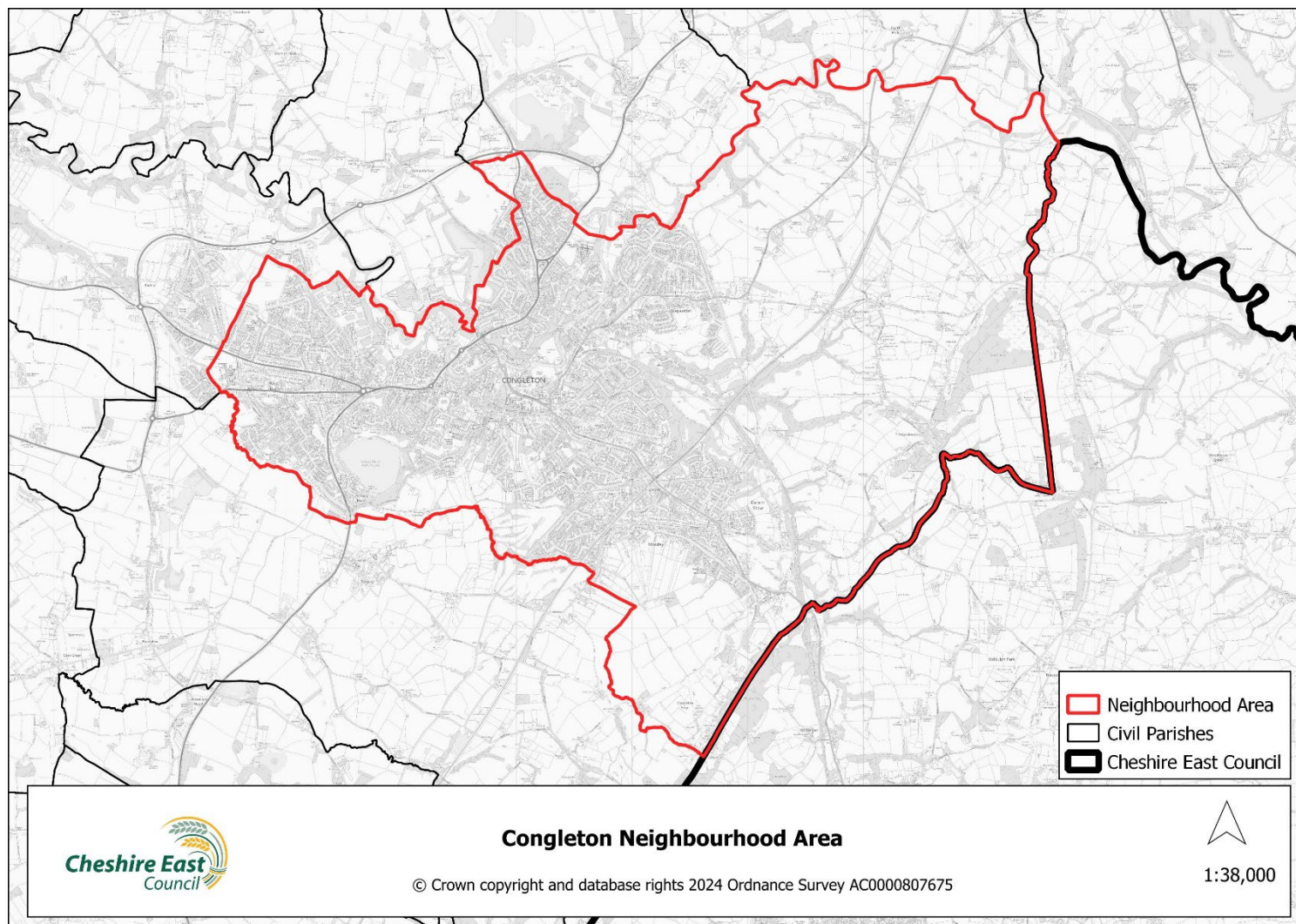
- Cheshire East Council's neighbourhood planning web pages

<https://www.cheshireeast.gov.uk/planning/neighbourhood-plans/neighbourhood-plans-a-f/congleton-neighbourhood-plan.aspx>

- Cheshire East Council offices (upon request).

For further information please contact the Neighbourhood Planning Team on 0300 123 5014 or via email at neighbourhoods@cheshireeast.gov.uk

Congleton Designated Neighbourhood Area



Appendix 3

List of hard copy survey locations

Congleton Neighbourhood Plan (100 Copies)

Number	Where is it going			Requested Copy & Collected
1-22	Copies for each Councillor		To Collect from CIC	☒ Kay Wesley ☒ Rob Moreton ☒ Susan Mean ☒ Robert Douglas ☒ Richard Walton ☐ Amanda Martin ☒ Glen Williams ☒ Russell Chadwick
23 – 30	Staff copies – David, Serena, Ruth, Cathy, Debbie, Jackie, Publicity File	Jackie		
31- 35	5 reference copies for the CIC	Jackie		
36 - 45	10 reference copies for the Library	Cathy		
46-47	2 – Old Saw Mill			
48- 49	2 – Rubys			
50 – 51	2 – St John’s Parish			
52- 53	2 - Chappell Centre			
54 – 55	2 – Masonic Hall			
56 – 57	2 - Bromley Wellbeing Hub			
58- 59	2 Bromley Community Centre			
60 – 61	2 – Cricket Club			
62 – 63	2 – Leisure Centre			
64 – 66	2 – High School			
67 – 68	2 - Eaton Bank School			
69	Daven School			
70	Mossley School			
71	St Mary’s School			
72	Havannah School			
73	Buglawton School			
74	Quinta School			
75	Blackfirs School			
76	Marlfields School			
77	Urban Imprint			
78	Cheshire Archive Library			
79-80	2 - New Life Church			
20 copies	SPARE - may get some requests for a copy.			

Appendix 4

Examples of Newsletters prepared during consultation

Bear Necessities

With News from Congleton Town Council & Community Groups

Autumn 2024

Congleton Countdown to Christmas

EXCITEMENT IS BUILDING for the much-anticipated Christmas Lights Switch-On, set for **Friday 29 November**. This beloved annual celebration marks the official start of the festive season, drawing thousands of residents and visitors into the town centre.

The festivities kick off at 4pm with the big switch-on at 6pm. The evening promises to be filled with free entertainment and plenty of Christmas cheer. Highlights include a **Taylor Swift** tribute act on the main stage and musical entertainment from the **Rode Hall Silver Band**.

Families can enjoy a host of activities, including a free Santa's Grotto at Radley's (Lion & Swan), face painting, food and drink vendors, community stalls, crafts, and the popular Lantern Parade. **Fairground rides** will add to the excitement, and the community stage on Swan Bank will showcase performances from local schools, clubs, and groups. Visitors can also explore the special Christmas Market at **Congleton Market Quarter**, where entertainment and festive fun await.

New for 2024 is an **Inclusivity Area** on Mill Street and a quiet space, kindly provided by TMC, for families wishing to enjoy the festivities in a calmer environment. The lights switch-on is always a fantastic event, everyone is encouraged to come together to enjoy this magical occasion and officially kick off the countdown to Christmas!

We are looking for more volunteers to help out on the night. If you're interested in joining the festivities and supporting your community, we would love to hear from you.



Remembrance Sunday

CONGLETON WILL MARK REMEMBRANCE SUNDAY with a parade and service organised by the Congleton Branch of the Royal British Legion and the town council. The parade will form up at West Street Car Park from 10am, leaving at 10.30am. The procession will pass through West Street, Swan Bank, the Pedestrian Area, High Street, and Market Square before arriving at the Cenotaph on Lawton Street for the 11am outdoor service, conducted by Rev. Ian Enticott of All Saints Congleton. We are delighted to welcome back members of the Prinses Irene Brigade travelling over from Holland to take part in the occasion.

On Armistice Day (11 November), the Royal British Legion will hold a short service at the Cenotaph at 11am. All are welcome to attend.

Volunteers for the **Congleton Poppy Appeal** will be collecting daily at Tesco and Morrisons, and West Heath Shopping Centre at weekends until 9 November.



Congleton Welcomes Its New Town Crier!

LOCAL RESIDENT VICKY PULMAN has been appointed to represent the town in the prestigious role of Town Crier. A lifelong member of the community, Vicky is deeply connected to the town's history and traditions. Keep an eye out for Vicky as she prepares to perform at many of the town's key celebrations, including civic ceremonies, festivals, and public events bringing a vibrant presence to each occasion.

In addition to her local duties, Vicky will have the opportunity to join the **Ancient and Honourable Guild of Town Criers** and compete in both regional and national competitions, representing Congleton on a broader stage. Local historian and costume maker Jenny Unsworth has been commissioned to create her traditional Town Crier outfit.

With her enthusiasm and deep links to Congleton, Vicky is set to continue the longstanding tradition of the Town Crier, helping to ensure that this significant role remains a vital part of the town's heritage.



Scan the QR code on your mobile device to read this issue of Bear Necessities online.

Bear Necessities is produced by Congleton Town Council. The next newsletter will be delivered from **27 January**. All contributions to be sent by **16 December** to debbie.coxon@congleton-tc.gov.uk

Congleton Town Council - Congleton Town Hall, High Street, Congleton CW12 1BN.

☎ 01260 270350

@ info@congleton-tc.gov.uk

🌐 www.congleton-tc.gov.uk

Know Your Local Councillors

The public elected 22 councillors to serve on the town council until May 2027. They have been elected into five wards.

Below are the pictures and names of your councillors. More details can be found on the town council website. Councillor emails are cllfirstname.surname@congleton-tc.gov.uk

South East Ward

Mossley,
High Town,
Timbersbrook



David Brown
(C)



Charles
Booth (C)

North East Ward

Bromley,
Buglawton



Arabella
Holland (C)



Sally Ann
Holland (C)



Susan Mead
(WEP)



Rob Moreton
(I)



Heather
Pearce (I)



Kay Wesley
(WEP) - Mayor



Shaun
Radcliffe (I)



Glen Williams
(C)

North Ward

Lower
Heath



Dawn Allen
(C)

West Ward

West
Heath



Suzie Akers
Smith (I)

Central Ward

Town Centre,
Newcastle Rd



Mark
Edwardson (I)



Russell
Chadwick (C)



Robert Brittain
(C) - Deputy Mayor



Heather
Seddon (L)



Emma Hall
(C)



Robert
Douglas (LD)



Richard
Walton (L)



Amanda
Martin (C)



Suzy Firkin
(LD)



Liz Wardlaw
(C)

(C) = Conservative (L) = Labour (I) = Independent
(LD) = Liberal Democrat (WEP) = Women's Equality Party

Town Council and Police Join Forces

PARTNERING WITH CONGLETON POLICE, the town council is backing efforts to tackle retail crime in the town centre. Following two successful 'Days of Action', the Congleton Local Policing Unit will continue engaging with local businesses, especially in the run up to Christmas offering advice on crime prevention, fraud, and how to report crimes effectively.

To assist businesses, the police are promoting the use of 'Nice Investigate', an online tool designed to streamline the reporting process and make sharing digital evidence, such as CCTV, easier and more secure. Information packs will be distributed to businesses, providing guidance on using the tool and demonstrating how it can help bring offenders to justice.

By using Nice Investigate, businesses can securely submit digital evidence, helping to speed up investigations. The tool is particularly valuable in addressing retail crimes like shoplifting, especially with the integration of facial recognition technology.

The town council fully supports this initiative and urges all local businesses to take advantage of the resources available. You can report crime by calling 101 or going to www.cheshire.police.uk/tell-us. If you are in danger or a crime is taking place call 999.



Love Where You Live Campaign Launched



STREETSCAPE is excited to introduce the "Love Where You Live" campaign, encouraging residents to take pride in the community and help keep it clean and tidy. Through the 'Adopt a Street' initiative, individuals, schools, businesses, and community groups can adopt a specific area of public land, whether it's a local park, green space, or the street outside their home.

Participants will **sign a pledge** promising to litter pick and maintain their chosen site at least three times a year, on dates that suit their schedule. The goal is to recruit dedicated volunteers to create a safer, cleaner environment for everyone in Congleton.

To support volunteers, the Streetscape team will provide litter-picking equipment, gardening tools, health and safety advice, and guidance on reporting issues in their adopted areas. A **marketing pack** will also be available to encourage more neighbours to join the initiative. While the campaign is in its initial stages, the council believes that fostering community spirit is crucial for maintaining Congleton's streets amidst ongoing financial challenges for Cheshire East Council.

For more information, email: ruth.burgess@congleton-tc.gov.uk

Committed to Improving Accessibility

FOLLOWING A REPORT FROM ITS EQUAL ACCESS ADVISORY GROUP, the council has pledged several measures to enhance accessibility in the town, allowing disabled individuals to plan visits to Congleton with greater confidence.

The Community Committee unanimously supported the group's recommendations, which include creating a comprehensive 'Disability Guide to Congleton', featuring an accessibility map, and information on shops, restaurants, toilets, and transport options. The introduction of a 'Disability Welcome' scheme for local businesses and a 'Public Awareness' campaign to promote inclusivity.

While improving accessibility in Congleton poses challenges due to the age of many shops and buildings, the council believes positive changes can be made.

By working together, the town can become a more welcoming place for all, regardless of physical ability.



Congleton Takes a Stand

AS A WHITE RIBBON TOWN COUNCIL, Congleton's goal is to 'eradicate men's violence against women and all gender-based violence and abuse.' The town council proudly promotes the values of White Ribbon UK, a charity founded in 2005 which is part of a global movement, working with men and boys to challenge male cultures that lead to harassment, abuse, and violence. This year, **White Ribbon Day** falls on **Monday 25 November**, marking the start of the annual 16-day campaign with the theme "It Starts with Men." The White Ribbon Group will produce a short film, central to its social media campaign, set up street stalls, display white ribbons around the town, and deliver talks to groups and schools. Anyone interested in getting involved or hosting a talk at their workplace or business is guaranteed a warm welcome. Contact the town council for more information.



Help Share the Love of Books

CONGLETON LIBRARY is looking for Home Library Service Volunteers. Join a small enthusiastic group delivering books for readers who cannot access the library themselves. Deliveries are usually on Thursdays. You will need your own car and insurance and a small amount of time. Pick up an application form in the library.

Stay Warm and Connected

BROMLEY FARM WELLBEING HUB offers a warm and welcoming space **every Tuesday from noon** at Parnell Square. Run by dedicated volunteers, the friendly group provides a supportive environment for anyone facing social isolation, mental health challenges, or the rising cost of living. However, everyone is welcome to join! Visitors can drop in for a cuppa and cake, lunch, and fun activities, with access to computers and helpful signposting support. Over the winter months, the group has also distributed duvets and winter woollies to help residents stay warm. For the younger members of the community, the **Stay and Play** toddler group meets **every Friday from 10am-11.30am**. Visit: [facebook.com/groups/bromleyfarmhub](https://www.facebook.com/groups/bromleyfarmhub) or **tel: 07873 653 408**.



Pensioners Urged to Check Eligibility

CONGLETON PENSIONERS are being urged to check if they qualify for a pension top-up that could help them offset cuts to energy bill support. An estimated 880,000 low-income pensioner households across the UK are missing out on pension credit, which is worth an average of £3,900 a year. The deadline to apply for backdated claims is **21 December**.

Pension credit not only boosts income but also provides access to other financial help, such as winter fuel payments, council tax relief, and housing support. Recent government cuts will reduce winter fuel payments for many, but those on pension credit will still receive it.

Local residents whose weekly income is below £218.15 (single) or £332.95 (couples) should check their eligibility. Congleton residents are encouraged to act soon to secure support during the colder months.

Support for Male Victims of Domestic Abuse

CONGLETON TOWN COUNCIL is supporting **Male Victims of Domestic Abuse Day on 7 November** to encourage men affected by domestic abuse to seek help. Local support groups, such as Mentell (www.mentell.org.uk) and the Domestic Abuse Clinic (**24/7 helpline tel: 0300 123 5101**) provide valuable services for men in need. Additionally, national resources like the Men's Advice Line and the Mankind Initiative charity offer confidential advice and support. Visit: www.mankind.org.uk

Be Spike Aware

REPORTS OF SPIKING have increased in Congleton. Spiking, whether through drinks or needles, is a serious crime, and carries a prison sentence and mandatory registration as a sex offender. If you think you or someone else has been spiked, call 999 and ask for the Police and Ambulance services. Prompt action is essential, as police can conduct forensic testing for over 100 substances in body fluids; hospital tests alone are unlikely to provide enough evidence for a conviction.

News in Brief

IN BLOOM RESULTS: At the time of going to print, Congleton is eagerly awaiting the results of the RHS in Bloom competition. Good luck to all the It's Your Neighbourhoods, in Bloom Businesses, and the Congleton in Bloom team! A special thank you evening will be held at the Town Hall in November to celebrate the amazing volunteers.

DIABETES AWARENESS: As part of Diabetes Month this November, representatives from Congleton Lions and Diabetes UK will host an information stand in Tesco, Barn Road on **12 November**. To raise awareness and provide valuable resources about this important health issue!

BARCLAYS BANK: Has moved from Congleton Library to The Space at TMC, High Street. Open **Tuesday to Thursday from 10am-4.30pm** (closed 12.30pm-1pm). Get one-to-one help with managing your account, digital banking and more. Search 'Barclays local' online for directions or to book an appointment. There's no cash service but you can use the Post Office for anything to do with cash or cheques (limits may apply).

STAY SAFE THIS WINTER: Cheshire East Council has pre-planned gritting routes that will be treated when icy conditions are forecasted. Only the designated roads receive gritting. To view the gritting map, receive updates, or report any issues to Highways, visit: www.cheshireeast.gov.uk/highways

JOIN THE BIG CLOTHES MOVEMENT: For a 'preloved' event in Congleton Town Hall on **25 January** from 10am-11.30am. Good quality women's and children's clothes, shoes and accessories, including niche items such as maternity wear and sleepsuits. With free entry, fill a large shopping bag, paying £2 on exit. Visit their Facebook page or: www.thebigclothesmovement.co.uk

RUBY'S WINTER WALK: Get ready for a fantastic family day with the town mayor at Ruby's Winter Walk on **18 February**. The sponsored walk around Astbury Mere will feature crafts, nature spotting, and plenty of fun activities. Enjoy the great outdoors while supporting a fantastic local cause.

THE TOWN MAYOR'S CHARITY BALL is set for **Friday 14 March**. Enjoy a delightful three-course dinner, live band, and entertainment. Support the mayor's charities while enjoying a fantastic night out! Tickets available in the New Year!

CHARGES FOR PARKING TEXTS: Residents who use the parking app 'RingGo' to pay for parking in Cheshire East Car Parks will be charged 15p per text from the app unless they choose to opt out of texts.

Your chance to influence Congle



Congleton Neighbourhood Plan

REGULATION 14 CONSULTATION VERSION

Consultation period – 14 October to 9 December 2024

Plan period until 2030

Why a Neighbourhood Plan?

CONGLETON'S DRAFT NEIGHBOURHOOD PLAN IS CURRENTLY OUT FOR CONSULTATION.

The consultation runs until 9 December 2024 and the town council is keen that as many people as possible take the time to consider the plan and give their feedback.

The aim is to create a document that will help guide future development and regeneration of Congleton in a way that meets the approval of local people. If the plan is made (there should be a referendum next year when everyone registered to vote in Congleton will have the opportunity to accept or reject the plan) it will become an official planning document.

The plan provides a vision for Congleton and sets out planning policies to achieve this vision. National Planning Policies and planning policies included in the Cheshire East Local Plan must be taken into consideration. Policies in the Neighbourhood Plan cannot contradict national and local plans.

Congleton Neighbourhood Plan covers the Congleton Town Council area. Much of the recent housebuilding is in the neighbouring parishes and our plan cannot make policies to cover land outside the plan area. The draft plan takes account of the additional pressures that the new housing has on services, green spaces and facilities in our town.



The Policies (P) and Aspirations (A)

28 policies across six key areas are being considered in our draft Neighbourhood Plan. Below is a quick guide to the policies.

More details on all the policies, their justifications and evidence base can be seen at: www.CongletonNeighbourhoodPlan.co.uk

STRATEGIC SUSTAINABILITY POLICY

P1 Congleton for Everyone Now and in the Future – making sure all planning approvals contribute positively to the quality of life and a sustainable future



TOWN CENTRE AND RETAIL

P7 Ensuring a Vibrant Town Centre - policies to retain the importance of the town centre and to ensure accessibility

P8 Tourism and Leisure in the Town Centre - encouraging greater tourism, extended hours and leisure activities

P9 Leisure Development Outside the Town Centre - encouraging more leisure activities for residents and visitors across the area

P10 Local Retail Locations - highlighting the importance of smaller retail areas within Congleton which should be protected and enhanced

DEVELOPMENT STRATEGY

P2 Brownfield Land First - encouraging developers to redevelop previously developed land

P3 Householder Conversions and Extensions - supporting applications for use of upper floors or extending homes to meet family needs

P4 Conversion and Protection of Traditional Mill Buildings - protecting our history by encouraging the repurposing of important buildings

A5 Celebrating Congleton's Market - retaining our historic role as a market town

P6 Timbersbrook Village - seeking to protect the area by establishing a limited area for infill development



KEY AREAS FOR IMPROVEMENT

P27 Pop-up Uses in the Town Centre – strongly supporting short term (less than five years) temporary uses and structures with a positive benefit

P28 Areas for Improvement across the Town – eight areas where interventions to improve the look, feel and purpose of the area would be encouraged



Get Involved

YOU ARE BEING INVITED TO HAVE YOUR SAY ON THE CONGLETON NEIGHBOURHOOD PLAN. We want your views on the 28 policies and aspirations. You can comment on them all, or just one or two that are the most important to you. Because the Congleton Neighbourhood Plan has been a long time in the making, it is important that we hear from you and understand if the policies are still the most important to you. All comments will be considered and the plan modified before it is delivered to Cheshire East Council for further scrutiny. You can get involved by:

- Reading a copy of the plan. Available online: **www.CongletonNeighbourhoodPlan.co.uk**. Paper copies are available on request or can be viewed in Congleton Library and the Congleton Information Centre
- Responding to the questionnaire – download by scanning the QR code, visiting the website or filling in a paper form. Paper copies are available from Congleton Library, Congleton Information Centre, Congleton Leisure Centre, Bromley Farm Hub, St John's Parish Centre, New Life Church and other locations
- Responding to mini surveys on social media
- Attending drop-in sessions (see local press and social media for details)
- Email comments to: **congnp@congleton-tc.gov.uk**
- Write to: Congleton Neighbourhood Plan, Congleton Town Hall, High Street, Congleton CW12 1BN
- The evidence used to create this draft neighbourhood plan is available at: **www.CongletonNeighbourhoodPlan.co.uk**

Chance to Win!

AS AN INCENTIVE, Congleton Town Council will reward three random people who respond to the Neighbourhood Plan questionnaire with **£100, £50 and £40!** To be in with a chance of winning you need to add your contact details at the end of the correspondence.

N.B. Councillors and Officers working for Congleton Town Council cannot be awarded a prize.



COMMUNITY WELLBEING

P11 Walking and Cycling Strategy - seeks to promote the creation of safe and accessible walking and cycling routes in and around the town

P12 Sustainable and Public Transport - active engagement between developers and the town council is being promoted in order to encourage better public transport provision across Congleton

A13 Active Travel and Connectivity Improvements - specific opportunities for active travel improvements within the town which the town council will seek to deliver in conjunction with other development which may come forward

P14 Local Ecological Networks - encouraging applications that enhance biodiversity, wildlife corridors and local ecology

P15 Accessibility to Health and Wellbeing - strongly supporting applications to improve facilities and services for all but especially the elderly and those with additional physical or sensory needs

P16 Education Development - actively supporting applications helping deliver educational facilities from nurseries to colleges

P17 The Future of Local Community Facilities - the town council will not support the loss of facilities unless proven surplus to requirements

LANDSCAPE AND TOWNSCAPE

P18 Congleton's Unique Character - protecting and enhancing character through the promotion of the Congleton Design Guide

P19 Designated and Non-Designated Heritage Assets – protecting non-designated heritage assets, conservation areas and listed buildings

A20 Congleton's Green Spaces – protecting valuable green spaces from development

P21 Congleton's Landscape Character – respecting the special characteristics that make up various zones of Congleton

P22 Design for Small-Scale Residential Development – protecting bungalows and encouraging small-scale, specialist, accessible and affordable housing

P23 Design at the Settlement Edge - ensuring a sensitive transition from countryside to estates with appropriate gateways and greening

P24 Views, Vistas and Gateways - protecting key views that make Congleton special

P25 Biodiversity Net Gain and Improvement - supporting applications which supply wildlife habitats of biodiversity value

P26 Tree Protection and Planting - protecting current trees and encouraging additional planting



Join us for a magical evening of free entertainment and festive cheer for the entire family as we celebrate the Christmas Lights Switch-On Friday 29 November!

A DEDICATED SPACE FOR ALL: The new **Inclusivity Area** has been designed in collaboration with the town council's Equal Access Support Group and feedback from last year's festivities. This dedicated space, located away from the crowds, will feature a large screen on Mill Street for **live streaming** from the main stage. Congleton Rotary has generously contributed £750 to support this! The large area has space to accommodate families, prams, mobility scooters, and wheelchair users.

Additionally, a **quiet space** within **TMC** will be available, while **Santa's Grotto** at Radley's (Lion & Swan) will host an inclusive session from 4pm-5pm. This year, single-sided stalls will be set up along the pedestrian area, creating more room for pedestrians and enhancing accessibility. The community stage has also been relocated to Swan Bank to alleviate congestion near the Elizabeth statue.

LANTERN PARADE SPECTACLE: Led by the lively Karamba Band, the traditional parade will gather at Cross Street/Mill Street at 5.15pm, setting off at 5.35pm to guide Santa in his sleigh to the main stage at NatWest for the big Switch-On at 6pm. Be sure to wave goodbye to Santa as he departs for the North Pole from the roof of TMC!

ROAD CLOSURES – PLAN AHEAD: To ensure the event runs smoothly, road closures will be in place on High Street (12 noon-10pm), Mill Street and Swan Bank. Motorists will still be able to use Market Street to access Morrisons and the Fairground Car Park. The bus and taxi rank will operate as normal but with all routes exiting via Mountbatten Way. Vehicles on Canal Street will only be able to turn right onto Lawton Street. No access from Moody Street to High Street. Please allow extra travel time and, if possible, walk into town. Due to large crowds, it's best to leave pets at home!

Grab an event guide at the Congleton Information Centre or download it online. Don't forget to follow our social media for the latest special announcements and updates!



Lantern Making Workshops

CONGLETON COMMUNITY PROJECTS is once again hosting its popular workshops in preparation for the Christmas Switch-On. Lantern carriers will join the Grand Parade alongside Santa in his sleigh!

The workshops are scheduled for **Saturday 9, 16, and 23 November** from 10.30am-3.30pm at the Electric Picture House, Spindle Mill, near the Beartown Brewery. No booking required - just drop in! An **accessible** workshop will be held on **26 November**, 4pm-6pm, in the Town Hall (**booking essential**). Contact Jo Money on **07833 742200** or email: jo@congletoncommunityprojects.org to reserve a place. Professional artists lead these free family-friendly workshops, with all materials provided. Donations of £1.50 are appreciated.



Become a Christmas Sponsor

LOCAL BUSINESSES ARE INVITED to participate in the Christmas Extravaganza as event sponsors. This offers an excellent opportunity for companies to show their support for the community and gain valuable exposure under the twinkling town centre lights!

Sponsorship packages include Platinum (£1000 + VAT), Gold (£500 + VAT), Silver (£300 + VAT), and Bronze (£50 + VAT).

Sponsors will be recognised in publicity materials, with top-tier sponsors featuring their name and logo on a plaque near the Christmas Tree.

Email: rachel.mccarthy@congleton-tc.gov.uk or tel: **01260 270350** ext. 3.

Congleton is set to dazzle with a variety of festive activities planned by the town council. There's something for everyone to enjoy!

CHRISTMAS WINDOW COMPETITION: Local businesses will transform their shop windows into festive masterpieces, competing for the title of 'Best Christmas Window Display.' The competition brings festive cheer and supports local independent traders. Businesses interested in entering can email: rachel.mccarthy@congleton-tc.gov.uk or call: **01260 270350** ext. 3.

FREE PARKING DAYS: To make it easier for shoppers to stay longer and enjoy Congleton this Christmas, Congleton Town Council is funding three 'free' parking days on **Saturday 7, 14, and 21 December**. Park for free AFTER 10am in Princess Street car park (market), Back Street car park (behind Lawton Street) and Fairground car park. The Fairground car park still has a three-hour upper limit for parking. Back Park Street car park remains free every day after 3pm.

TOWN CENTRE TO SHINE: Town centre shops will be adorned with 100 beautiful Christmas trees, thanks to the support of local traders. The town's festive lights will remain on until the New Year, and the Town Hall will be illuminated with a stunning festive projection from 16 December to 1 January, 4.30pm-9.30pm, provided by Lightech. Special thanks to Reeds Rains for their office space to make this possible.





Christmas Events and Activities

**CONGLETON IS BRIMMING WITH FESTIVE FUN!
HERE ARE SOME OF THE CHRISTMAS HIGHLIGHTS YOU WON'T WANT TO MISS...**

MEET SANTA WITH CONGLETON LIONS

Join Congleton Lions for a festive "Meet & Greet" with Santa Claus at Astbury Garden Centre. Starting Saturday 23 November from 11am-4pm and continuing every weekend until 22 December. Children and families can enjoy a magical meeting with the jolly man himself. This delightful event is free, and donations are warmly welcomed to help raise funds for local charities.



NSPCC TOY APPEAL FOR CONGLETON

The town council, NSPCC, Congleton Chronicle, Boots Barn Road and Plus Dane Housing*, are once again teaming up to organise the Congleton toy appeal. Last year, local residents generously donated around 500 toys! This year, we need NEW toys and gifts suitable for all ages, from babies to teens. Donations can be dropped off from 11 November-16 December at the partner locations mentioned above. *Plus Dane will only accept donations on Thursdays from 10am-2pm. Please do not wrap the presents.



STOREHOUSE FOOD BANK APPEAL

New Life Church is working to create 300 bags of "Christmas Joy" and is seeking festive food donations, including Christmas puddings, mince pies, and other seasonal treats. Cash donations are also welcome to help support this local initiative.



NEW LIFE CHURCH CAROL SERVICE

Wrap up warm and join the Christmas cheer at an outdoor carol service on Saturday 14 December, 11am-12noon at the Bridestones Shopping Centre, near Specsavers. All donations will go to the Town Mayor's Charities (Ruby's, Congleton Pride and MyCWA).



CHARITY CHRISTMAS PARY

Cllr Rob Moreton presents an 80s and 90s Christmas party on Saturday 23 November at Congleton Cricket Club from 7.30pm. Tickets cost £10 and include food. All proceeds will go towards Ruby's. Tickets available from the Congleton Information Centre, Congleton Cricket Club or by calling Rob on 07597 085396.



ROTARY TREE OF LIGHT AND LIFE

The light up ceremony will take place in the Community Garden, Lawton Street, on Saturday 30 November at 4pm. The service will feature poems and festive songs by a school choir. Festive shapes to write personalised messages can be purchased for a minimum donation of £1 from the Congleton Information Centre, and a Rotary stall in the town centre on 29 and 30 November with proceeds supporting local causes. The tree will stay lit until the 12th Night. www.congletonrotary.co.uk



CONGLETON SANTA'S FESTIVE TOUR

Congleton Santa tours the town every Christmas, spreading festive cheer and raising funds for local charities. This year's tour begins on Sunday 24 November. To find out when Santa and his sleigh will visit your street, follow 'congletonsanta' on Facebook and Instagram. There are many ways to donate, visit Santa's website at: congletonsanta.org.uk/donate for more details.



FESTIVITIES AT CROSS STREET CHURCH

'Christmas Cracker' is a free family event on Sunday 15 December, 4pm-5.30pm featuring the Christmas story, singing, games, and lots of craft activities for all ages. Join the festive spirit again at 'Carols by Candlelight' on Sunday 22 December, 6pm led by the Rode Hall Silver Band. Tea, coffee, and mince pies will be served after the service. Arrive early for a good seat. Free entry!



COMMUNITY CAROL SERVICE

Congleton's Candlelit Community Carol Service will be held at St. Peter's Church, Chapel Street, on Thursday 19 December at 7.30 pm. Join the Beartown Singers for traditional carols, followed by seasonal refreshments. Additionally, a reflective service, "Christmas Without a Loved One," will take place on Sunday 22nd December at 3.30 pm.



EAST CHESHIRE HOSPICE CHRISTMAS TREE COLLECTION

2025 marks the 25th Anniversary of collections! Support this important charity by donating to have your Christmas tree collected on 11 and 12 January. All proceeds help fund vital hospice services. It's a wonderful way to give back after the festive season. To register: www.eastcheshirehospice.org.uk/echtrees or call 01625 708939. Help celebrate 25 years of making a difference!

Festive Fun at Congleton Museum

CONGLETON MUSEUM is hosting a range of festive events for families to enjoy this season. For the first time ever, the museum is offering a **Santa's Grotto Experience** on **30 November, 1 and 2 December**. Children can meet Santa, receive a special gift, make a Christingle, and explore a festive museum trail—all for just £6. Optional extras include hot chocolate and a mini photo with Santa. Tickets are available at: www.congletonmuseum.co.uk. To help create a magical winter wonderland, the museum is accepting donations of Christmas decorations during opening hours.

In addition to the festive fun, the museum will host **Threads of Remembrance**, a heartfelt community-made exhibition featuring 2,000 knitted and crocheted forget-me-nots, commemorating the 110th anniversary of World War I. This stunning display offers a moment of reflection amidst the celebrations.



Fantastic Events in the Heart of Town!

CONGLETON TOWN HALL is the place to be for top-notch tribute entertainment. Don't miss these fantastic events, tickets are available via TicketSource (scan the QR code) or in person at the Congleton Information Centre.

Rule The World – Take That Tribute Band

Friday 1 November 2024, 8.30pm

The Jam'd

Friday 7 February 2025, 8.30pm

An Evening of Clairvoyance with Medium Steve Holbrook

Tuesday 25 February 2025, 7pm



Celebrate the Season with Local Talent

DANESIDE, the independent theatre on Park Road is excited to present an exceptional lineup of performances that highlight the town's incredible talent.

This season's feel-good festive favourites include:

Our Gang 2024, performed by the Scouts and Guides of Congleton from **30 November to 7 December**. The Rotary Christmas Concert on **14 December**, followed by the enchanting Cinderella, presented by Congleton Pantomime from **11 to 18 January**.

Tickets are available from Congleton Information Centre or online at: www.danesidetheatre.co.uk

Rotary Christmas Concert

THE BELOVED ROTARY CHRISTMAS CONCERT is set to return on **Saturday 14 December**, promising to be an unforgettable highlight of the festive season.

This year, the concert will take place at the Daneside Theatre, featuring the talented Silk Brass Band alongside pupils from the Eaton Bank Encore Choir. The concert will include seasonal favourites like "Sleigh Ride" and "Jingle Bells," ensuring a joyous start to Christmas. Tickets are available at Congleton Information Centre and online at: www.danesidetheatre.co.uk



Congleton Youth Orchestra Celebrates 30th Anniversary

ON SATURDAY 23 NOVEMBER, Congleton Town Hall will host the **30th Anniversary Concert** of the Congleton Youth Orchestra, at 6.30pm.

The Trustees of the Orchestra are thrilled to mark this significant milestone, celebrating 30 years of musical achievement and community involvement.

Founded in 1994 with just 16 members, the Youth Orchestra has grown significantly over the years, welcoming hundreds of young musicians into its ranks. Currently, the orchestra boasts around 80 members, including new trainees who joined in September.

This special concert promises to be a memorable occasion as the orchestra performs a selection of music from its extensive repertoire, including pieces that were featured in the very first concert held in March 1995.

Tickets are available from Congleton Information Centre or: www.congleton-youth-orchestra.org

Jackie Macarthur Bids Farewell

AFTER 18 YEARS OF DEDICATED SERVICE,

the founder of Bear Necessities, Jackie Macarthur, has stepped down from her role at the town council to pursue new opportunities.

Jackie made an exceptional contribution to the newsletter and was a valued member of staff throughout her career. Her commitment, creativity, and hard work have left a lasting impact on the community.

The team wishes Jackie all the best for her future and extends heartfelt thanks for everything she has done.





Congleton Town Council

Latest News and Updates

Get ready to play!

Every Tuesday during the summer holidays, families can enjoy a variety of free, fun-filled activities in Congleton's pedestrian area from 10.30am-2.30pm. From arts & crafts to outdoor games, there's something for everyone. No booking required. Children must be supervised at all times. See you there!



Green Island Fiesta, Sunday 8 September, 11am-4pm

Congleton Community Projects are hosting an exciting new community event to celebrate the wonders of Green Island—an area within Bromley Road, Willow Street, and Brunswick Street. The Fiesta will honour this area's rich history through music, art, food, drink, and conversation. Visit: www.congletoncommunityprojects.org

Green Fayre - Saturday 28 September, 10am-4pm



"Helping Congleton to live more sustainably"

This year's free event promises to be a fantastic celebration of eco-friendly initiatives, the closed High Street will feature over 30 stalls showcasing green businesses, products, and services. Be sure to check out the electric vehicle display and the Makers Market in the pedestrian area. Inside the Town Hall, you'll find the Congleton Repair Café and The Big

Clothes Movement. Look out for the cuddly Bumble Bees buzzing around! Stands are free of charge to stallholders promoting green activities.

Email: info@congleton-tc.gov.uk.

Congleton Neighbourhood Plan

Congleton Town Council plans to start 'regulation 14' consultations on the town's draft Neighbourhood Plan during late summer/early autumn. It would like to see as many local people as possible act as 'critical friends' reading and commenting on the policies. This will help to create an even stronger plan for the next round of consultation. Eventually



the plan will go to a referendum. Look out for publicity on the town council website, local press and through your doors!

Springboard Your Way into Autumn – Adult Education in Congleton

Springboard, based at Riverside Congleton, is committed to providing the best adult learning opportunities through a range of high-quality, fully funded (free) courses. Open Monday to Friday; with an 'open-door' every Thursday for course enquiries and registrations. Drop-in (10-11am) or book a 'Work Hub' appointment (11am-3pm). The team of advisors will provide employment and careers advice; as well as creating bespoke training and development plans.

Enrol now for September course starts, which include Multiply Maths; City & Guilds Functional Skills Maths and English; and Digital Skills courses. New vocational qualifications include an Introduction to Working in the Care Sector, Working in Customer Service and Health & Safety in Construction (CSCS). Scan the QR code for course details.



Changes to local Household Waste Recycling Centres (HWRCs)

Cheshire East Council are introducing changes to HWRCs on a trial basis. Congleton residents need to be aware that from Monday 5 August, HWRCs in Alsager, Crewe, Macclesfield and Knutsford will be open for an extra hour on weekdays, until 6pm. During weekends and Bank Holidays, residents will need to book a slot online in advance of their visit. There will be no limit to the number of visits. For the latest updates: www.cheshireeast.gov.uk

Free Alexa Scheme

**BRITISH WIRELESS
FOR THE BLIND FUND**
KEEPING BLIND PEOPLE IN
TOUCH WITH THE WORLD

People living with sight loss in the UK can apply for a free Alexa device, from sight loss charity British Wireless for the Blind Fund (BWBF). The ability to control Alexa by voice and without buttons or on-screen controls

makes it a fantastic option for people living with sight loss who want to access audio entertainment and information. To get a device, you need to be in receipt of certain disability or income-related benefits and have an internet connection at home. Visit: www.blind.org.uk

For more details about what is going on this month in Congleton call into the Congleton Information Centre in the Town Hall or visit www.congleton-tc.gov.uk

Find us on Facebook and Twitter: @Congletontown

To contact the Town Council call 01260 270350

or email info@congleton-tc.gov.uk



Congleton Town Council

Latest News and Updates

Have Your Say!

Congleton's Draft Neighbourhood Plan is open for consultation until 9 December. You are invited to give feedback on 28 policies. You can comment on them all, or just one or two that are the most important to you. Review the plan online, at the Congleton Information Centre, the library and other local venues. Weekly drop-in sessions will be held at the Town Hall every Thursday until 28 November, 4-6 pm, councillors will be available to answer your questions and assist with completing the survey. More info at: www.CongletonNeighbourhoodPlan.co.uk



Christmas Lights Switch-On, Friday 29 November

The festivities begin in the town centre at 4pm with the big Switch-On at 6pm. The evening will feature free entertainment, including a Taylor Swift tribute act on the main stage and music from the Rode Hall Silver Band. Plus a Santa's Grotto at Radley's, face painting, food vendors, crafts, fairground rides and the traditional Lantern Parade. The community stage on Swan Bank will include performances from local schools and groups. New for 2024 is an Inclusivity Area on Mill Street, and a quiet space within the TMC building.



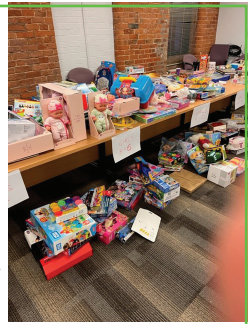
FREE Christmas Parking Days

To make it easier for shoppers to stay longer and enjoy Congleton this Christmas, Congleton Town Council is funding three 'free' parking days on Saturday 7, 14, and 21 December. Park for free AFTER 10am in Princess Street car park (market), Back Street car park (behind Lawton Street) and Fairground car park. The Fairground car park still has a three-hour upper limit for parking. Back Park Street car park remains free every day after 3pm.

NSPCC Toy Appeal for Congleton

The NSPCC, Congleton Chronicle, Boots Barn Road, Plus Dane Housing and the Town Council are joining forces to organise the Congleton toy appeal. Last year, local residents generously donated around 500 toys! This year, we need NEW toys

and gifts suitable for all ages, from babies to teens. Donations can be dropped off until 16 December at the partner locations mentioned above. Please do not wrap the presents.



White Ribbon Town Council

White Ribbon Day falls on Monday 25 November, marking the start of the annual 16-day campaign with the theme "It Starts with Men." Congleton Town Council's White Ribbon Group is actively promoting the cause with a short film to be shared on social



media. As part of the campaign, the group will set up street stalls, display white ribbons around town, and deliver educational talks in schools and community groups. Those interested getting involved or arranging a workplace talk are encouraged to contact the town council for more details. Together, we can take action to 'eradicate men's violence against women and all gender-based violence and abuse.'

Bromley Farm Wellbeing Hub

Offers a warm and welcoming space every Tuesday from noon at Parnell Square. Run by dedicated volunteers, the friendly group provides a supportive environment for anyone facing social isolation, mental health challenges, or the rising cost of living. Everyone is welcome to drop in for a cuppa and cake, lunch, and fun activities, with access to computers and helpful signposting support. Over the winter months, the group has also distributed duvets and winter woollies to help residents stay warm. Visit: facebook.com/groups/bromleyfarmhub or tel: 07873 653 408.



Be Spike Aware

Reports of spiking have increased in Congleton. Spiking, whether through drinks or needles, is a serious crime, and carries a prison sentence and mandatory registration as a sex offender. If you think you or someone else has been spiked, call 999 and ask for the Police and Ambulance services. Prompt action is essential, as police can conduct forensic testing for over 100 substances in body fluids; hospital tests alone are unlikely to provide enough evidence for a conviction.

Find us on Facebook and Twitter: @Congletontown
To contact the Town Council call 01260 270350
or email info@congleton-tc.gov.uk

Appendix 5

Example of social media adverts and campaigns

Facebook Ad Campaigns

**Congleton Town Council**
about 8 months ago



You've spoken up about Congleton's future – now's your chance to shape it. We want to turn your thoughts into action through the Congleton Neighbourhood Plan survey. Your feedback matters, and we're listening. Let's build the Congleton you've envisioned – together.... [See more](#)



Have Your Say #CongNP- Closes 9th Dec

Congleton Town Council
A site to share info about the town council and Congleton and its activiti...

\$91.00 spent over 7 days.

Link Clicks ⓘ

83

Cost per Link click ⓘ

\$1.10

Views ⓘ

10,025

Reach ⓘ

7,392

Activity

Post engagements

84

Link clicks

83

Estimated call confirmation clicks

26

Post shares

1

Audience

This ad reached **7,392** Accounts Centre accounts in your audience.

People

Placements

Locations

49.9% Women 50.1% Men



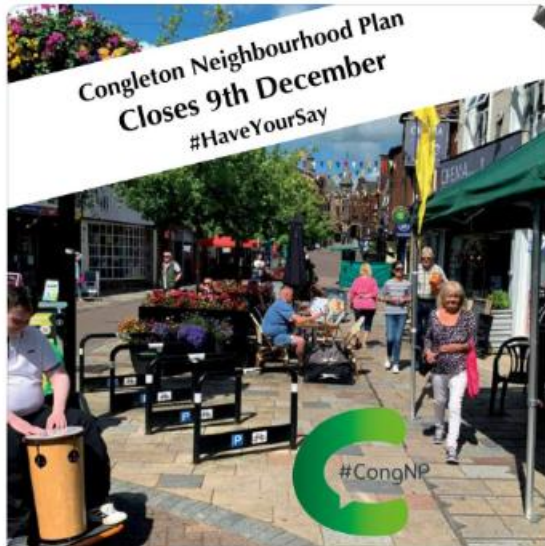


Congleton Town Council

Sponsored · 🌐



Whether you've been discussing the future of our town online or chatting with neighbours, the Congleton Neighbourhood Plan survey is your chance to make an impact. Your feedback is essential – and we want to hear from YOU.



Help Shape the Plan!

Learn more



Have your say!

Performance ⓘ

Lifetime ▾

£83.94 spent over 7 days.

Link Clicks ⓘ

515

Cost per Link click ⓘ

£0.16

Views ⓘ

22,206

Reach ⓘ

10,983

Activity

Post engagements

555

Link clicks

515

Post reactions

26

Post comments

8

See All ▾

Audience

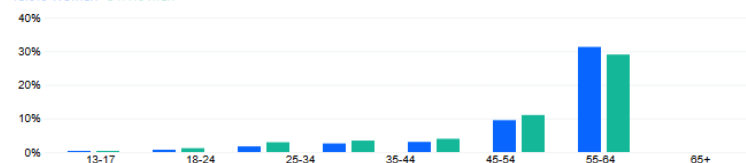
This ad reached 10,983 Accounts Centre accounts in your audience.

People

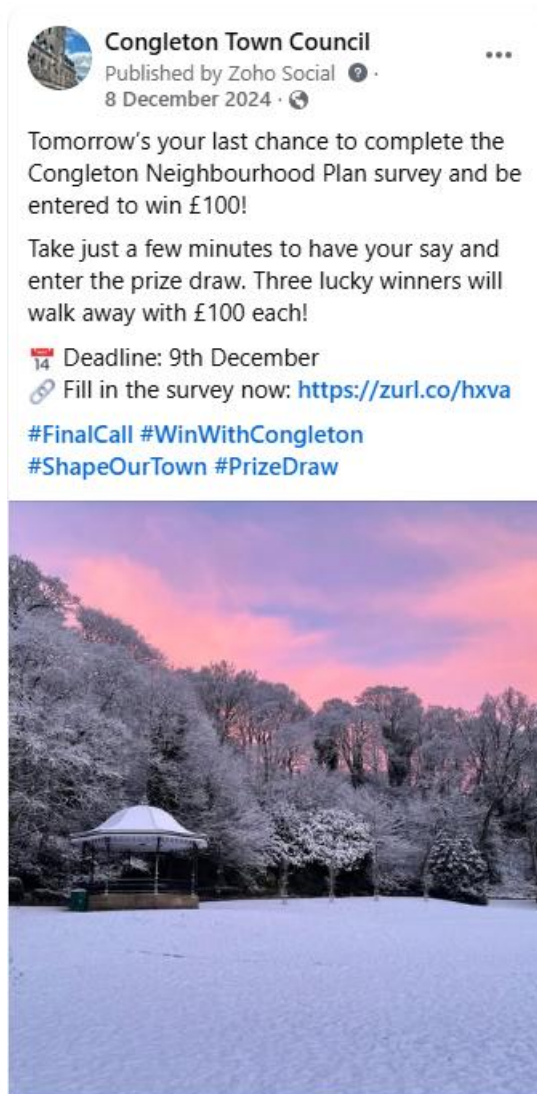
Placements

Locations

48.6% Women 51.4% Men



Social Media Campaign Sample – Daily posts going out from 10th October 2024 until 9th December.





Congleton Town Council

Published by Cathy Dean ·
2 December 2024 ·

🕒 Just 7 days left! The Congleton Neighbourhood Plan survey closes on 9th December – don't miss your chance to have your say!

A huge thank you to the 349 people who have already shared their feedback. 🙌

We know there are many more residents and workers in Congleton with valuable ideas and strong opinions about what our town needs. Now is the time to make your voice count!

👉 Fill in the survey before 9th December and help shape Congleton's future:
<https://www.congletonneighbourhoodplan.co.uk/>

#CongletonFuture #HaveYourSay
#ShapeOurTown



Congleton

neighbourhood plan

CONGLETONNEIGHBOURHOODPLAN.CO.UK



Congleton Town Council

Published by Zoho Social ·
26 November 2024 ·

You've spoken up about Congleton's future – now's your chance to shape it.

We want to turn your thoughts into action through the Congleton Neighbourhood Plan survey. Your feedback matters, and we're listening.

Let's build the Congleton you've envisioned – together.

📅 Complete the survey by 9th December for a chance to win £100!

🔗 <https://zurl.co/uTsT>

#YourVoiceMatters #CongletonWarriors
#ShapeOurTown #HaveYourSay





Congleton Town Council

Published by Zoho Social ·
22 November 2024 ·



Congleton residents & businesses can comment on the Congleton Draft [#NeighbourhoodPlan](#). This is your chance to have a say in shaping Congleton's future! Find out more and give feedback at: <https://zurl.co/Zq3d>. [#CongletonPlan](#) [#CommunityVoice](#) [#FuturePlanning](#)



Congleton Town Council

Published by Cathy Dean ·
25 November 2024 ·



The last drop-in session for Congleton's Neighbourhood plan is taking place this Thursday from 4 pm until 6 pm. Councillors will be on hand to answer any questions you ... [See more](#)



Thu, 28 Nov 2024

Congleton Neighbourhood Plan Drop-in Sessions

Congleton

1 went · 1 interested



Like



Comment



Share



Congleton Town Council

Published by Zoho Social ·
19 November 2024 ·

#CongNP - Policy 26 – Tree Protection and Planting.

Congleton Town Council will work with Cheshire East Council to prioritise the protection of trees across the town and encourage an increased number of trees over the plan period.

Do you agree on planting more trees? Have your say!

Read the full policy - <https://zurl.co/LDih>

**#CongNP #CongletonFuture
#ShapeCongleton #HaveYourSayCongleton
#CongletonPlan2024 #MyCongletonVoice
#MakeItCountCongleton
#CommunityInCongleton #YourTownYourSay
#PlanForCongleton #CongletonPrizeDraw**



Congleton Town Council

Published by Zoho Social ·
18 November 2024 ·

Policy 25 – Biodiversity Net Gain and Improvement... **See more**



Congleton Town Council

Published by Zoho Social ·
14 November 2024 ·

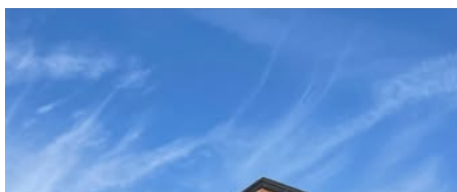
#CongNP - Policy 16 – Education Development.

Proposals for the development of new, or extension of, existing day nurseries, playgroups, primary and secondary schools will be encouraged where certain criteria are met.

Have your say! Read the policy and share your ideas in the survey.

<https://zurl.co/gJYy>

**#CongNP #CongletonFuture
#ShapeCongleton #HaveYourSayCongleton
#CongletonPlan2024 #MyCongletonVoice
#MakeItCountCongleton
#CommunityInCongleton #YourTownYourSay
#PlanForCongleton #CongletonPrizeDraw**



Congleton Town Council

Published by Zoho Social ·
13 November 2024 ·

#CongNP - Policy 12 – Sustainable and Public Transport.

Proposals that do not provide sufficient opportunities for the use of public transport and sustainable modes of transport will not be supported.

What do you need/or what would you like to see around public transport?

Read the policy here - <https://zurl.co/d68F>

Leave your comments on the min-survey at the end of the page!

**#CongNP #CongletonFuture
#ShapeCongleton #HaveYourSayCongleton
#CongletonPlan2024 #MyCongletonVoice
#MakeItCountCongleton
#CommunityInCongleton #YourTownYourSay
#PlanForCongleton #CongletonPrizeDraw**



Drop-in sessions were organised at Congleton Town Hall on 14th November, 21st November, 28th November, and 5th December 2024 from 4 pm until 6 pm. Officers and Councillors were on hand to answer any questions.

28

Thursday 28 November 2024 from 16:00-18:00

Congleton Neighbourhood Plan Drop-in Sessions

Congleton Town Hall

14 Nov 2024 21 Nov 2024 28 Nov 2024 +1

AboutDiscussion

InviteEdit

Details

2 people responded

Event by Congleton Town Council

Congleton Town Hall

Duration: 2 hr

Public - Anyone on or off Facebook

Congleton Neighbourhood Plan drop-in sessions at Congleton Town Hall, starting this Thursday 7th of November 4 pm until 6 pm in the main hall. Future drop-in sessions are planned f... See more

Congleton

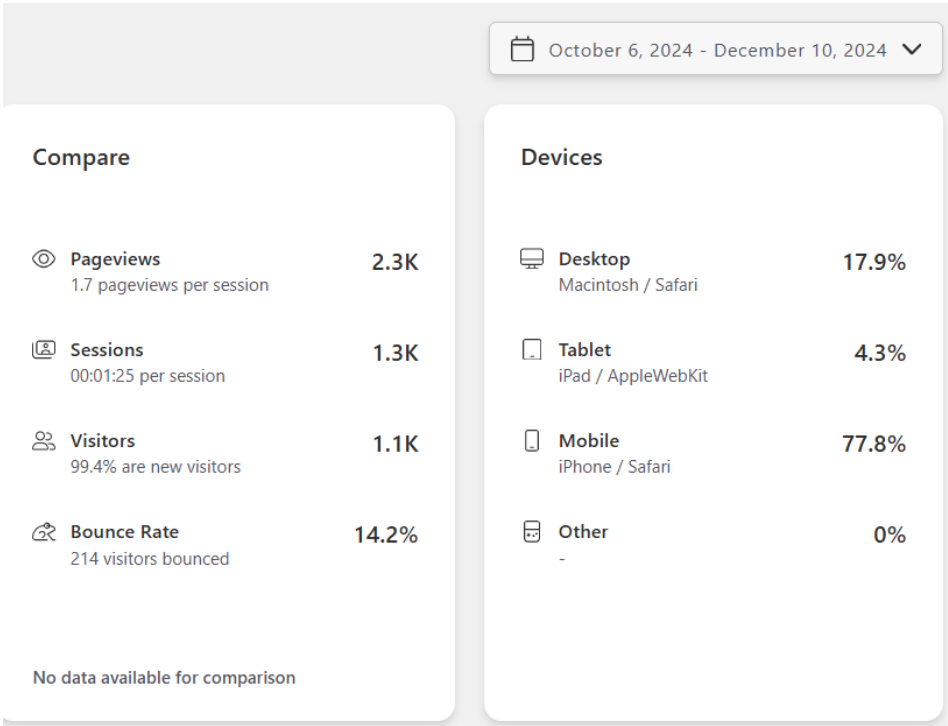
Meet your host



Congleton Town Hall
Congleton Town Hall, Congleton

Website Stats for Congleton Neighbourhood Plan Website

<https://www.congletonneighbourhoodplan.co.uk/>



Referrers ▾



Referrer	Pageviews
m.facebook.com/	586
lm.facebook.com/	297
cheshireeast.gov.uk/	90
l.facebook.com/	89
google.com/	84
surveymonkey.com/	42
bing.com/	23
google.co.uk/	10
congleton-tc.gov.uk/	9
ecosia.org/	9

Appendix 6

Images of Congleton Makers Market Stall

Appendix – 6 – Cllrs attend Makers Market





Appendix 7

Example leaflets issued during consultation



Promoted by Congleton Town Council

Congleton
Town Council



Congleton
Neighbourhood Plan

Congleton Draft Neighbourhood Plan

Have your say!

REGULATION 14 CONSULTATION

14 October to 9 December 2024

Plan period until 2030

www.CongletonNeighbourhoodPlan.co.uk

Why a Neighbourhood Plan?

This is our chance to say what we want for Congleton.

This plan is about a vision for Congleton and the planning policies to help us develop that vision.

The document, if accepted, will help developers and planners understand what is important to local people when making and considering planning applications.

The policies have been developed based on feedback from residents, groups and organisations. Planning professionals from Urban Imprint have helped ensure the policies meet planning requirements.

Congleton Neighbourhood Plan covers the area covered by Congleton Town Council. Much of the recent housebuilding is in the neighbouring parishes. Congleton Neighbourhood Plan cannot make policies to cover outside of our boundary. However, the plan acknowledges the additional pressures that housebuilding in the parishes has on services, transport, green spaces and facilities.

What difference can I make?

We must get this plan right – and to do that we need you! **This is the last chance for people in Congleton to influence the Town Council on changes to the plan.**

After this stage, the plan will be checked and consulted on by Cheshire East Council, given to a planning inspector to consider and finally back to the electorate in Congleton to vote to accept or reject the plan. Now is the time to influence!

You can give your views on all 28 policies and aspirations or just one or two that are the most important to you. As a thank you for taking the time to respond, you can choose to enter into a free prize draw with the first three entries drawn on the 13 December receiving £100, £50 and £50.

We promise to review all comments and make the necessary modifications to the plan before it is delivered to Cheshire East Council for further scrutiny.

28 Policies (P) and Aspirations (A) across six key areas are being considered in our draft Neighbourhood Plan. Below is a quick guide to the policies.

More details and the justifications and evidence base can be found at:

www.CongletonNeighbourhoodPlan.co.uk

STRATEGIC SUSTAINABILITY POLICY

P1 Congleton for Everyone Now and in the Future – making sure all planning approvals contribute positively to the quality of life and a sustainable future.

DEVELOPMENT STRATEGY

P2 Brownfield Land First – encouraging developers to redevelop previously developed land.

P3 Householder Conversions and Extensions – supporting applications for use of upper floors or extending homes to meet family needs.

P4 Conversion and Protection of Traditional Mill Buildings – protecting our history by encouraging the repurposing of important buildings.

A5 Celebrating Congleton's Market – retaining our historic role as a market town.

P6 Timbersbrook Village – seeking to protect the area by establishing a limited area for infill development.

TOWN CENTRE AND RETAIL

P7 Ensuring a Vibrant Town Centre – policies to retain the importance of the town centre and to ensure accessibility.

P8 Tourism and Leisure in the Town Centre – encouraging greater tourism, extended hours and leisure activities.

P9 Leisure Development Outside the Town Centre – encouraging more leisure activities for residents and visitors across the area.

P10 Local Retail Locations – highlighting the importance of smaller retail areas within Congleton which should be protected and enhanced.

COMMUNITY WELLBEING

P11 Walking and Cycling Strategy – seeks to promote the creation of safe and accessible walking and cycling routes in and around the town.

P12 Sustainable and Public Transport – active engagement between developers and the town council is being promoted in order to encourage better public transport provision across Congleton.

A13 Active Travel and Connectivity Improvements – specific opportunities for active travel improvements within the town which the town council will seek to deliver in conjunction with other development which may come forward.

P14 Local Ecological Networks – encouraging applications that enhance biodiversity, wildlife corridors and local ecology.

P15 Accessibility to Health and Wellbeing – strongly supporting applications to improve facilities and services for all but especially the elderly and those with additional physical or sensory needs.

P16 Education Development – actively supporting applications which will help deliver educational facilities from nurseries to colleges.

P17 The Future of Local Community Facilities – the town council will not support the loss of facilities unless proven surplus to requirements.

LANDSCAPE AND TOWNSCAPE

P18 Congleton's Unique Character – protecting and enhancing character through the promotion of the Congleton Design Guide.

P19 Designated and Non-Designated Heritage Assets – protecting non-designated heritage assets as well as conservation areas and listed buildings.

A20 Congleton's Green Spaces – protecting valuable green spaces from development.

P21 Congleton's Landscape Character – respecting the special characteristics that make up various zones of Congleton.

P22 Design for Small-Scale Residential Development – protecting bungalows and encouraging small-scale, specialist, accessible and affordable housing.

P23 Design at the Settlement Edge – ensuring a sensitive transition from countryside to estates with appropriate gateways and greening.

P24 Views, Vistas and Gateways – protecting key views that make Congleton special.

P25 Biodiversity Net Gain and Improvement – supporting applications which supply wildlife habitats of biodiversity value.

P26 –Tree Protection and Planting – protecting current trees and encouraging additional planting.

KEY AREAS FOR IMPROVEMENT

P27 – Pop-up Uses in the Town Centre – strongly supporting short term (less than five years) temporary uses and structures with a positive benefit.

P28 – Areas for Improvement across the Town – eight areas where interventions to improve the look, feel and purpose of the area would be encouraged.

KEY: P = Policy, A = Aspiration

Have your say!

We are keen to know what you think of the draft Congleton Neighbourhood Plan.

Please respond by 9 December 2024.

You can give your views by:

Filling in an online questionnaire

Completing a paper questionnaire available in the library and Town Hall (return to the Town Hall)



Scan with the camera on your phone to go to the website and questionnaire.

Emailing your views to **CongNP@congleton-tc.gov.uk**

Writing to Congleton Neighbourhood Plan,
Congleton Town Hall, High Street,
Congleton CW12 1BN.

A copy of the detailed plan (90 pages) and the evidence supporting the development of the plan is available at:

www.CongletonNeighbourhoodPlan.co.uk

Don't forget – three random responses will win £100 or £50 or £40! (drawn on 13 December).

Leaflet produced by Congleton Town Council,
October 2024.



Appendix 8

Image of notice boards with consultation notice

Appendix – 8 Notice boards



Appendix 9

Copy of email sent to statutory bodies



As a group, organisation, business or individual who has expressed an interest in Congleton's Neighbourhood Plan, we are delighted to be able to invite you to comment on the Regulation 14 'pre-submission plan' of the Congleton Neighbourhood Plan.

The consultation started on Monday 14 October and will continue until midnight on Monday 9 December 2024. Congleton Town Council is required under The Neighbourhood Planning (General) Regulations 2012 to consult for at least six weeks. We have opted for eight weeks. We will then consider all the responses and make appropriate changes to the draft plan before submitting it to Cheshire East Council for the next stages.

Download a copy of the pre-submission Congleton Neighbourhood Plan via the button below. You can also view the plan & download the document from www.congletonneighbourhoodplan.co.uk

The document is 97 pages 4.19 MB (4,399,493 bytes)

[View the Congleton Neighbourhood Plan Document](#)

Paper Reference copies of the Plan can be viewed at

- Congleton Information Centre, Congleton Town Hall CW12 1BN
- Congleton Library, Market Street CW12 1ET
- Congleton Leisure Centre, Worrall Street CW12 1DT

Paper copies have also been sent to schools and community hub buildings and some copies can be loaned from the Town Council.

Responses are needed before midnight on Monday 9 December 2024

[Fill in the Questionnaire - Have Your Say!](#)

You can respond by completing the questionnaire (button takes you to the questionnaire on Surveymonkey).

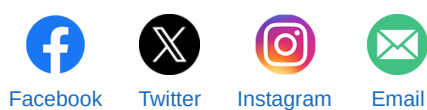
A paper version of the questionnaire is available in the library and information centre and should be returned to Congleton Town Hall, High Street, CW12 1BN.

Or you can send your comments to CongNP@congleton-tc.gov.uk or write to Congleton Neighbourhood Plan, Congleton Town Council, Congleton Town Hall, High Street, Congleton CW12 1BN.

We look forward to hearing from you!

Yours Sincerely,

David McGifford, Congleton Town Council Chief Officer.



Our mailing address is:

Congleton Town Council, Town Hall, Congleton, Cheshire, CW12 1BN.

Would you like to change how you receive these emails?

Please [update your preferences](#) or [unsubscribe from this mailing list](#).

Appendix 10

Column within the Congleton Chronicle

Last chance to have a say on town's future

Congleton Town Council has reminded residents and workers that the consultation on the town's draft neighbourhood plan closes next week.

The consultation period is said to be "a vital opportunity" to ensure everyone's voice is heard on the policies that will shape the town's future, protect its heritage and green spaces and influence planning decisions for years to come.

The neighbourhood plan, if adopted, will be a powerful tool to protect Congleton from inappropriate development and ensure that the community's aspirations are considered in planning

Congleton Neighbourhood Plan

decisions.

Whether it's safeguarding green spaces or advocating for facilities for the town, this is a chance to help define the vision for Congleton.

Congleton mayor Coun Kay Wesley, stressed the importance of participation: "I am delighted that more than 400 residents have already contributed their feedback — thank you for playing your part."

"However, we know there are



many more residents and workers in Congleton with valuable ideas and strong opinions about what our town needs. This is your chance to have your say and help shape Congleton's future. Don't miss this important opportunity to be heard!"

The consultation includes 28 draft policies covering areas such as housing, employment, infrastructure, heritage, and green spaces.

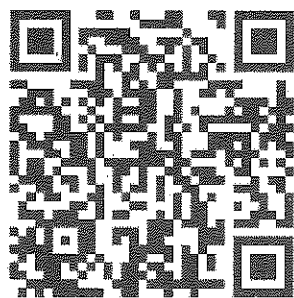
Participants can provide feedback on all the policies or focus on the ones they feel most passionate about.

The plan is available online at congletonneighbourhoodplan.co.uk, as well as paper copies in Congleton Information Centre and the library.

As an incentive to get involved, the town council will reward three

random participants with prizes of £100, £50, and £40. To enter, provide contact details at the end of the consultation questionnaire. Visit congletonneighbourhoodplan.co.uk to take part or contact the town council for assistance.

The consultation ends on 9th December.



Woman sentenced in child neglect case

A woman has been jailed after she admitted neglecting a child at her home in Cheshire.

The woman, who cannot be named for legal reasons, appeared at Chester Crown Court on 26th November where she was sentenced to seven years and six months in prison.

She had earlier pleaded guilty to four counts of causing assault, ill treatment, neglect and

Useful info

chronicleseries.com

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MPs split in vote over new assisted dying law

Local MPs were as divided as the rest of Parliament in the vote on assisted dying legislation.

Last week, they voted in favour of allowing assisted dying after a long debate in the House of Commons.

The historic Bill, which would legalise assisted dying for terminally ill people, was voted through its first reading phase in the Commons.

They joined senior politicians including prime minister Sir Keir Starmer, chancellor

Views wanted on town transport network

Congleton residents are being invited to help shape the future of the town's green spaces by contributing to the draft neighbourhood plan, now open for consultation. This is a unique opportunity for locals to influence how Congleton develops, ensuring that its much-loved parks, playing fields, and natural areas remain at the heart of the community.

Congleton Town Council is calling on residents to share their experiences of getting around town as part of its effort to improve local transport and travel options.

With cars dominating the roads, the council wants to find better ways to balance the freedom of driving with the need to reduce congestion, cut air pollution, and improve road safety.

The draft neighbourhood plan is focused on making travel in Congleton safer, greener, and more convenient for everyone.

The draft neighbourhood plan outlines key policies, aspirations and a range of proposals to

encourage active travel — walking, cycling and public transport.

These ideas include:

- Safer connections — better links to bus stops, train stations, and walking routes;
- Improved bus services — new routes, bus laybys, and roads that accommodate buses;
- Encouraging greener choices — developers will be asked to create travel plans that promote walking, cycling, and public transport use;
- Pedestrian-friendly spaces — upgrades to public areas that prioritize walking and cycling, along with secure bike storage;

• Event access — plans to make it easier for people to reach local events sustainably.

The council plans to ensure that all parts of Congleton are equipped with the facilities needed for walking, cycling, and using public transport.

But the Council said the success of this plan lay in community input.

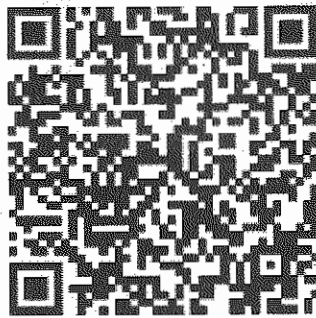
"We want to hear from everyone," said David McGifford, chief officer at Congleton Town Council.

"Whether you're a driver, a cyclist, a bus user, or a walker, your feedback is vital. Together, we can create a town that's easier to navigate and better for the environment.

"What's working well for you when it comes to getting around? What could be improved? Are there bus routes you would like to see added or safer paths for walking and cycling?"

"Do you agree that Congleton's Neighbourhood Plan should seek to encourage better transport provision across the town?"

The consultation is a chance to shape Congleton's future.

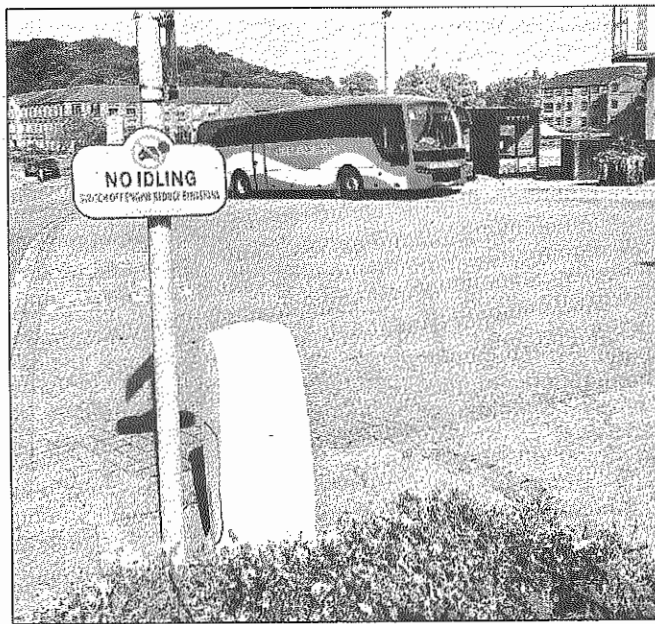


People can share thoughts via the neighbourhood plan survey and help the council bring its "vision of a more connected and sustainable community" to life.

Fill out the questionnaire by scanning the QR code or visiting congletonneighbourplan.co.uk Email comments to congnp@congleton-tc.gov.uk or write to the Neighbourhood Plan Team, Congleton Town Hall, High Street, Congleton, CW12 1BN.

The deadline for responses is 9th December.

• To discuss the plan there will a drop-in session held today (Thursday) 4pm until 6pm at Congleton Town Hall.



NHS prepares for a challenging winter

More than a million covid-19 vaccines have been delivered to those at greatest risk in the North West, as the NHS encourages more eligible people to come forward and protect themselves this winter.

As people gather inside during the colder months, viruses such as covid and flu are more likely to spread, which can result in people becoming seriously unwell and being admitted to hospital, during what will already be a challenging time for the NHS.

To protect NHS services this winter, eligible people including those aged 65 and over, pregnant women, those with long term health conditions and carers, are being urged to come forward for their jabs as soon as possible.

Since the vaccination programmes began in autumn, 1,014,627 covid vaccines and 1,894,917 flu vaccines have been delivered in the region.

Dr Linda Charles-Ozuzu, regional director for commissioning at NHS England North West, said: "Thank you to NHS staff and vaccination teams who have successfully delivered more than one million covid jabs, and more than 1.8 million flu jabs, to help protect our most vulnerable communities."

"Vaccines are our best defence this winter and will help prevent the NHS from becoming overwhelmed, meaning services are available when people need NHS care."

"If you are eligible, please come forward for your free covid and flu vaccines as soon as possible and make sure you and your loved ones are protected."

Anyone eligible can book a covid vaccine appointment via the NHS website, NHS App, or by calling 119 for free.

The national booking service will close on 20th December. After this date, people will still be able to get vaccinated at their GP practice, community pharmacies and walk-in sites.

Tricia Spedding, head of public health at NHS England North West, said: "It's vital we all take steps to protect ourselves and our loved ones from these dangerous and even life-threatening viruses."

"Each year, we see a significant number of people who aren't

vaccinated needing hospital care and even sadly dying with covid and flu.

"It's important to come forward if you are eligible for these vaccines, even if you have had previous vaccinations or have had one of the viruses, as protection fades, and some of these viruses can change over time."

People are eligible for a covid and flu vaccination if they are aged 65 or over, are pregnant, are aged six months to 64 years in clinical risk groups, live in a care home for older adults, or are a frontline health and social care worker, including those working in care homes for older adults.

The NHS is also rolling out the RSV vaccine, to protect vulnerable people from lung infections. People aged 75 and over and pregnant women are eligible for this vaccine, as well as those aged 75-79 as part of a catch-up programme.

Officer is suspended

A high-ranking police officer has been suspended amid an investigation into misconduct across two forces.

Cheshire Police's assistant chief constable Una Kelly was suspended with immediate effect on 14th November, the constabulary said.

It said the investigation "related to historical matters" and did not involve the Cheshire force "in any way".

The Independent Office for Police Conduct is conducting an inquiry involving allegations dating back to 2018.

An IOPC spokesman said it was looking into claims that "two senior police officers at separate forces shared confidential information relating to an employment matter without proper purpose".

The police watchdog said it had received a referral from the Office of the Police and Crime Commissioner for Staffordshire in late October, and a referral from Cheshire Police in November.

It said the information that led to the allegations "came to our attention during the course of a separate investigation".

The IOPC said it could not provide any details of the other investigation at this stage.

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Scholar Green: in the ex-phone box located outside 218, Congleton Road North, 150 yards south of Morrison's Daily (formerly McColl's).

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- Apple: iResus.
- Apple: St John Ambulance First Aid.
- British Red Cross First Aid.
- Be safe!

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Support the Bears!



Men's next home game: Saturday v Hanley Town, (NPL) ko 3pm.

Women's next home game: Sunday, 15th December v AFC Crewe, Congleton High School, ko 2pm.

Essential information

Address: Our address is Market Square, Congleton CW12 1BW. The office is open Monday to Thursday, 9am to 5.30pm, Fridays 9am-5pm. The switchboard is 01260 273 737. Advertising queries should be emailed to chronads@aol.com, all other queries to chronicleseries@aol.com.

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Plan looks to improve the quality of local life

The latest in a series of articles from Congleton Town Council about the town's neighbourhood plan looks out how residents can play their part

In the initial consultation about creating a neighbourhood plan for Congleton, local people told the neighbourhood plan team that they wanted better connectivity around the town, green spaces to be protected, access to local health and educational services and to safeguard popular community buildings and facilities.

Policies 11-17 of the latest draft plan address these areas and have been grouped as community wellbeing policies.

Some aspects of these policies are already given protection via national planning policy or through policies included in the Cheshire East Council Local Plan.

The town is encouraged not to duplicate existing policies in its plan but due to the strength of local feeling, complementary policies have been included to emphasise how important the council believes these to be.

People can comment on an individual policy, or the whole plan. In the community wellbeing section are policies on:

- Walking and cycling strategy: seeking to create safe, convenient and attractive routes from residential areas to key locations such as shops, schools, community sites and attractions;
- Creating infrastructure for public transport;
- Aspirations for improving connectivity by listing 16 areas where an improvement or a crossing is needed to aid those walking, cycling or using a

mobility scooter;

- Preserving ecological networks, particularly where they contribute to a wildlife corridor such as along the canals, rivers, brooks, and bridle paths — the neighbourhood plan team commissioned a detailed report by Cheshire Wildlife Trust to identify ecological networks and areas of highest habitat distinctiveness;
- Importance of improving access to healthcare and other community wellbeing assets in the town — the plan cannot request or identify new or expanded provision of services and facilities but can ensure that land use planning decisions prioritise the retention, reuse and repurposing of existing facilities;
- Encouraging the development of new or extensions of existing nurseries, playgroups, and primary and secondary schools — with criteria around building with communities in mind;
- Protecting community facilities unless it can be clearly demonstrated that there is no need for the building — 55 community buildings are listed in the appendix — is anyone aware of more that should be added?

Important

Chief officer at Congleton Town Council David McGifford said: "I cannot say strongly enough how important it is to hear from Congleton people about the development of the plan. At this stage we can and will make changes."

"We want the strongest possible plan to go forward to Cheshire East from Congleton — and to do that we really need even more input from local people."

"You can have your say on the neighbourhood plan by scanning the QR code and answering the



the questionnaire. You can also send comments to Congnp@congleton-tc.gov.uk or write to Congleton Neighbourhood Plan Team, Congleton Town Hall, High Street, Congleton

CW12 1BN."

The deadline for responses is Monday, 9th December. For more details, visit congletonneighbourhoodplan.co.uk.

Town will remember them

Congleton Town Council is anticipating another fantastic turnout for the Congleton Remembrance Service at the Lawton Street Cenotaph on Sunday, 10th November, as the community unites to remember those who gave their lives in service to the country.

The parade will assemble at West Street car park at 10am, ready to depart at 10.30am.

Led by Steve Evans from the Congleton branch of the Royal British Legion, the parade will march along West Street to Swan Bank, through the pedestrian area, High Street, Market Square, and Bank Street, reaching the Cenotaph at 10.50am.

Following the two-minute silence at 11am, the Rev Ian Enticott, rector of All Saints Congleton, will conduct a short outdoor service. Master of Ceremonies Gary Dolman, RBL, will call upon dignitaries and associations for the laying of wreaths.

After the service, the parade will reform and march to the rear of the town hall via Market Square, where they will be dismissed.

The town council has invited dignitaries and groups in the parade to return to the town hall for refreshments, with a performance by the Mossley School Choir.

To ensure the parade can march safely to the cenotaph, there will be temporary 15-minute rolling road closures between 10.30am and 10.50am on West Street, Swan Bank, Mill Street, Moody Street, and Market Street. Full road closures will be in place on High Street, Canal Street, Kinsey Street, Bank Street, and Market Square from 10am to 12.30pm. Motorists are advised to allow extra time for their journeys.

Congleton mayor Coun Kay

Wesley expressed her pride in the event, stating: "The Remembrance service is an important occasion for our town, bringing people together to honour the sacrifices made by so many, including our very own veterans. It is heartwarming to see such strong community support, and we are especially grateful to the Princess Irene Brigade travelling over from Holland again. Together, we remember and reflect on the bravery of those who served."

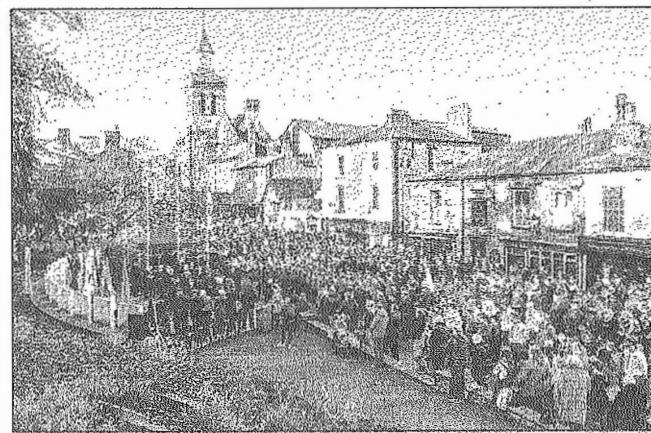
On Armistice Day, 11th November, the RBL will hold a short service at the Cenotaph at 11am, with all welcome to attend.

The official launch of the Poppy Appeal took place on Saturday. The RBL stall will be outside the All Ranks and Community Café next to Morrison's and volunteers for the Congleton Poppy Appeal will be collecting daily at Tesco and Morrisons, as well as at West Heath Shopping Centre on weekends until 9th November.

Congleton Town Hall will be illuminated with Remembrance Poppies from 7th to 13th November from 4.30pm-9pm. The town council thanked Lightech and Reeds Rains Estate Agents for their support in making this happen.

The Remembrance service is organised by Congleton Town Council in collaboration with the Congleton branch of the Royal British Legion. The town council sponsors the event, funding the road closures, sound system, band, and other associated expenses and logistics. The Royal British Legion organises the parade, acts as master of ceremonies, and coordinates the Poppy Appeal.

For all wreath enquiries, contact William Brownlee, RBL, by emailing willieandviv@hotmail.com.



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A town served only by Amazon is no town at all.
And remember us — we survive on local advertising and people buying the paper.

Key areas of the town that need improvement

The latest in our articles about Congleton Town Council's Neighbourhood Plan.

The Congleton neighbourhood plan is now open for consultation, and residents have a unique opportunity to influence how the town develops.

As part of this planning phase, the neighbourhood plan team has highlighted eight areas for potential improvement.

Public feedback is essential to ensure the areas meet the needs and aspirations of the community.

The areas identified for potential enhancement include:

- Stonehouse Green: surface parking and surrounding area;
- Mountbatten Way: including hardstanding areas and car parks;
- Congleton Railway Station:

station facilities and nearby surroundings;

- West Street Conservation Area;
- Mill Street;
- The green space behind the town hall;
- Capital Walk area; and
- Congleton Market area.

These locations have been prioritised based on specific criteria, such as enhancing town centre amenities, supporting local businesses, preserving heritage, and improving accessibility for cyclists and pedestrians.

However, there are no set plans yet — that's where the public comes in.

Feedback can shape the vision for these areas, and help identify any other areas in need of improvement.

This stage of the neighbourhood plan is crucial, as the town council will consider all feedback before finalising the plan.

Proposed improvements will emphasise preserving character and heritage, maintaining town centre parking, and increasing walkability and cycling access.

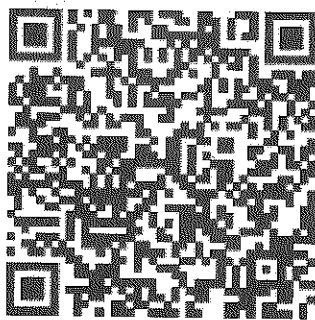
Where new housing is suggested, priority will be given to affordable and specialist homes.

Share thoughts

Don't miss this chance to contribute.

To participate:

- Fill out the questionnaire by scanning the QR code or visiting congletonneighbourhoodplan.co.uk;
- Email comments to congnp@congleton-tc.gov.uk;
- Mail responses to Congleton



Neighbourhood Plan Team, Congleton Town Hall, High Street, Congleton CW12 1BN.

The deadline for responses is Monday, 9th December.

To discuss the plan, drop-in sessions are held every Thursday at the town hall from 4pm to 6pm. For other enquiries, call the town council on 01260 270 350 (extension one) or email congnp@congleton-tc.gov.uk.

Indecent exposure on Pikemere Road

Police have appealed for information following an indecent exposure in Alsager.

A woman was walking along Pikemere Road with her dog in the direction of Sandbach Road last Monday between 10.15am and 10.45am when she was stopped by a man in a vehicle who was asking for directions, suggesting he was in need of medical attention.

As the woman approached the vehicle to help, the man exposed himself and the woman walked away.

The man was white, in his 40s and driving a dark-coloured vehicle.

Det Cons Rachel Lloyd, of Cheshire Police, said: "Firstly, we would like to reassure the community that we take offences of this nature seriously and we are conducting enquiries to identify

the person responsible.

"We would like anyone who witnessed this incident or who saw a man driving a dark-coloured vehicle acting suspiciously in the area to get in touch.

"Please ask residents along Pikemere Road, or any other neighbouring roads check any dashcam, CCTV, or video doorbell footage from the day of the incident for anything which may be relevant to our investigation.

"We would urge anyone who has been approached by this man to report it to Cheshire Police via cheshire.police.uk/tell-us or call 101, quoting IML 1955626.

"Please do not approach any vehicle if requested by someone that you do not know and report any incidents or concerns to police."

Council takes tax defaulters to court

Cheshire East Council has been granted 78 liability orders for non-payment of business rates.

The council applied to Cheshire Magistrates' Court, sitting in Crewe, for non-payment of non-domestic rates and costs for 107 defendants but 24 liability orders were withdrawn and four accounts paid, the council told the court. An enforcement fee of £105 was added in each case. The fee to the council was £53.50.

Some 1,193 liability orders were made for non-payment of council tax by individuals.

The council applied for liability orders for 1,400 defendants but

reported on the day that 145 orders were being withdrawn and 61 accounts had been paid. An enforcement fee of £105 was added in each case. The cost to the council was £700.

A complaint for non-payment of council tax and costs of £2,069.40 for 40, Deans Lane, Sandbach, against Andrew and Paula Chapman, who live at that address, was adjourned to 19th November at the request of the prosecution.

An order in the name of Helen and Philip Young for £2,918.95 over Dragonelle, Lyme View Marina, Wood Lane East, Adlington, was adjourned to the same date.

Council one of few offering pensioner fuel support, says survey

Cheshire East is one of only 15 councils offering support to local pensioners, a new survey has found.

To help consumers, the heating experts at Bost — a company that makes it quicker and easier to upgrade homes — has explained how the winter fuel payments are changing and what other support is available.

The survey said that the company has found only 15 councils offering their own winter fuel schemes to support pensioners, which includes Cheshire East. In this region, Bolton and Salford are also offering help.

First introduced in 1997, the winter fuel payments were previously available to anyone in the UK who had reached pension age to help with the cost of heating bills. Paid annually every winter, the universal payments ranged between £100 and £300.

In the winter of 2022-23, 11.4 million payments were made with up to £600 available due to extra cost of living payments.

Chancellor Rachel Reeves has announced the payments will no longer be universal this winter in England and Wales, and only pensioners on means-tested benefits will qualify. This means households collecting pension

credit with someone aged over 80 can claim £300, while households collecting pension credit will receive £200.

The changes mean an estimated 10 million people will no longer qualify for the payments, although the Government is encouraging people to apply for pension credit.

Only those claiming pension credit or some means-tested benefits will be eligible for winter fuel payments. People can receive payment if they are over 66 and receiving one of the following benefits: income-related employment and support allowance, income support, pension credit, universal credit and income-based jobseeker's allowance.

Pensioners claiming the following benefits will not be eligible this winter: new style employment and support allowance, personal independence payment, bereavement support payment, state pension, disability living allowance, carer's allowance and attendance allowance.

There are still a number of other schemes available for pensioners to claim including household support fund, priority services register, Help For Households and energy firm support.

Useful info

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Other numbers: NSPCC Child Protection helpline, 0800 800 5000 (free); Healthwise (confidential advice on all health matters), 0800 66 55 44 (free); teenagers under stress or with problems? Call Visyon, 01260 290000; Childline North West (free call), 0800 11 11 (number does not appear on any itemised telephone bill); Meningitis Research Foundation, free 24-hour help and advice line, 0800 8800 3344; NHS smoking help (free advice and support on stopping smoking), 0800 169 0169; NHS Direct, 111; advice on solvent abuse from Re-solv, telephone 0808 8002345, helpline @re-solv.org; Samaritans, 24-hour helpline 116 123 (this number is free and will not appear on your phone bill) email jo@samaritans.org or visit samaritans.org Emergency NHS dental service: 0161 476 9651. The phone line is manned from 9am to 9.30pm every day, including weekends and bank holidays. If you have inappropriate thoughts about young people or children call Stop It Now! on 0808 1000 900 or go to stopso.org.uk.

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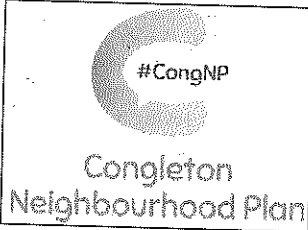
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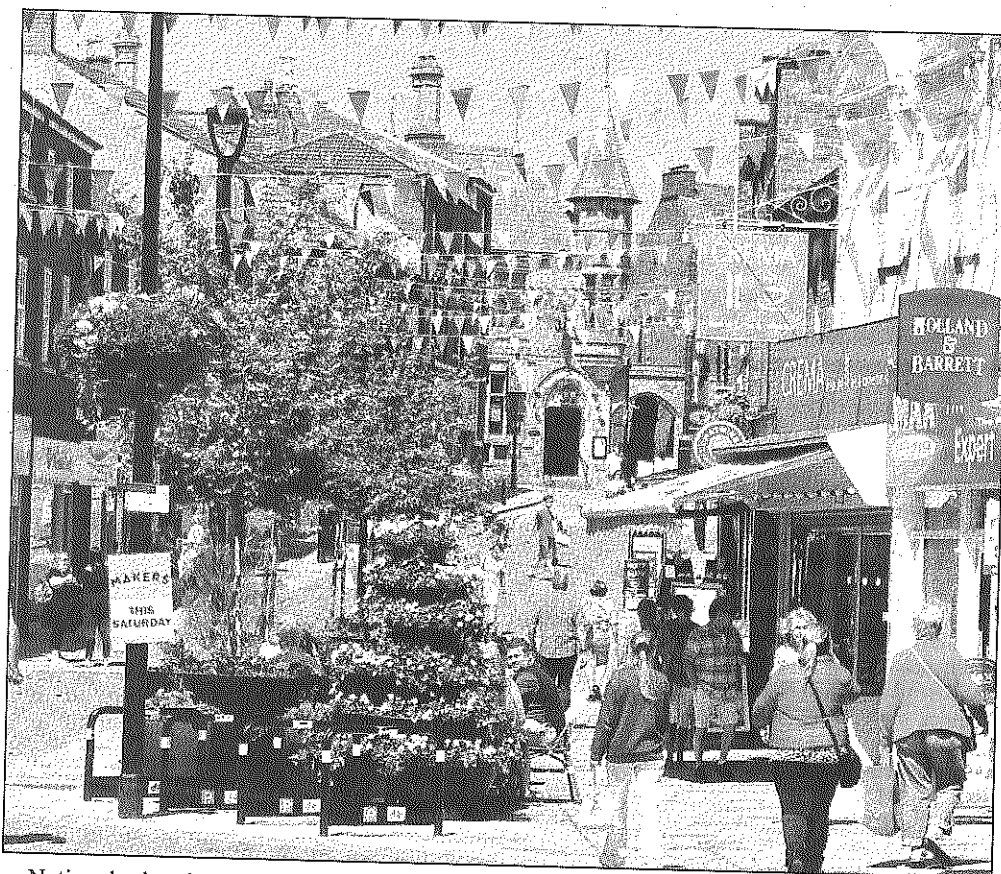
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Consultation is underway on the draft Congleton Neighbourhood Plan, and the team leading the plan is keen to get feedback from local people, so that the plan can be amended if necessary, before it is passed to Cheshire East Council.

The plan covers a wide range of policies. To make it easier to digest, the "Chronicle" will review a different section each week — starting with the town centre and retail, a subject that frequently impacts everyday life for many people.

The town centre and retail policies have been developed taking on board extensive work on Congleton's public realm strategy and more recently the Congleton town centre vitality plan (December 2022).



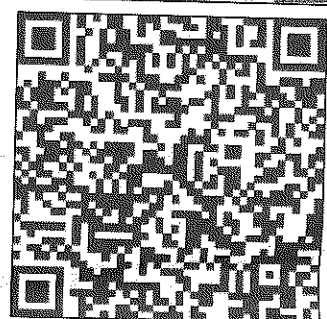
National planning policies and local policies included in the Cheshire East Local Plan will automatically apply and so do not need to be repeated in the Congleton Neighbourhood Plan.

The policies in the draft plan concentrate on what the town wants developers to consider when building or renovating within Congleton Town Centre. This can be summarised as:

- Developments in the town centre need to enhance the quality of the public realm and be resilient to climate change;
- Promote design that contributes to the character of Congleton;
- All new commercial developments should ensure accessibility;
- Aim for Congleton town centre to be vibrant in the daytime and evening;
- Accept ideas that make Congleton town centre more family-friendly; and
- Actively encourage more leisure-based development in the town centre.

Leisure-based activities will also be encouraged outside of the town centre, especially where the re-purposing of an existing building will take place.

In addition to accepting retail in the areas defined in the Cheshire East Council shopping hierarchy (town centre as the primary shopping area, and



Hightown, Barn Road and West Heath as additional shopping areas) the plan advocates for three local convenience shopping locations at Lower Heath, Buglawton (Buxton Road) and Havannah Street.

Other policies within the plan consider the benefits of protecting historic buildings, the importance of retaining a market and the benefits of encouraging more town centre living.

Readers can have their say on the neighbourhood plan by scanning the QR code and answering the questionnaire. They can also email comments to congnp@congleton-tc.gov.uk or write to Congleton Neighbourhood Plan Team, Congleton Town Hall, High Street, Congleton, CW12 1BN. The deadline for responses is Monday, 9th December.

For more details, see congletonneighbourhoodplan.co.uk.

Had no insurance

Louise Hough Perry, (45), of 6, West Avenue, Middlewich, has been fined £660 for driving with no insurance.

Perry admitted that at 12.45am on 15th April she used a Renault on Seddon Street, Middlewich, with no insurance.

Cheshire Magistrates' Court, sitting in Warrington, put six points on her driving licence. She was ordered to pay costs of £90 and a surcharge to fund victim services of £264.

No separate penalty was imposed for driving without a licence - her licence had expired, the court was told.

Charge was dismissed

A man accused of being caught short in the street has had the charge dropped.

Jake Blunden, (26), of 20, Buxton Road, Congleton, had denied that on 8th May, in Congleton, he committed an act outraging public decency by urinating in the street.

Cheshire Magistrates' Court, sitting in Crewe on 5th September, was told the charge was being discontinued.

GOT A STORY?

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Appendix 11

Consultation timeline

8 WEEK Consultation TIMELINE

[illegible]

[illegible]

Appendix 12

Regulation 14 Consultation Report (2025)



Regulation 14 Consultation Report

Congleton Neighbourhood Plan

January 2025

Urban Imprint Limited

01625 265232 info@urbanimprint.co.uk www.urbanimprint.co.uk
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MW
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MW
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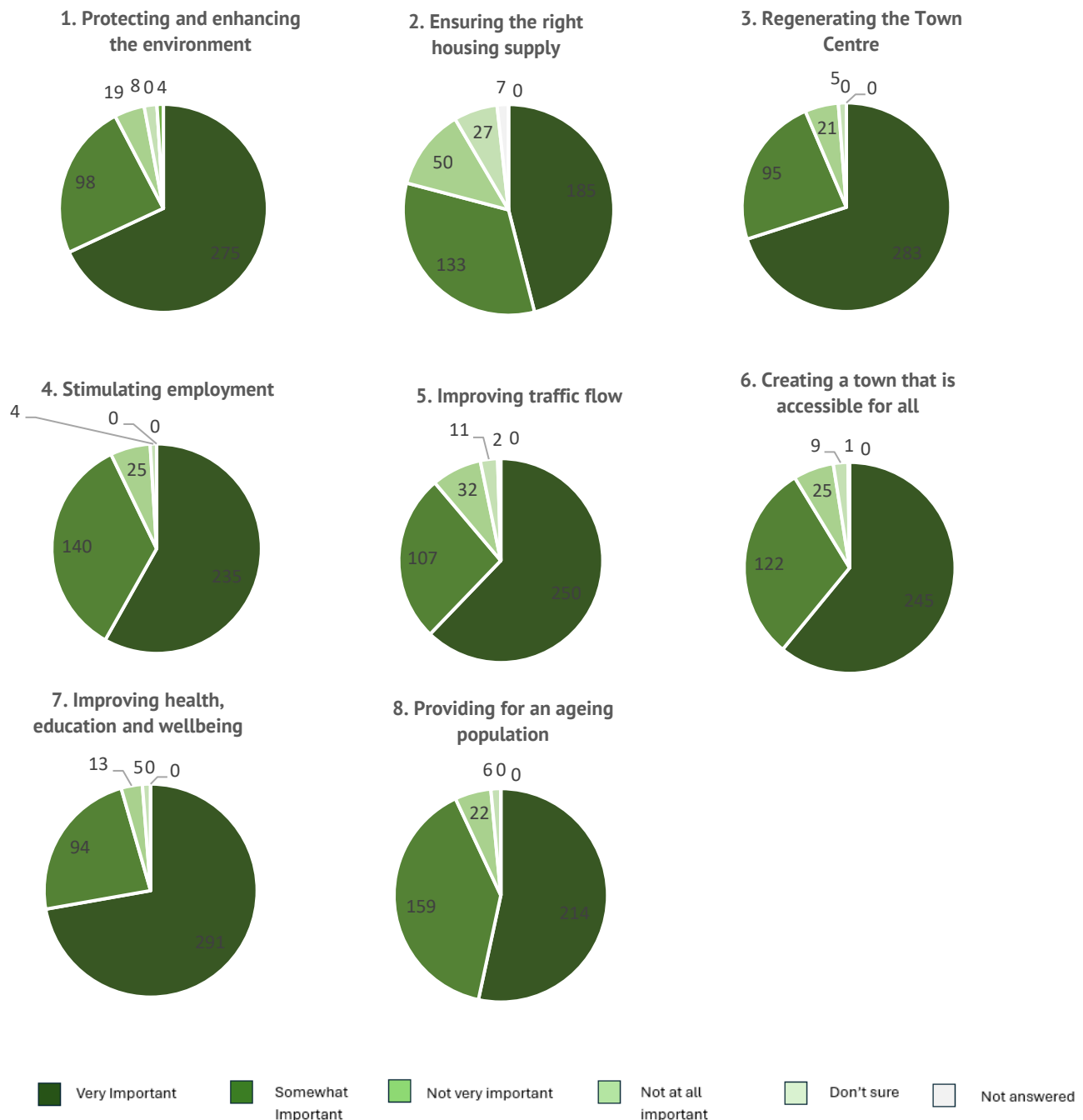
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1. Introduction

- 1.1. This document provides a summary of the results of the regulation 14 consultation undertaken in winter 2024 in support of the draft Congleton Neighbourhood Plan. Almost 400 responses were received in total via an online survey and letters and emails. Responses were received from members of the public, local groups and organisations, local landowners and developers and key consultees such as United Utilities.
- 1.2. More detailed comments were received from the planning policy team at Cheshire East Borough Council and a meeting was held with the policy officers in January 2025 in order to discuss in more detail some of the more important points raised. Further guidance and advice was offered by that Council and this is also recorded within this document where appropriate.
- 1.3. The following document provides a summary of the key matters raised, organised by section and policy within the plan. Where a comment has been repeatedly made this is indicated. Comments from specific interest groups or organisations are recorded under the name of the sender as that provides important context to the response made.
- 1.4. The online questionnaire included a number of questions that required more quantitative responses and these are presented in graphs and pie charts at the start of each section. This is useful in providing an overview of the general feeling towards each section/policy and helps us to understand if a policy is broadly supported or not.
- 1.5. Respondents to the online form had the opportunity to make long form comments in addition to the quantitative questions. These are grouped according to theme under each policy.
- 1.6. This report is accompanied by a Recommendations Report which sets out key changes which the neighbourhood plan (NP) group may wish to make to each section / policy. Our advice is based on our knowledge of the group's aims and our experience in supporting neighbourhood plan groups through the examination process. The next stage will be for the group to discuss and decide which changes they wish to make to the Congleton Neighbourhood Plan document. Once amended the CNP will be formally submitted to Cheshire East Borough Council in advance of the Examination process.

2. Vision and Objectives

2.1. Question 1 asked survey respondents to rank the Neighbourhood Plan objectives by order of importance. Between 400 and 402 responses were received. The responses received indicate that overall, 'Improving health, education and wellbeing' was perceived as the most important objective for the NP.



Cheshire East Response

- The vision and objectives are appropriate and underpin the policies that follow.
- Suggest that objective seven is removed as the NP is not allocating any sites.

Statutory consultees:

- **NHS C&M ICB** – Support that community, health and education feature so strongly in the vision and objectives and as a key theme in the neighbourhood plan. The ICB set out that the Town Council should continue to work more closely with them and the local authority to make sure that new development is delivered alongside housing growth.
- **United Utilities** – Recommend referring to the climate emergency as a 'golden thread' within the neighbourhood plan and vision and objectives – an important element of that is sustainable water management and efficient use of the clean water supply.
- **Historic England** – consider how the plans objectives can be achieved by maximising the wider social, cultural, economic and environmental benefits of the area's heritage – e.g. regeneration, tourism, learning, leisure, wellbeing and enjoyment.

Other businesses and groups:

- **Gladman** – The plan appears to be restricting development of the settlement edge and greater flexibility would be required to allow for sustainable growth.

Public Responses

- The priorities are a bit vague but they are good overall. They could be more specific and measurable. Some are too long and complicated.
- Good that inclusivity is emphasised.
- The objectives could link to the policies better.
- Concern over use of the term 'traffic' does this refer to cars or pedestrians? It could be replaced with 'improving sustainable travel opportunities'.
- Put more consideration into accessibility for all, footpaths around Congleton are atrocious for a self propelled wheelchair user it is physically exhausting. Even the town centre has issues of areas being far too steep to safely navigate.
- The town centre is the most important area to focus on in order to encourage visitors. Need to tackle empty units.
- Emphasise climate change and adaptation more in conjunction with biodiversity.
- Connections in and out of the town centre are important. In Congleton the main routes into town are i) from the bus station ii) from Morrisons car park iii) from Antrobus Street car park iv) from the bus station and taxi rank this seems adequate v) from Morrisons Car Park.
- Shop frontages could be improved and are important to how the town centre appears.
- The area outside the police station could be greatly improved and serve the town and visitors better. More events in the green area near the back of the town hall, an events space. Some called for this space to become a car park.
- Need to focus on infrastructure provision – doctors, dentists, elderly support.
- Lower the speed limit to 20mph through the town centre.
- Improve footfall in the town centre and diversify the shopping offer.
- The NP and objectives need to focus more on young people and youth facilities.
- Continue the excellent tree planting project.
- Can we encourage the use of upper storeys of retail premises?
- Are there too many priorities? Perhaps there should be fewer that are more focused?

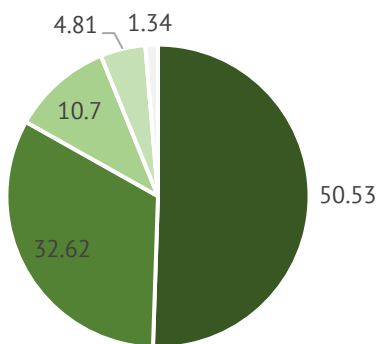
- The cycle routes could be better joined up.
- Vibrancy of the town centre is important to make Congleton a desirable place to live.
- We need more affordable and social housing. First time buyers are struggling to stay in the town.
- Invest in the bus network and improve bus stops. Later bus services in the evening.
- Brownfield first development should be prioritised.
- The town centre needs public toilets.
- Celebrate the history and heritage of Congleton as a market town. More emphasis on protection of heritage assets especially those at risk from damage. More blue plaques.
- Canal Street needs to be improved for pedestrians.
- We should encourage use of public transport as much as possible. Seek to improve rail connections.
- How can we best encourage conversions to reuse and keep our older buildings?

3. Strategic Sustainability Policy

‘Congleton for Everyone Now and in the Future’

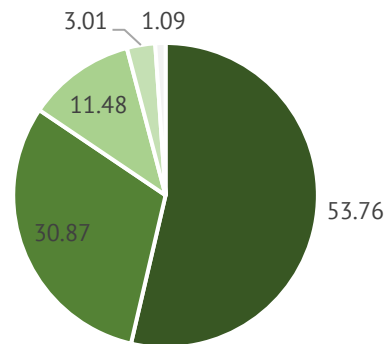
- 3.1. Consultation feedback indicates a good level of support for the inclusion of low carbon and renewable energy requirements within this policy and the plan as a whole, with over 50% of 374 respondents identifying these topics as extremely important. Ensuring design which promotes and contributes positively to Congleton’s character of built form was also well supported.

Q.4. How important do you believe it is that new development should be designed to maximise the use of renewable and low carbon energy? (%) (Policy 1)



■ Extremely Important ■ Somewhat Important
 ■ Not very Important ■ Not at all important
 ■ Not sure

Q.5. How important do you believe it is that new development should promote design that contributes to the character of Congleton (%) (Policy 1)



■ Extremely Important ■ Somewhat Important
 ■ Not very Important ■ Not at all important
 ■ Not sure

Cheshire East Response

- During a meeting with Cheshire East on 14th January, it was agreed that a potential way forward was to change this to ‘our strategy’ with a number of key messages linking to policy tests contained within the plan.
- Some of the language is ambiguous and does not clearly define a policy test for development proposals to meet – specifically terms such as ‘quality of life offered by the town’, ‘unique character’, ‘sustainable contextually responsive inclusive development’, ‘clustering of uses’, ‘vitality and vibrancy of place’, ‘special landscape character’.
- Wording of the policy and the attempt to relate to strategic policies within the CELPS and SADPD is inappropriate and needs amendment.
- There is no specific policy test for many elements of the policy.

Statutory consultees:

- **United Utilities** – Strongly support this policy and the aspirations and have suggested an addition to the first criteria to include “*ensuring that surface water hierarchy is robustly applies and multi-functional sustainable drainage systems are prioritised.*”

Other businesses and groups:

- There were no comments from other groups or businesses

Public Consultation Responses

87 comments were made in respect of the strategic sustainability policy. Broadly, comments raised the following matters relevant to the policy (listed from most regularly mentioned to least):

- There is a strong feeling that local infrastructure has not kept pace with the growth of the town, and there should be more of a focus on schools, doctors, etc.
- Congleton should continue to protect and enhance the existing heritage assets which are located within the town.
- Solar panels should be integrated within all new build dwellings as standard.
- There should be a specific focus on retrofitting existing buildings, especially given the historic fabric within the town centre.
- Strengthening the character of the town should not be prioritised over achieving sustainable and environmentally friendly developments. Other responses would prefer to see the opposite.
- Whilst new development within the centre of the town should reflect and contribute towards existing character, there should also be an intention to promote innovative or more contemporary designs especially at the edge of settlements where there is likely to be higher levels of prominence.
- There is no mention of delivering affordable housing within the policy.
- Public transport and active travel links should be prioritised.
- The policy lacks reference to wildlife corridors and spaces for nature.
- Murals within the town would be a good addition – maybe on the brick wall near Morrisons and the market quarter.
- Some believe sustainable objectives and technologies are a waste of money.

There were also several points from other submissions (emails and letters) made by members of the public that included:

- Criterion 2: Concern over the term cluster – what is meant by this and how can it occur when applications often do not come forward together? In any event all uses are clustered in the town and so this is meaningless. The plan should zone or allocate sites or areas if this is the intention.
- Criterion 4: This criterion is far too vague to be used in development management. The requirement needs to make developers engage with the policy text and should expressly suggest that pedestrian first design is vital (interesting facades, contextual back pavement design, cars relegated to the rear of buildings)
- Criterion 6: How is this criterion different from criterion 4 – there needs to be just one overarching design criterion.
- There is no mention of lifetime homes in the context of the population and the lack of security in protecting and providing bungalow type development.
- Congleton is lacking a central focal point, and this should be included within this policy. The opportunity exists with Market Square, behind the town hall.

4. Development Strategy

Chapter Policies

- Policy 2 – Brownfield Land First
- Policy 3 – Householder Conversions and Extensions
- Policy 4 – Conversion and Protection of Traditional Mill Buildings
- Aspiration 5 – Celebrating Congleton's Markets
- Policy 6 – Timbersbrook Village

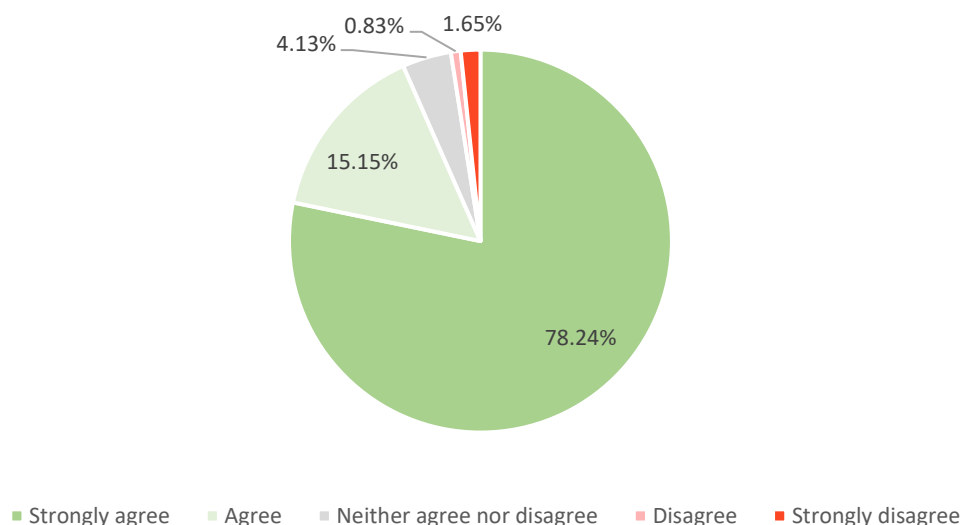
Responses on the Chapter

- The Neighbourhood Plan should state that all new developments conform to the Equity Act 2010 and this should be included within the glossary.
- There are many old, run down, empty houses around Congleton which need to be utilised. Easier planning applications may help to regenerate these properties.
- More income gathered from council tax and other areas should go towards Congleton's streetscape services.
- Further urban sprawl should be prevented at all costs.
- The town requires more schools, doctors, dentists and related infrastructure to support all the new housing developments and population.
- Existing permeability should be preserved, and new permeability included, to avoid creating long diversions for those on foot, with mobility aids or using cycles

Policy 2 – Brownfield Land First

- 4.1. Responses received through consultation indicate strong overall support for this policy, with 78% of 363 respondents strongly agreeing that developers should be encouraged to develop on previously developed land before other land is considered.

Q7. Do you agree that developers should be encouraged to develop on previously developed land (brownfield) before other land is considered? (Policy 2)



Cheshire East Response

- Recommend that the policy is simplified to simply focus on the sole matter of brownfield land.
- It may be useful to recognise existing viability concerns of brownfield sites within this policy when considering how they would contribute towards desired town benefits. Are there any leniencies or areas of flexibility that this policy could possibly afford to support development which would enable the viability of the development to aid the desired benefits?
- Revise wording of second paragraph as it is for the decision-maker to determine how much weight a particular policy should carry, rather than the policy stating the weight i.e. 'substantial weight'.
- The final paragraph could be removed or significantly shortened in order to help retain a focus on brownfield land only.

Statutory consultees:

- **United Utilities** - Set out that back land and infill development should not over developed the site at the expense of sustainable drainage solutions.

Other businesses and groups:

- **Eaton Parish Council** – Particularly support the policy for “*developing brownfield land within the town*”

Public Consultation Responses

A number of comments were made in respect of this policy which are summarised below (listed from most regularly mentioned to least):

- This policy should also take account of flood risk and the need to maintain or strengthen green networks.
- It is too late to begin implementing this policy.

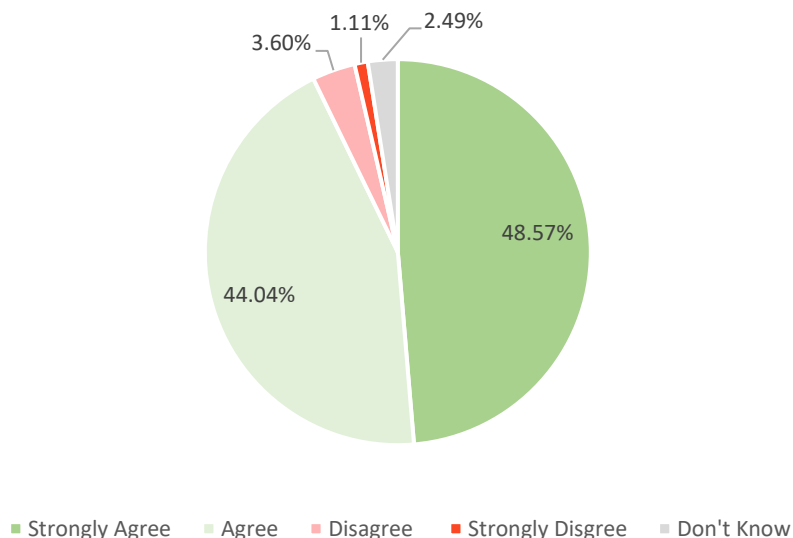
There were also several points from other submissions (emails and letters) made by members of the public that included:

- Suggests that the Burns Subaru garage should be allocated for redevelopment for housing – its location is inappropriate.
- Suggests that more specific requirements for the reuse of the Market Square as public realm should be considered, looking at smaller development sites around the edge to provide enclosure for the space.
- Sets out that previous car park audits in the town centre show some car parks are not well used and suggests that car parking should be consolidated, some car parks developed. Detailed proposals are provided for the reworking of parking across the town to free up certain sites.
- We should not be building on any greenfield land – disused / derelict and unlisted buildings and land should be repurposed as a high priority before spreading out further.

Policy 3 – Householder Conversion and Extension

- 4.2. A combined 92% of respondents to the consultation indicated that they would support the neighbourhood plan's general support for householder planning applications. A total of 361 responses were recorded.

Q8. Do you believe that applications to extend or alter existing homes to meet the needs of the current residents should be allowed (as long as they meet housing planning criteria such as respecting the amenity of neighbours)? (Policy 3)



Cheshire East Response

- The first paragraph of this policy is entirely covered by existing local policy and should be removed.
- The second paragraph appears to relate to a slightly different policy area and may require rewording as a different policy, or could be integrated into a different policy. Cheshire East do also highlight that they also believe a majority of the content within the second paragraph to also be duplicating local plan policy.

Statutory consultees:

- **United Utilities** – Suggest that the explanatory text includes some reference to ensuring that new developments of this type considered utilities and other infrastructure -e.g. water mains – before being designed.

Other businesses and groups:

- There were no comments from other groups or businesses.

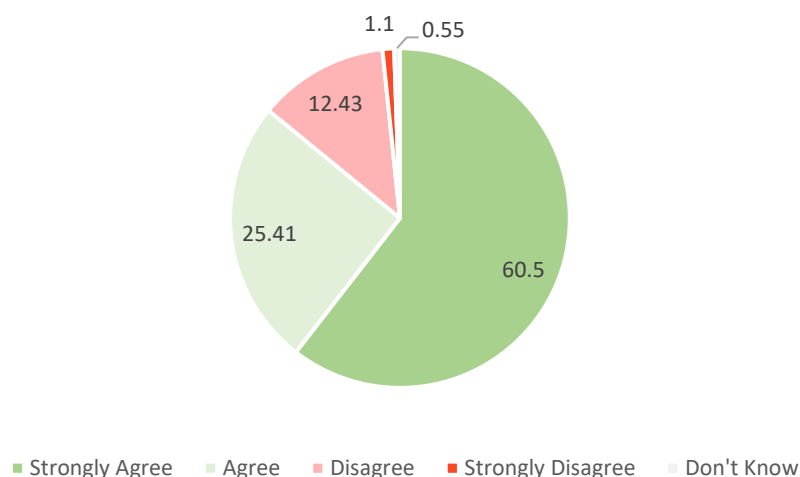
Public Consultation Responses

- Suggest that sites should be identified for self-build and custom-build, and this should maximise Council owned land. Two sites have been suggested for such allocations on Willow Street (requiring the realignment of the A34) and Mill Street.

Policy 4 – Conversion and Protection of Traditional Mill Buildings

- 4.3. A majority of respondents agree that traditional mill buildings in Congleton should be protected and converted to help preserve the heritage of the town.

Q.9. Do you agree with protecting and converting the traditional mill buildings in Congleton to help preserve the heritage of the town? (policy 4)



Cheshire East Response

- Questions the relationship between the traditional mill buildings sought to be protected by this policy and the existing heritage policies of the Local Plan? If most of these buildings are heritage assets, then the relevant heritage policies of the development plan will apply.
- It is considered that this policy should seek to direct its focus on articulating how the design and character of these buildings would be impacted by this supported flexibility, and how its enhancement and preservation would afford it greater weight in planning decisions regarding the reuse of these buildings, as opposed to heritage related concerns.
- It might be useful to include a map identifying the buildings that this policy is seeking to apply to.

Statutory consultees:

- **Historic England** – It is important that your plan identifies heritage assets in the area and includes a positive strategy to safeguard those elements that contribute to their significance.
- **Historic England** - Offer solutions to heritage assets that are at risk from their condition – the national register does not include grade II listed buildings or non-designated heritage assets.

Other individuals and businesses:

- There were no comments from other businesses and groups.

Public Consultation Responses

One comment was made in respect of this policy which is summarised below:

- Within reason – we do not want to lose buildings and for them to become run-down due to onerous planning restrictions.

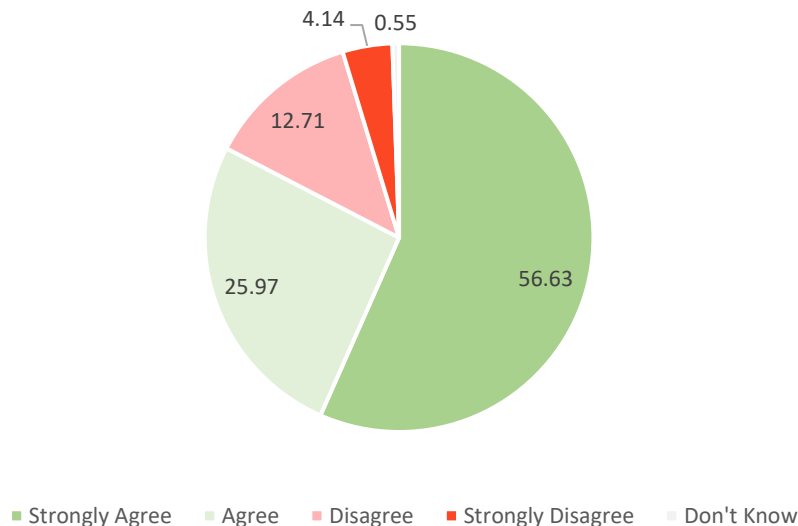
There were also several points from other submissions (emails and letters) made by members of the public that included:

- Supports the reuse of disused and derelict buildings before spreading further.

Aspiration 5 – Celebrating Congleton’s Markets

- 4.4. Responses to question 10 indicate a broad overall level of support for the ongoing retention of a market within Congleton, as well as its status as a historic market town. A combined 81% of 362 respondents indicated this was either ‘very important’ or ‘important’.

Q.10. How important is it to retain a market in Congleton and our status as a historic market town? (Aspiration 5)



Cheshire East Response

- No comments were provided by Cheshire East in respect of this aspiration.

Statutory consultees:

- No specific comments from statutory consultees or groups

Other individuals and businesses:

- No specific comments from businesses.

Public Consultation Responses

99 comments were made in respect of this policy. Comments raised specifically with regard to this aspiration were as follows (listed from most regularly mentioned to least):

- The location of the market is unattractive and does not encourage people to use it. The market is not visible to passing traffic and most newcomers don't know that it exists. Better signage should therefore be prioritised and thought should be given to potential relocation.
- The existing market area needs significant visual improvement.
- The market forms a core element of the town's identity and should therefore be protected, respected and cared for.
- The redevelopment of the market area should include the refurbishment of existing market structures (and stalls), and encourage the use of units below Morrisons.
- Responses acknowledge the regenerative effect of the Congleton Market Quarter.

- Signage approaching Congleton should say 'Congleton – Historic Market Town'.
- Improved accessibility for all people, including those using wheelchairs, should be prioritised.
- Parking is becoming increasingly expensive.
- The monthly makers market and weekly traditional market should be individually considered in terms of their needs areas for improvement – the former very much more successful than the latter.
- It is important to consider other daily reasons to visit the town which do not relate to the market.
- Some respondents believe that time has moved on from the traditional market, and that a market should be embraced in a broader sense with a greater variety of stalls and uses.

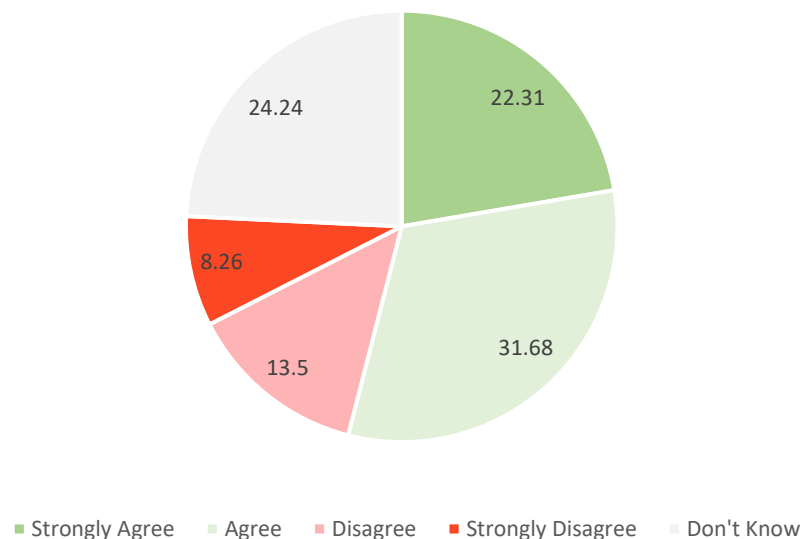
There were also several points from other submissions (emails and letters) made by members of the public that included:

- This is not forward thinking enough and should focus more on the existing market stalls and making the area more inviting and welcoming. There needs to be a strategy for making better use of the shuttered units and improving the public realm through repair and maintenance. Suggest specific objectives for this improvement are included.
- Supporting markets. There is no mention of improving the current situation especially in relation to public toilets.
- The central market space at Market Square could help with this aspiration.

Policy 6 – Timbersbrook Village

- 4.5. Responses to this policy are generally quite mixed. Whilst a combined 53% of 363 respondents indicated that they would either agree or strongly agree with a limited amount of infill development allowed within the Timbersbrook village area, almost 25% of respondents indicated that they did not know. Just over 20% of respondents disagreed or strongly disagreed.
- 4.6. It should be noted that the nature of the question may have led some to interpret the question differently to that which was actually being asked. It is possible that some respondents may have agreed or strongly agreed with a 'limited amount of infill development' for Timbersbrook, as opposed to a greater level of development which might otherwise occur (i.e.. should the neighbourhood plan be more restrictive). Limited infilling would actually enable more development and would be a more liberalised approach to development within the area, and whilst impossible to know it is possible that this has been misunderstood by some respondents.

Q.11. Do you agree that there should be a limited amount of infill development allowed within the Timbersbrook village area? (%) (Policy 6)



Cheshire East Response

- The LPA supports the identification of village infill boundaries within neighbourhood plans.
- In existing form, the policy is not supported by sufficient evidence to justify its inclusion.
- A methodology for identifying new settlements, and for deciding their boundary, should be prepared and submitted as part of the evidence supporting the plan. Cheshire East believe that if the policy is retained, an examiner will expect to see this as a minimum.
- It should also be observed whether any other candidate areas were considered for designation, such as Key Green. The assessment of these areas should be evident within an evidence base document.

Statutory consultees:

- **United Utilities** – have highlighted a general concern over some capacity improvements to the wastewater infrastructure. In addition, it is identified that new development, regardless of size should think carefully about existing utilities in the area and that drainage be considered early in the design process.

Other businesses and groups:

- There were no comments from other groups or businesses

Public Consultation Responses:

This policy did not have a specific question where respondents could provide their own specific comments on this policy, but a number have been provided in response to other questions and are as follows (listed from most regularly mentioned to least):

- Any further development within Timbersbrook should be very limited as the area is served by small and narrow roads.
- Road connections in and out of Timbersbrook are poor, the link to Congleton via Buxton Road is poor and it is unsafe to walk or cycle from Timbersbrook over the canal bridge.
- Timbersbrook is beautiful and any permitted infill development must be limited, managed appropriately and be in-keeping with its surroundings.
- Infill development in rural hamlets can benefit those small communities and we must be mindful of this.
- Timbersbrook is just becoming a huge estate of large detached houses within large fields. There is a constant demand for agricultural barns as part of the planning strategy to deliver these houses.
- Timbersbrook should remain a village and not be developed. There should be zero infill within the village.
- Speak to the residents of Timbersbrook first – ‘if you don’t live here you don’t get a say’
- The boundary of Timbersbrook village needs to be reviewed.
- The village is not well located relative to local amenities and is therefore an environmentally damaging policy.

There were also several points from other submissions (emails and letters) made by members of the public that included:

- Concern that this overwrites existing national Green Belt policy. If there were suitable infill sites then national policy covers these already. If not then the policy is redundant.
- If there is a requirement to manage development Local Green Space could be used to protect certain areas.
- Infill in Timbersbrook seems eminently sensible.

5. Town Centre and Retail policies

Chapter Policies

- Policy 7 – Ensuring a vibrant Town Centre
- Policy 8 – Tourism and Leisure in the Town Centre
- Policy 9 – Leisure Development outside of the Town Centre
- Policy 10 – Local Retail Locations

General Consultation Responses

- Lifting of pavement in pedestrian areas and replacement with tarmac should be prohibited.
- Towns must be allowed to grow and evolve through well thought out, innovative development which can add value and enhance a town.
- Consider that the policy put obstacles in the way of appropriate development coming forward and objects to the wording “*how they will contribute positively to the long-term sustainability of the town centre and the high street*”. It is unclear how developments such as TMC shared workspace could meet this.
- The green space behind the town hall is an area where many people have different opinions on its best use.
- The rent on town centre units is seen as a major barrier to new businesses coming into the town centre.

Policy 7 – Ensuring a Vibrant Town Centre

There was no specific question within the questionnaire related to policy 7.

Cheshire East Response

- What is covered within this policy that is not already covered within the development plan?
- Suggestion that all development proposals contributing to the quality of public realm is onerous and this should be narrowed to more specific development proposals.

Statutory consultees:

- No specific comments from statutory consultees

Other businesses and groups:

- No specific comments from other groups or businesses

Public Consultation Responses

- There is an abundance of fast food outlets within the town centre and this is having a negative impact on the health of children and young adults.
- The promotion of residential uses within the town centre may help with occupancy and businesses being successful in the medium and long term.

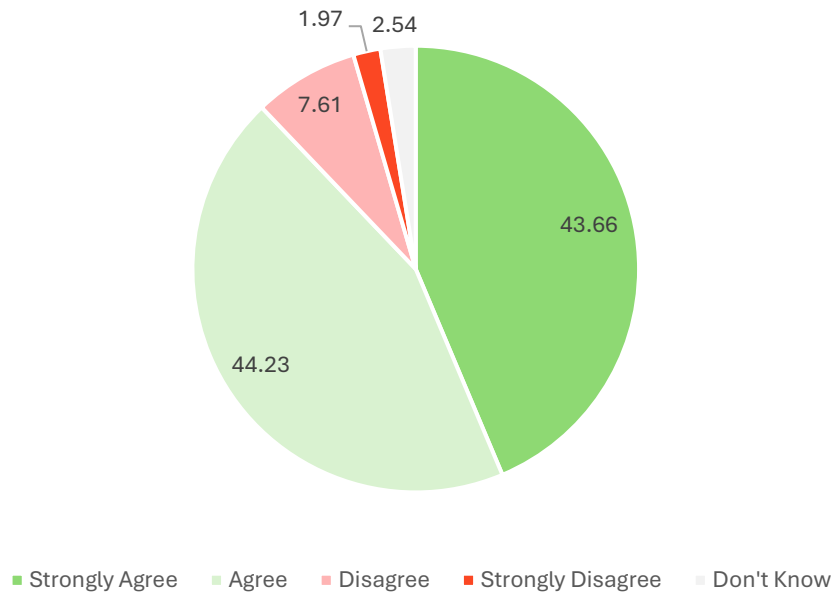
There were also several points from other submissions (emails and letters) made by members of the public that included:

- The town centre has become a ghost town unless you like charity shops, hairdressers and cafes.
- Consider that the policy put obstacles in the way of appropriate development coming forward and objects to the wording “*how they will contribute positively to the long-term sustainability of the town centre and the high street*”. It is unclear how developments such as TMC shared workspace could meet this.
- The primary shopping area seems to include the blank wall of Morrisons. Suggests that a policy should encourage Morrisons to look at some detailed design for this area to open up the street frontage. (perhaps using the light well)
- The primary shopping area should be extended to include the Market Quarter.
- One respondent provided detailed comments on a series of concern plots beyond the high street that should be identified and considered for development and improvement to improve the walkability and pedestrian experience. Also identifies that some of this is publicly owned land in the centre. Where these car parks are at corners development should be prioritised and supported.
- There is no recognition of the permeability of the town which has been eroded.
- The creation of a central space at Market Square could help achieve this.

Policy 8 – Tourism and Leisure in the Town Centre

- 5.1. Responses to question 13 indicate a very positive overall response in respect of encouraging more leisure activities within the town centre. Of 355 respondents, 87% either agreed or strongly agreed with this intention.

Q.13. Do you agree that the plan should encourage more leisure activities for residents and visitors in the town centre area? (%) (Policy 8)



Cheshire East Response

- This matter is sufficiently covered by the existing development plan.
- Could the group consider what additional locally specific guidance would help support leisure and tourism within the plan area?

Statutory consultees and other groups:

- No specific comments from statutory consultees

Other businesses and groups:

- No specific comments businesses or other groups.

Public Consultation Responses

- There are not enough opportunities which do not involve drinking or eating.
- There is particularly little for teenagers – ‘we have to travel miles to the Cinema, climbing centres, bowling’ etc
- Rehousing the Museum within Moody Hall or other houses which are falling into decay would be a great draw to the town.
- Consideration should be given to the promotion of housing within the town centre as a sustainable model of future development.
- There is little for children above the age of 6 to do within the town centre.
- Congleton should have a proper Cinema.

- There is a space by the museum in the centre of town which could be used for craft fairs, dance displays, plays using the community gazebo etc.
- The market square grassed area is underutilised.
- Some would like to see more co-working spaces and business incubator buildings.
- Decent, clean public toilets should be high on the agenda.
- Rugby pitches, padel courts, pump tracks and other sports and leisure facilities are desired.

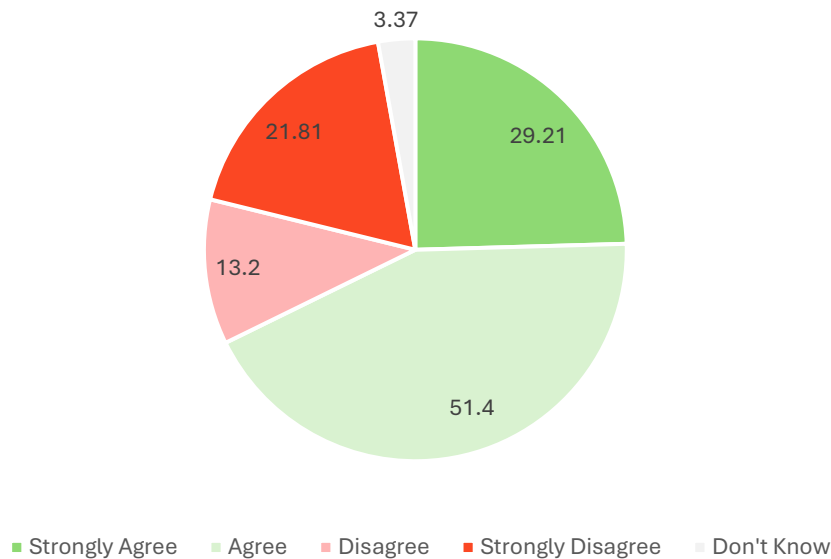
There were also several points from other submissions (emails and letters) made by members of the public that included:

- There are no public tennis courts in the town and this should be prioritised.
- Sport fields in the town need to be protected and new ones provided.
- Suggestion that further improvements to the way that parking is charged for could help improve the town centre usage by those with mobility issues.
- Suggestion that a new theatre should be provided in the town centre (ideally in Market Square) and then the existing theatre site could be sold for housing.

Policy 9 – Leisure Development Outside of the Town Centre

- 5.2. Responses to question 14 indicate a mixed overall feeling from respondents with regard to the encouragement of more leisure and tourism facilities outside of the town centre. Just 29% of 356 respondents strongly supported the policy, with 21% strongly disagreeing. 51% of respondents stating that they 'agree'.

Q.14. Do you agree that the plan should encourage more leisure activities for residents and visitors outside of the town centre? (%) (Policy 9)



Cheshire East Response

- Cheshire East indicate that the content of this policy is covered within the existing policies of the existing local plan. This policy could therefore be removed without any impact on development in the future.
- At the meeting with officers it was also highlighted that broad support for leisure uses or facilities outside of the town centre may lead to unintended consequences. Officers suggested that this be revised accordingly if policies are to be carried forwards or merged.

Statutory consultees:

- Sport England** – Suggest that positive approach should be taken to provision of sport and leisure facilities. They also suggest that new facilities / provision is fit for purpose with reference to their design guide.

Other businesses and groups:

- There are no specific comments from groups or businesses

Public Consultation Responses

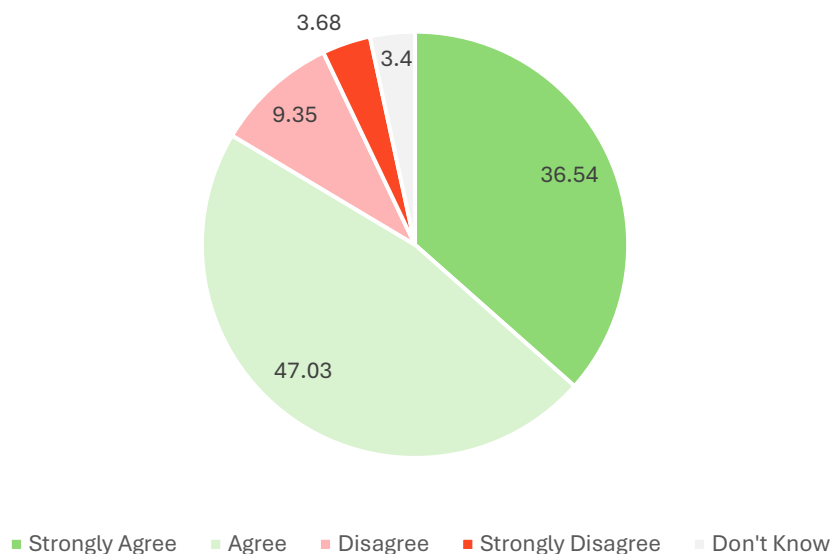
- This should not be promoted at expense of the countryside.
- This would further dilute the sense of belonging within the town. Many residents of new developments hardly use the town and there are very few pull factors left.

- This policy has the potential to further promote unsustainable forms of travel. People should be encouraged to access these leisure facilities using more sustainable modes of travel.
- Leisure facilities supported should encourage activities appropriate to the surrounding landscape of the town.
- Near the new Aldi (Viking way) would be ideal for a cinema and bowling alley.

Policy 10 – Local Retail Locations

- 5.3. Responses to question 15 indicate an overwhelmingly positive response to the designation of smaller retail locations in addition to those already identified within the Cheshire East Local Plan. Close to half (47%) of respondents said they “agree”, 36% said they “strongly agree”, and just 3.6% strongly disagreed.

Q.15. In addition to the Town Centre and other retail areas mentioned in the Cheshire East Local Plan (High Town, Barn Road and West Heath), do you agree the the Neighbourhood Plan should allow for smaller convenience shopping in additional areas?



Cheshire East Response

- The terminology used within the policy should be amended to be consistent with the RET policies of the SADPD.
- The evidence which supports this policy should be better defined and illustrated within the plan, explaining why this policy is necessary.
- Why has there been a connection made between sq. metres figure chosen and Sunday trading laws?
- Why is the approach to hot-food takeaways only applied to this kind of use and not any others?
- It would be beneficial to include a map detailing these locations and identifying proposed boundaries.
- It is considered that the final paragraph is covered by the existing policies of the development plan.

Statutory consultees:

- No specific comments from statutory consultees or groups

Other businesses and groups:

- No specific comments from other business or groups

Public Consultation Responses

A number of responses were made in respect of this policy by members of the public through the online survey:

- Where are the shops on Buxton Road? *Indicates possible need for a map.*
- There is no convenience shopping on Buxton Road, Buglawton.
- Local shops should be protected as not everyone has a vehicle. This enables people to access their own shopping as age or mobility may otherwise prevent longer journeys to bigger shops in the town centre.
- Local shops help to drive down carbon emissions.
- Convenience shopping near Somerford gate and Somerford Reach is desired.
- Local 'corner' shopping should be encouraged but provision is needed for pavement build outs, laybys for buses and taxis, road crossing points for safety of all but specifically children

A further point about this policy was made within the email and letter responses:

- No consideration given the type of shops that are to be groups / clustered together.

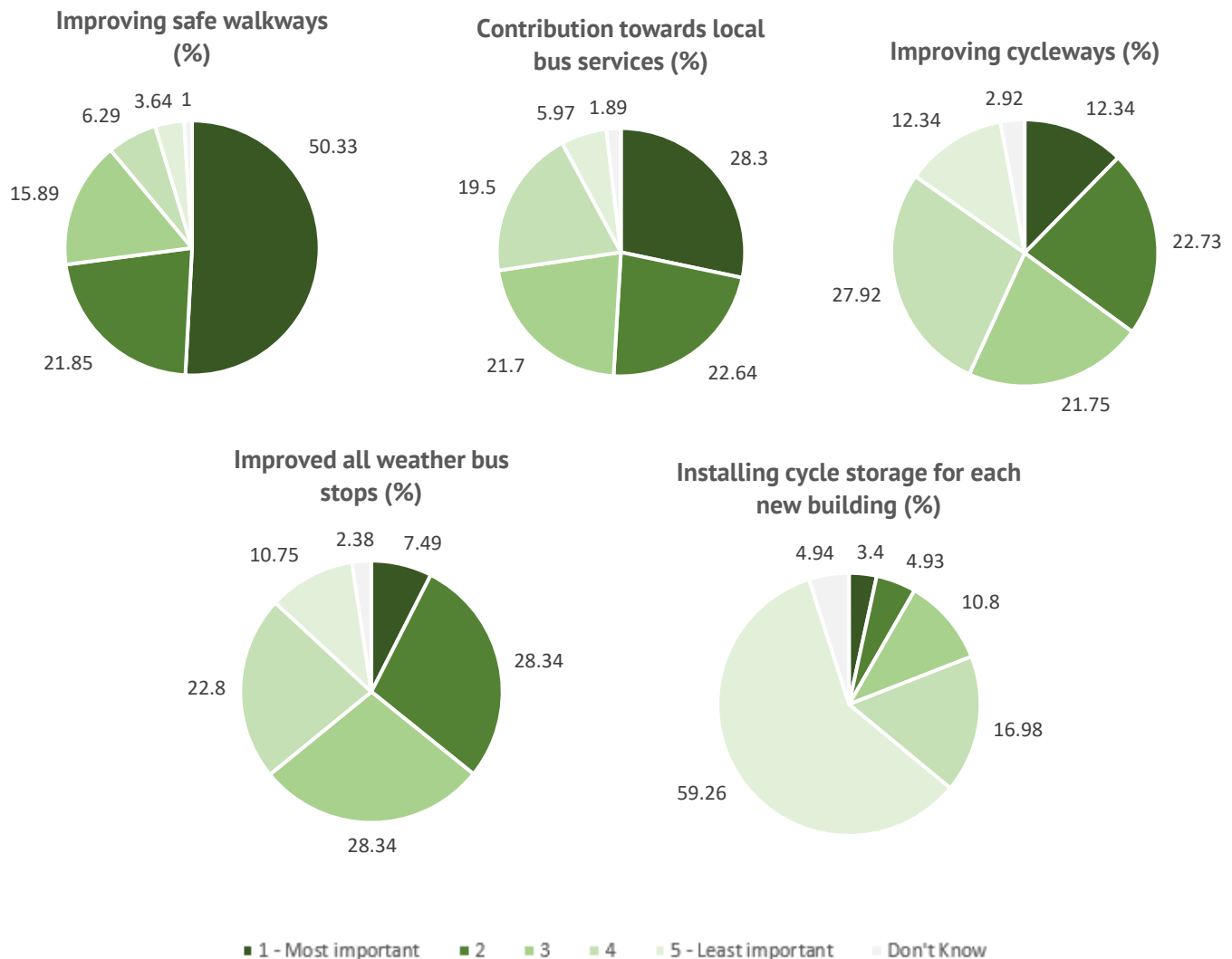
6. Community Wellbeing policies

Chapter Policies

- Policy 11 – Walking and Cycling Strategy
- Policy 12 – Sustainable and Public Transport
- Policy 13 – Active Travel and Connectivity Improvements
- Policy 14 – Local Ecological Networks
- Policy 15 – Accessibility to Health and Wellbeing
- Policy 16 – Education Development
- Policy 17 – The future of local community facilities

Policy 11 – Walking and Cycling Strategy

6.1. Within the consultation, respondents were asked to rank the importance of measures currently contained within policy 11 which relate to active and sustainable travel. Overall, responses indicate that improving the safety of walkways is clearly most important to respondents, with installing cycle storage for each new building being the least important.



Cheshire East Response

- Most of the first paragraph does not stipulate a policy test for development proposals, and the matters that are raised in the latter part of the paragraph are addressed by existing policies within the development plan. On this basis it is considered that this part of the policy could be removed.
- It is considered that the remainder of the policy is sufficiently covered by existing Local Plan policy. However, the accompanying map is a useful inclusion and supports the matter raised in point 3 of the policy.

Statutory consultees:

- Active Travel England** – Do not comment on neighbourhood plans, but recommend the use of the guidance from Locality on Active Travel (walking, cycling and wheeling)

- **Sport England** - have referenced a model Active travel policy with key design principles that could be integrated into any new development or layout. It is suggested that the following web-resource is consulted: https://www.sportengland.org/guidance-and-support/facilities-and-planning/design-and-cost-guidance/active-design?section=active_design_guidance
- **NHS C&M ICB** – Recommend that the following policy requirements are integrated into the plan for major developments: *“Design schemes should encourage active travel, including through providing safe and attractive walking and cycling routes, and ensuring developments are connected by these routes to local services, employment, leisure, and existing walking and cycling routes.”*

Other businesses and groups:

- **Congleton Sustainable Transport Group** – The plan needs to be more ambitious regarding non-car modes identifying the many possibilities to improve facilities and give people a real choice of travel mode. These are touched on but could be expanded. For example, residential commercial, leisure, recreational facilities being accessible by foot and cycle, having sufficient storage / covered space for cycles, mobility scooters, wheelchairs and built in provision of bus services rather than simply on car parking spaces.

Public Consultation Responses

The public questionnaire recorded the following points relevant to this policy:

- All new roads should be designed to provide footpaths and crossing points with dropped kerbs at both sides of the road
- It is important to focus on ensuring that safe routes to schools are provided.

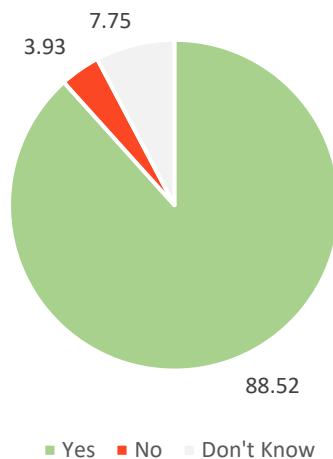
There were also several points from other submissions (emails and letter) made by members of the public that included:

- Provision of handrails on some routes would be helpful to the elderly.
- Bridge Street needs to revert to a no-cycle route as it is unsafe.

Policy 12 – Sustainable Public Transport

- 6.2. Responses indicate that the overwhelming majority of consultation participants agree that the Neighbourhood Plan should seek to encourage better transport provision across the town. A total of 331 responses were received. 88% answered “yes”, while only 3.9% answered “no”.

Q.18 Do you believe that the NP should seek to encourage better transport provision across the town?



Cheshire East Response

- The content within this policy is largely addressed by policies within the existing development plan and could therefore be removed.
- If retained, could the policy seek to include specific details on how development proposals could achieve the outlined objectives? The accompanying design guide may be useful in this regard.
- Some content could be moved to a community actions or aspirations section of the plan.

Statutory consultees:

- There were no comments from the statutory consultees

Other businesses and groups:

- Congleton Sustainable Transport Group – The plan needs to be more ambitious regarding non-car modes identifying the many possibilities to improve facilities and give people a real choice of travel mode. These are touched on but could be expanded.

Public Consultation Responses

There were a number of comments received from the public on these matters:

- Most simply supported the improvement of public transport in the town.
- There were some comments which felt that the focus should be on buses and bus waiting facilities.
- There were a great many comments received that noted the poor-quality rail service.
- That policies regarding active travel need to better integrate buses and other public transport to achieve active travel measures.

There were also several points from other submissions (emails and letters) made by members of the public that included:

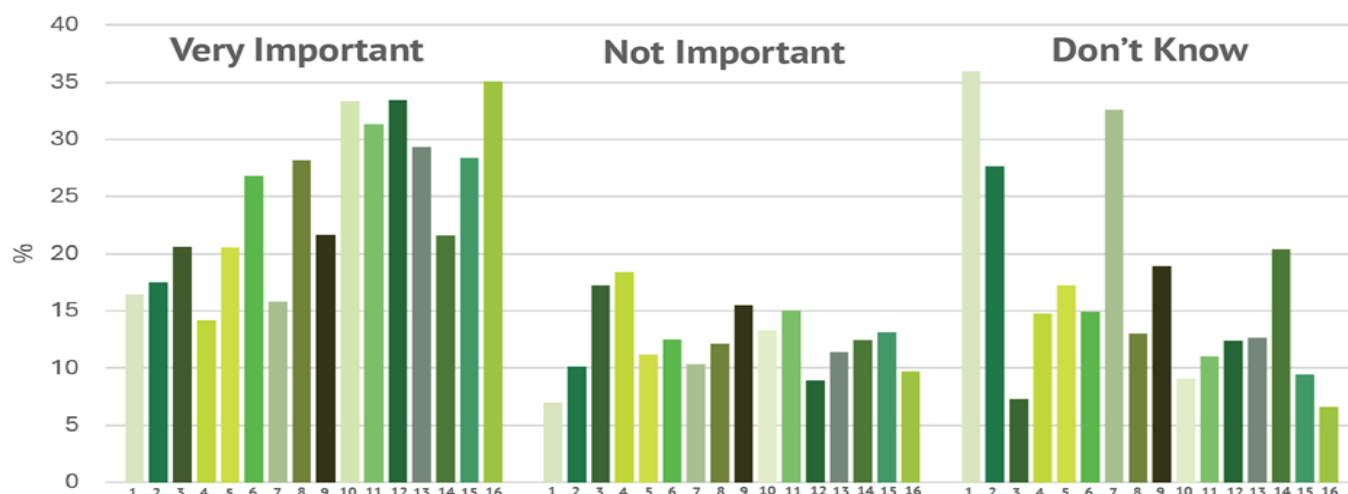
- Congleton's transport connections are not acceptable. Buses are not the answer, and the solution lies in improving the rail service.
- Bus stops need to be placed away from junctions for safety reasons. Consideration should be given to their places for safety and convenience.
- Policy needs to think about the quality of bus stops (seating and covered waiting)
- Policy needs to think about the walk to and from bus stops as this is an important safety aspect

Aspiration 13 – Active Travel and Connectivity Improvements

6.3. Question 19 of the consultation asked respondents to make value judgements on the importance of each active travel intervention proposed within Aspiration 13. Whilst there is observable support for most interventions proposed, it is clear that there may be one or two interventions which are either not important to the public or which are unclear in respect of their purpose. The interventions perceived to be the most important included:

- Improvements to the crossing at Mountbatten Way and Rood Hill by introducing an audible crossing (no.16)
- Installation of a controlled crossing at Eaton Bank (no.12)
- Installing a pedestrian crossing at Daisy Bank Drive. (no.10)

Q.19. Within the draft Neighborhood Plan, there is a list of 16 proposed interventions that the Town Councils would like to see happen to improve Active Travel across Congleton. Please say how important you think each of the interventions are.



Intervention Number	Description	Colour Key
1	Creation of a pedestrian route between Dobson Way and Wheatfield Place	
2	Improved bridleway surface between Havannah village and Crompton Close	
3	Improvements to Biddulph Valley Way, e.g. removing barriers to access for mobility scooters and non-motor vehicles	
4	Widening and surface improvements to Lambert's Lane	
5	Installation of a refuge on Clayton bypass between Dane Street and Broadhurst Lane	
6	Installation of refuge at the junction of Mill Street and Antrobus Street	
7	Installing a crossing between Bradshaw Drive and Walfield Avenue	
8	Installing a pedestrian crossing at the Reade's Lane/Biddulph Road traffic lights	
9	Installing a pedestrian and cycle crossing on Leek Road near Southland's Road	
10	Installing a pedestrian crossing on Road Hill close to the junction of Daisybank Drive	
11	Installing a pedestrian crossing at Mossley traffic lights	
12	Installing a controlled crossing at Eaton Bank	
13	Installing a pedestrian crossing on the A34 Newcastle Road	
14	Improved surface and lighting at Tomm's Lane and a pedestrian crossing on Brook Street	
15	Improvement to crossing at Antrobus Street and West Street by introducing an audible crossing	
16	Improvement to crossing at Mountbatten Way and Rood Hill by introducing audible crossing	

Cheshire East Comments:

- No comments from Cheshire East on this aspiration.

Statutory consultees and other groups:

- **Active Travel England** – Do not comment on neighbourhood plans, but recommend the use of the guidance from Locality on Active Travel (walking, cycling and wheeling)
- **Natural England** – General suggestion that improvements to existing public rights of way networks (cutting back vegetation, new surfacing etc) is an important way of enhancing the local area.

Other businesses and groups:

- **Congleton Sustainable Transport Group** – Preservation of existing permeability and inclusion with new and existing developments should be a key aspiration.
- **Congleton Sustainable Transport Group** – The questionnaire presents a series of projects as either / or. Suggest that walking to and from facilities is an important aspect.
- **Congleton Sustainable Transport Group** – Specifically missed the off-road links, such as the use of St. Johns Road as a linear park / green space as a shared route, helping to link the town via the park with the Havannah and Buglawton estate.

Public Consultation Responses

The public questionnaire generated a number (from 54 responses) of additional projects or ideas to help improve active travel within Congleton. These are listed below.

The first three being identified on more than one occasion by multiple respondents:

- There should be a new controlled crossing at the War Memorial Hospital, near Wellspring Church to connect to the bus stop(s)
- A safe crossing point is needed near the roundabout at the western end of Mountbatten Way and northern end of Mill Street as this connects Lower Heath with the town centre.
- Crossing on Buxton Road in Biddulph (many responses but specifics refer to near St. Johns Church)

The following locations and projects were also recorded:

- Outside all the schools and education facilities around the town (only specific location given was outside of Congleton High School)
- Outside of the football ground (Crescent Road / Ivy Gardens)
- Crossing of Canal Road near the War Memorial Hospital
- Pedestrian and cycle crossing on Brook Street to connect to Biddulph Valley Way through Morris Homes scheme
- Pavement improvements to Manchester Road (nr Fairmill Street and Ambulance Station)
- Improvements to footpath route from Springfield Drive to Derby Street.
- Cycle lanes should be provided on the railway bridge along Park Lane
- Raised tables and new crossings either end of Canal Street
- Crossing of Eaton Bank
- Crossing on Wagg Street
- Signal crossing on Clayton Bypass by Fire Station (near roundabout)
- Refuge on crossing of Market Street (next to Morrisons)
- Crossing of Barn Road – near McDonalds and Tesco
- Sorting out parking on Antrobus and Moody Street to make better for pedestrians and cyclists

- Gravel surfacing on Townsend Road should be removed / surfaced to connect to cycleway and footpath to Thames Road

Other comments from the public responses included:

- Many of these are similar to projects already identified but are perhaps a slightly different arrangement and most are very small scale
- Many respondents considered that Mossley road traffic light project and Reade lane / Biddulph Road project were the same thing
- There were several locations identified where it was considered that there should be vehicle speed reductions – Buxton Road (20mph). Rood Hill (30mph)
- There were many comments that the removal of the barriers on the Biddulph Valley Way would be a bad idea and lead to anti-social behaviour – or that the implications were not really considered beyond mobility scooters.
- Some noted that they were unsure on where the exact interventions were and this may be improved with a map or similar.
- Some questioned exactly what the priority route from the station would look like.
- There is a proposal for a pedestrian crossing at the Reades Lane/Biddulph Road traffic lights (point 8) and one for a pedestrian crossing at the Mossley traffic lights (point 11). Each is referring to the same place.
- Very pleased to see "Installation of a pedestrian crossing at Mossley Traffic Lights" on the plan.

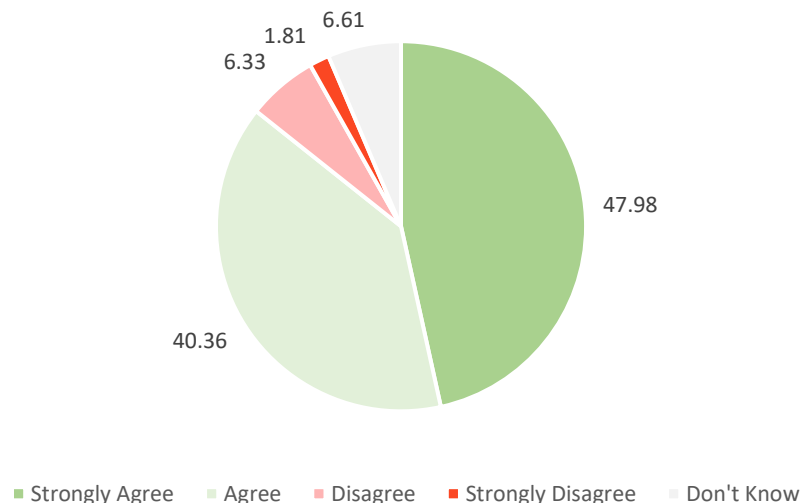
There were also several points from other submissions (emails and letters) made by members of the public that included:

- The roads and footpaths are not well maintained, hedges are overgrown etc. There are significant highways safety concerns.
- There is much to like in the list of improvements. Suggests an additional crossing point is added "Rood Hill close to the junction with Daisy Bank Drive".
- Also suggest that comment needs to be made about the length of time waiting for pedestrians at crossings. Those on West Road are a particular concern. Suggest the balance between traffic flow and pedestrians needs to be reconsidered.
- General principle of improving road junctions more pedestrian friendly should be included.
- Suggests a new connection alongside the River Dane from Rood hill bridge in the south through to Havannah Lane – its currently unsurfaced and muddy so its improvement would open up routes into the town as part of a wider Riverside Park.
- Has suggested the following pedestrian improvements in the town centre: 1. Widen the pavement on Mill Street, 2. Removing the bollards on Lawton Street to allow cyclists to travel against the traffic flow, 3. New centrally placed refuges in the centre of the Mill Street/Antrobus Street and Antrobus Street junctions.

Policy 14 – Local Ecological Networks

- 6.4. Responses to question 20 indicate that the majority of respondents strongly agree that the neighbourhood plan should seek to enhance biodiversity, wildlife corridors and local ecology. A total of 332 responses were received. Out of these responses, 47% strongly agreed, 40% agreed and only 1.8% strongly disagreed.

Q.20. Do you agree that the Congleton NP should seek to enhance biodiversity, wildlife corridors and local ecology? (%) (Policy 14)



Cheshire East Responses

- Repetition with the policies of the existing Local Plan.
- The provision of supporting information from the Cheshire Wildlife Trust is a useful inclusion.
- It may also be beneficial to include the maps of the medium and high habitat distinctiveness areas that are also included within the reports from the Cheshire Wildlife Trust.
- Although attempted within the SADPD, the matter regarding the tree replacement ratio was not achieved due to insufficient evidence. However, newly published data from Forest Research regarding UK Urban Canopy Cover could potentially serve as useful evidence to support this policy approach.
- To be included and supported within the policy, the referenced Town Council Corporate Tree policy should be reasonably evidenced and justified.
- It is recommended that the policy focus primarily on the two above mentioned areas as the remainder of the policy is addressed by the Development Plan.

Statutory consultees:

- There were no comments from the statutory consultees

Other businesses and groups:

- **Swifts Local network** – This is a welcome policy but should consider 're listed' bird species that inhabit buildings in Congleton. Specific reference of swifts, house martins and house sparrows are mentioned. Set out that swift bricks (suitable for smaller birds) be integrated into new developments. These are specifically referenced in the NPPG (alongside bat

boxes and hedgehog highways – NPPG para 23). Other local plans have required provision of these as part of their plans (Wilshire and Cotswold Local Plans).

- **Swifts Local network** – suggest added protection be given to adding in extra protection for swift nesting sites in Congleton – either retention or if not possible case mitigation.

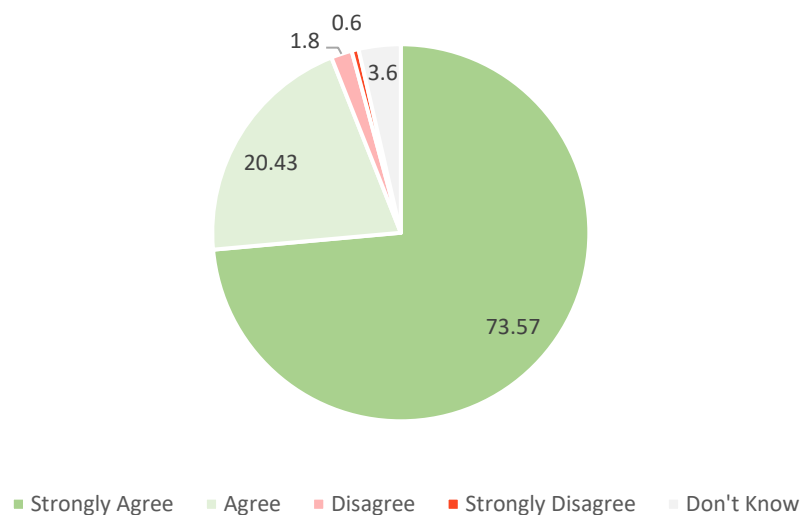
Public Consultation Responses

- There was very limited public response to this specific policy.
- There was some feedback that the green corridors and connections should be more joined up to allow for walking and cycling to connect them.

Policy 15 – Accessibility to Health and Wellbeing

- 6.5. Responses to Question 21 indicate that an overwhelming majority of respondents support this policy. A total of 333 responses were received. Out of these responses, 73.5% strongly agreed, 20.4% agreed, and only 1.8% disagreed.

Q.21. Do you believe our Neighbourhood Plan should support development proposals which provide additional health infrastructure and facilities and resist all plans which could result in a net loss of health services delivered in the town? (%)
(Policy 15)



Cheshire East Response

- This policy is covered by the policies within the existing Development Plan and could therefore be removed from the Plan.
- If retained it is important the appropriate evidence be identified to support the recognised need for this type of development.

Statutory consultees:

- **Sport England** – Set out the statutory requirement for plans and decisions to protect sport pitches as outlined in paragraph 102 and 103 of the NPPF.
- **NHS C&M ICB** – Access to essential healthcare services promotes good health outcomes and supports overall social and economic wellbeing of an area. Planning policies should enable the delivery of essential health and care infrastructure.
- **NHS C&M ICB** – There is concern over the restriction on the loss of NHS facilities (either through change or use or disposal) and that they consider this is unnecessary given their own internal processes which allows proceeds to be invested locally and nationally.
- **NHS C&M ICB** – Acknowledge that plan cannot identify healthcare provision but suggest that the policy justification includes a strong reference to major developments engaging with the ICB to ensure that they can appropriately meet any healthcare needs.
- **NHS C&M ICB** – Welcome the requirement that major developments should focus on mental health and wellbeing. Recommend that the following policy requirements are integrated into the plan for major developments: *“Proposals should consider local health outcomes, and where appropriate to the local context and/or size of the scheme include a Health Impact Assessment”*

Other businesses and groups:

- There were no comments from other groups or businesses

Public Consultation Responses

There were some public consultation responses received:

- Nearly every response made referenced the lack of doctors or dentists in the town, and overarching concerns that the new development around Congleton had not kept pace with the demand for such facilities.
- Some responded that access to a NHS dentist was not critical.
- One response said that care needed to be taken to spread these facilities across the town and provided adequate parking with them.

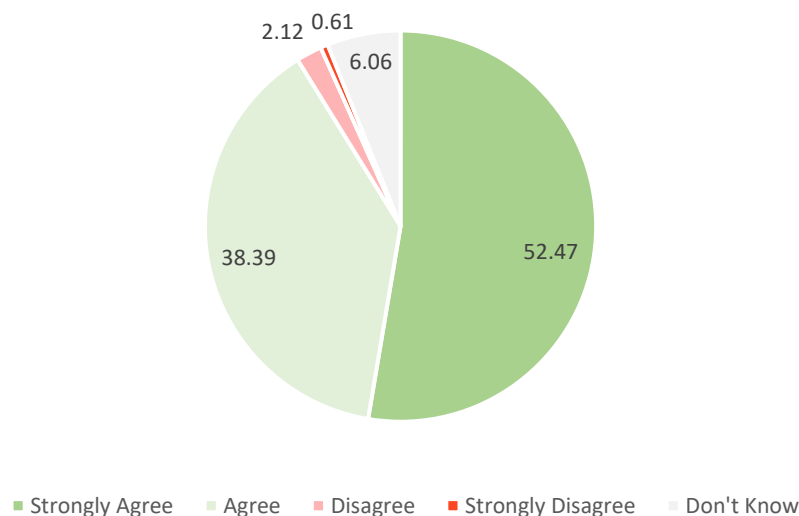
A further point was received from the submission letters and emails which stated that:

- Housebuilding has been significant but there is no health and wellbeing facilities to meet the increased demand.

Policy 16 – Education Development

- 6.6. Responses to Question 22 indicate that the majority of respondents support this policy. A total of 330 responses were received. Just over half (52%) strongly agreed that the neighbourhood plan should actively support the delivery of educational facilities and only 2.12% disagreed.

Q.22. Do you agree that via the Neighbourhood Plan we should actively support planning applications which deliver educational facilities - from nurseries to colleges? (%) (Policy 16)



Cheshire East Response

- Could this policy seek to focus on detailing provision to enable this form of development, are there any circumstances where leniencies could possibly be applied so that this type of development can be supported.

Statutory consultees:

- No specific comments from statutory consultees or groups

Other businesses and businesses:

- No specific comments from groups or businesses

Public Consultation Responses

A single relevant comment was received regarding this policy which stated:

- Off-road parking for school pick up and drop off was vital and important as the current situation outside schools was a significant issue at present.

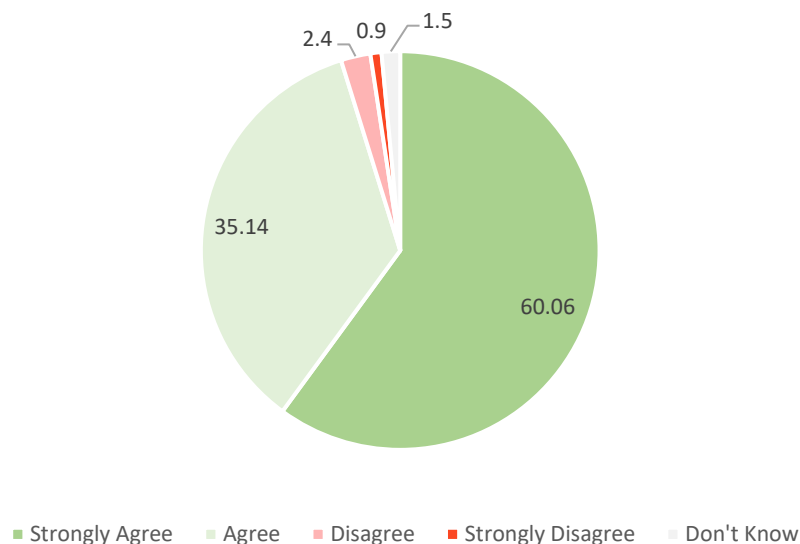
A further point was received from the submission letter and email which stated that:

- Housebuilding has been significant but there are no education facilities to meet the increased demand.

Policy 17 – The Future of Local Community Facilities

6.7. Responses to question 23 show that the overwhelming majority of respondents support the policy. Over half (60%) of respondents strongly agreed that local community facilities should be protected unless that they are surplus to requirements. Just 2.4% disagreed.

Q.23. Do you agree that local community facilities should be protected unless it can be proven that they are surplus to requirements? (%) (Policy 17)



Cheshire East Response

- Proposals will be required to demonstrate that no other community groups or organisations are in need of the facility, or that they should be sought first before redevelopment, can this approach be reasonably justified and evidenced?

Statutory consultees:

- Sport England** – Set out the statutory requirement for plans and decisions to protect sport pitches as outlined in paragraph 102 and 103 of the NPPF.
- NHS C&M ICB** – There is concern over the restriction on the loss of NHS facilities (either through change or use or disposal) and that they consider this is unnecessary given their own internal processes which allows proceeds to be invested locally and nationally.

Other businesses and groups:

- There are no comments from other groups or businesses.

Public Consultation Responses

A 26 additional responses received from the public questionnaire which can be summarised as follows:

- Additional facilities identified to be protected were:
 - Wellspring and Trinity Methodist Churches
 - Bath House and Physic Garden
 - Paddling Pool (if not already listed)
 - Adult Day Care Centre – Holmes Chapel Road
 - Very much miss the town 'tip'
 - Library must be kept open

- Most respondents used this space to set out that was missing and what should be provided rather than preserved, many in the context of the new housing growth and the lack of facilities provided alongside those. The list includes:
 - Bowling Alley
 - Youth centres and clubs and other facilities especially gear toward young people
 - Need for a multigenerational community centre
 - Outdoor entertainment space (not further details of what this might be was provided)
 - Improved quality and quantity of healthcare – more doctors, dentists
 - Improvements to the war memorial hospital – specific reference made to CAMH and minor injuries.

A further point was received from the submission letter and email which stated that:

- The plan needs to include a list of community projects that could be funded through the community infrastructure levy. This should include a waste recycling centre and drainage projects.

7. Landscape and Townscape policies

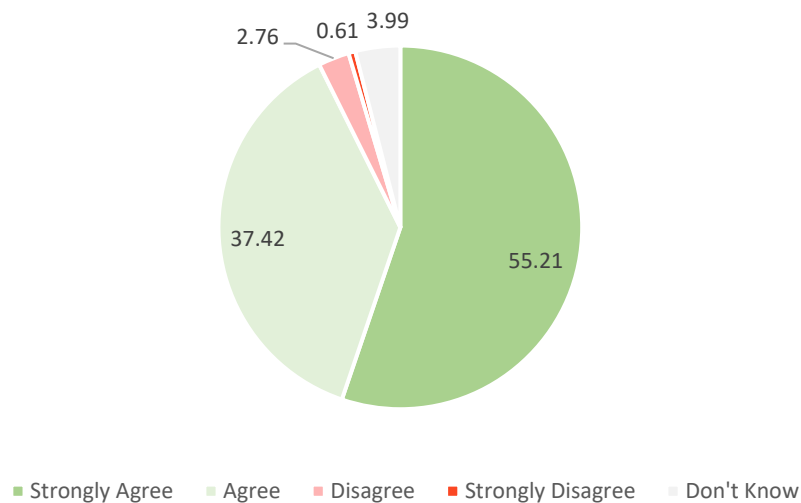
Chapter Policies

- Policy 18 – Congleton's Unique Character
- Policy 19 – Designated and Non-Designated Heritage Assets
- Aspiration 20 – Congleton's Green Spaces
- Policy 21 – Congleton's Landscape Character
- Policy 22 – Design for small scale residential development
- Policy 23 – Design at the settlement edge
- Policy 24 – Views, Vistas and Gateways
- Policy 25 – Biodiversity Net Gain and Improvement
- Policy 26 – Tree Protection and Planting

Policy 18 – Congleton’s Unique Character

- 7.1. Responses to question 26 show a positive response to the policy. Out of 331 responses received, 55% strongly agreed that it is important for developments to demonstrate good design and complement local character, 37% agreed and just 2.76% disagreed.

Q.26. Do you agree that it is important for developments in Congleton to demonstrate good quality design and to complement local character (Policy 18).



Cheshire East Response

- They welcome the inclusion of the accompanying Design Guide document as it provides locally specific design guidance for the plan area.
- It is recommended that this policy be reduced to the first paragraph, which outlined that consideration should be given to the Design Guide, which ultimately also covers the points raised in the second paragraph.
- The final three paragraphs of this proposed policy are addressed by the existing Local Plan and could therefore be removed from the Plan.

Statutory consultees:

- **United Utilities** – Have suggested rewording of the final paragraph of this policy to recognise the importance of multifunctional sustainable drainage and that creative landscape solutions be 'required' rather than 'welcomed'

Other businesses and groups:

- **Gladman** – Recognize the importance of good quality design that integrates with the local surroundings and landscape context. There is a general concern that the design guide is overly prescriptive. Suggest additional text is added to the policy to allow flexibility to depart from the Congleton Design Guide in instances where it is not feasible.

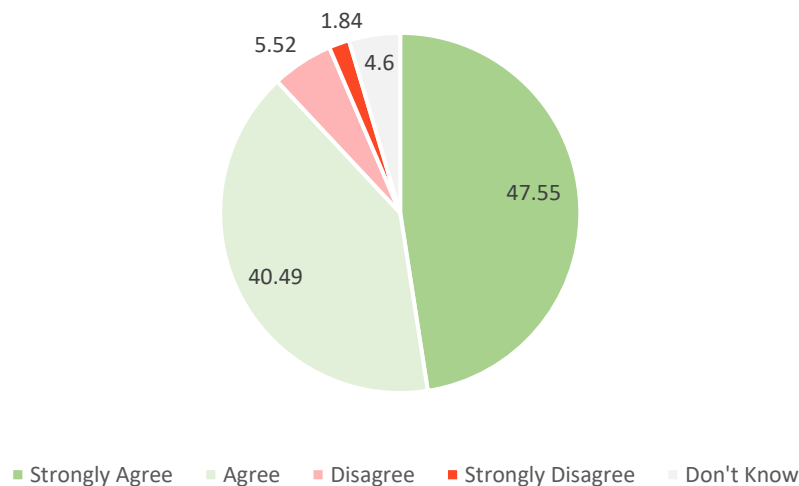
Public Consultation Responses

- Concern over how good quality design is defined – it should not be used for a historical pastiche. Good design needs to take on board character and materials that looks to the future and not the past.
- I don't understand how the town can be described as having character.

Policy 19 – Designated and Non-Designated heritage assets

- 7.2. Responses to question 27 indicate a positive response to the proposed policy. Out of 326 responses received, 47.% strongly agreed that Congleton should protect non-designated heritage assets, 40.49% agreed, 5.5% disagreed and 1.84% strongly disagreed.

Q.27. Do you agree that Congleton should protect non-designated heritage assets as well as listed buildings and conservation areas? (%) (Policy 19).



Cheshire East Response

- CEC consider the policy is sufficiently covered by the existing policies of the Development Plan, and to avoid duplication should be removed from the Plan.

Statutory consultees:

- **Historic England** – It is important that your plan identifies heritage asset in the area and includes a positive strategy to safeguard those elements that contribute to their significance.
- **Historic England** – The plan should offer solutions to heritage assets that are at risk from their condition – the national register does not include grade II listed buildings or non-designated heritage assets.

Other individuals and businesses:

- There were no comments from other groups or businesses.

Public Consultation Responses

- The following buildings were identified by respondents as being worthy of ensuring that they are within the heritage list for neighbourhood plan, in order of number of instances:
 - Bradshaw House
 - Moody Hall (Elizabeth's House)
 - The Albion Hotel
 - Bath House and physic garden - not listed
 - The Railways Good Shed (adjacent to Congleton Station) – not listed
 - The art deco building (former BHF shop) on Bridge Street – not listed
 - Congleton Library – not listed
 - Congleton Park Pavilion and Bridge – not listed

- Many comments were highlighted as a result of neglect which meant that their retention and protection was seen as a priority.
- Two residents inferred that a greater level of enforcement needed to be delivered to protect the historic environment from poor maintenance and management of assets by owners / developers.
- Poor quality upper storeys (finish and maintenance) within the town centre / conservation areas and inappropriate signage / shop frontage undermining the quality of the historic environment in the town centre
- Historical buildings and houses in Congleton should not be allowed to fall into disrepair and then be demolished

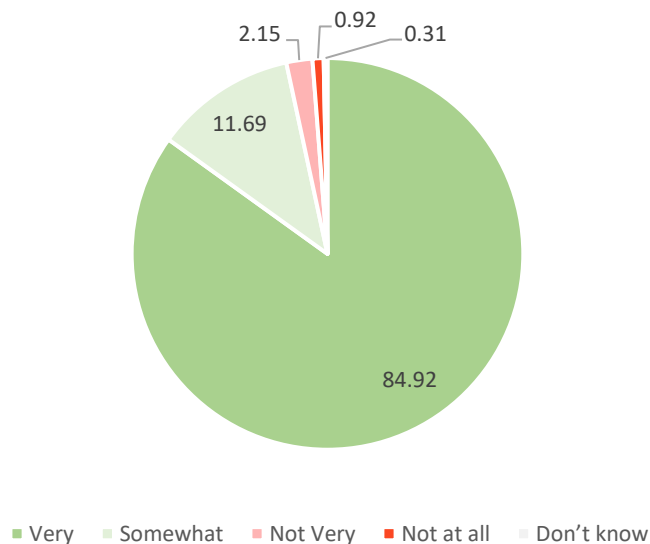
There were also several points from other submissions (emails and letters) made by members of the public that included:

- A previous evidence base document in the early stages of the neighbourhood plan, with recommendations for protection and enhancement of Congleton Built Heritage is not really evident in the plan.
- There are several examples of historical buildings are risk including the Albion Hotel.
- The buildings of local interest list – is this an open list that can be added to easily? Other suggestions might include Waggs Road Chapel, The Spiritualist church (opposite the paddling pool) houses on Park Lane and The Cedars (Mossley).

Aspiration 20 – Congleton’s Green Spaces

- 7.3. Responses to Aspiration 20 indicate an overwhelmingly positive response. Out of the 325 responses received, 84.92% thought that protecting Congleton’s green spaces from further development was “very” important, and only 2.12% thought it was “not very” important.

Q.29 How important do you think it is to protect Congleton's Green Spaces from further development? (Aspiration 20)



Cheshire East Response

- It is recommended that the reference to ‘Local Green Spaces’ within Map 6 be removed from the Plan.

Statutory consultees and other groups:

- Sport England** - The response suggests consulting the evidence base from the LPA Local Plan to ensure that any needs for playing fields etc is considered and included in the neighbourhood plan.
- Natural England** – General suggestion that setting out how you would like to deliver wider elements of an improved green infrastructure network is another way that you can enhance the local area through a neighbourhood plan.
- United Utilities** – Object to the identification of the Congleton Wastewater works as a local green space on map 6. They are very concerned that the identification of this space as such is inappropriate. [Note: This is the area that is identified as A5 on map 6]

Other individuals and businesses:

- Gladman** – The green spaces on associated plan are not all covered by REC1 of the Local Plan and some are inappropriate. It is inappropriate to use an aspiration to introduce the provisions of local plan policy REC1. It is unclear if the aspiration / policy is seeking to designate those spaces that are not covered by REC1 as Local Green Space, then there is some concern that some of these sites do not need the tests set out in the NPPF – especially as some around the town are considered to extensive tracts of land.
- Gladman** – All of the land adjacent to the settlement edge is sought for some protection from development. This would prevent sustainable development coming forward on these sites in the future – especially where Cheshire East housing targets are to set increase

with the new standard method. [Note: This has now been established with the new NPPF and Cheshire East housing targets are significantly increased].

Public Consultation Responses

- **Sites specifically listed for inclusion were:** Green spaces off Thirlmere Close, Green spaces within the Helmshall Estate, priestly Fields, Festival Hill and woodland to the north side of Edinburgh Road.
- There was lots of concern over the specificity of this policy, and it was unclear how the sites had been chosen, with many respondents requesting a list or a schedule as was referred to in the policy.
- Several responses highlighted that there was some confusion as to whether the identified spaces were simply protected under local plan policies (REC1) or whether it was to be designated as Local Green Spaces.
- Two commentators commented that there was insufficient assessment undertaken as to whether these sites chosen could be considered Local Green Space.
- One respondent set out that this topic should be a policy and not an aspiration.
- One respondent questioned the provenance of the supporting map and set out that it was most definitely incorrectly titled and did not come from the Landscape Character Assessment.
- There were several responses about protecting verges and ancillary open spaces within existing estates from development
- Several responses suggested that large gardens should be protected, with some suggesting that any building in gardens should be banned by the policy
- The green spaces should be chosen not just for children but for use by everyone
- There were requests for the identification of a fenced dog park, additional wildlife crossings over the bypass
- There were several respondents who wished to add extra protection to land immediately outside of the settlement to stop future housebuilding and loss of the green setting of the town
- Green Spaces needed for mental health & well-being

A further point was received from the submission letter and email which stated that:

- List seems to have omitted 1. East side of Festival Hill, 2. Green Lane and the trees at the bottom of Edinburgh Road, 3. Soft landscape either side of Kennet Drive, 4. The large trees and space adjacent to the substation of Ayrshire Way. The area of land at Dane in Shaw Pasture (between A18 and A1) is omitted.

Policy 21 – Congleton Landscape Character

There was no specific question within the questionnaire related to policy 21.

Cheshire East Response

- Landscape character is prominently addressed within the existing Development Plan.
- Paragraph two, whilst policies may emphasise the weight that a particular subject should be given, ultimately the 'weighting' is a matter for the decision maker taking account of specific circumstances of a proposal and its impacts. The term 'positive weight' may be better suited here.
- Regarding paragraph three, national or local policy does not outline provision that matters regarding impacts on landscape character should be outweighed by public benefit. As this is inconsistent with the national approach, it should be removed from the Plan. Instead, this policy should seek to align with the provision set out by paragraph 135 c) of the NPPF.
- It is recognised that appropriate and detailed evidence has been produced to support this policy, that being the Landscape Character Assessments Parts 1-3. However, it would be beneficial to further implement the findings of these assessments within the policy by presenting specific details on how development should be shaped within the identified areas.

Statutory consultees:

- **Natural England** – General suggestion that the plan may present opportunities to protect and enhance locally valued landscapes. Landscape assessments can assist you in identifying the most appropriate site.
- **Historic England** – The plan can also set design principles local characteristics and appropriate materials to which new development will be required to respond.

Other businesses and groups:

- **Gladman** – Agree that the policy needs to reflect the landscape character, but the policy wording needs to be more flexible.
- **Gladman** – The five important landscape areas are acknowledged but to limit development to 'small scale' within these would not allow for sustainable development to come forward on these sites and would limit growth and is a barrier to development.
- **Gladman** – Congleton as a settlement is already 'somewhat constrained' and policies should not seek to further constrain development, and sensitive design can minimise any impacts on any designated areas and development could enhance the designed areas.

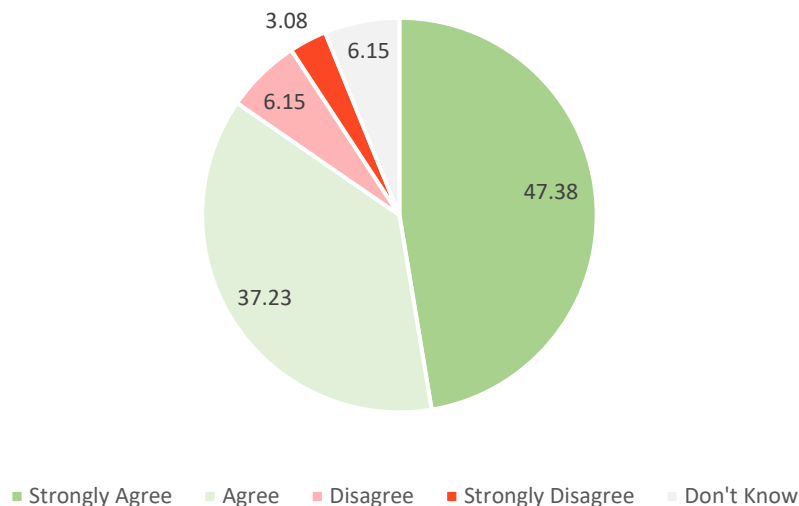
Public Consultation Responses

- Map 7 - There is a section of land between Dane in Shaw in blue and the green protected wood that ought to be in one or other of these areas.

Policy 22 – Design for Small Scale Residential Development

- 7.4. Responses to Q.31 demonstrate a positive response to the proposed policy. Out of the 325 responses received, 47.38% “strongly agreed” that Congleton should protect bungalows and encourage more affordable and accessible homes, 37% agreed and 3% strongly disagreed.

Q.31. Do you agree that Congleton should protect bungalows and encourage more affordable and accessible homes? (%) (Policy 22)



Cheshire East Response

- If retained, the appropriate evidence of the existing provision for the identified demographics, as well as the anticipated demand for this provision should be presented.
- It is recognised that the GPDO is referred to, and consideration should be given to the circumstances in which a policy of this nature would apply.
- Building Regulations is a separate matter from land-use planning policy and its reference within the policy should be removed. Its inclusion within the supporting information would be considered more appropriate.

Statutory consultees and other groups:

- **United Utilities** - Set out that back land and infill development should not over developed the site at the expense of sustainable drainage solutions.

Other businesses and groups:

- There were no comments from other groups or businesses

Public Consultation Responses

- I don't agree with Bungalows
- Not sure that bungalows need to be protected, some awful looking ones in the town.
- We need more wheelchair accessible homes. Bungalows are ok for older people. But not really for wheelchairs. Congleton has barely any accessible homes.
- Stop building companies from trying to buy green spaces in already developed areas such as West Heath to then put on.

- We need more wheelchair accessible homes – bungalows are okay for older people but not necessarily for wheelchair users.
- Stop allowing redevelopment of agricultural barns

A further point was received from the submission letter and email which stated that:

- There is no mention of lifetime homes in the context of the population and the lack of security in protecting and providing bungalow type development.

Policy 23 – Design at the Settlement Edge

There was no specific question within the questionnaire related to policy 23.

Cheshire East Response

- If retained, it would be beneficial to refer to any locally specific guidance presented within the produced evidence.
- Also, consideration should be given to why this policy is specifically setting provision for development proposals at the 'settlement edge', as currently written it is suggested that there is not a requirement for development proposals that may be near the settlement edge but within the settlement boundary to meet the identified policy tests. Even though it is possible they may still create an impact concerning the matters raised.
- Regarding the removal of permitted development rights, the responsibility of this matter falls to the decision maker by following the appropriate tests for imposing planning conditions, which are where they are: necessary; relevant to planning; relevant to the development to be permitted; enforceable; precise; and reasonable in all other respects. It is suggested this part of the policy not be included within the policy text and be relocated to the supporting information section.

Statutory consultees and other groups:

- **United Utilities** – have suggested a rewording of criterion 4 to make the reference to sustainable urban drainage far more of a requirement. Suggested wording is: *"The incorporation of features such as multi-functional SUDS, including such as ponds and swales that soften the settlement edge, provide recreational value and contribute towards the green infrastructure network will be ~~strongly supported~~ required."*

Other businesses and groups:

- **Gladman** – Support this policy given that increased housing targets new development will likely have to occur at the settlement edge. Gladman support policies that set out that there is a requires transition at the edge of the settlement through landscape buffers.

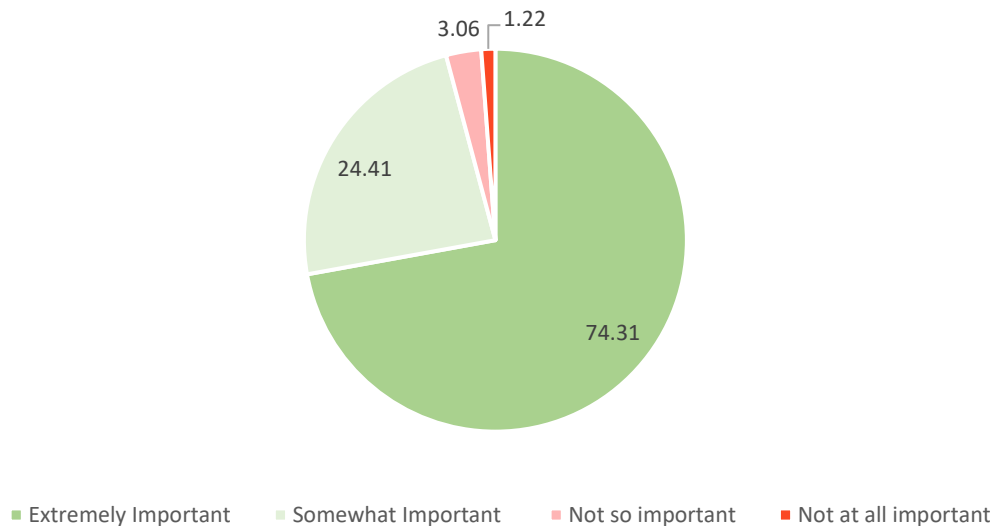
Public Consultation Responses

- Recommend omitting criterion 2, relating to 'gateways', which is a pointless objective, as the settlement keeps moving outwards. It's also actively detrimental as developers try to respond with designs that are usually out of character. There is absolutely no need to create 'clearly defined gateways'.

Policy 24 – Views, Vistas and Gateways

- 7.5. Responses to Q.32 indicates a strong positive response to the proposed policy. Out of the 327 responses received, 74.% thought it was extremely important, while just 3% thought it was “not so important”.

Q.32. How important do you beleive it is protect key views and vistas across Congleton? Such as The Cloud, Tom Wood and church spires?



Cheshire East Response

- CEC have concern regarding the protection of ‘views’ in the NP due to the ambiguity of the term and lack of NPPF support.
- Suggestion that the policy be reworded in recognition that the local landscape is of special significance and valued locally.
- Therefore the policy may benefit from seeking to protect the valued features and characteristics of the local landscape which are more specifically identifiable (the ‘receptors’), rather than a more ambiguous and wide-ranging concept of a ‘view’.
- The policy does somewhat lean towards this approach, however, it should be clarified. The produced evidence can assist in identifying and justifying the inclusion of proposed landscape features / receptors. The policy should consider how these features can be protected and enhanced, such as the integration of proposed development to create key views to these features.
- It is considered that the accompanying map is too vague, and it would benefit to have the quality of this map enhanced.

Statutory consultees and other groups:

- No specific comments from statutory consultees or groups

Other businesses and groups:

- **Gladman** – The evidence for this policy pre-dates the bypass and should be updated especially in the context of the completed bypass.

- **Gladman** – Object to the inclusion of the viewpoint 6 (Howty brook and Priestly Fields) as it just a wider landscape / countryside view and “*does not have any demonstrable physical attribute that elevate its importance out of the ordinary*”.
- **Gladman** – Express that development can occur and take account of key views through careful design.

Public Consultation Responses

- Should remove gateways from the title - The justification refers also to the Congleton Landscape Character Assessment which does not identify 'gateways' but the text implies that it has done so.
- My favourite vista is viewing The Cloud, Mow Cop, Post Office Tower from above Loachbrook Estate.
- The photo of St Peter's Church does not show an important vista, it shows an important landmark.
- The housing development on Buxton Road has already blocked the view of the Cloud from some areas of the town and encroached on wildlife corridors.
- Protecting vistas is important as they provide a sense of where we are and a visual link to our surroundings.

Policy 25 – Biodiversity Net Gain Improvements

There was no specific question within the questionnaire related to policy 25.

Cheshire East Response

- The legislation does not outline a requirement for BNG provision to be delivered within the vicinity of a site, however the costs of BNG delivery increases the further it is delivered from the development site.
- Therefore a policy of this nature supporting proposals that direct provision to appropriate areas within the plan area, may help direct applicants to local opportunities.
- It is considered that it would be more appropriate for the final paragraph to be removed from the policy text and relocated to the supporting information section.

Statutory consultees:

- **United Utilities** – Express that it should be made clear that BNG delivery, whilst supported, should not impinge on the expansion or operation of any water or wastewater assets including being located over an assets where excavation for maintenance purposes would be required.
- **Natural England** – General suggestion to include a list of environmental enhancements to contribute to biodiversity net gain that could be included within the policy:
 - *Restoring a neglected hedgerow.*
 - *Creating a new pond as an attractive feature on the site.*
 - *Planting trees characteristic to the local area to make a positive contribution to the local landscape.*
 - *Using native plants in landscaping schemes for better nectar and seed sources for bees and birds.*
 - *Incorporating swift boxes or bat boxes into the design of new buildings.*
 - *Think about how lighting can be best managed to reduce impacts on wildlife.*
 - *Adding a green roof to new buildings.*
 - *Providing a new footpath through the new development to link into existing rights of way.*

Other businesses and groups:

- There are no specific comments from groups and businesses

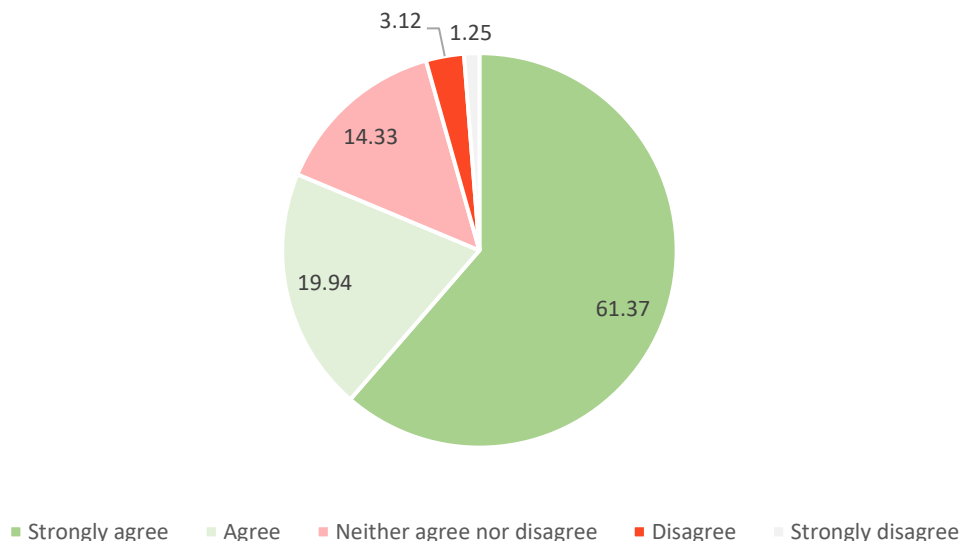
Public Consultation Responses

- Agree with the policy generally, is there any point locating biodiversity offsets in areas that are already of value for biodiversity? It would be better to locate them in areas that are poor in biodiversity (which could include many areas of public green space). Within Congleton's countryside, there is much scope for restoration and gapping up of hedgerows and hedgerow trees, pond, woodland expansion etc – especially with Congleton's mosses.
- Can we create a simple list of native plants and shrubs etc to UK but specifically our area (and our terrible clay soils!) to guide and encourage residents to grow the right things for our area?
- Land for BNG needs to be identified before the application is approved and either on site or adjacent to development sites. It would be good if it was collaboratively designed by the community.

Policy 26 – Tree Protection and Planting

- 7.6. Responses to Q.33 indicate that the majority of respondents support the policy. A total of 321 responses were received. Out of these responses, just over 60% “strongly agreed” that there should be plans to protect current trees and to plant more trees. 14% disagreed, while 3% strongly disagreed.

Q.33. Do you agree that there should be plans to protect current trees and plant more trees?



Cheshire East Response

- The first paragraph is not considered to be a necessary inclusion within the policy and could be relocated to the supporting information section.
- Our comments on Policy 14 regarding the tree replacement ratio are reiterated here.

Statutory consultees:

- **Natural England** – general suggestion that street trees are an important consideration in enhancing the local area

Other businesses and groups:

- There are no specific comments from groups or businesses

Public Consultation Responses

- There is an error in the justification. The Trees for Congleton group is planting woody shrubs and hedging as well as trees. The sentence 'As part of this programme is apparent that even the smallest of planning projects could assist in achieving this aim' should be omitted. This is because 30,000 plants under the Trees for Congleton project are all additional to what is required under Planning Conditions.
- CEC planners already try to ensure that sufficient planting is included when planning permission is given, and this does not need to be included in the neighbourhood plan. Please also OMIT the sentence 'This policy therefore goes beyond the provisions of the local plan, seeking to ensure that new development - regardless of scale - contribute to the goal of planting 30,000 trees'.
- Tree and hedge planting is an excellent idea

- Can we encourage planting on verges outside of people's homes?
- Care needs to be taken where trees are planted – some respondents commenting on maintenance, underground services etc
- Any tree that is planted should be replaced at a ratio of 3 for every one lost.
- Stop planting trees randomly around the town!
- Given that we have a tree planting group that seem to want to plant trees everywhere without consulting residents this should be looked at to make sure residents are aware of any planting that may impact these areas.
- If you plant trees make sure there is a plan to look after them.
- It is okay to plant more trees but they have to be maintained at a cost! Trees have been planted recently on Sandbach Road verges, too close to the road causing an obstruction when trying to cross the road. So thought must go into positioning of new trees and hedges.

8. Key Areas for Improvement

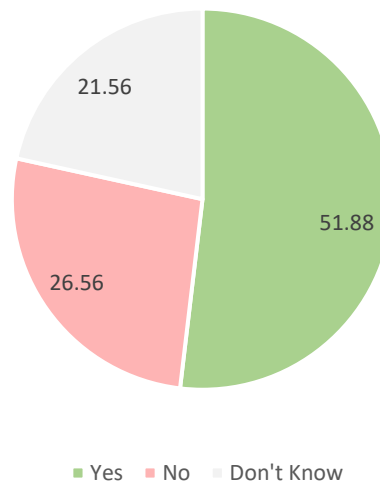
Chapter Policies

- Policy 27 – Pop-up uses in the Town Centre
- Policy 28 – Areas for Improvement across the Town

Policy 27 – Pop-Up Uses in the Town Centre

- 8.1. Responses to Q.33 indicate that the majority of respondents support the proposed policy. A total of 320 responses were received. Out of these, around half (51%) said that it was a good idea to allow temporary pop-up uses in the town centre, while 26% said no.

Q.35. Do you think it is a good idea to allow temporary pop-up uses in the Town Centre (short-term structures that will last less than 5 years? (%) (Policy 27)



Cheshire East Response

- It is suggested that consideration should be given to how the RET policies of the SADPD would potentially cover this matter.
- Regarding increasing footfall and time spent in each space. Can further detail be provided on how development proposals would evidence this policy test?
- The points raised in the final paragraph are covered by the existing policies of the Development Plan, and therefore could be removed from the Plan.

Statutory consultees:

- No specific comments from statutory consultees

Other businesses and groups:

- There were no comments from other groups or businesses

Public Consultation Responses

A number of comments were made in respect of this policy which are summarised below (listed from most regularly mentioned to least):

- Utilising empty shops within the town centre should be prioritised ahead of creating new areas for pop-up uses. Empty shops make the area look run down.
- Good idea but there needs to be a clear plan to consider the removal and recycling of the structures.
- Allowing temporary pop-up uses may take business away from local or permanent retailers within the town.

- There needs to be a plan in place once pop-up uses cease, in terms of ensuring the area is returned to a suitable visual and physical condition.
- There are other more important issues which should be addressed as a priority, including street scene cleanliness and public realm quality/condition.
- Longer term leases should be encouraged over short term pop ups.
- Capital walk could be great space for pop up shops, museums, local cause displays, and podcasting hubs for local voices. It could become a real community space. It could even be part of the tiny theatre community.

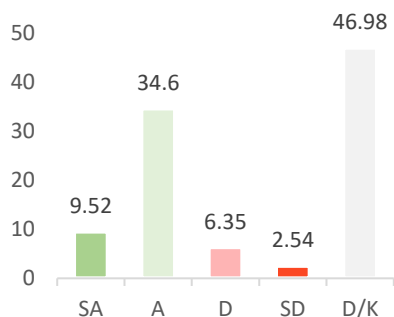
There was another comment from the email and letter received which stated:

- Pop-up uses should include local waste collection such as for electrical goods.

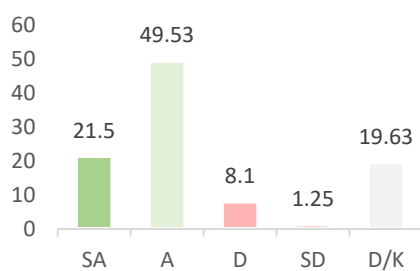
Policy 28 – Areas for Improvement Across the Town

- 8.2. Participants were asked to rank how strongly they agreed with proposed areas of improvement.
- 8.3. Responses to Q.36 indicate that the majority of respondents support the proposed areas of improvement. A total of 316 responses were received. The areas of improvement which received the most support are:
- Congleton Market (56% strongly agree)
 - Capital Walk (48% strongly agree)
 - The Congleton Railway Station and it's immediate area, and the green space behind the town hall (both received 40% strongly agree)
- 8.4. The “area around and including surface parking on Stenhouse Green” received the most uncertain responses (46% “don't know”). However, the area is otherwise supported, with 34% of responses “agreeing”.

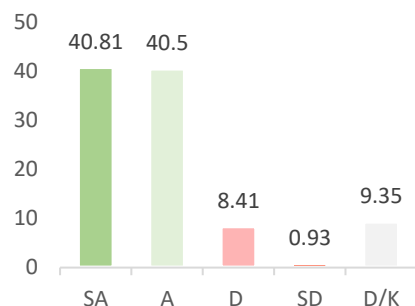
The area around and including surface parking on Stonehouse Green (%)



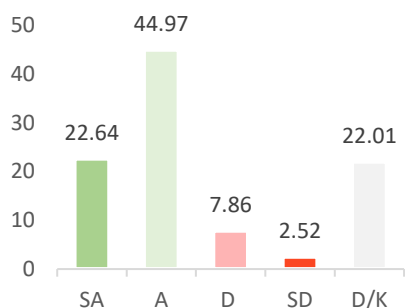
Areas of hardstanding immediately surrounding Mountbatten Way, including car parks (%)



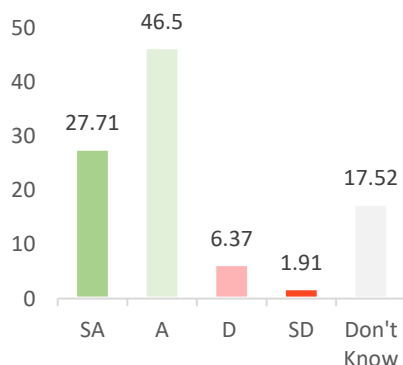
Congleton Railway Station and the immediate area that surrounds it (%)



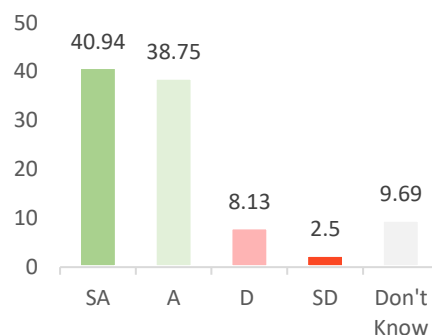
West Street Conservation Area (%)



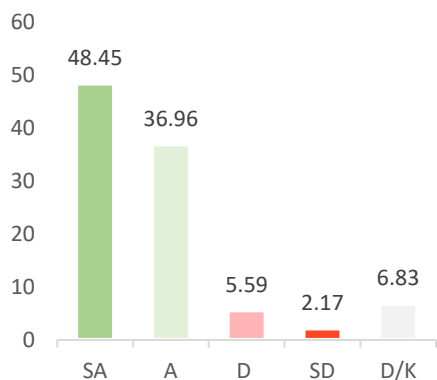
Mill Street (%)



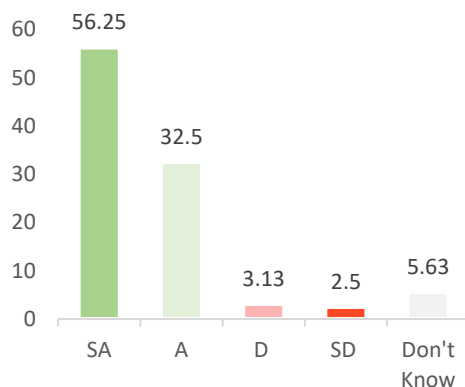
Green Space behind the town hall (%)



Capital Walk (%)



Congleton Market (%)



Cheshire East Response

- Suggest that the first part of this policy may be better suited as an aspiration within the Plan.
- Concern that the latter part of the policy repeats matters that are previously raised within the Plan, and are covered by existing Local Plan policy, and could therefore be removed from the NP.

Statutory consultees and other groups:

- No specific comments from statutory consultees or groups

Other individuals and businesses:

- No specific comments from business or groups.

Public consultation responses:

- There is a typo in the plan 'West street Conversation area'
- There is particular emphasis on the market area being run down and scruffy - lots of people stating it is uninviting, poorly lit and an eyesore.
- There is a concern that there is a focus on the 'town centre' meaning that opportunities to develop in some of the older industrial areas have perhaps been overlooked. Suggestions are areas between Hancock Street and Havannah Street, Havannah Steet and Buxton Road, Buxton Road and Herbert Street Booth and the tennis club.
- The Bridestones was built in the 80s and is underused, many units are not filled and is such a waste.
- A couple of responses agree that the area around the Town Hall needs some careful attention. Suggestions for the green space to be utilised, suggestions are for a recreational ground or a relaxation area.
- One person has stated that West Steet car park and Antrobus car park are already well developed and well used, to take any parking form these would be detrimental to the town centre and impact access to nearby dental and medical facilities.

There were also several points from other submissions (emails and letters) made by members of the public that included:

- Suggested rerouting and reposition of carriageway and junctions in and around Mountbatten Way including realignment of the road and some significant changes to the junction at Mountbatten Way, Moor Street and Lawton Street.
- Concern over the car park to the rear of Meadow House Cottages on Stone House Green is managed and unkempt and a real eyesore and subject to anti-social behaviour.

9. General matters – not linked to a policy

Statutory consultees:

- **NHS C&M ICB** – recommend that the following policy requirements are incorporated at the relevant sections of the Neighbourhood Plan to ensure the effective delivery of this objective:
 - *Proposals should consider local health outcomes, and where appropriate to the local context and/or size of the scheme include a Health Impact Assessment*
 - *Design schemes should encourage active travel, including through providing safe and attractive walking and cycling routes, and ensuring developments are connected by these routes to local services, employment, leisure, and existing walking and cycling routes.*
 - *Provide access to healthy foods, including through access to shops and food growing opportunities (allotments and/or providing sufficient garden space)*
 - *Design schemes in a way that encourages social interaction, including through providing front gardens, and informal meeting spaces including street benches and neighbourhood squares and green spaces.*
 - *Design schemes to be resilient and adaptable to climate change, including through SUDs, rainwater collection, and efficient design.*
 - *Consider the impacts of pollution and microclimates, and design schemes to reduce any potential negative outcomes.*
 - *Ensure development embraces and respects the context and heritage of the surrounding area.*
 - *Provide the necessary mix of housing types and affordable housing, reflecting local needs.*
 - *Provide sufficient and high quality green and blue spaces within developments.*
- **Natural England** – Do not have any specific comments on this draft neighbourhood plan.
- **United Utilities** – have made a general suggestion that water efficiency policy should be included within the plan which sets out that new development should be delivered with the optional water efficiency standard in the building regulations. An evidence paper for this policy aspect has been provided by UU. They suggest the following wording: *“All new residential developments must achieve, as a minimum, the optional requirement set through Building Regulations Requirement G2: Water Efficiency or any future updates. All other new development shall incorporate water efficiency measures so that predicted per capita consumption does not exceed the levels set out in BREEAM ‘Excellent’ standard.”*
- **United Utilities** – Request that the neighbourhood plan includes policy specific wording to support water and wastewater investment in locations such as the open countryside and the Green Belt. Suggest the following wording: *“The Neighbourhood Plan supports water and wastewater infrastructure investment which facilitates the delivery of wider sustainable development and the meeting of environmental objectives including development proposals for water and wastewater infrastructure in protected areas such as the Green Belt, open countryside or in existing local green spaces, where the investment is needed to respond to future growth and environmental needs.”*

Other businesses and groups:

- **Eaton Parish Council** – support the Congelton Neighbourhood Plan
- **Congleton Sustainable Transport Group** – The plans feels disjointed and is siloed and the key themes are not cross-referenced throughout the document.
- **Congleton Sustainable Transport Group** – The desirable plan review date should be every five years.

- **Congleton Sustainable Transport Group** – Please to see accessibility embedded into all policies and welcome specific walking and cycling and public transport points but these modes of travel are no embedded into every policy and aspiration – they are a vital ingredient of the town.
- **Gladman** – It is noted that the plan does not allocate sites for development, but should the plan seek to do so Gladman would be pleased to comment on these and discuss their land holdings with the group.

Public consultation responses:

There were also several points from other submissions made by members of the public that included:

- It's all fine and dandy having a plan but where is the funding and resource to achieve it?
- The policies are generically written and do not include sufficient measurable and Congleton specific targets and actions to be useable into the future.
- Have not commented on the policies in the plan but are very disappointed over the format of the document (it should be A4 portrait) and the inclusion of so many pictures to 'pad out' the document.
- A number of responses highlight the lack of a waste/recycling centre which is considered by many as a disadvantage to the town.
- The green area behind the town hall should be utilised for something positive.
- It might be better to refer to "visually impaired people" or "people with visual impairments" rather than "the visually impaired" to be more person-centred



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Appendix 13

Minutes of meeting with Cheshire East Council

Note of meeting

Title: Congleton NP Meeting with Cheshire East Council Officers

Date / Time : 14 January 2024 - 2:30pm to 4:00pm

Location: Spencer Suite, Congleton Town Hall

Purpose: To discuss the outcomes of the regulation 14 consultation on the Congleton Neighbourhood Plan, with specific reference to the comments provided by Cheshire East Council

Attendance: Cllr. Suzy Firkin (Councillor - CTC)
Cllr. Amanda Martin (Councillor - CTC)
Cllr. Kay Wesley (Councillor - CTC)
David McGifford (Chief Officer - CTC)
Cathy Dean (Communities & Administration officer - CTC)
Tom Evans (Strategic and Environmental Planning Manager, CEC)
Greg Woolridge (Strategic Planning Officer – CEC)
Mark Waleczek (Planner and Urban Designer – Urban Imprint)
Bob Phillips (Director – Urban Imprint)

Apologies: Cllr. Heather Pearce (Councillor – CTC), Cllr. David Brown (Councillor – CTC), Jo Gregory (Director – Urban Imprint)

1 Introductions

Introductions were made around the table with roles and involvement expressed. There was a general agreement from all parties that there was a strong desire to see the plan brought forward and taken to referendum as soon as possible.

It was expressed that there was a strong desire by the community to see Congleton have a neighbourhood plan.

2 Purpose

It was discussed that the draft plan had received over 500 responses from the public and stakeholders, and that there was a great deal of positivity about the plan.

There was a desire to keep the plan 'looking like it does' including the topics that were included / covered. Officers from CEC reported that they were supportive of the plan and felt that it was significantly improved on the previous version.

3 Approach to duplication

CEC confirmed that identifying duplication was not a form of objection as such, but rather that it is their role to highlight duplication as part of their wider responsibility to ensure that the plan progressed has the best opportunity to be successful at examination and thereafter when implemented. Officers suggested that it would be



unlikely that an examiner would consider this a critical issue, especially relative to the extent that the matter has been highlighted within the formal Cheshire East comments.

It was confirmed that there was no conflict with the policies in the Local Plan, but that some of the detailed 'phraseology' caused difficulty for implementing policies.

There was general agreement that some duplication could be addressed, and it was sensible to try and reduce the length of some of the policies which have become particularly long and slightly descriptive, partially as a result of the wide-ranging stakeholder input into the policies prior to consultation. This might also include combining some policies and reducing some of the policies back to bullet points.

It was agreed that more should be addressed within the introduction of the plan to show how it tied into the family of plans – including the local Plan – as well as providing more opportunities for cross-reference to Local Plan policies.

4 Policy 1 'Congleton for everyone now and in the future'

It was agreed that this policy was an important aspect of the Neighbourhood plan which attempts to go beyond the vision and objectives to introduce a policy test for some of the strategic issues that respondents had wished to see covered in the plan – specifically climate change and inclusivity.

CEC were concerned that the policy was designed to cover all development as some of this may not be appropriate on smaller householder applications or smaller change of use applications. It was confirmed that the bullet points were important aspects of delivering sustainable development.

A series of options were discussed, however, the meeting arrived at looking to repurpose the policy as the neighbourhood plan 'strategy' that sat between the vision and objectives and the policies. It would be a material consideration and could be referenced by the CTC in responding to planning applications. It was proposed that this would be titled 'Our Strategy – Congleton for Everyone, Now and in the Future', or similar.

Within the restructured strategy it was agreed that a way forward was to be explicit in referencing relevant neighbourhood plan policies as the tests by which a specific bullet will be considered. This will enable a planning officer to conclude whether an application is consistent with the strategy for Congleton, depending on the ability of an application to satisfy relevant policies. A graphic could also be provided to illustrate how the bulleted topics were dealt with by specific policies in the plan.

It was discussed that additional information could be provided in the justification about the elderly population of Congleton and how this is influencing the policy approaches in the plan, in addition to matters relating to climate change and inclusivity.



CEC Officers recognised the importance of climate change and felt that it was perhaps strange that the Congleton Neighbourhood Plan did not have a 'climate change' policy. This was something that could be explored but whether this was done would be based on how much work the NP group wished to undertake.

5 Policy 6 – Timbersbrook village

The meeting discussed the consultation response that was broadly positive and supportive of the policy, but that there was a high number of 'don't know' answers and the support shown could not necessarily be attributed to residents of Timbersbrook.

CEC explained that whilst this was a 'local' policy and were happy to support the policy in principle, the evidence for its inclusion was not clear. CEC officers stated that additional evidence relating to why Timbersbrook had been chosen (over perhaps other smaller hamlets or settlements) and also why the boundary had been chosen is necessary as an examiner would expect to be able to review such evidence.

It was suggested that this evidence could be some form of desktop study to first conclude which areas could satisfy the definition of a 'settlement' or 'hamlet'. UI then suggested an 'on the ground' assessment which should be undertaken to establish a boundary. Other areas discussed which may require an assessment include Congelton Edge and Key Green – others may also be identified.

CEC officers suggested that if possible the policy should avoid the term 'village' since this is something different in the local plan and would lead to confusion. It was suggested the term (small) settlement be used.

It was agreed that better mapping should be provided and that CEC should be able to assist with providing this.

Urban Imprint will have further conversations with the group following the analysis of all other consultation responses.

6 Town Centre Policies

It was acknowledged that changes to the planning system and increased permitted development rights mean that the ability to exercise control over town centre retail and land uses is extremely limited. Despite this, it was acknowledged by all parties that the town centre, its markets and the future of the high street are very significant elements of the Congleton Neighbourhood Plan and are also subjects which the community feel particularly strongly about.

There was general agreement that policies 7 - 9 did include a degree of duplication and it may be possible to bring these matters together into a single town centre policy. It was acknowledged that the evidence base listed for these policies was identical.

CEC officers recommended that focusing these on matters of promoting mixed uses, public realm improvements, inclusion and accessibility, as well as wider design matters,



would be the best approach. The policy on 'pop-ups' made sense and could be retained further to specific comments.

7 AOB

CEC officers suggested being more specific about the policies on out of centre leisure development and to think about the scale and nature of the leisure uses that are promoted. A general level of support is often dangerous and may lead to unintended consequences.

CTC representatives were generally of the opinion that this policy was to provide small scale tourism and leisure facilities. There was a discussion about playing pitches and such likes. UI reminded the group that in the Green Belt there were already some controls for these uses.

CEC officers reiterated their offer to assist with mapping and to provide informal feedback for any specific element of the plan which is redrafted specifically with reference to their written response and outcomes of the meeting.

It was identified that the vision and objectives within the neighbourhood plan may need some revision.

UI clarified matters in respect of 'Aspiration 20 – Congleton's Green Spaces' with CTC members, where simple re-wording is needed in order to ensure that the policy contents are not confused with 'Local Green Space' designations which the Neighbourhood Plan does not propose.

8 Next steps

It was agreed that a full and robust assessment of all consultation feedback would be undertaken by the team at UI, including the public comments and the specific statutory consultees. This was scheduled to be completed by the end of the January. UI will thereafter provide a series of recommendations for potential changes to the policies for discussion at a meeting to be held towards the middle or end of February. UI to send potential dates to CTC officers.



Appendix 14

Regulation 14 Recommendations Report



Regulation 14 Recommendations Report

Congleton Neighbourhood Plan

January 2025

Urban Imprint Limited

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Contents

The logo for Urban Imprint, featuring the words "urban imprint" in a white, lowercase, sans-serif font. The text is set against a solid red rectangular background.

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1. Introduction

- 1.1. This document contains a series of recommendations made by Urban Imprint in respect of the Congleton Neighbourhood Plan. These recommendations are based on the findings of consultation analysis undertaken following completion of regulation 14 stage consultation, the outcomes of which are contained within an accompanying consultation report (23-027_rpt_Reg_14_Consultation_Report). The recommendations contained within this report should be read in parallel with that document.
- 1.2. This recommendations report provides a number of recommendations for each policy or aspiration with the aim of better addressing particular issues raised by members of the public. In addition, recommendations have been made on the basis of comments made by statutory consultees or Cheshire East Council in order to ensure that the policies within the plan conform to relevant national policy and the 'basic conditions' for a neighbourhood plan as set out within planning practice guidance¹.

¹ Paragraph 65 of the PPG – Ref: 41-065-20140306

2. Vision and Objectives

- 2.1. The vision and objectives of the neighbourhood plan are well supported and there are no real issues with this section in its existing form. UI recommendations for this section intend to ensure that the objectives are more directly related to public feedback, whilst also addressing comments made by Cheshire East.
- 2.2. We are open to any further recommendations which might be proposed by Councillors as it was suggested by some that they felt changes may be necessary.

UI recommended actions

1. Re-order objectives according to priorities indicated by members of the public, subject to group agreement.
2. Integrate Climate Change considerations and the climate change emergency into the objectives as appropriate – currently not mentioned.
3. Remove point 7 as this is this is the role of the Cheshire East Local Plan – the NP does not address local housing needs in its current form and therefore this should not be listed as an objective of the plan. This can be reworded with something appropriate.

3. Strategic Sustainability Policy

3.1. A large number of respondents, both public and statutory, supported the contents of this policy and what it seeks to achieve. Despite this, Cheshire East raised concern regarding how this policy could actually be used in practice by development management officers at the Council. On this basis many of the recommendations made seek to help re-shape the policy so that it can function appropriately whilst maintaining the same content overall.

UI recommended actions

1. Rework policy to become a strategy rather than a policy – potential title to be '*Our Strategy – Congleton for everyone now and in the future*'. The strategy will contain a number of broad, overarching policy themes which are most important to the plan, and these themes will cite relevant policy tests further within the plan which will ensure these topics are appropriately addressed. If a development doesn't comply with a relevant policy, it can't comply with the strategy.
2. Table to be prepared in order to map how themes within the strategy are mapped through Neighbourhood Plan policies.
3. Revise wordings as appropriate in order to take account of ambiguous language and some criteria which are slightly vague.
4. Review themes to ensure that they integrate some of the most important topics raised by members of the public, including Climate Change which needs to come through more strongly.
5. First bullet point to be split between energy efficiency and climate resilience for clarity.

4. Development Strategy policies

Policy 2 – Brownfield Land First

- 4.1. This policy was well received by the general public and other stakeholders. Whilst Cheshire East have cited some duplication with the development plan, this text is not a verbatim copy of other policy and is necessary in order to communicate to the public that this form of development is well supported by the Town Council. On this basis, only minor amendments to shorten the policy and to narrow down its focus are proposed.

UI recommended actions

1. Refocus, particularly through shortening of the policy, in order to ensure that it focusses solely on the matter of brownfield land.
2. Revise wording of second paragraph in line with Cheshire East comments.

Policy 3 – Householder Conversion and Extension

- 4.2. This policy offers support for a number of things which are mutually supported by members of the public as evident through consultation. The primary area for revision is therefore in relation to the tenuous link between the first paragraph of the policy and the second, which address fundamentally different topics.

UI recommended actions

1. Split policy into two. Retain the first paragraph within existing policy and move the second part to a policy within the town centre section as a more appropriate location for this element.
2. Integrate United Utilities request for change of text within the justification.

Policy 4 – Conversion and Protection of Traditional Mill Buildings

- 4.3. A majority of respondents strongly agree with protecting and converting traditional mill buildings in the town and there are no critical issues with this policy from a planning perspective. Minor amendments therefore relate to being more explicit in offering flexibility within the policy in order to ensure that these buildings are not lost entirely due to stringent planning policy.

UI recommended actions

1. Become more explicit in identifying the flexibility in planning terms which may be offered where planning applications propose the retention and refurbishment of such buildings. This could be through addition of further stories or greater flexibility to extend and alter.
2. Add a sentence regarding the further positive weight which will be given to the restoration of refurbishment of a mill building if it is listed on the heritage at risk register – see policy 19.

Aspiration 5 – Celebrating Congleton’s Markets

- 4.4. A combined 81% of 362 respondents indicate that retaining a market and Congleton’s status as a market town is important or very important. Almost 100 individual comments were also received from the public and therefore the key focus for this aspiration moving forwards is ensuring that it encapsulates the vision that residents have for this important part of the town.

UI recommended actions

1. Identify the need for significant visual improvement to market stalls, public realm and the area more generally, building on the improvements delivered through CMQ.
2. Highlight the need for better signage and wayfinding and address the need for public toilets as referenced by some members of the public.

Policy 6 – Timbersbrook Village

- 4.5. Responses to this policy are mixed. There is clearly some who support the policy, but there are also others who would not support any further development. Two key issues which remain are that there is no indication as to whether this is something which residents of Timbersbrook itself would support, and still require further evidence to support the policy.

UI recommended actions

1. The Neighbourhood Plan group need to first consider whether this is a policy wish to continue pursuing in light of consultation feedback. If **YES**, recommendations are as follows:
2. Re-engage specifically with Timbersbrook community to gauge opinion.
3. Prepare an evidence document consistent with the recommendations of Cheshire East in order to justify why an infill boundary for Timbersbrook is proposed as well as how the specific boundary has been arrived at. This may also need to include some justification as to why other groups or clusters of homes have not been afforded the same policy approach.

5. Town Centre and Retail policies

Policy 7 – Ensuring a Vibrant Town Centre

- 5.1. This policy was highlighted as an area where there was particular duplication with the Cheshire East Local Plan. As a result, the focus of the recommendations below is to ensure that this matter is addressed as much as necessary in order to ensure that this does become an issue at examination.

UI recommended actions

1. Consider removal of first paragraph on the basis that most changes of use within a town centre can occur without the need for planning permission. This may then require a redrafting of the first paragraph, and some further explanation within the supporting text.
2. Integrate second paragraph of policy 3 which relates to the delivery of residential accommodation within the town centre above shops.
3. Consider how the policy could address other town centre matters such as street art, servicing and/or waste collection.

Policy 8 – Tourism and Leisure in the Town Centre

- 5.2. Cheshire East's comments highlight that there is considerable overlap between policies 8 and 9, even despite some original and fairly important content across both policies in places. As a result, our primary recommendation here is that these two policies are combined in order to create one stronger policy which also results in less duplication with local or national policy. Other points to note include the public perception of the lack of things to do highlighted by young people.

UI recommended actions

1. Combine with policy 9 to create a 'Tourism and Leisure in Congleton' policy or similar. This can cover the delivery of such uses both within and outside of the town centre within two separate paragraphs / sections.
2. Consider whether it is appropriate to specifically identify facilities for young people on the basis of many consultation responses which identify that there is a lack of things to do for children, teenagers and young adults.
3. Consider whether there are smaller sports facilities which could be promoted within the town centre and not just on the edge of the settlement. Things such as padel courts etc.

Policy 9 – Leisure Development Outside of the Town Centre

- 5.3. Cheshire East's comments highlight that there is considerable overlap between policies 8 and 9, even despite some original and fairly important content across both policies in places. As a result, our primary recommendation here is that these two policies are combined in order to create one stronger policy which also results in less duplication with

local or national policy. Other points to raise include the desire for more sports facilities throughout the town.

UI recommended actions

1. Combine with policy 8 to create a 'Tourism and Leisure in Congleton' policy or similar. This can cover the delivery of such uses both within and outside of the town centre within two separate paragraphs.
2. Review wording of these paragraphs whether policies are integrated or not in order to ensure that the activities and developments supported beyond the settlement boundary are genuinely desired and would not lead to unintended consequences.
3. Consider whether it is suitable to specifically mention sports facilities which have been raised repeatedly within consultation responses.

Policy 10 – Local Retail Locations

- 5.4. All respondents, including residents, businesses, community groups and other statutory consultees including Cheshire East were supportive of this policy. As a result, recommendations in relation to this policy are relatively minor.

UI recommended actions

1. Amend terminology as necessary to ensure consistency with RET policies of the SADPD.
2. Review policy and justification wording to ensure relevance of square metre size is clearly outlined.
3. Prepare a map to illustrate where the local retail locations are within Congleton.

6. Community Wellbeing policies

Policy 11 – Walking and Cycling Strategy

- 6.1. The feedback received on this policy was generally supportive. According to consultation responses this is a topic which should remain a key focus for the neighbourhood plan and therefore recommendations are based on consolidating and strengthening the policy as a whole.

UI recommended actions

1. Reword first paragraph in order to remove descriptive text and ensure that there is a clear policy test – i.e what is required of new developments.
2. Integrate elements of Active Travel England and / or Sport England responses as appropriate.
3. Re-order list of requirements according to overall priorities identified by members of the public.

Policy 12 – Sustainable Public Transport

- 6.2. Consultation responses indicate an overwhelmingly positive response to question 18 of the survey which asked whether the Neighbourhood Plan should seek to encourage better transport provision across the town – as expressed by policy 12. As a result, recommendations are oriented to integrate minor comments as necessary.
- 6.3. It is worth highlighting again at this stage that this policy currently refers to a range of matters which we have previously struggled to argue are sufficient to be included within a policy. In those instances matters such as public transport routes, frequency and quality have moved to an aspiration as they are not land use matters which are directly addressed through planning. The neighbourhood plan group should be aware of this moving forwards.

UI recommended actions

1. Some content towards the front of the policy could be moved to an aspiration or similar.
2. Minor rewording of first paragraph to ensure it is clear what type of development is being referred to.

Aspiration 13 – Active Travel and Connectivity Improvements

- 6.4. There is clear support for the interventions outlined within aspiration 13 and many members of the public have responded to provide their own suggestions. Some have been unable to understand exactly where the interventions are and what they propose, and as a result it is unclear whether some of the additional interventions proposed by members of the public are already included within the aspiration, just referred to in a different way.

UI recommended actions

1. Produce a map to indicate where the suggested improvements are located. Add list of interventions to an appendix or legend in order to remove the need to list within the aspiration text (list already at 16).
2. Review comments of the public and the sustainable transport group to consider whether any further interventions should be identified.

Policy 14 – Local Ecological Networks

- 6.5. Policy 14 did not receive a high level of specific public comment although it is generally clear that enhancing biodiversity, wildlife corridors and local ecology are things which residents would like to see the neighbourhood plan support. Recommendations are mostly based on the feedback received by Cheshire East or other statutory consultees.

UI recommended actions

1. Review documents referenced by Cheshire East to see if they would be suitable to integrate as evidence base documents supporting this policy of the neighbourhood plan.
2. Amend wording as appropriate to take account of Cheshire East comments.
3. Consider making reference to bird species within the policy in order to satisfy the Swifts local network.

Policy 15 – Accessibility to Health and Wellbeing

- 6.6. This policy is generally supported by members of the public. Despite this, there are a number of comments made by Cheshire East, Sport England and the NHS, and some of these require some minor changes to the wording of the existing policy.

UI recommended actions

1. Amend policy justification to include reference to major developments engaging with the relevant ICB to ensure that there is collaborative engagement to ensure that healthcare needs can be met.
2. Review wording of second paragraph in order to ensure that it does not prevent sale or re-use of health assets (NHS) which they would wish to use receipt of to re-invest in services.
3. Consider integration of wording provided by NHS which would require a Health Impact Assessment to be submitted alongside planning applications of a certain scale in order to ensure local health outcomes for development are considered.

Policy 16 – Education Development

- 6.7. A combined 90% of respondents agreed or strongly agreed that the neighbourhood plan should actively support planning applications which deliver educational facilities. Limited further comment was received from the public or other stakeholders and therefore this policy can in the most part remain as existing.

UI recommended actions

1. Consider whether this policy can offer any further leniencies in order to help enable this form of development, otherwise retain as existing.

Policy 17 – The Future of Local Community Facilities

- 6.8. Responses to question 23 show that the overwhelming majority of respondents support the policy. Over half (60%) of respondents strongly agreed that local community facilities should be protected unless that they are surplus to requirements. Just 2.4% disagreed. Recommendations therefore broadly relate to adding to the list of community facilities.

UI recommended actions

1. Review wording of first paragraph to ensure that it is not unduly onerous.
2. Move third paragraph to a different policy within the plan which is directly related to tourism and leisure – likely to be contained within a one new policy consisting of policies 8 and 9 which will be merged.
3. Review additional facilities identified for protection and add to appendix 2 as appropriate.

7. Landscape and Townscape policies

Policy 18 – Congleton's Unique Character

- 7.1. This policy is well supported and should be retained. Main issues or comments arising from consultation are those from Cheshire East which cite a large amount of policy duplication. Recommendations are therefore intended to overcome this issue whilst addressing matters raised by other consultees.

UI recommended actions

1. Review the design code to see if some content can be substituted for existing content which currently duplicates the development plan. Ideally this may help shorten the policy and make it more specific to Congleton.
2. Add a sentence indicating that the approach to design is comply or justify – the design code should be followed, and if it isn't, good reason must be presented.
3. Make amendments to final paragraph as suggested by United Utilities.

Policy 19 – Designated and Non-Designated heritage assets

- 7.2. This policy benefits from very clear public support but currently has little in the way of unique policy content. As a result, the focus moving forwards should be on implementing the recommendations below in order to provide more local detail in respect of local heritage. Without these additions it is considered that the policy has little role or purpose.

UI recommended actions

1. Consider whether the group would like to identify a list of buildings at risk as recommended by Historic England – these are buildings with some heritage value which are at risk of irreversible damage or total loss as a result of dereliction or poor maintenance. This would require a specific piece of work to be evidenced.
2. Review the recommendations for additions to the list of non-designated heritage assets to assess whether any are suitable. There have been a few suggestions from the public. This requires a separate piece of work to provide the evidence for this approach.
3. Move content of policy 18 which relates to heritage into this policy.

Aspiration 20 – Congleton's Green Spaces

- 7.3. It is clear that residents strongly support the protection of Congleton's green spaces and that this should form part of the neighbourhood plan. However, this aspiration needs a number of amendments in order to be effective. This can be discussed more with the group moving forwards in order to determine next steps with this policy.

UI recommended actions

1. Reword to ensure that this policy is clearly distinguishable from the Local Green Space (LGS) designation. Currently the wording is similar and needs changing as this policy does not designate any local green spaces which aren't already designated within the local plan.
2. Map 6 contains some parcels of land which are not included within the local plan and are therefore not currently protected by REC 1. Two solutions to this are either – A. replace map with one prepared by Cheshire East which just shows existing protections. Or B. Retain new introductions, identify them on the map, and explicitly reference this within the policy.
3. Local Green Spaces reference within map 6 to be removed. Parcel A5 to be amended in order to remove the wastewater works from designation.
4. Add sentence to state that green spaces delivered as part of major housing developments should be retained as such in perpetuity, maintained for their original purpose as to provide adequate amenity space for surrounding residents.

Policy 21 – Congleton's Landscape Character

- 7.4. A majority of comment on this policy came from Cheshire East and other statutory consultees. Minor recommendations are proposed on the basis of these comments.

UI recommended actions

1. Amend wording of second paragraph so that it does not dictate a level of weighting as such – just that it should be positive rather than negative (addressing Cheshire East comments).
2. Revise third paragraph so that it aligns with national and local policy – particularly with regard to the need to demonstrate public benefit.

Policy 22 – Design for Small Scale Residential Development

- 7.5. Feedback received on the content of this policy indicates that residents would like to see bungalows protected and more affordable and accessible homes encouraged. As a result, this policy is proposed for retention albeit with minor amendments to satisfy statutory consultees and the public.

UI recommended actions

1. Create a new title for this policy which is more accurate and better reflects its contents – this clearly relates to loss of bungalow accommodation and the delivery of specialist accommodation. The policy title should reflect this – currently it is very similar in name to policy 3.
2. Review policy justification to clarify the reason why this policy is needed – with facts and figures.
3. Consider whether other types of accommodation should be referenced such as lifetime homes.

Policy 23 – Design at the Settlement Edge

- 7.6. Similarly to policy 22, there exists a good level of public support for this policy and statutory consultees have also indicated that they are generally happy. Proposed changes are therefore minor and simply seek to consolidate existing content.

UI recommended actions

1. Reword first paragraph to enable the policy to apply to any development which is located at the edge of a settlement, not just properties that are close to a settlement boundary as defined within the local plan.
2. Integrate changes proposed by United Utilities.
3. Move reference to permitted development rights within final paragraph into the policy justification.

Policy 24 – Views, Vistas and Gateways

- 7.7. The main considerations in respect of this policy moving forwards relate to the comments of Cheshire East, who are uncomfortable with the use of the term 'view' within the policy (as this is not necessarily a planning matter). It is therefore proposed that this policy wording is clarified in order to indicate that reference to a 'view' is made with regard to the characteristics of the landscape as a whole, which should be preserved. Use of the term 'receptor' is proposed.

UI recommended actions

1. Clarify policy wording where the term 'view' is mentioned in order to relate more to characteristics of the local landscape which are specifically identifiable ie. the 'receptor'.

Policy 25 – Biodiversity Net Gain Improvements

- 7.8. Generally this policy received little in the way of comment or objection to the existing text. Respondents were generally supportive, and on this basis recommendations are focused on ensuring that the policy captures as many relevant and appropriate comments made by stakeholders and the public.

UI recommended actions

1. Add example list of ways a biodiversity net gain may be achieved to policy justification.
2. Add reference to it being preferable for larger areas delivered on major developments to have been collaboratively designed in consultation with the local community.

Policy 26 – Tree Protection and Planting

- 7.9. Having fully considered the outcomes of consultation with particular regard to this policy it is considered that there are only minor recommended actions necessary in order to take full account of public responses on this subject.

UI recommended actions

1. Move first paragraph into the justification as it is descriptive in nature.
2. Amend first paragraph of justification to make clear that the trees for Congleton project is delivering now planting above and beyond anything delivered through new developments.

8. Key Areas for Improvement

Policy 27 – Pop-Up Uses in the Town Centre

- 8.1. A majority of respondents feel that the promotion of pop-up uses within the Town Centre is a positive for the town. Relatively few consultation responses were received on this policy which warrant detailed consideration, and therefore as a result the recommendations moving forwards simply relate to consolidating and strengthening the policy.

UI recommended actions

1. Specify empty shops as a potential location for pop-up uses
2. Amend to clarify what the management plan should consider - the removal and recycling of any structures necessary as part of a pop-up use, waste collection, returning the site to a suitable visual and physical condition.

Policy 28 – Areas for Improvement Across the Town

- 8.2. This policy resulted in a large amount of public comments which we would suggest indicates that it is a policy which people feel strongly about and feel is important to the plan. Statutory consultees did not have specific comments, and on this basis the recommendations for this policy are made in order for the public to better understand the areas for improvement in terms of where they are and what may be proposed. Some new areas have also been proposed by residents and should be considered.

UI recommended actions

1. This policy ideally requires a map – respondents have stated that they 'don't know' some of the areas within this policy.
2. Amend typo error within fourth area.
3. Consider whether it is appropriate to mention some of the older industrial areas which some members of the public are suggesting have been overlooked but require improvement.



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