

Winsford

The only town you'll ever need

Winsford Neighbourhood Plan

A vision for Winsford up to 2030



Winsford Town Council

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Foreword

FOREWORD BY COUNCILLOR BRIAN CLARKE,
CHAIR, WINSFORD NEIGHBOURHOOD PLAN STEERING
GROUP ON BEHALF OF WINSFORD TOWN COUNCIL



The first thing you might notice when you read this plan is that it has a different look and feel to 'normal' plans – that's because it is different. Neighbourhood Plans are a new way of planning for the future of a town, in our case of course, Winsford. The vision of how you would like to see Winsford looking in 2030 is based on comments you made earlier in the plan process, and the policies themselves have been developed to help deliver that vision.

This plan has not been put together overnight – it has been nearly three years in the making and paints a vision of how you said you wanted Winsford to look and feel by the year 2030, when we asked you for your thoughts earlier in the plan process.

New housing is important and inevitable, but this plan is far more than just about housing. It sets out our ambitions for a better image for our town, new jobs, a better shopping centre; improved transport links, more things for people to do, especially in the evenings, protecting our natural assets and heritage, ensuring our children receive a good education – indeed everything that can help Winsford become a place where everyone is proud to live.

The Winsford Neighbourhood plan certainly won't rest on a shelf gathering dust, but will be used as a 'prospectus' in encouraging future investment in the town that contributes to the quality of life of local people in helping deliver our vision for the future. It will guide future development of sustainable sites, in line with this vision.

*Councillor Brian Clarke, Winsford Town Council,
Chair Winsford Neighbourhood Plan Steering Group*

Winsford Town Council will ensure that its share of the New Homes Bonus, which is a grant paid by central government to local councils for increasing the number of homes and their use, is ploughed straight back into helping deliver the aspirations of the Neighbourhood Plan.

Finally, in a long term plan like this, not everything will happen overnight, so that's why we've included a series of 'quick wins' for each of the plan policies, to ensure that the plan's momentum is maintained throughout.

This is not just a plan for today, it is a plan for tomorrow. Today's primary schoolchildren may well have families of their own by 2030 so it is important that we get it right now. This plan aims to help make Winsford the place we want it to be.

The Town Council invited all primary school children in Winsford to contribute to the Neighbourhood Plan. A Winsford 2027 postcard Competition asked children to do three things - draw a picture of the town they would like Winsford to become, create a title or slogan, and produce a logo for the Neighbourhood Plan. The winning and short listed entries have been used to illustrate the Neighbourhood Plan.



A scenic view of a lake with trees in the foreground and a town in the distance. The trees are mostly bare, suggesting a cooler season. The water is calm, and the sky is overcast. In the background, a town with several buildings is visible on a slight rise.

Section 1

Introduction

Winsford

The only town you'll ever need

1.1 About Neighbourhood Plans

About Neighbourhood Development Plans

1.1.1 The Winsford Neighbourhood Development Plan has been commissioned by Winsford Town Council in partnership with Cheshire West and Chester Council (CWACC) and The Weaver Valley Partnership.

1.1.2 A Neighbourhood Development Plan is a new type of planning strategy that will set out the direction for Winsford until 2030. It has been brought forward as part of the government's Localism Act, which aims to give local people more say in the future of their towns.

1.1.3 The Neighbourhood Plan is an opportunity for local people to have control over the future of the town, by actively planning where development should go and how it benefits the town. The Neighbourhood Plan is protecting the town from uncoordinated speculative development.

1.1.4 Tibbalds Planning & Urban Design along with consultation specialists Urban Vision were appointed to produce the Plan. However, it is important to emphasise that the Winsford Neighbourhood Plan belongs to the people of Winsford - and the vision and policies within it are based on extensive consultation with local people, businesses and others with an interest in the Town. Separate consultation reports are available from Winsford Town and Cheshire West and Chester Councils websites that explain what consultation has been carried out and what people have said."

How the Neighbourhood Plan fits into the Planning System

1.1.5 Although the Government's intention is for local people to decide what goes on in their towns, the Localism Act sets out some important laws. One of these is that all Neighbourhood Plans must be in line with higher level planning policy. That is, Neighbourhood Plans must be in line with the National Planning Policy Framework (otherwise known as the NPPF) and local policy, in particular the adopted Vale Royal Borough Local Plan First Review alteration.

1.1.6 This Plan has been developed in parallel with the emerging Local Plan. The steps that will then follow for the Cheshire West Local Plan are:

- May/June 2013: Draft publication plan consultation;
- Autumn 2013: submission to the Secretary of State;
- Early 2014: public examination; and
- Late 2014: adoption.

1.1.7 This Neighbourhood Plan reflects the strategic policies of the emerging Local Plan, in particular:

- it allocates land for a minimum of 3150 new homes to be delivered over the next 18 years; and
- it allocates land for 35 hectares of new employment land.

How this Plan is organised

1.1.8 The Plan is divided into six sections:

- **Section 1:** this section, which explains about the Neighbourhood Plan;
- **Section 2: About Winsford**, which provides:
 - an overview of the town, and the issues that the Plan addresses; and
 - an overview of the initial stages of public consultation, explaining how it has influenced the Plan.
- **Section 3: Vision and Key Themes**, which sets out the overall vision for the town supported by seven key themes;
- **Section 4: Where should new development go?**, which explains how the vision for the town was developed;
- **Section 5: Neighbourhood Plan Policies**, which sets out specific policies for each of the key themes, along with 'quick wins' (projects that can be undertaken in a relative shorter term, provided funding is available. Refer to the Delivery Strategy for further information); and
- **Section 6: Development Sites**, which allocates land for development and provides site-specific policies.

1.1.9 The diagram opposite explains what was done to develop each of the Sections.

The Neighbourhood Plan in context

1.1.10 The planning system in England is based on legislation, planning policy and guidance. Policies are rules that set what development can and can't do. National planning policies are set by the government for the whole of England and by Local Planning Authorities for their local areas. The Neighbourhood Plan gives local people greater ownership of the plans and policies that affect their area. Having a plan and waiting for development is one thing, but elements of the plan will need active interventions on the part of the community, the local planning authority, developers and other key stakeholders.

1.1.11 In Winsford the Town Council and Cheshire West and Chester Council are committed to the delivery of this Neighbourhood Plan.

for the whole of England:

The National Planning Policy Framework sets out the Government's planning policies for England.

The Government sets out the requirement for Local Authorities including the need to plan for growth.

for the area of the former Vale Royal Borough:

The saved policies of the Vale Royal Borough Local Plan Review was the key local development document and, for as long as it remains in force, provides the strategic policies for the Vale Royal BC area

The Government sets out the requirement for Local Authorities including the need to plan for growth.

The Vale Royal Plan will be replaced by the Cheshire West Local Plan once that has been adopted

for the Cheshire West and Chester Council area:

A local plan is the key local development document and sets out principles regarding the development and use of land in Cheshire West and Chester.

The Local Planning Authority (CWACC) sets out how much housing should be planned in which town.

for Winsford:

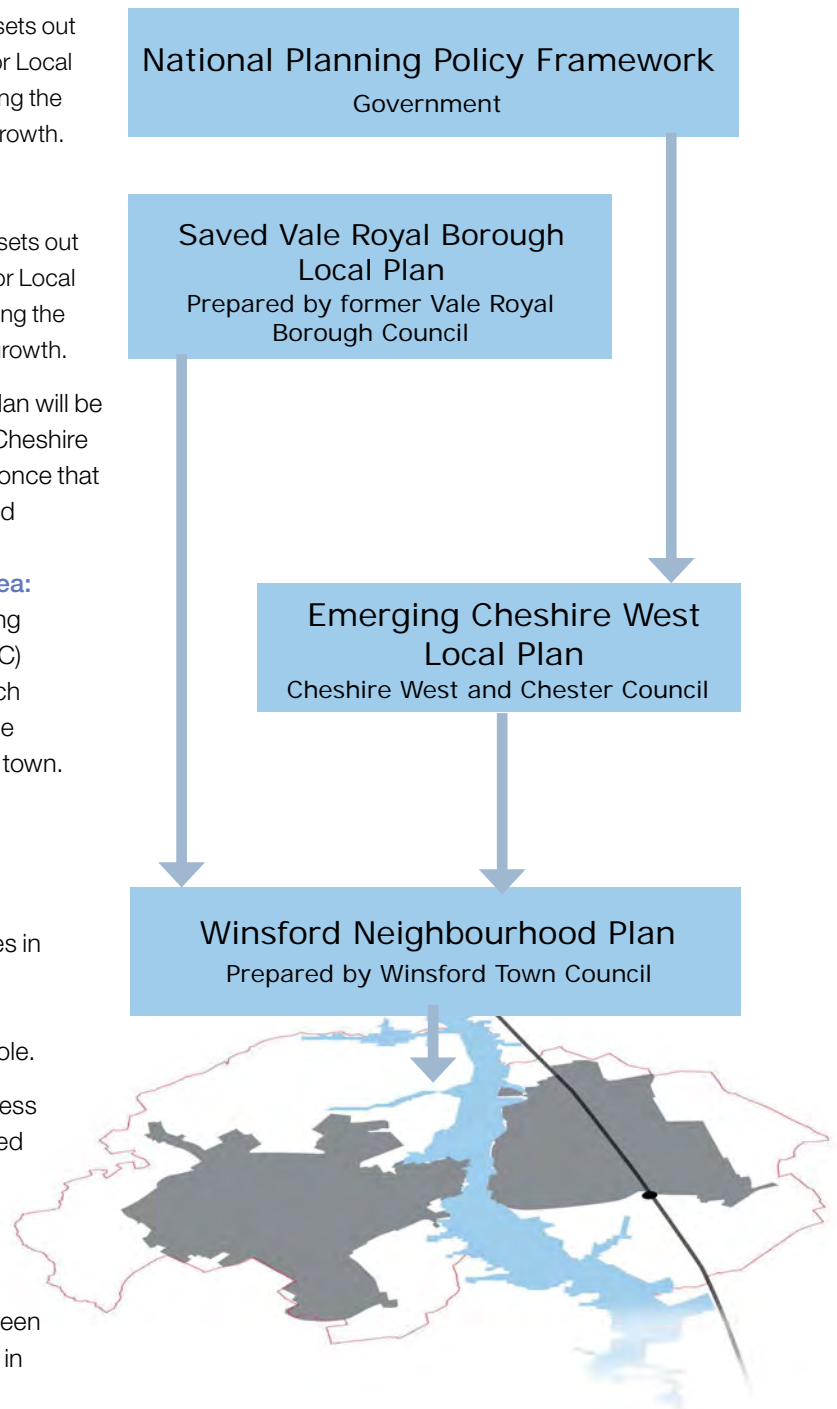
The Neighbourhood Plan relates to the use and development of land and associated social, economic and environmental issues.

It sets out where development goes in Winsford and how it will benefit the town as a whole.

1.1.12 A neighbourhood plan cannot promote less housing and economic development than provided for in any extant local plan, because it must be in conformity with the strategic policies in the local plan. However, the policy in the Vale Royal Local Plan providing for an overall level of housing is no longer in force, so the Neighbourhood Plan has been drafted to conform with the corresponding policy in the emerging Cheshire West Local Plan

What happens when a planning application is made?

1.1.13 Once a planning application is made, the Winsford Neighbourhood Plan, once agreed through referendum, will be used by Cheshire West and Chester District Council to help decide whether development proposals are acceptable. Among other Council documents it forms part for the decision making process.



1.2 The Neighbourhood Plan Process

What was done...

- Worked with local people to understand likes, dislikes and hopes for the future of Winsford
- Investigated background information to understand Winsford (the 'Evidence Base')
- Undertook new analysis of key issues

- Distilled information from 'About Winsford' into a Vision
- Supported the Vision with a set of more specific 'Key Themes' derived from 'About Winsford'
- Checked the Vision and Key Themes with local people and the Steering Group

- Looked at where new development could go
- Identified what improvements could be made to the town
- Developed options
- Tested the options against the Vision
- Tested the options through Sustainability Appraisal
- Developed a preferred option
- Tested the option with local people
- Produced the final view of Winsford's future

- Developed planning policies to support the vision
- Grouped the planning policies under the 'Key Themes' so that they specifically address issues identified in 'About Winsford'.

- Identified constraints and opportunities for each site
- Developed site-specific policies

...to produce each Section of the plan

2. About Winsford

3. Vision and Key Themes

4. Where should New Development go?

5. Winsford Neighbourhood Plan Policies

6. Development Sites



Section 2

About Winsford

Winsford

The only town you'll ever need

2.1 Overview of Winsford

Introduction

2.1.1. This Section sets out:

- an overview of Winsford, setting out the key opportunities and problems that affect the town;
- a summary of the issues raised by local people during the consultation events that have formed part of the process of producing the Neighbourhood Plan; and
- a summary of the key issues that the Neighbourhood Plan needs to address.

2.1.2 This information is drawn from two documents that support the Neighbourhood Plan:

- the Evidence Base Summary, which draws together information from a variety of documents (principally those produced by Cheshire West and Chester Council (CWACC) in its role as planning authority for the area) to provide a summary of the physical, social and economic issues affecting Winsford; and

- consultation reports that will be brought together to form a single Consultation Plan once this Neighbourhood Plan is finalised. These reports explain what consultation has taken place, and the feedback received from residents and other stakeholders and how this has been addressed in the Neighbourhood Plan.

2.1.3 These documents may be downloaded from Winsford Town Council's website: www.winsford.gov.uk

Overview of the Town

2.1.4 Winsford is located in the eastern part of Cheshire West and Chester, and is surrounded by rural farmland and smaller settlements. Winsford is the major town in the area, providing shops and services for people in the town and surrounding settlements.

2.1.5 Winsford initially grew as a result of the salt industry during the 19th Century, becoming the largest centre for

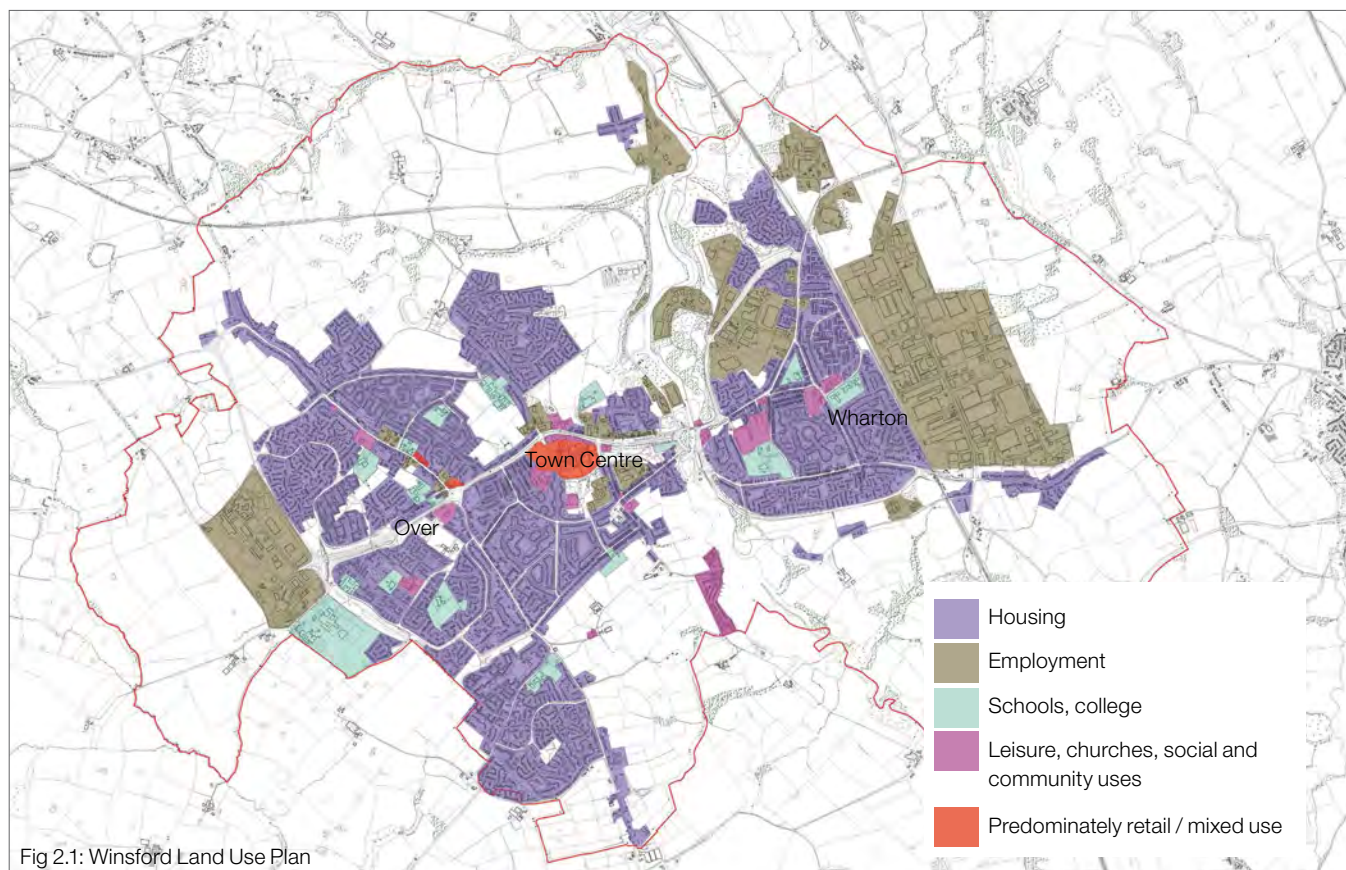


Fig 2.1: Winsford Land Use Plan

salt mining in the UK. This is an industry which remains important today.

2.1.6 Winsford was expanded as an 'overspill' town in the 1960s, with new residents arriving from Manchester and Liverpool. More recently, Winsford and the surrounding area has seen new housing development and dedicated employment sites being created in the town, including Winsford Industrial Estate and Woodford Park, which have attracted new industry and business to the area.

2.1.7 Winsford has some pockets of high levels of deprivation, and the external perception of the town is poor.

2.1.8 The new Winsford Academy will be a very significant facility not only in providing high quality education, but also providing social and community facilities for weekend and evening use.



Fig 2.2: Winsford Academy

The Town Centre and Retail

2.1.9 The Town Centre's main focus is the unattractive 1970s Winsford Cross Shopping Centre, which provides a range of shops, mainly under cover. There are currently many empty shops, and plans to redevelop the centre have been put on hold by the owners as a result of the economic downturn. A large Asda and an Aldi store cater for most food shopping needs in the Town Centre. There is a large Morrisons foodstore in Wharton. The old High Street has a number of small shops and take aways and is divorced from the Shopping Centre by the A54. There is a market in the Town Centre three times a week.

2.1.10 Despite its problems, Winsford Town Centre performs an important shopping function for the local population.

2.1.11 In addition to shopping, the Town Centre includes the Lifestyle Centre, a large multi-purpose venue incorporating leisure, fitness and theatre facilities. There are some pubs, but leisure and 'evening economy' activities are very limited.

2.1.12 CWACC's Retail Update Study (2011) identifies an immediate need for a new food supermarket in the town. In the longer term, the Study identifies a need for additional non-food retail in the town, with 2,759 square metres (sqm) needed by 2015 and potentially 10,445 sqm by 2026. So - although there are empty shop units at present - there is



Fig 2.3: Winsford has some attractive historic buildings

potential for future improvements to and growth of town centre retail.

Employment

2.1.13 Winsford is a key industrial and distribution business location. It has a reasonable supply of industrial land and premises, with successful employment areas. These are mostly located at the edges of the town and are easily accessible via main roads.

2.1.14 Winsford has a relatively small, undeveloped office market. It lacks office supply, especially modern units and freehold properties. However this is not surprising as there is limited demand. There are some large public sector employers in the town, notably the police and the local authority.

2.1.15 Although there are some empty units at present, it is important to plan for future growth of employment,

particularly when economic conditions improve. CWACC's Employment Land Study has identified the need for an additional 35 hectares of employment land in the form of a new business park and successor schemes to Winsford and Woodford Park Industrial Estates. The expansion land surrounding the existing estates is anticipated to be delivered in the short to medium term.

2.1.16 A key role of this Neighbourhood Plan is to decide where new employment land should go.

Housing

2.1.17 The majority of homes within the town are houses, with fewer than 7% being flats. Most homes were built between 1960 and 1980.

2.1.18 The proportion of social rented housing is 24% in Winsford, and is higher than many other parts of the district. Despite this, there continues to be a need for affordable or low cost housing in the town and there is demand for shared ownership. In line with national demand there is also a need for affordable first-time-buyer accommodation in particular.

2.1.19 The population of Cheshire, like the rest of England, is growing. The number of households living in the borough is, however, predicted to grow more quickly than the overall population due to the formation of more single-person households. CWACC has identified in its emerging Local Plan a borough-wide need for a minimum of 21,000 new homes by 2030, of which at least 3,150 should be provided in Winsford. These need to be a range of new housing types to meet the requirements of different types of households.

2.1.20 One of the most important functions of this Neighbourhood Plan is deciding where new homes should go. This is explained in Section 4.

Environmental Issues

2.1.21 There are a number of environmental issues that must be considered in planning the future of Winsford, and these are:

- **flooding:** there is generally a low risk of flooding in Winsford. However, there are some flood risk areas next to the River Weaver;
- **landscape and views:** the River Weaver corridor is a key part of the character of the town, and any new development must be sensitive to the landscape within and views to this area;

- **open space:** open spaces within Winsford perform a number of different roles - some are important for recreation, whilst others are ecologically important. The consultation reinforced views made in other studies that local people feel that open spaces could be much better for recreation, particularly providing younger people and children with something to do;

- **heritage:** St Chad's is a large Conservation Area to the south-west of the town that is characterised by open space around a church. This sense of openness will need to be maintained. There are a number of listed buildings within the town including the buildings on the High Street, as well as some areas of distinct character such as the centre of Wharton. Given that the character of Winsford's buildings is not generally memorable, these are important areas to protect and enhance; and

- **poor ground conditions:** the industrial heritage of the town means that some areas (particularly near the River Weaver) have problems with poor ground conditions such as contamination or salt extraction. This means that some areas are more difficult (and so more expensive) to build on and so can affect where new development may be located.

Transport and Movement

2.1.22 Winsford is well connected by road to surrounding towns. However, the A54 cuts the town in two, and acts as a barrier to the Town Centre from the north. There is congestion in the town, and the capacity of the A54 needs careful consideration. There is a very high level of car use within the town.

2.1.23 Public transport is seen as expensive, including the train. Although there is a railway station, it is isolated from the town and services are infrequent out of peak hours. The main London-Liverpool railway line runs north-south through the east of the town, forming a barrier between the Winsford Industrial Estate and the rest of the town. The preferred HS2 route to Manchester, provides a further positive opportunity for Winsford.

2.1.24 There are a large number of public rights of way that provide pedestrian access from the town into the countryside. The majority of these are located to the north and west with few extending eastwards. There is no public right of way around the Bottom Flash or along the southern section of the River Weaver.

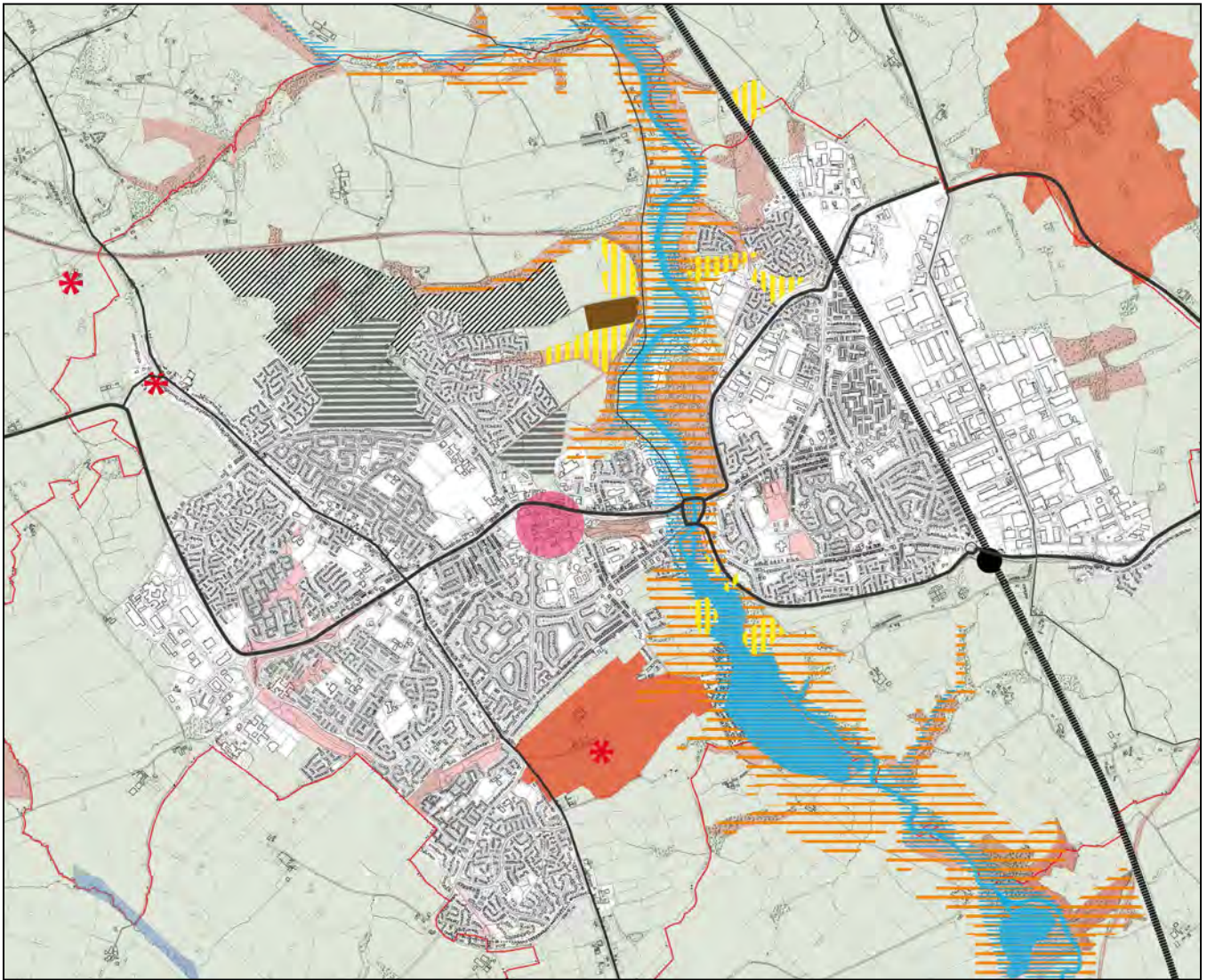














Fig 2.4: Plan showing key issues

- | | | | |
|---|--|---|----------------------------|
|  | River Weaver and associated flood zone |  | Conservation Area |
|  | Areas protected under landscape designations |  | Scheduled Ancient Monument |
|  | Golf course |  | Main vehicular route |
|  | Sports pitches |  | Station and rail line |
|  | Sewage plant |  | Town Centre |
|  | Highly visible area as defined in the Landscape Character Assessment |  | Former landfill site |

2.2 Overview of Initial Public Consultation

Introduction

2.2.1 The Winsford Neighbourhood Plan belongs to the people of Winsford: it has been developed from local people's views of Winsford as it is today and how it could be in the future. Views have been sought using a variety of different consultation approaches, including: interactive exhibitions, publicity via facebook and twitter, workshops with small groups and projects with schools. Whilst consultation has been ongoing throughout the neighbourhood planning process, it has been focussed on two key stages:

- at the very early stages, to establish a clear vision for the future of the town that forms the basis for the Neighbourhood Plan as a whole; and
- in the development of where the location and type of development was discussed and debated.

2.2.2 This section provides an overview of the initial public consultation carried out in the early stages. Section 4 provides details of the consultation in relation to where development should go. All public consultation will be brought together in a single 'Consultation Statement' to accompany this Neighbourhood Plan once it is finalised.

Initial Views

2.2.3 The overall conclusions from the consultation process are summarised below, with each list being ordered from the most to the least frequently mentioned subject.

2.2.4 The main things people like about Winsford are that

- it is well located and accessible to attractive countryside, the Flashes and riverside;
- there is a good community spirit and friendly people;
- the main shopping centre, despite its problems, is accessible, under cover, clean, has good value shops and has free car parking nearby;
- there are a number of good community facilities; and
- the town is well connected to nearby towns and the national transport network.



2.2.5 The main things people did not like about Winsford are that

- the shopping centre is not attractive to shoppers, it has too many vacant shops, and too few good quality independent shops; and
- there are not enough leisure activities and facilities for all ages.

2.2.6 The main things people thought should be changed or improved are

- the shopping centre should be improved and made more attractive;
- more community and leisure facilities should be provided;
- public transport systems should be improved;
- the Flashes and the river frontage should be improved and developed sensitively;
- vacant buildings should be reused and the old High Street should be enhanced and better connected to the river and shopping centre.

2.2.7 The main issues and needs people thought that the Neighbourhood Plan should address are to:

- improve, develop or redevelop the shopping centre, and provide better shops;
- protect and make better use of the Flashes and the River Weaver;
- provide more and better arts, leisure, social and entertainment facilities;
- improve housing provision;
- do more to protect and enhance the built and the natural environment;
- improve public transport and road safety;
- improve employment opportunities.

2.2.8 At this initial consultation stage, housing and employment growth was not explicitly discussed although the role of the Neighbourhood Plan in allocating land for development was touched on.

2.2.9 The vision emerging from the consultation was of a town with a much improved shopping centre with better quality shops, excellent restaurants, bars and entertainment facilities, a restored old High Street connected to sensitively designed leisure and retail development at the Flashes and riverside, better recreational facilities for all especially for young people, more affordable housing for young people, improved road safety and public transport, and better employment opportunities.

2.3 Summary of Key Issues

Summary of Key Issues

2.3.1 The views expressed by local people at the various consultation events reinforced much of the information in the Evidence Base, particularly in relation to the image and perception of Winsford. In summary, the key issues that the Neighbourhood Plan must address are:

- The image / identity of Winsford needs to be improved. This will help local people to feel proud of where they live, and also help attract new business, tourists and new residents to the town.
- The River Weaver, the Flashes and the easy access to the surrounding countryside are major assets. More should be made of these.
- The shopping centre is poor, and the Town Centre lacks an identifiable 'heart'. Improving the Town Centre was seen as the main priority by local people.
- Whilst there is some good employment in Winsford, there are concerns that it lacks diversity - there are lots of big 'sheds' but relatively little space for 'start-up' businesses and offices.
- Although growth was not explicitly discussed with local people at this initial stage, the Evidence Base demonstrates a need for a significant amount of new housing and employment land, along with more retail. It is important that growth is planned to support the town as a whole - for example, improving transport and supporting the town centre. In other words, growth needs to be planned to provide Winsford with a sustainable long-term future.
- Whilst Winsford has a strong community, it lacks leisure facilities and the 'evening economy' (including facilities such as pubs and restaurants) is particularly weak.
- Transport other than by car is poor and needs to be improved.

Section 3 Vision and Key Themes



Cinema please

Love the walk along the River Weaver.

CREATE NEW CENTRE AROUND RIVER

SKILLIANT LIBRARY!
KEEP IT OPEN

NO WERE FOR KIDS TO GO
E.G BOWLING ALLEY

Promote all new/good recent facilities by advertising/leaflets to char areas of Cheshire!

Not enough shops!!!
F&T lad!

Wine bar, However surrounding countryside beautiful.

NOTHING TO ENCOURAGE THE ARTS IN THE AREA

Cliffenson OCCIDENTAL LOCAL BUSINESS

VERLEY
K WAY

TOWN CENTRE IS EXTREMELY SCRUFFY + POOR ATTRACTS WRONG PEOPLE.

FREE PARKING

IMPROVE THE MARKET & ADVERTISE THE MARKET

WILKINSON'S
OLD
TO
THE
PEACOCK'S SEE

on the High Street

More Shops
Shop Unit.
More Local Type Shops
DECENT CAFE RESTAURANTS

Need to be in Winsford but lets get some more shops + Evening entertainment

Keep NEW IMAGE YC OPEN

Rates + Rent to high

NO SHOPS
DONT KEEP TO REM TO MANY CAR SHOPS
CHARITY SHOPS
NO TEA SHOPS

TOO MANY TAKEAWAYS + CHARITY SHOPS

MANY SHOPS
TO GO
ENT AND BATES

WAYS GREEN
DOA FOLLWS

more parking along river so people can walk/tridefun in the evenings feeling safe.

DMX is a good idea

Improve Town Centre
Include Cinema Complex

Improve the town Centre
GOING DOWN

Open it up more for us to use.

THE FLASHES ARE REALLY NICE!

Keep the Chester bus open!
No. 81

- brilliant -
making the environment better
Grand Gate
not enough variety

Too many charity shops

THE TOWN CENTRE IS REALLY POOR

More facilities for the town.
bowling
cinema
better shopping area

TOWN CENTRE Needs a face to attract Business

No more Traveller camps

Restyle Centre is good

TO MANY CHARITY SHOPS

DEVELOP THE AREA BY THE FLASHES.

STOP SMALL STALLS IN SHOPPING CENTRE - USE THE MARKET.

Move for youth outdoor gyms

3.1 A Vision for Winsford

The vision and key themes are based on issues raised in discussions with local people at the various consultation events. They have then been refined with the Steering Group, and form the heart of Winsford's Neighbourhood Plan.

- Winsford will be a place full of community spirit and an active community life, set around a lively programme of town events. Local residents and businesses will continue to be actively involved in shaping their town.
- People will think positively of Winsford. Access to the countryside and its many walking and cycling routes will be easy and visitors and residents will enjoy the high quality environment and leisure activities set around the Flashes and the Weaver Valley.
- Winsford will have a vibrant and attractive town centre, with larger and a better range of shops, including a mix of independent and national retailers. The market will be an integral part of the town centre, attracting many visitors. The town centre will be easily accessible for all residents and it will have direct links to the Weaver Valley and the town's leisure opportunities.
- Winsford will be proud of its history and heritage. Winsford will become a tourist destination and many visitors will visit the attractions developed around the Salt mines, the Flashes and the Weaver Valley. The potential of the town will be recognised and appreciated, and its historic buildings, such as the former Verdin Comprehensive School buildings will be preserved and enhanced.
- There will be a wide range of new houses and flats providing a sustainable and varied community with a choice of high quality housing.
- A variety of new employment opportunities will be provided to meet local needs and to support the local economy. New employment will attract additional people into the town and provide local job opportunities for existing and new residents. Businesses will take an active role in improving local skill levels and reducing local unemployment.
- Winsford will be a town that has a growing population and employment opportunities and will be in control of its own future. It will be a vibrant and prosperous town where people enjoy living, working and spending their leisure time. The growing population will support a vibrant town centre, good local facilities, local schools and a diverse leisure and cultural offer.
- Public transport within Winsford and to surrounding towns will be improved to create better links, providing local residents with access to job opportunities and shopping and leisure facilities in other places.
- Children of all ages and abilities will have access to good quality schooling.



3.2 Key Themes

This Neighbourhood Plan provides policies that will help to deliver the Vision. These are grouped under seven 'Key Themes' that are set out below.

Theme 1: Improve the image and attractiveness of the town as a whole

There are three ways to improve the image and attractiveness of the town:

- Positively market the town.
- Improving existing buildings, streets and spaces.
- Creating new, high quality buildings, streets and spaces



THEME 2: Promote and diversify the use of the Flashes and the Weaver Valley

The River Weaver and Flashes are Winsford's best assets and they are highly valued by the local population. The key aim under this theme is to create a new 'heart' for Winsford set around the Flashes and the river.



THEME 3: Improve the attractiveness and vibrancy of the town centre

The continuing decline of the town centre was the key concern at the consultation. There was an unanimous view that it is vital for Winsford to improve the shopping and leisure facilities in the town centre and to secure its long term viability and vibrancy. This includes the market, the shopping precinct and the existing High Street.

THEME 4: Support and strengthen the local employment base and attract a wide variety of businesses to Winsford.

Supporting existing businesses and providing for new employment are both important to securing a sustainable future for Winsford.

THEME 5: Encourage sustainable growth

This theme aims to provide the basis for Winsford to grow in a sustainable form.

THEME 6: Improve social, community and leisure facilities

This theme relates to services that are available to Winsford's residents. Particularly strong is the concern about the lack of leisure facilities for all sections of the population, evening economy for adults, activities for youth and play areas for children.



THEME 7: Improve movement around town and the region

This theme draws together a number of different issues in relation to vehicular, pedestrian and cycle movement as well as public transport.

Section 4

Where should new
development go?



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4.1 Where should new development go?

Introduction

4.1.1 This section sets out *where* new development and open spaces should go in Winsford. The 'View of Winsford's Future' (on page 30-31) defines *where* new development should go (such as new housing) and *which* key areas of the town should change in the future (for example, improvements to the Town Centre). It provides the basis for location-specific policies set out in Sections 5 and 6 of this Plan and shows what Section 3's overall Vision and Key Themes mean in terms of the locations for new development and improvements within Winsford. Of course, the Vision and Key Themes also include things that cannot be shown easily on a plan - for example, supporting businesses or requiring high quality building design. Section 5 therefore includes policies for issues such as these that do not have a specific location.

4.1.2 There are three issues that must be explored in order to identify how and where Winsford may grow in the future. These are:

- the technical and environmental constraints and opportunities that affect where new development may be located;
- the availability of land for development - that is, who owns it and does the owner wish to bring it forward for development; and
- what locations may best support the Vision and Key Themes?

Constraints and Opportunities

4.1.3 This Neighbourhood Plan is informed by an in-depth analysis of the whole of Winsford, drawing on information in many background reports. This analysis is set out in the Evidence Base Summary document that supports the Neighbourhood Plan, and is summarised in Section 2. Figure 4.1.1 opposite sets out:

- land that is not suitable for development - for example, it is a protected landscape or ecology designation;
- land where development potential is constrained by issues such as heritage;
- land where certain land uses are restricted - e.g. the flood zone, where uses vulnerable to flooding (such as residential) should not be located;

- land where development must have regard to sensitivities - e.g. visual impact; and
- land that is unconstrained and development may take place.

4.1.4 Clearly, this mapping exercise identifies far more land than is needed to provide for new homes and employment to 2030, so the other considerations of land availability and its suitability to support the Vision and Key Themes become important tools in deciding where new development should go.

Availability of land

4.1.5 This Neighbourhood Plan allocates sites for future development. In doing so, it must make sure that those sites are available - that is, the landowner has the potential to bring forward development. Figure 4.1.2 opposite maps out those areas of land that:

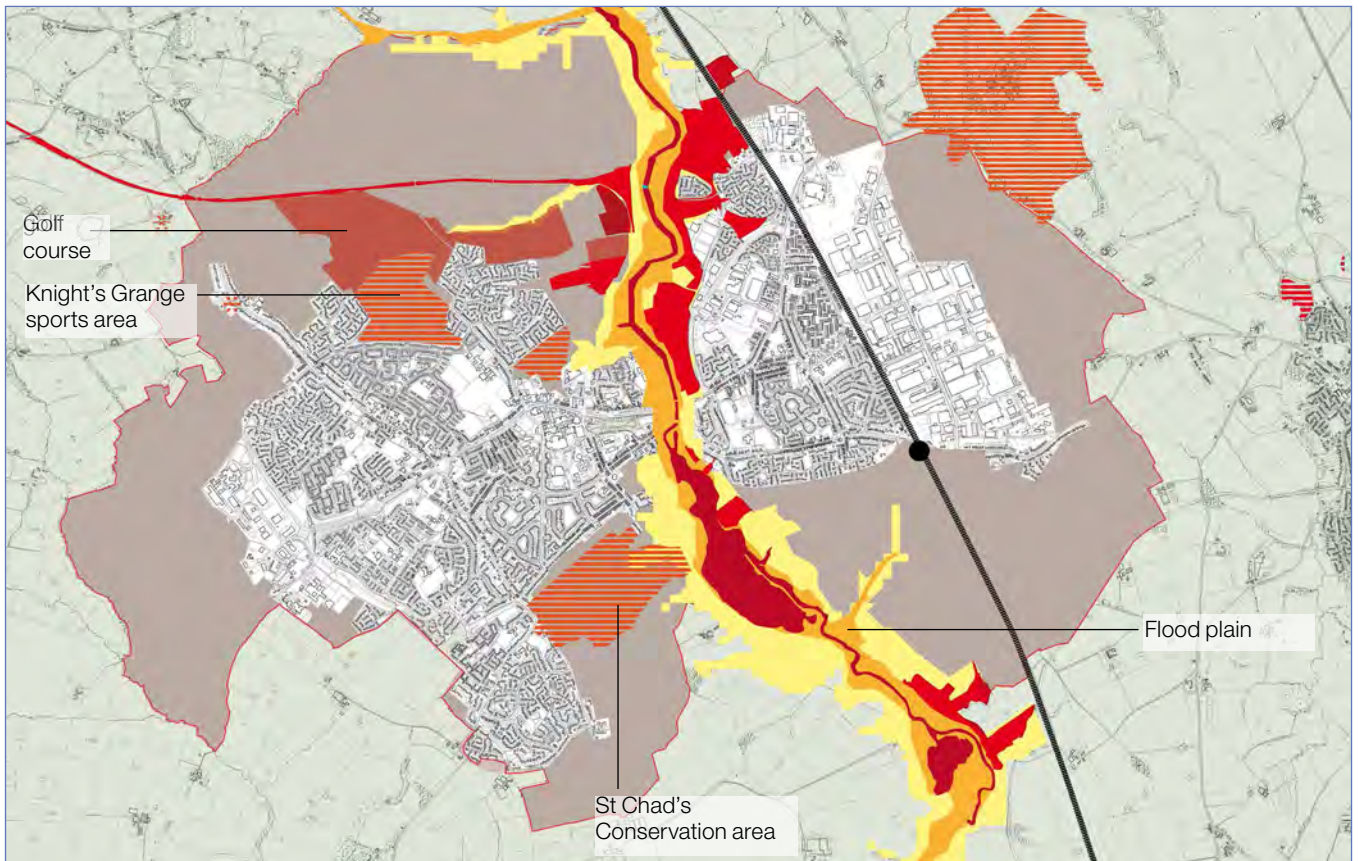
- already have planning permission for development;
- have been promoted for housing by the owners through CWACC's Strategic Housing Land Availability Assessment (SHLAA) process;
- have been promoted by landowners through this Neighbourhood Plan process; and
- land that is in the ownerships of CWACC or Winsford Town Council.

4.1.6 This plan starts to narrow down where development may go from the areas identified in Fig 4.1.1. The next step is to consider how sites could support the Vision and Key Themes.

Supporting the Vision and Key Themes

4.1.7 The area of land identified in Figure 4.1.2 is larger than that needed to deliver new homes and employment. In order to make decisions about where new development should go, it was necessary to think about how best to support the Vision and Key Themes. The key issues in relation to the development of land to each of the themes are set out below:

Theme 1: Improve the image and attractiveness of the town as a whole



- Not suitable for development
- Development possible, but constrained by visual sensitivities
- Development constrained by existing land use and heritage designations
- Potentially unconstrained land
- Development limited to land uses that are not highly vulnerable to flodd risk

Fig 4.1.1: Development potential of land within the Neighbourhood Plan Area

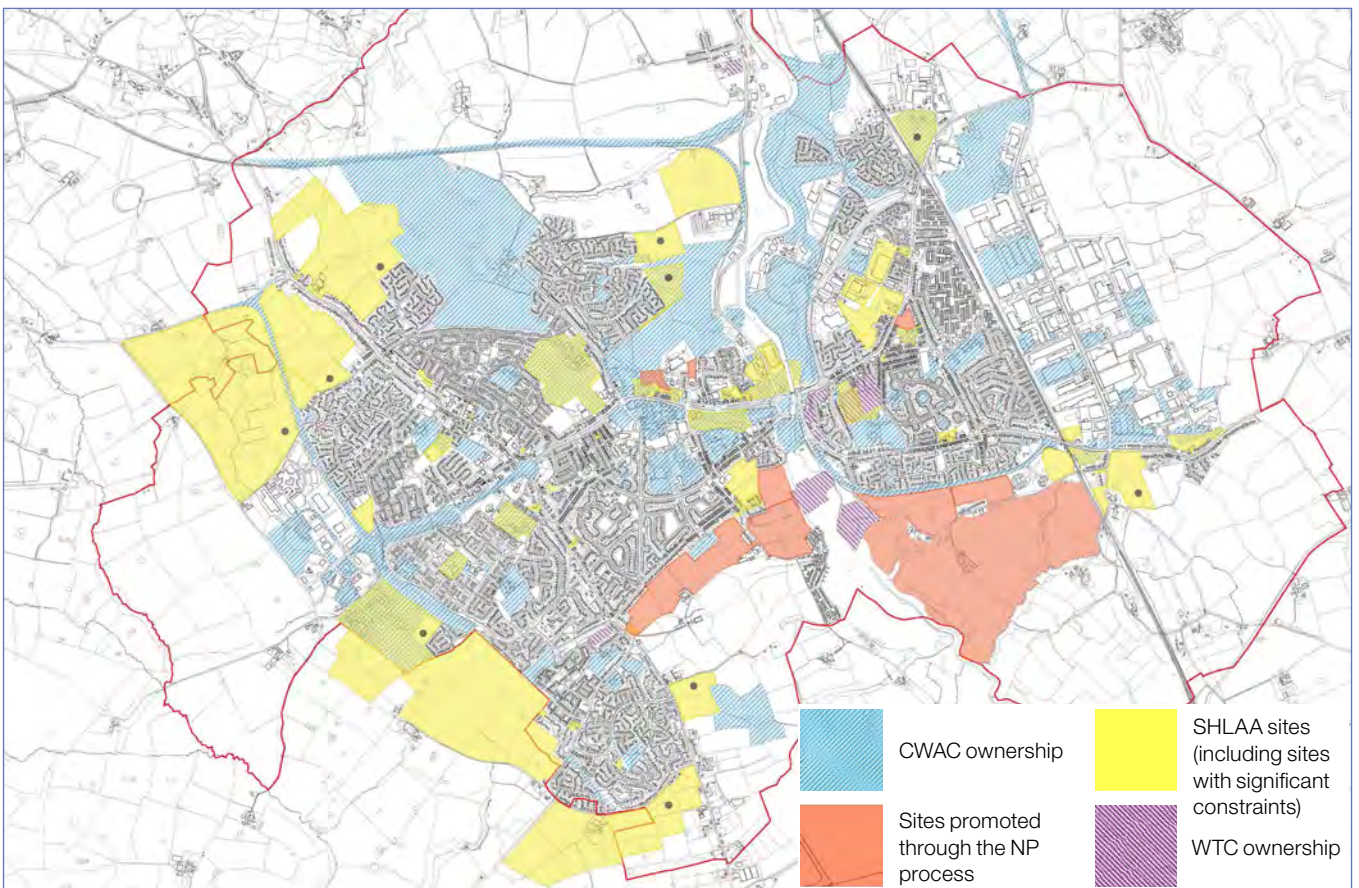


Fig 4.1.2: Land availability

- Are there visually prominent sites that could create a positive image/ improve the attractiveness of the town without adversely affecting sensitive views?
- Are there sites that can positively integrate with the town so adding to Winsford's character and identity, rather than 'standing alone' with a separate identity.

Theme 2: Promote and diversify the use of the Flashes and the Weaver Valley

- Are there sites that could be developed to bring appropriate new uses (such as leisure) close to the waterfront, particularly in the built up area?
- Are there sites that could provide public open space and access to the Flashes and the Weaver Valley?

Theme 3: Improve the attractiveness and vibrancy of the town centre

- Locating new development close to the town centre has the potential to support shops and other facilities by increasing the number of people living nearby. Which sites have the best potential to link easily to the town centre?
- If new development is located on the edge of the town, it makes it harder to link to the town centre unless sites are on good transport routes. Which sites have the most potential for good public transport connections to the town centre?

Theme 4: Support and strengthen the local employment base and attract a wide variety of businesses to Winsford.

- Are there sites that can build on the success of the existing Industrial estate?
- Which sites offer an opportunity to increase the variety of employment uses?

Theme 5: Encourage Sustainable Growth

- One of the most important ways to achieve sustainable growth is to make sure transport links between new development and the wider town are good. Which sites have the best potential to achieve good public transport and walking/cycling links?

Theme 6: Improve social, community and leisure facilities

- One way new development can help improve facilities is by locating it where it can make improvements to existing facilities, such as open space. What are the sites that have the potential to improve existing facilities?

- Do sites have the potential to provide new facilities - such as open space or leisure facilities - that can be easily accessed by residents of the wider town?

Theme 7: Improve movement around the town and the region

- Does the site have the potential to provide new and/or improved public transport and walking/cycling links?

However, the Neighbourhood Plan is not just about new development. It must plan for how to improve existing places, and to make the most of the town's assets. Irrespective of where development should go any option must address THE two key issues raised by local people at consultation:

- improve the town centre; and
- make the most of the River Weaver Valley and the Flashes.

These must be central to any future plans for Winsford.

4.2 Initial options

Introduction

4.2.1. As set out in section 4.1.4, any option must address the two key issues of improving the town centre and making the most of the River Weaver Valley and the Flashes. Figures 4.2.1 and 4.2.2 set out the key principles that any option must achieve for these two critical areas.

4.2.2 Two initial options were considered, and these are shown overleaf.

Option A: Create positive new gateways

4.2.3 This option focuses on improving the 'gateways' to Winsford on the south-east and north-west of the town by:

- maximising development around the rail station, where there are good opportunities for sustainable transport links;
- responding to existing market pressure from housebuilders with large-scale development to the north-west; and
- including some new development within the town centre.

Option B: Maximise support of the town centre

4.2.4 This option focuses on creating a 'heart' to Winsford by:

- concentrating as much new development as possible within the middle of the town;
- maintaining Option A's development around the rail station; and
- reducing development on the western edge of the town.

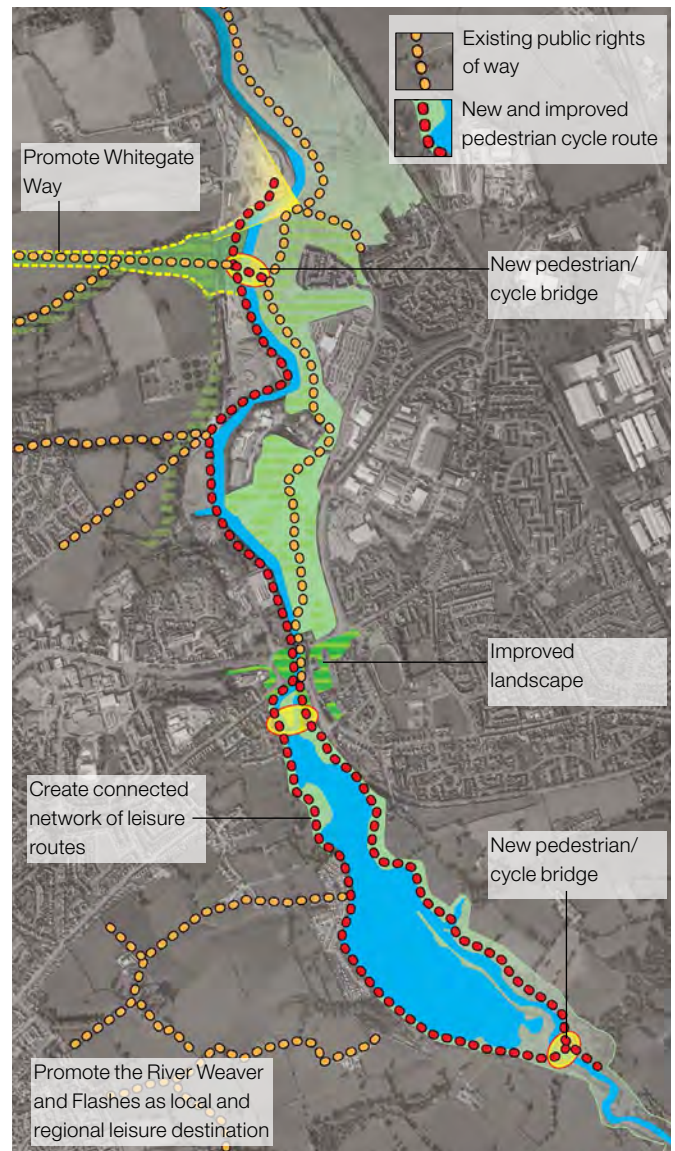


Fig 4.2.1: Principles for the River Weaver Valley

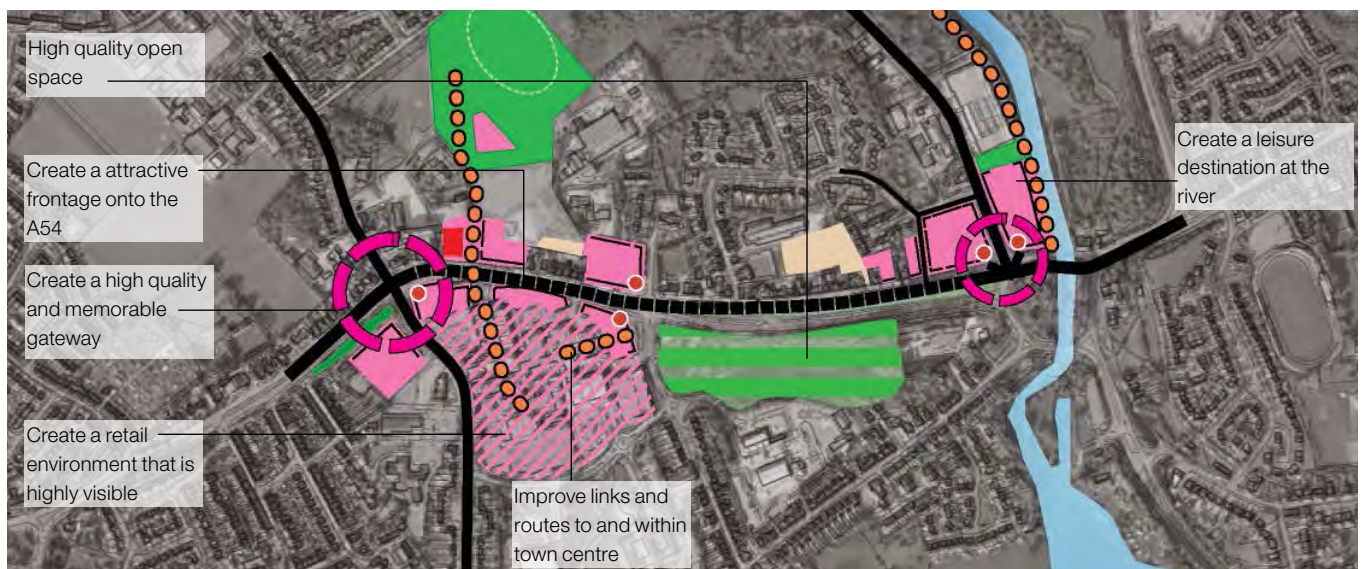


Fig 4.2.2: Principles for improving the town centre

4.3 Testing the initial options

How the Options Were Tested

4.3.1 The initial options were tested in two ways:

- they were tested against how well they respond to the 'Key Themes' set out in Section 3; and
- they were subject to a separate process known as 'sustainability appraisal'.

4.3.2 Table 4.3.1 opposite sets out the testing of the two options against the seven Key Themes.

4.3.3 This Neighbourhood Plan is supported by a separate document, the Winsford Neighbourhood Plan Sustainability Appraisal. This document provides full details of how the sustainability appraisal (SA) of the initial options was carried out. A summary is provided below.

Sustainability Appraisal

4.3.4 The purpose of sustainability appraisal (SA) is to ensure that the principles of sustainable development are considered throughout the plan making process and that the final Winsford Neighbourhood Plan has considered all aspects of economic, social and environmental sustainability in its production. A key part of the process is testing alternatives against a set of objectives that together form a 'Sustainability Framework'. This Sustainability Framework has been specifically developed for the Winsford Neighbourhood Plan.

4.3.5 The testing of the two options is set out in the separate Sustainability Appraisal document that accompanies this Plan. The testing clearly demonstrates that Option B performs much better in terms of sustainability. Locating more development close to the Town Centre in Option B gives a much stronger positive outcome for a number of the objectives than Option A.

Conclusions

4.3.6 Option A performs poorly both in terms of the SA and the testing against 'Key Themes'. The testing shows that focusing new development on the edges of Winsford cannot secure the vision that has been developed in consultation with local people.

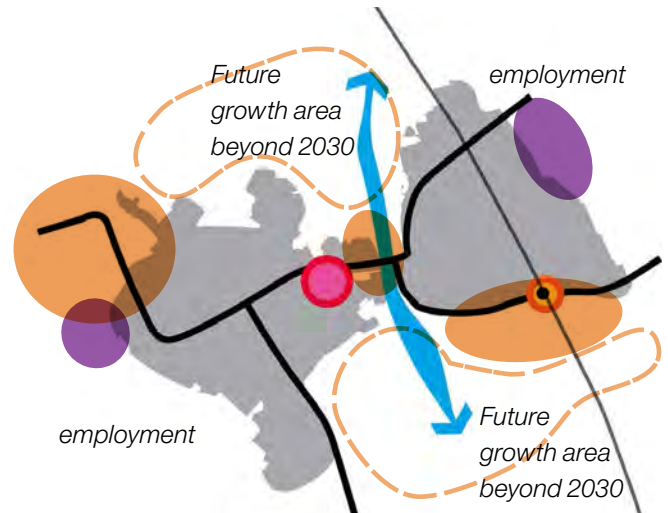


Fig 4.3.1: Option A - potential future growth beyond the Plan period

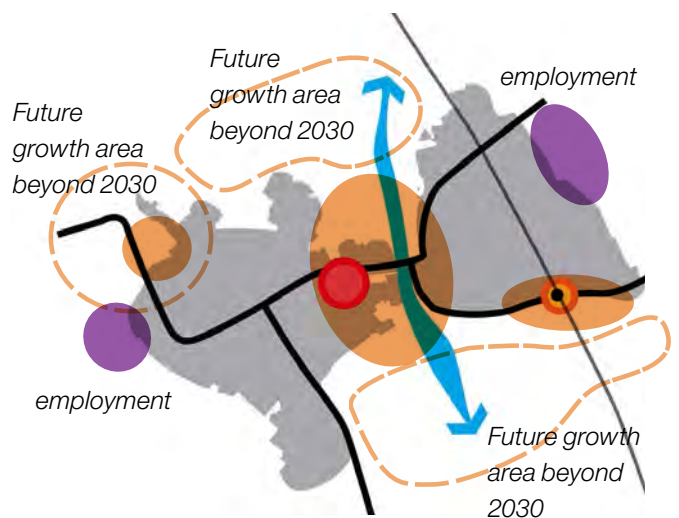


Fig 4.3.1: Option B - potential future growth beyond the Plan period

4.3.7 Option B provides good potential for delivering the vision. It is likely to be more difficult to deliver than Option A, as there are a greater number of landowners involved and the sites have more constraints (such as problems with ground conditions). However, the challenges are outweighed by Option B's ability to deliver the vision and secure a long-term sustainable approach to the development of Winsford.

4.3.8 The outcome of the testing is therefore that a single option - Option B- should be pursued.

	OPTION A	OPTION B
Theme 1: Improve the image and attractiveness of the town as a whole	<ul style="list-style-type: none"> ■ Has potential to create attractive 'gateways' to the town. ■ Makes little impact on the town centre. ■ Edge of town 'urban extensions' of a large scale - will tend to create character that is separate from Winsford. 	<ul style="list-style-type: none"> ■ Has potential to create attractive 'gateways' and support the town centre. ■ Rail station development of a scale likely to create its own separate character.
Theme 2: Promote and diversify the use of the Flashes and the Weaver Valley	<ul style="list-style-type: none"> ■ Development around station will provide open space and access to Bottom Flash. ■ Limited opportunities for new uses / open space in the River Weaver Valley the remainder of the town. 	<ul style="list-style-type: none"> ■ Development around station will provide open space and access to Bottom Flash. ■ Development at Weaver Street will provide open space and access to Bottom Flash.
Theme 3: Improve the attractiveness and vibrancy of the town centre	<ul style="list-style-type: none"> ■ Includes town centre principles common to both options, but development is on the edges of the town, drawing the focus away from the town centre. Potentially easier to get in car and drive elsewhere to shop than go to Winsford town centre. 	<ul style="list-style-type: none"> ■ Includes town centre principles common to both options. ■ Focuses new development around the town centre, so increasing population within walking distance.
Theme 4: Support and strengthen the local employment base and attract a wide variety of businesses to Winsford	<ul style="list-style-type: none"> ■ Approach to employment common to both options - large scale allocations on the edge of town. ■ Potential to include mixed uses / employment close to rail station in parallel with residential allocation. 	<ul style="list-style-type: none"> ■ Approach to employment common to both options - large scale allocations on the edge of town. ■ Potential to include mixed uses / employment close to rail station in parallel with residential allocation.
Theme 5: Encourage Sustainable Growth	<ul style="list-style-type: none"> ■ Once edges have been developed, what happens in the future? Further edge development is more likely than the heart of the town being developed. Potentially not a sustainable option in the longer term. ■ Development in the north-western gateway is remote from transport links 	<ul style="list-style-type: none"> ■ Future growth beyond Plan period likely to go to edges of the town. As town centre has been developed, edge development supports it rather than competes with the town centre. More sustainable in both the short and long term than Option A.
Theme 6: Improve social, community and leisure facilities	<ul style="list-style-type: none"> ■ Limited opportunities for making the most of the River Weaver Valley compared to Option B. ■ Any community facilities delivered with new development to west of town remote from existing population. 	<ul style="list-style-type: none"> ■ Good opportunities for enhancing access to and providing new facilities within the River Weaver Valley. ■ Potential to Improve the Verdin Playing Fields. ■ Concentrating development in centre provides new and improved facilities where they can be accessed easily by everyone.
Theme 7: Improve movement around the town and the region	<ul style="list-style-type: none"> ■ Has the potential to improve transport links to rail station as significantly increases population in this area. 	<ul style="list-style-type: none"> ■ Some potential to improve transport links to rail station, but scale of development less than Option A making this more difficult to achieve.

4.4 Refining and testing the preferred option

Introduction

4.4.1 Having selected a preferred way forward, the next steps were to:

- refine the preferred option so that it maximised opportunities for delivering the vision and supporting the key themes;
- test the preferred option through sustainability appraisal; and
- test the preferred option through consultation with local people.

Refining the Preferred Option

4.4.2. Although Option B was preferred to Option A, there were some parts of Option B that could be improved. The key changes made were as follows:

- Development next to the rail station has the potential - if it is large enough - to improve transport links for the benefit of the wider town, include uses in addition to residential (such as employment) and provide significant public open space next to Bottom Flash. Option A had a larger amount of development next to the rail station than Option B, and so could make more of these potential opportunities. The preferred option was revised to increase the amount of development in this area.
- Option B is more challenging to deliver than Option A, as it involves more landowners and sites where there are more technical constraints. However, some of the land in Option B is in public ownership and - as such - CWACC has a high degree of control about how and when it is developed. The former Woodford Lodge school site owned by CWACC was identified in Option A and B as employment land. However, this site has the potential to be 'packaged' with more challenging town centre sites (also owned by CWACC) to bring forward residential development. The former Woodford Lodge school site was therefore changed from employment to residential.
- The large employment designation to the north-east of the town was amended to fit better with the existing employment area.
- Land to the rear of Morrisons was amended to become wholly residential, so further increasing the number of people living in the centre of town.

4.4.3 At this stage the emerging Local Plan requirements for the number of new homes in Winsford was not known. The Preferred Option included sufficient land for up to 4,000 new homes to be accommodated. Subsequently, the emerging Local Plan preferred policy direction was published requiring a minimum of 3,150 new homes in Winsford. This meant that the testing needed to help support decisions on where housing numbers should be reduced.

Testing the Preferred Option: SA

4.4.4 The separate Sustainability Appraisal report sets out the testing of the preferred option in full. This testing was done on an area-by-area basis to help in the decision-making about where new homes and employment land should go. The key issues considered were:

- transport and movement: sites with good accessibility to public transport are more sustainable than those without, and sites with opportunities for pedestrian and cycle connections are also more sustainable;
- regeneration: development of brownfield sites brings greater sustainability benefits than greenfield sites, although all areas include greenfield as Winsford has a fairly low proportion of available brownfield sites; and
- character and heritage: some sites have the potential to improve the character and quality of the town (such as those located at 'gateways') and others need to be carefully considered to make sure impacts are positive (especially next to St Chad's Conservation Area).

4.4.5 The SA demonstrates that all sites have the ability to deliver development that will positively impact the sustainability of Winsford. The sites can do this to a varying degree, with some sites having a much stronger opportunity than others. This means that where possible development should be focused on the more sustainable locations in the town in the following order:

1. Town Centre sites
2. North of Town Centre sites
3. South of Town Centre sites or Station Quarter sites
4. Sites in Wharton
5. Sites in Over

Testing the Preferred Option: Consultation

4.4.6 The separate Consultation Report that supports this Plan sets out full details of the public consultation that was carried on to test local people's views on the preferred option. In summary, the following events took place:

- an exhibition outside Asda and Morrisons supermarkets on 20th July, with an opportunity to feedback via simple stickers on large versions of the feedback form or via an individual feedback form;
- an exhibition at the five-ring circus on 21st July, with an opportunity to feedback via simple stickers on forms or via an individual feedback form.

4.4.7 Members of the Tibbalds team were available to discuss the exhibition and answer questions on both days. The same material and feedback forms were also available on the Town Council's website.

4.4.8 An evening workshop was held on 25th July at which the exhibition material and feedback form was used to structure a discussion amongst approximately 25 local people. In addition 29 feedback forms were returned by email and a further 25 forms returned by post or by hand. This produced a combined response from some 125 people to the consultation questions. The main conclusions drawn from the combined response were:

- the vision and key themes were strongly supported;
- the preferred option was also strongly supported, providing that new development does not adversely affect any environmentally sensitive areas and brings benefits to the town;
- leisure development adjacent to the Weaver Valley and the Flashes had generally strong support, but concern was expressed about the impact of housing in this area;
- a majority of respondents supported the relocation of Winsford United and the redevelopment of the existing football ground, the development of part of the Verdin Fields site;
- there was strong support for development around the railway station, providing it delivers public open space and does not adversely affect the landscape around Bottom Flash;
- most people thought that the land off Chester Road should be considered as part of the Neighbourhood Plan, but around one third opposed this;
- a strong majority of respondents thought that the former high school site in Over should be redeveloped for housing purposes; and
- a large majority of respondents supported the idea of improving the frontage to the A54, particularly the old High Street, as a way of improving the town's image.



Fig 4.4.3: Public consultation outside Asda



Fig 4.4.4: Public consultation at the five-ring circus

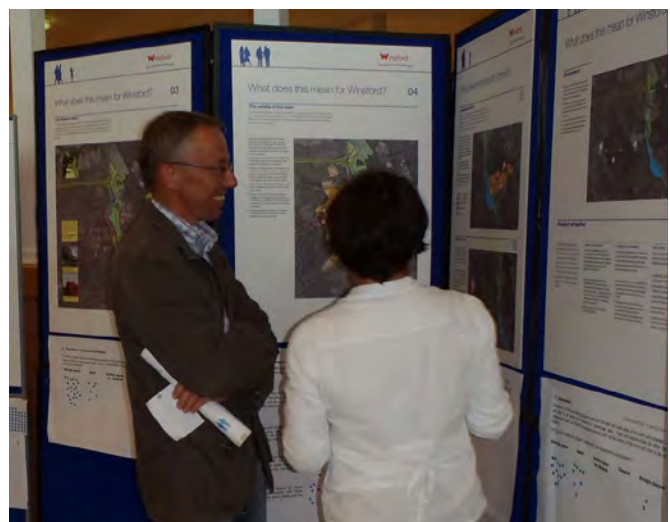


Fig 4.4.5: Public consultation at Morrisons in Wharton

4.5 The View of Winsford's Future



Introduction to the 'View of Winsford's Future'

4.5.1 As set out previously, the preferred option which was taken to public consultation provided for up to 4,000 new homes. CWACC firmed up the housing numbers expected to be required in Winsford by the emerging Local Plan after the consultation took place, confirming that the town should provide a minimum of 3,150 new homes. In order to move from the preferred option to the final View of Winsford's Future, decisions were needed on where to reduce housing numbers.

4.5.2 These decisions were made by drawing together:

- feedback from the public consultation;
- the outcome of the Sustainability Appraisal; and
- an assessment against how well the sites support the Vision and Key Themes.

4.5.3 The steering Group decided to allocated sufficient land to deliver about 3,330 new homes by 2030

4.5.4 The following changes were made to produce the final View of Winsford's Future, which is set out overleaf:

- The majority of sites east of the railway are omitted, because they are less successful in meeting the vision. They were small sites on the fringe of the existing town and neither very well integrated nor did they benefit the overall vision. The exception are sites that are immediately adjacent to the station as these can help in improving the station environment;
- The requirement for public open space alongside the Bottom Flash as part of the Station Quarter is increased,

to ensure that the green character of the area is maintained and the impact of housing is minimised.

- We increased the requirement for a substantial public open space adjacent to Bottom Flash, again to ensure that the green character of the area is maintained and the impact of housing is minimised.
- The amount of development on and around the Verdin Playing fields is reduced and a substantial amount of open space is retained to accommodate the Town Fair and important community events.

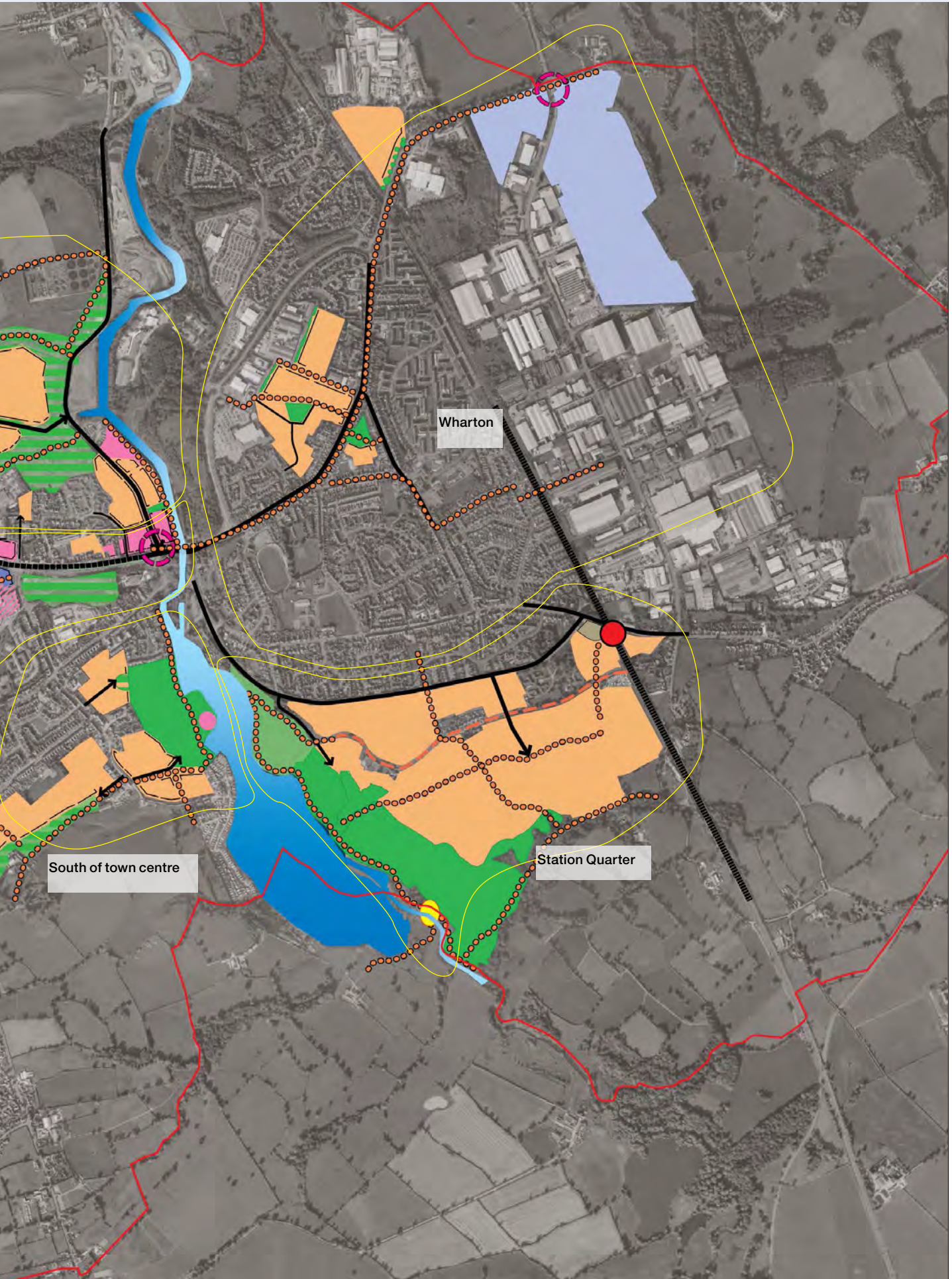
Preliminary consultation

4.5.5 The comments made in response to the consultation that took place before the plan was submitted to CWAC were reviewed and discussions continued with key landowners. The following changes were made to the spatial vision to produce the final plan for the Examination Version of the Neighbourhood Plan:

- The Hebden Green School and the Neuromuscular Centre at Woodford Lodge site have been taken out of the development site;
- The boundary of the Station Quarter has been amended to reflect new information on land ownerships and allocate more public open space. The Station Quarter has the potential to bring significant benefits to the town as the whole, particularly providing a public open space adjacent to Bottom Flash and improving access to the Rail Station. In reflection of land ownerships and to ensure better public access to the Flashes the Neighbourhood Plan has been amended to double the amount of public open space adjacent to the Flashes and secure a public footpath / cycle route along its whole length. This, however, also leads to a small increase in development area.
- The Ford Garage site on Station Road has been omitted; and
- Two sites in the Town Centre, including the Verdin School site have been taken out of the Neighbourhood Plan as these are in current use and not available for development.

View of Winsford's Future





Wharton

South of town centre

Station Quarter

Places within the vision

4.5.6 A key aim of this Neighbourhood Plan is to improve the quality of Winsford as a place where people like to live and work and that people come to visit. To retain this focus on the overall quality, development opportunities and key requirements are set out on a place by place basis. The key opportunities for each area are set out below and more detailed requirements can be found in Section 6 of this document.

Town Centre

- Refurbish and redevelop buildings along the A54 to create a high quality frontage to the town centre that improves the image of Winsford as a whole.
- Sensitively develop the land at the river for leisure and residential uses, so as to enhance and not damage the character of this special area, and take account of technical constraints like the risk of flooding and road access.

North of Town Centre

- Investigate the relocation of the football club to the edge of the river and redevelop the existing football ground for housing.
- Sensitively develop the land at the river for leisure and residential uses, so as to enhance and not damage the character of this special area, and take account of practical constraints like the risk of flooding and road access.
- Create a new high quality public space and pedestrian linkages to the north of the town centre. Develop part of the Verdin Playing fields to deliver the improvements and allow more people to live near the town centre.

South of Town Centre

- Create a new public open space, leisure activities, such as boating, jetties for mooring and for example a family pub on the Flashes. To achieve this allow residential development on the wider sites south of the town centre.
- Develop land south of the town, because it is near the town centre and has good pedestrian and cycle access to the town centre facilities.
- Create a positive edge to Winsford and integrate St. Chad's church better to the existing town.

Station Quarter

- Deliver a new public open space at the Flashes and provide new public footpath and cycle routes along side the Flashes including an opportunity to cross the river further south. To achieve this allow residential development, incorporating open space and an element of mix use on the wider site and a new primary school.
- Integrate the station into the new development and providing new bus services between the station and the town centre.
- Incorporate a substantial amount of open space and create new public footpaths, ensuring improved access to the river, the Flashes and the country side.

Wharton

- Improve / provide a cycle route to improve access to employment areas.

Over

- Improve / provide a cycle route alongside the A54 to improve access to employment areas.

Section 5

Neighbourhood Plan Policies



Winsford

The only town you'll ever need

5.1 Introduction

5.1.1 Section 3 sets out the overall vision for the future of Winsford, supported by seven key themes. Section 4 provides a view of Winsford's future, showing the locations where new development is proposed and the key places that will be improved. This Section sets out policies to support and deliver the vision and key themes in line with the view of Winsford's future. These policies are grouped under topics that support the seven key themes:

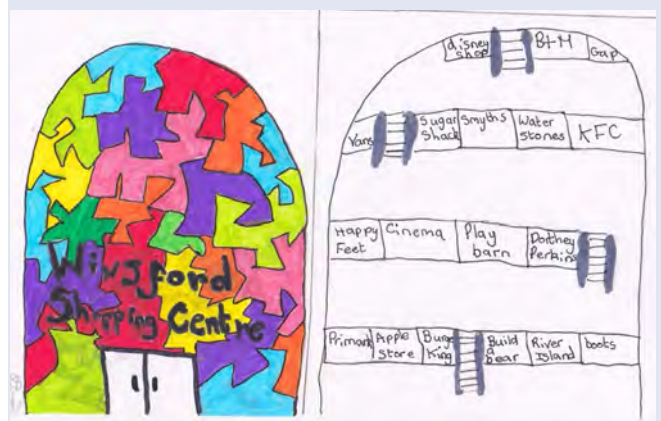
- Image and Identity
- The Weaver Valley
- The Town Centre
- Employment
- Housing
- Community, Social and Leisure
- Transport and Movement

5.1.2 Each topic has its own chapter. The chapters are structured in the same way for each topic with:

- the overall key theme, illustrated by one of the Neighbourhood Plan competition postcards, along with text expanding on the key theme;
- a series of 'Objectives' supporting the key theme in purple boxes;
- where needed, further text expands on each Objective, providing clarity on actions to be undertaken or the scope of the Objective;
- most Objectives are supported by one or more policies. These are shown in blue text and each has a reference number (e.g. 'H1'); and
- where needed, policies are supported by text that explains how and why the policy requirements must be met.

5.1.3 If to any extent a policy in the Neighbourhood Plan conflicts with any other statement or information in the Plan, the policy is to prevail.

Each Chapter starts with an overall theme



There is further text on the theme. This is taken from Section 3 of the Neighbourhood Plan.

Objective: A series of 'objectives' support the overall theme. Each is set out in a purple box.

Where needed, further text expands on each Objective, providing clarity on actions to be undertaken or the scope of the Objective

Policy: Most Objectives are supported by one or more policies. These are shown in blue text and each has a reference number (e.g. 'H1').

Where needed, policies are supported by text that explains how and why the policy requirements must be met.

Fig 5.1: Diagram showing how the themes, objectives and policies are presented

5.2 Image and Identity

Theme: Improve the image and attractiveness of the town as a whole



Improving the image of Winsford town is a key long-term aspiration of the Neighbourhood Plan. A better image would help on all levels: attracting new residents and visitors into town, attracting retailers and employers as well as generating a sense of belonging and pride amongst the local population.

Objective: Improve the 'image' of Winsford (external and internal) by positive interventions and marketing.

The Town Council will continue and step up the promotion of cultural events, festivals and events that have a positive effect on the community as well as visitors.

Objective: Improve the existing physical environment of Winsford.

There are three key areas on which to focus improvements and these are:

- improving major thoroughfares and gateways;
- improving the quality of open spaces; and
- protecting and restoring historic buildings.

Improve the quality of the environment and development along major thoroughfares and gateways:

The A54 is the route most people, including residents, visitors and passing traffic experience most often. Therefore, its quality and the environment around it has a major impact on the image and attractiveness of Winsford. Currently this route is traffic dominated with buildings next to it turning their backs onto the road or being of poor quality.

Policy I1: Redevelopment of poor quality frontages onto the A54 is a priority and will be supported.

Development proposals within the A54 corridor should:

- be of the highest design and construction quality, positively address the A54 and not turn their back onto the road;
- enhance the pedestrian experience and minimise the impact of the traffic where possible through public realm works, de-cluttering, street tree planting and improved pedestrian crossings; and
- be of an appropriate height to create a higher degree of enclosure and signal its central location.

Further guidance is provided in Chapter 5.4, Town Centre.

Improve the quality of open spaces and create an environment that is attractive, clean and well cared for:

The quality of open spaces and public realm directly impact on the image of Winsford. Derelict and vacant sites, open space that is not cared for, low quality landscape and litter all reinforce a negative impression and encourage further vandalism and littering. Due to the topography of the land the town park is not prominent, but it has the potential to become the key town centre space.

Policy I2: Proposals that enhance the following open spaces will be supported:

- The areas around the roundabout at the River Weaver (see also Chapter 5.3).
- The Town Park.
- Vacant sites: Landscaping and temporary uses will be supported where appropriate.



Fig 5.2: Listed buildings and areas of special character

Protect and restore existing historic buildings and areas of special character: Winsford has a number of historic buildings that positively contribute to the town’s image and attractiveness of Winsford. Many of these are listed and are therefore protected.

Policy I3: Where listed and other historic buildings are underused, vacant or awaiting refurbishment, temporary uses will be supported where appropriate, in particular those that benefit the local community.

The Winsford Neighbourhood Plan has identified a number of areas as having a special heritage character. These are areas that have a particular townscape character that has the potential to contribute positively to Winsford’s image and identity. These areas are:

- the High Street;
- Wharton’s and Over’s historic cores; and
- Swanlow Lane, an important access route into Winsford.

Policy I4: New development should enhance the characteristics of areas of special heritage character. The redevelopment or improvement of buildings that detract from such areas will be supported.

Objective: Deliver high quality development.

New development, including housing, employment and leisure development, is a major opportunity to improve the image and attractiveness of the town. High quality design will help improve Winsford’s image and make it more attractive.

The follow chapters provide design guidance to help deliver high quality development:

- Chapter 5.4 for the Town Centre;
- Chapter 5.5 for new employment; and
- Chapter 5.6 for residential design.

Potential quick wins

- Develop a scheme to obtain sponsorship from local businesses to landscape key sites in the town including roundabouts. Develop landscape schemes that create a seasonal change of colours - e.g. crops and wildflowers.
- Assess existing street furniture and improve replace or add new furniture where needed
- Demolish the former ‘Greedy Pig’ building and provide basic landscaping of the site pending development
- Encourage the formation of local ‘Clean Teams’

5.3 The Weaver Valley

Theme: Promote and diversify the use of the Flashes and the Weaver Valley



The River Weaver and Flashes are Winsford's best assets and they are highly valued by the local population. A key long-term aspiration is to create a new 'heart' for Winsford set around the Flashes and the river. In addition, a much improved network of pedestrian and cycle routes around the Flashes is seen as vital.

Objective: Promote the River Weaver, Flashes and Salt Mines and develop them as visitor attractions.

The Weaver Valley (as shown on the adjacent map) runs through Winsford but is hardly visible. The river is a key opportunity to attract visitors to Winsford. The gyratory is a major barrier to pedestrian and cycle movement along the Valley, and is unattractive.

The Salt Mines are of international importance and are a unique environment. The Town Council will continue to work with the owners to try to secure the development of a tourist attraction.

Policy WV1: The Town Council will commission a high-profile landscape / public realm competition focused on the gyratory, and seek funds to secure the implementation of the winning scheme.

Policy WV2: The Town Council will liaise with others (including developers of sites adjacent to the river or the Flashes) to develop a strategy for signposting, viewing platforms and information boards along the Weaver Valley as a whole to raise awareness of it, and increase the enjoyment for users.

Objective: Increase and diversify the uses around the Flashes and the river. Improve connectivity and access to the Flashes, the River and Whitegate Way.

Policy WV3: Development adjacent to the river or Flashes should:

- provide public access to the waterfront, by delivering a wide river walkway / promenade / open space / soft green edge appropriate to the site's location and character; and
- animate the water edges with active building frontages, where possible and appropriate, including public uses such as restaurants, cafes or cultural facilities.

The natural environment offers the opportunity for leisure uses such as boating, sailing, adventure parks, and cycle tracks. An increase in boating may require and justify dredging of the river.

Policy WV4: Leisure uses appropriate to the natural environment will be promoted and supported within the Weaver Valley.

Policy WV5: The Town Council will seek to improve pedestrian and cycle access within and to the Weaver Valley and around the Flashes by:

- as part of Policies WV3 and WV4, delivering a connected network of pedestrian and cycle routes, including new foot bridges across the river where appropriate;
- delivering Policy WV1; and
- promoting and connecting to wider regional routes such as the Whitegate Way, National and Regional Cycle routes and walking routes to Northwich.

Potential quick wins

- Market the footpath routes in and around Winsford.
- Improve footpaths and cycle routes to make the River Weaver accessible to all.
- Develop a Flashes user group to further develop ideas and projects and address issues.
- Market the marina building as a community facility.



-  New bridge
-  Existing public rights of way
-  New and improved pedestrian cycle route
-  Opportunity for leisure

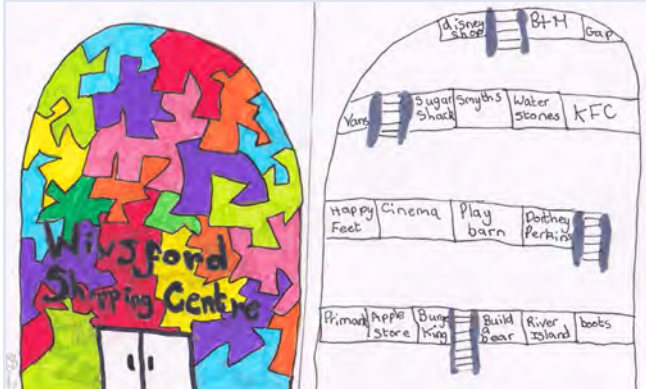
Improved landscape and pedestrian / cycle links



Fig 5.3: Principles for the River Weaver Valley

5.4 The Town Centre

Theme: Improve the attractiveness and vibrancy of the Town Centre



Winsford's Town centre will be well linked to the river, with activities ranging from primary retail in the existing town centre, independent shops and businesses along an improved old High Street and a focus of leisure activities, cafes, bars and restaurants at the river.

Objective: Improve and / or redevelop the shopping centre and attract better and a greater variety of shops and other town centre uses, including restaurants and cafes.

The Neighbourhood Plan seeks to secure two projects within the Town Centre to support this objective:

As set out in Policy I1, redevelopment of the frontage onto the A54 to provide positive, high quality buildings will be supported.

Policy TTC1: Proposals for the redevelopment or refurbishment of the shopping centre will be expected to provide: clearer pedestrian routes, a greater range of shop unit sizes, a high quality environment and active edges to the external area.

Redevelopment or refurbishment of the shopping centre must seek to improve the key routes identified in Figure 5.4. Redevelopment or refurbishment must accord with the comprehensively planned approach required by Policy TC0 in Section 6 of this Neighbourhood Plan.

Any existing social and community facilities affected by these projects must be reprovided within the Town Centre.

Objective: Ensure new retail supports the role of the Town Centre.

A need for an additional foodstore has been identified in Winsford. It is important that this is located so as to support and not undermine the Town Centre.

Policy TTC2: Development of a new foodstore within the town centre as shown in Figure 5.4 will be supported.

Objective: Improve and enhance the old High Street and Delamere Street.

Policy TTC3: The Town Council will work with CWACC to develop a strategy to improve the old High Street and Delamere Street that:

- encourages and supports small businesses through initiatives such as shopfront improvements;
- provides an attractive pedestrian environment, both for movement between the Town Centre and the River Weaver Valley and for sitting outside the shops and cafes;
- reduces the impact of parked cars on the pedestrian environment whilst maintaining access for vehicles, so supporting the businesses.

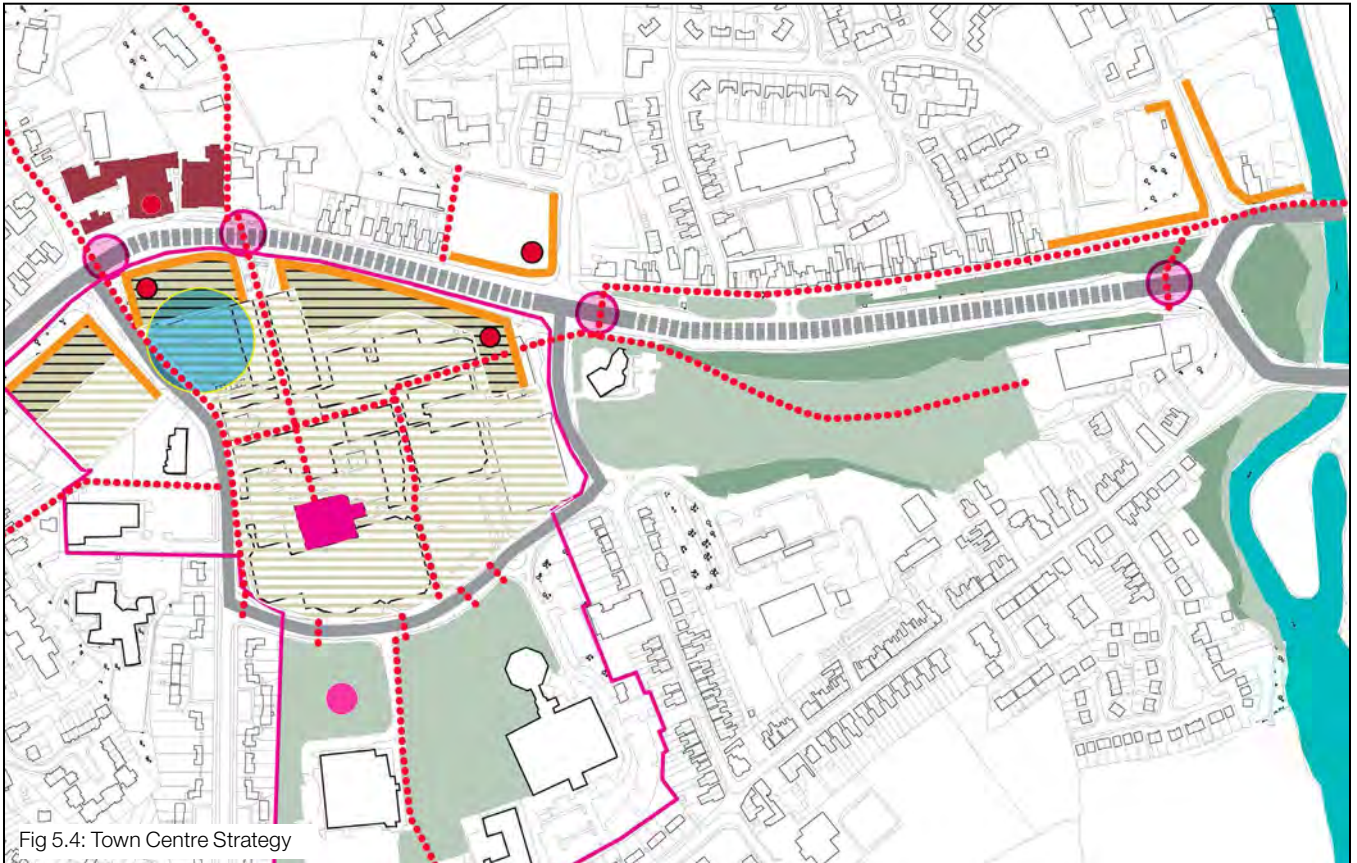
Objective: Improve the integration and quality of the market and provide it with a long term sustainable future.








Policy TTC4: Winsford Town Council and CWACC will work with the market to develop a strategy for its future. The strategy will include considering:

- alternative locations for the market, where it can be more visible to shoppers and better located for passers-by; and
- how other markets could work in parallel with the existing market so as to support and not undermine it - for example, a monthly farmers' market on a suitable day; markets for specific events such as Christmas.

Objective: Retain some free car parking in the Town Centre.

The availability of free car parking has been identified as a positive attribute of the town centre. Consider parking strategies that maintain the vitality and viability of the Town Centre



-  Create positive frontages to the A54
-  Make pedestrian crossing of the A54 easier, to improve linkages from the north of Winsford to the town centre
-  In redevelop / refurbish the shopping centre, straighten pedestrian routes to create direct linkages and sightlines
-  Ensure that the market is positively integrated into the Town Centre, whether in its existing or a new location
-  Create positive, distinctive landmarks through new buildings, public art or landscape at key locations to 'announce' the Town Centre
-  Town Centre boundary
-  Broad location of potential new foodstore

- ### Potential quick wins
- Improve the Dene Drive junction.
 - Demolish the Civic Hall and landscape the site.
 - Develop a Trolley Management System.
 - Carry out a Retail Study to identify the Town Centre's strengths and weaknesses to support an action plan for improvement.
 - Showcase the market from the main shopping precinct.
 - Commission a retail study as an 'evidence document' for potential developers.
 - Develop a weekend entertainment programme in the Town Centre.
 - Advertise the Town Centre from the main High Street.
 - Introduce a regular Artisan Market.
 - Improve signage / wayfinding.

5.5 Employment

Theme: Support and strengthen the local employment base and attract a wide variety of businesses to Winsford



The long-term vision is that a variety of new employment opportunities will be provided to meet local needs and to support the local economy.

New employment will attract additional people into the town and provide local job opportunities for existing and new residents. Businesses will take an active role in improving local skill levels and reducing local unemployment.

Objective: Provide new employment land for future growth.

Policy E1: The following strategic sites are allocated for a total of 35 hectares of new employment in use classes B1, B2 and B8:

- Site O5;
- Site W6; and
- Site W7

Site specific policies for these are provided in Section 6.

Policy E2: In addition to the strategic employment sites, B1 development will be welcomed in:

- the Town Centre and surrounding area, as defined in Fig 5.5;
- the Station Quarter where a mixed-use local centre is required to serve the new development and where there are opportunities for employment uses around the station; and
- other locations that are accessible by public transport, such as near the station on sites S4 and S5.

A variety of employment is encouraged in these locations, including a range of smaller to medium sized units.

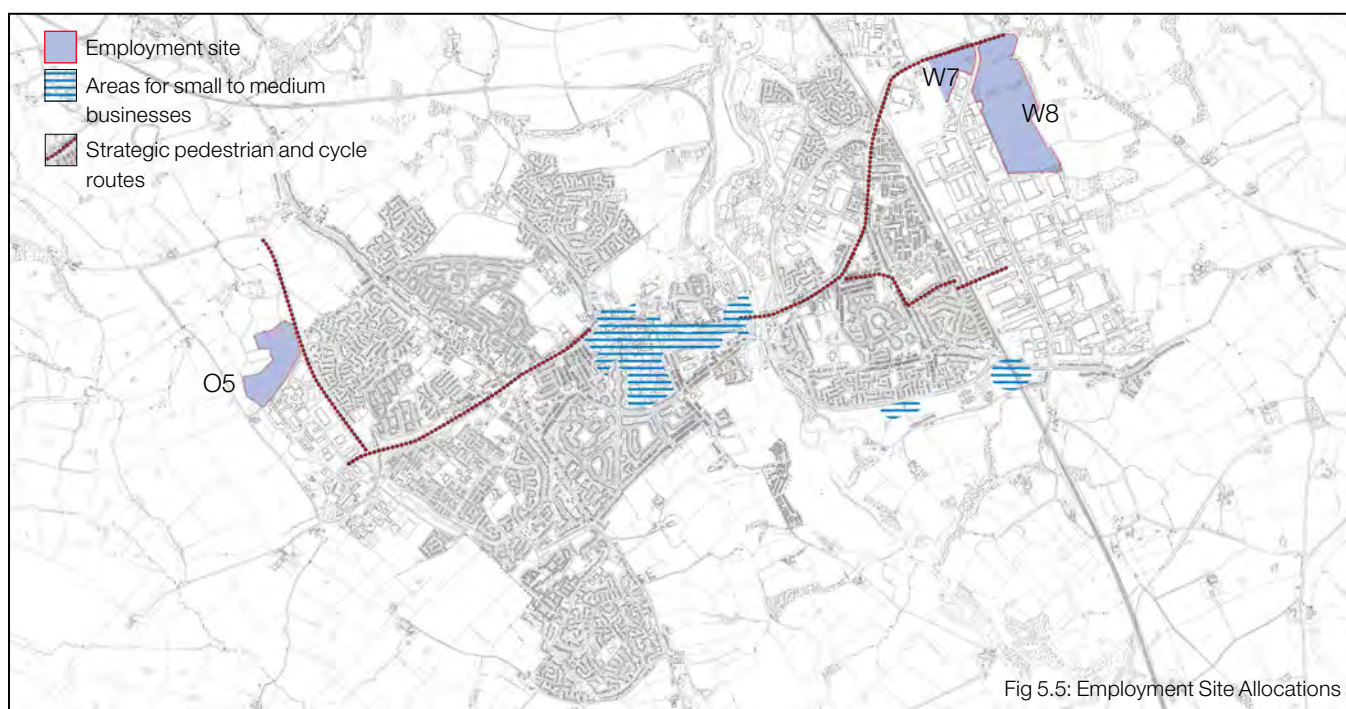


Fig 5.5: Employment Site Allocations

Objective: Promote Winsford as a business location and build a sustainable and varied employment destination, by protecting and providing employment land for future business growth and improving quality, access and infrastructure.

Winsford Town Council and CWACC will continue to support the 1-5 Business Improvement District (BID) and Woodford Park Industrial Estate.

Policy E3: New development will be expected to contribute to sustainable forms of transport by:

- providing safe, attractive and convenient pedestrian and cycle routes to the edge-of-town employment areas; and
- ensuring that new employment takes advantage of existing public transport routes.

Policy E4: The Town Council and CWACC will work with the neighbouring Councils to improve the wider road links to further enhance Winsford as a key location for industrial and distribution businesses.

Objective: Create a variety of employment opportunities, that are accessible to local people.

The Town Council will lead an initiative that:

- undertakes a survey, with the support of local businesses, to better understand employment opportunities and skills in Winsford;
- identifies barriers to employment and skills development; and
- improves and/or sets up new initiatives to develop skills and employment opportunities.

Potential quick wins

- Develop partnerships with organisations whose remit focuses on both Woodford and Winsford Industrial Estates.

Objective: Ensure that new employment uses are well-designed.

The majority of new employment will be located in specific employment areas on the edge of Winsford. These are large sites, and will be developed over time rather than in one go.

Policy E5: The following principles must be followed to achieve good design in each of the allocated strategic employment sites:

- a comprehensively planned approach must be demonstrated so that coherent design of new development is secured. This approach should include principles relating to building height and massing, building placement in relation to street, and location of parking and servicing to minimise visual impact on the street scene. The approach should be set out in a Design and Access Statement to be submitted with the first planning application in each strategic employment area;
- subsequent planning applications should demonstrate in their Design and Access Statements how they accord with the comprehensively planned approach;
- where possible, uses such as a cafe that support the principal employment use will be encouraged; and
- development on the edge of Winsford should contribute to establishing a positive 'green' character, incorporating landscape such as street tree planting as well as features such as Sustainable Urban Drainage ponds and swales.

In preparing the comprehensive approach, consideration should be given to the long views across the Weaver Valley to the employment areas, and buildings (and their roofs in particular) are highly visible. The outline of the building therefore needs to be carefully considered - can it be designed so that the roof recedes as a backdrop element? Can the roofline be broken so that it presents a less obtrusive profile on the skyline? A 'green' character will not only help create an attractive environment, but also make appropriate connections between the town and surrounding country side.

5.6 Housing

Theme: Encourage sustainable growth



The long-term aspiration is for good quality new housing to support Winsford as a whole by being located close to the Town Centre, creating a new quarter around the Rail Station and creating positive 'gateways' at key arrival points into the town.

Objective: Provide a wide variety of new housing that:

- supports the existing town and in particular the town centre;
- is sited in a sustainable location and well integrated with the existing town; and
- creates a sustainable and mixed community.

Section 3 sets out the overall strategy for Winsford, locating new housing so that it meets the aims of the above theme.

Section 6 allocates the proposed housing sites, providing detailed plans of each of the sites, along with site-specific spatial requirements. The sites allocate a total of around 3,362 homes new homes. An overview of the sites is shown in Figure 5.9 and Table 5.1 lists the sites allocated for residential-led development. Some residential is likely

Site	Allocated housing numbers
NTC 1	around 94 homes
NTC 2	around 174 homes
NTC 3	around 12 homes
NTC 4	around 14 homes
NTC 5	around 61 homes
NTC 6	around 50 homes
NTC 7	around 20 homes
STC 1	around 93 homes
STC 2	around 100 homes
STC 4	around 188 homes
S 1	around 665 homes
S 2	around 224 homes
S 3	around 101 homes
S 4	around 62 homes
S 5	around 27 homes
W 1	around 23 homes
W 2	around 17 homes
W 3	around 150 homes
W 4	around 161 homes
W 5	around 115 homes
O 1	around 475 homes
O 2	around 65 homes
O 3	around 400 homes
O 4	around 71 homes
Total	around 3,362 homes

Table 5.1: Residential allocations

to provided as part of mixed-use developments within the Town Centre sites.

Policy H1: Permission will be granted for residential development:

- as summarised in Table 5.1 and set out in the site-specific policies in section 6; and

- as provided in policy H2,

provided that it complies with the requirements set out in the other policies of this Plan and the Local Plan. Such compliance must be demonstrated by a Design and Access Statement to be submitted with each application.”

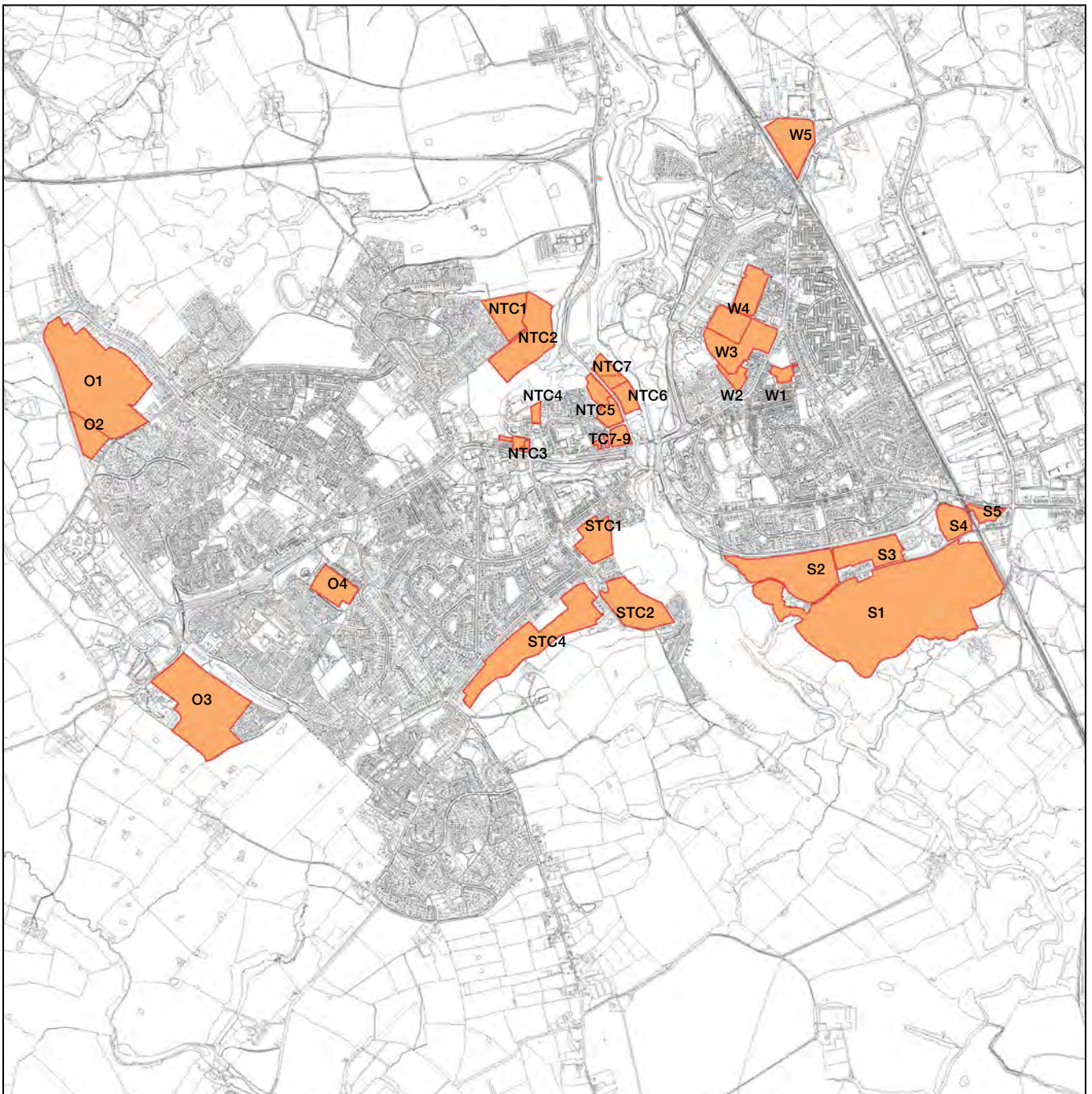


Fig 5.9: Residential and mixed-use allocations.

Note: See Section 6 for larger scale plans with all sites labelled.

Policy H2: The development of previously developed land will be positively supported.

Experience has shown that developers generally prefer edge of town greenfield sites to in-town sites that have more constraints. However, securing new development within the town is crucial to ensuring that new homes are capable of supporting the town centre. CWACC and Winsford Town Council will actively pursue opportunities to support the development of previously developed 'brownfield' land.

In addition to site-specific requirements, the Neighbourhood Plan requires the following:

Policy H3: In order to secure a sustainable and mixed community, each development site will be expected to provide a mix of different dwelling types and a range of tenures. Affordable housing should accord with CWACC Local Plan policy.

However, a flexible approach will be taken, and the percentage of affordable housing negotiated on a site-by-site basis.

Objective: Create new, high quality buildings, streets and spaces

This Neighbourhood Plan aims to transform the image and identity of the town as a whole. Well designed new housing has an important role to play in promoting a positive identity. There are three key principles for good housing design:

- integration with the wider area;
- creating a positive character; and
- creating good streets and spaces.

Integration with the wider area: Too many recent housing developments in Winsford 'turn their back' on neighbouring areas.

Policy H4: New residential developments should be designed to positively integrate with the wider town by:

- making sure that building fronts overlook streets and spaces. This means avoiding back gardens, walls or other 'dead' edges onto streets and spaces around the development; and
- providing pedestrian and cycle links to adjacent areas, so that people have attractive, safe, direct links that get them to where they want to go.

Character: Winsford has some areas of positive and distinctive character - we want to make the most of these, and add new areas with a strong identity.

Policy H5: New development should be designed to have a positive and distinctive character by:

- designing the development to respond to site features such as views into or out of the area, trees and landscape, existing buildings;
- introducing memorable 'one-off' streets and spaces at key locations within the development - for example, a 'gateway' space linking new and old; a boulevard along a main route; or a space where pedestrian routes meet.



Fig 5.10 New dwellings must overlook streets and spaces both within and around the development. Backs onto surrounding streets (left) should be avoided.



Fig 5.11: This development responds well to the sloping site and views out by stepping buildings down the slope and orienting the street to open up to the waterside



Fig 5.12: A memorable space helps to give this development as a whole a distinctive character.

Good streets and spaces: A well designed network of streets and spaces helps people to find their way around the town.

Policy H6: New development will be expected to:

- create a network of different street types with characters that reflect their relative importance. For example, a main street that connects the whole development together should look and feel more important than a street serving just a few houses;
- design buildings and streets to work together. Use the principles set out in ‘Manual for Streets’ to ensure that streets are designed as places first and vehicular movement corridors second;
- design car parking so that it is convenient for drivers but avoids dominating the street scene. Open spaces of an appropriate and usable size must be an integral part of every development. A single larger open space (even across several development sites) is preferable from a usable and management perspective than a number of smaller ones.

Key issues to consider in designing car parking include:

- include different parking solutions (on street, in garages, in courtyards etc) as this will help reduce the visual impact of parked cars;
- avoid long rows of parking in front of houses in front gardens or within courtyards. Tuck parking between buildings instead;
- include some on-street parking carefully designed into the street- this is especially useful for visitors, can help to animate the street and helps to slow traffic; and
- keep any rear parking areas small (serving no more than six homes) so that there is a clear sense of ownership.

Potential quick wins

CWACC will provide more detailed guidance for the NTC2 (Verdin Playing Fields) and O2 (Former Woodford Lodge School) sites to:

- set out the principles of residential development of each site;
- provide a strategy for dealing with the playing fields on each site; and
- be used in the marketing of the sites to potential developers



Fig 5.13: The character of these two streets reflects their importance. The formal, straight street above connects major destinations, whereas the informal, tightly enclosed street below serves only a small number of houses.



Fig 5.14: Left: avoid long rows of parking in front of houses. Right: if parking is located to the front, design carefully so that landscape and buildings - rather than cars - dominate the street scene.



Fig 5.15: Carefully designed on-street parking can fit positively into the street scene

5.7 Community, Social and Leisure

Theme: Improve social, community and leisure facilities



The longer-term aspiration is for Winsford to have a range of good quality community, social and leisure facilities available to everyone, from children to adults. Winsford will have a much improved evening economy.

Objective: Ensure that schools, the Winsford Academy and the college are supported and continue to improve and that Winsford is provided with high quality education facilities for all ages, including opportunities for apprenticeships.

Winsford Town Council will continue to work closely with schools.

Winsford Town Council will continue to liaise with local businesses and will support local businesses in developing employment opportunities for young people by:

- helping to provide a link between schools and employers; and
- encouraging the provision of apprenticeships.

Policy CSL1: As a result of the increase in population developers may be expected to either deliver new school places in the form of extensions to existing schools or new schools or make a financial contribution towards schools.

The accompanying Delivery Strategy is a 'live' document that will be updated throughout the life of this Plan to provide details of school requirements.

Objective: Provide more leisure facilities for all sections of the population.

In meeting this objective, the Neighbourhood Plan sets out policies below in relation to:

- creating a strong evening economy;
- requiring new housing to provide social and community facilities;
- supporting the football club;
- developing a playing fields strategy; and
- improving youth facilities.

Create a strong evening economy: Winsford does not have a wide range of things to do in the evening. However, the waterfront area has potential to develop into a focus for evening activity.

As set out in Policies I2, WV1, WV3, WV4 and WV5, the development of facilities such as pubs, restaurants, and leisure facilities around the waterfront and gyratory will be supported.

Similarly, improvements to pedestrian access in and around the gyratory / River Weaver to make it easier and more pleasant for people to move around will be supported.

New housing to provide social and community facilities: New housing will give rise to additional demand. The development of new housing must contribute to community and social facilities, including for example community space, GPs and dentists, within the Town.

The policies in Section 6 identifies those sites where on-site provision of community facilities are required.

Policy CSL2: In addition to on-site provision, all residential development will be required to make appropriate financial contributions towards off-site community and social facilities as required by the Delivery Strategy.

Supporting the football club: The Town Council will work with the football club to support its activities and improve facilities.

Policy CSL3: Proposals that enhance the quality and viability of the football club will be supported, particularly when they are capable of contributing to use by the wider community.

Develop a playing fields strategy for the town: Using the Winsford Leisure Needs Study, CWACC in partnership with the Town Council will develop a coordinated strategy for playing fields within the town as a whole.

Policy CSL4: The playing fields strategy will plan for:

- redevelopment of the areas of open space identified in this Neighbourhood Plan;
- provision of new open spaces / playing fields; and
- improvements to existing open spaces / playing fields.

Improve youth facilities: Local people have identified a need for activities for young people.

CSL5: Priority will be given to providing appropriate facilities for young people.

Objective: Provide leisure facilities that will help attract visitors to the town

Policy CSL6: Leisure uses that serve a wider population will be supported, particularly in and around the Flashes and within the River Weaver Valley.

These may include boating, sailing (working with the Winsford Flash Sailing Club) and adventurous outdoor activities.

As set out in Chapter 5.4, the Town Council will continue to work with the owners of the Salt Mines to try to secure the development of a tourist attraction.

Objective: Provide a network of high quality open spaces across town.

Winsford has a number of open spaces, including the Weaver Valley and the Flashes. These should be connected by good and safe linkages and form part of a town-wide green network.

Policy CSL7: Development proposals should take every opportunity to contribute to a connected green network and improve linkages between spaces, the river and the Flashes.

Site specific requirements for open space / green network within allocated sites are set out in the policies in Section 6.



Fig 5.16: Sailing on Bottom Flash

Potential quick wins

- Support local community groups to develop projects that enhance local facilities.
- Work with partners to develop an annual festival programme for the town.

5.8 Transport and Movement

Theme: Improve movement around town and the region



The long-term aspiration is to improve movement by *all* modes, including walking, cycling, public transport and private car.

Objective: Improve public transport .

Policy T1: Winsford Town Council and CWACC will encourage operators to:

- improve bus services within and to the town, providing convenient access between residential areas, the town centre, employment areas and the station;
- improve bus services to Leighton and Northwich hospitals and nearby service centres such as Crewe, Northwich and Chester, in particular evening and weekend services so that people can use leisure facilities in these towns.

New development will be expected to contribute towards such provision where appropriate.

Policy T2: Improvements to the station environment and provision of car parking spaces will be supported.

Objective: Improve the pedestrian environment and ability to move around.

Policy T3: New development will be expected to contribute towards the provision of cycle and pedestrian links that connect the site to the wider town where appropriate.

Policies I1, I2, WV1, WV2, WV5, TTC 1 and TTC3 identify opportunities for improvements to the public realm. Development in the locations identified in these policies and/or in the site-specific policies in Section 6 must take every opportunity to connect to the wider town.

Objective: Improve road links to adjacent towns, in particular from the business areas and investigate ways of reducing through traffic in Winsford.

With regeneration and new development in the town there will inevitably be traffic and transport issues. CWACC is looking at the transport implications of development that could take place over the next 15 years or so. This will identify any further investment that is needed in the road network.

Whilst there is sufficient highways capacity to accommodate planned growth in the short term, looking ahead it will be important to undertake further detailed work to investigate how capacity can be increased to secure future ongoing investment within the town.

Policy T4: CWACC will work with neighbouring authorities to seek improved access to the M6, especially to link the business area to the motorway.

Policy T5: The feasibility and impacts of a new local road connecting Bradford Road and Grange Lane as part of the development of residential sites in the North of Town Centre area must be investigated as part of any planning applications on these sites.



Fig 5.17: Whitegate Way is a good example of a high quality leisure cycle and walking route.

Potential quick wins

- Continue to improve existing footways/footpaths.
- Improve signage for pedestrians in and around the town.

Section 6 Development Sites Policies

Note:

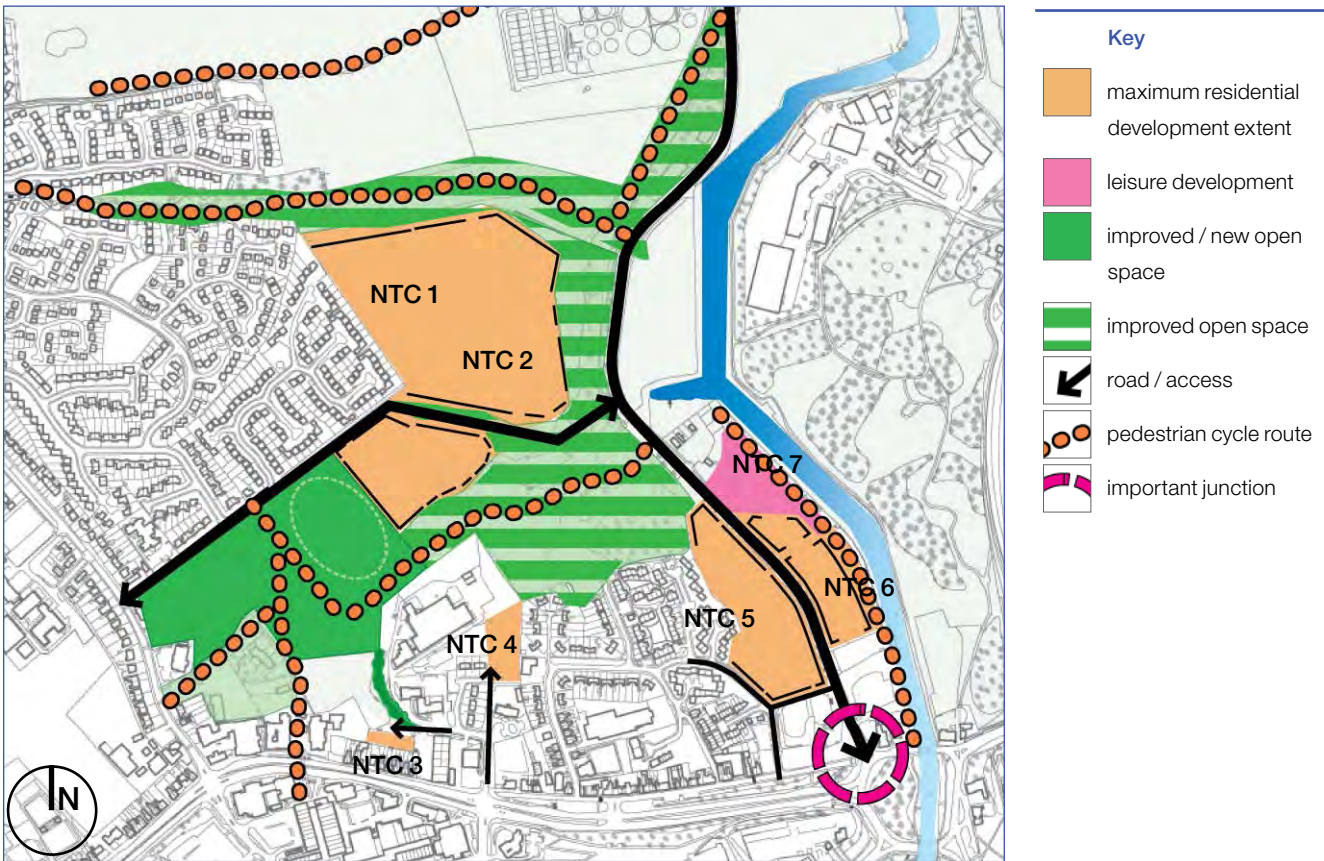
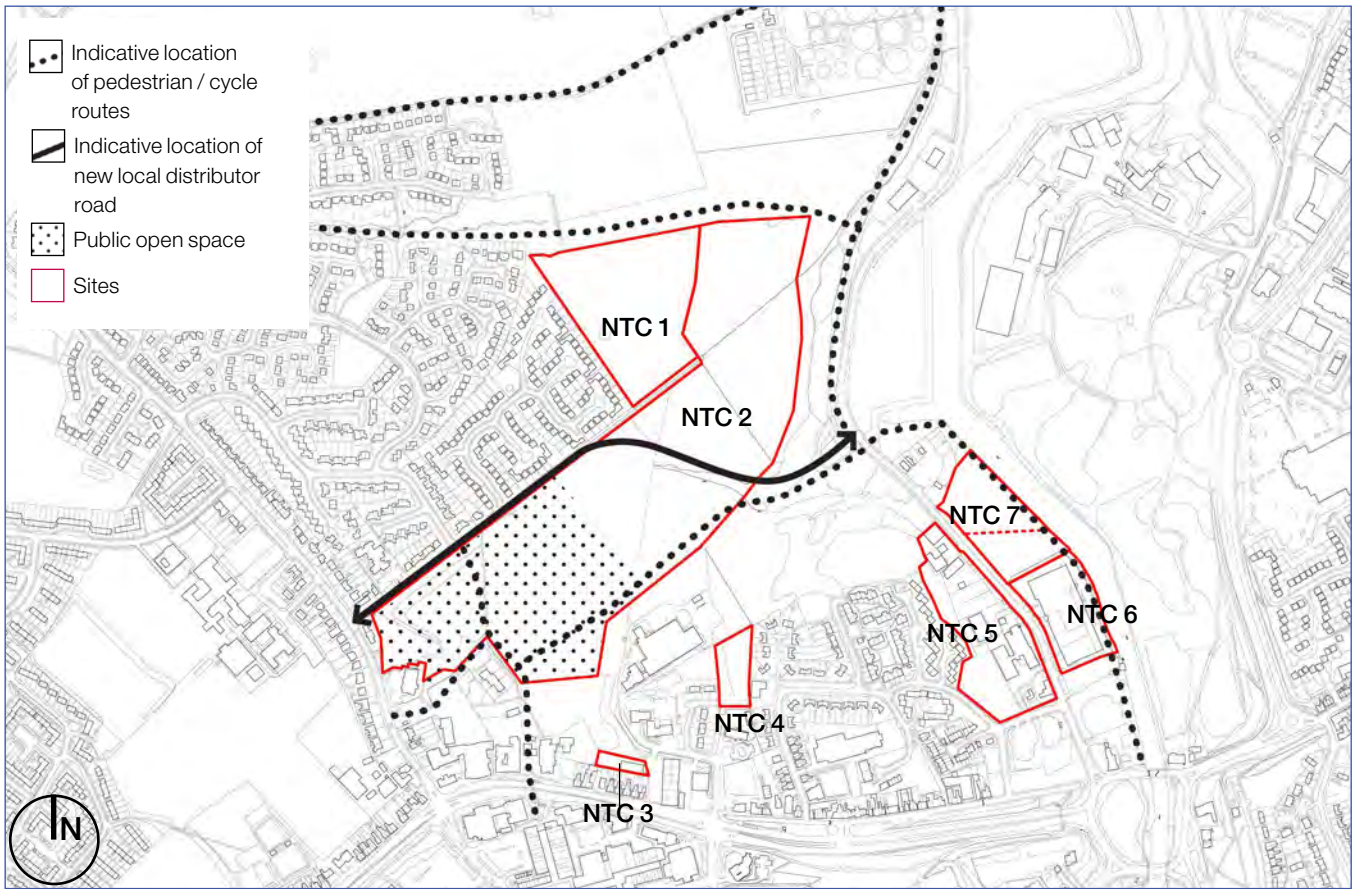
Site capacities have been calculated following the SHLAA 2010-2011 methodology. Accordingly, in order to estimate the housing capacity of a site following assumptions were applied:

Estimating the developable site area

Gross Site Area (ha)	Developable Area
0.4 to 0.9	90%
1.0 to 9.9	80%
10.0 to 19.9	75%
20.0 +	70%

Where site areas and potential yields were available from the SHLAA, these were used.

6.1 North of Town Centre Sites



Area Objectives: North of Town Centre

The cluster of sites north of the town centre comprises a number of individual sites with various constraints. Combined this area should deliver the following key opportunities:

- Pedestrian and cycle routes:
 - north south route connecting existing and new development to the town centre;
 - pedestrian and cycling leisure route alongside the river; and
 - three new or improved east west routes connecting to Bradford Road and the river.
- Highway improvements:
 - a new local road connecting Bradford Road and Grange Lane providing an alternative access from residential areas in the north west to the A54, helping to reduce congestion in the town centre junction.
- Improvements to existing Verdin playing fields (min of 5.7ha) and other high quality open spaces of varying character:
 - Verdin playing fields will become a formal open space with playground that provides a focus / destination for the town, is conveniently located close to the town centre and provides space for the town fair and other town events.
 - Informal, natural green corridors connecting to the river.
- The requirement for allotments from all these sites will be pooled to deliver an area of allotments (0.19ha).

Site NTC 1

Site Description: The site is located to the east of Hawkshead Way. Access may be provided via Roehurst Lane.

To the north of the site lies a former landfill and the northern edge is partially constrained by contamination and soil gas.

Current Land Use: Vacant greenfield site

Site Area: 3.40 ha

Relevant Planning History: None

Policy NTC 1A: The Site is allocated for around 94 residential units (at a density of 35 u/ha) and associated open space.

Policy NTC 1B: Design Principles / requirements:

- NTC 1 must have regard to development on NTC 2 and not prohibit this site coming forward or the creation of a connected road network leading to Bradford Road (new local distributor).
- The development must either deliver its required provision of natural open space on site, along its northern boundary, or significantly improve the Wildlife Corridor (as defined in the Local Plan) to the north of the site. Amenity green space must be provided on site.
- Development should overlook the Wildlife Corridor and the pedestrian and cycle route to the north of the site.
- Contributions may be sought towards the delivery of the local distributor road and a improved Verdin playing fields.

Site NTC 2

Site Description: The site forms part of the Verdin playing fields. Development of parts of this site offers the opportunity to improve the quality of the existing open space and create a variety of public open spaces more suited to formal and informal play. It also offers the opportunity to formalise existing pedestrian connections to the town centre.

Access may be provided via Roehurst Lane and from Bradford Road.

On parts of the site ground contamination and soil gas have been identified due to former landfill. There is also an ordinary watercourse on site.

Current Land Use: Playing fields, informal open space

Site Area : 7.8 ha

Relevant Planning History: None

Policy NTC 2A: The Site is allocated for around 174 residential units (at a density of 35 u/ha) and associated open space.

Policy NTC 2B: Design principles / requirements:

- NTC 2 must have regard to development on NTC 1 and not prohibit this site coming forward or the creation of a connected road network leading to Bradford Road.
- Development must be designed to provide for a new local road connecting Grange Lane and Bradford Road. Contributions may be sought towards the delivery of the local road.
- Development must overlook the wildlife corridors to the north and south of the site, the pedestrian and cycle routes and the new public open space to the west.
- The development must undertake further ground investigation and incorporate any necessary mitigation measures. Any design must respect and improve the quality of the existing watercourse.
- Instead of providing the required natural open space on site, the development must improve the quality of the existing Verdin playing fields and the natural open spaces south and east of the site. Amenity space must be provided on-site.

- The site must contribute to the provision of allotments of at least 0.19 ha.
- Developers must produce a comprehensive Development Plan incorporating the above principles as a means of coordinating development. This needs to be submitted as part of their Design and Access Statement. Any subsequent development must accord with the design principles in the Design and Access Statement.

Site NTC 3

Site Description: This backland site is located off Sadler Road and comprises the former Winsford Clio Centre.

Current Land Use: Vacant site - former car garage

Site Area : 0.13 ha

Relevant Planning History: Planning permission granted for 12 units.

Policy NTC3A: The Site is allocated for around 12 residential units.

Site NTC 4

Site Description: The site is located to the north of Winsford Police Station. Access is currently restricted and will need to be fully investigated, from either Sadler Close or Collingham Way. Ground contamination has been identified on the site.

Current Land Use: Vacant land

Site Area : 0.40 ha

Relevant Planning History: None

Policy NTC 4A: The Site is allocated for around 14 residential units (at a density of 35u/ha).

Policy NTC 4B: Design Principles / requirements:

- Further ground investigations and a tree survey must be undertaken prior to the submission of a planning application.
- Contributions may be sought towards the improvement of the Verdin Playing Fields.

Site NTC 5

Site Description: This site is located on New Road and comprises the former Richmond Packaging and Liquid Lounge sites, together with a number of small businesses. The site was considered for development in the Winsford Waterfront Development Brief. The site is located within flood zone 2.

Current Land Use: Vacant land and building

Site Area: 2.17 ha

Relevant Planning History: The site forms part of the Winsford Waterfront Development Brief and part of the site has been granted outline planning consent for 37 units.

Policy NTC 5A: The Site is allocated for around 61 residential units at a density of 35u/ha.

Policy NTC 5B: Design Principles / requirements:

- Development must create positive street frontage with development overlooking existing streets.
- Development onto New Road should be of urban character with continuous frontages, i.e. terraced houses and flatted development. Towards the north, densities could become lower with semi detached houses.
- New development must have regard to the high volume of HGVs that travel along New Road, in particular in winter. This can be achieved by buffer planting and specialist designed units. However development should not turn its back onto this road.
- A comprehensive development plan and a relocation strategy for existing uses will be required if the entire site is to be developed.

Site NTC 6

Site Description: This site lies between the river and New Road. The site is located within flood Zone 3a and has constraints related to former salt mine workings.

Current Land Use: employment use / warehouses

Site Area : 1.10 ha

Relevant Planning History: The site forms part of the Winsford Waterfront Development Brief and has outline permission for 50 residential units.

Policy NTC 6A: The Site is allocated for around 50 residential units (at a density of 35u/ha) and / or leisure uses.

Policy NTC 6B: Design Principles / requirements:

- Development must provide a public pedestrian cycle route along the river and development must front onto and overlook this route.
- Development must also create a positive street frontage with development overlooking existing streets. Development onto New Road should be of urban character with continuous frontages, i.e. terraced houses.
- New development must have regard to the high volume of HGVs that travel along this road, in particular in winter. This can be achieved by buffer planting and specialist designed units. However development should not turn its back onto this road.

Site NTC 7

Site Description: This site lies between the river and New Road. Much of site is located within flood Zone 3a. Only the southern corner of the site lies in Flood Zone 2.

Current Land Use: employment use / vacant

Site Area: 1.12 ha

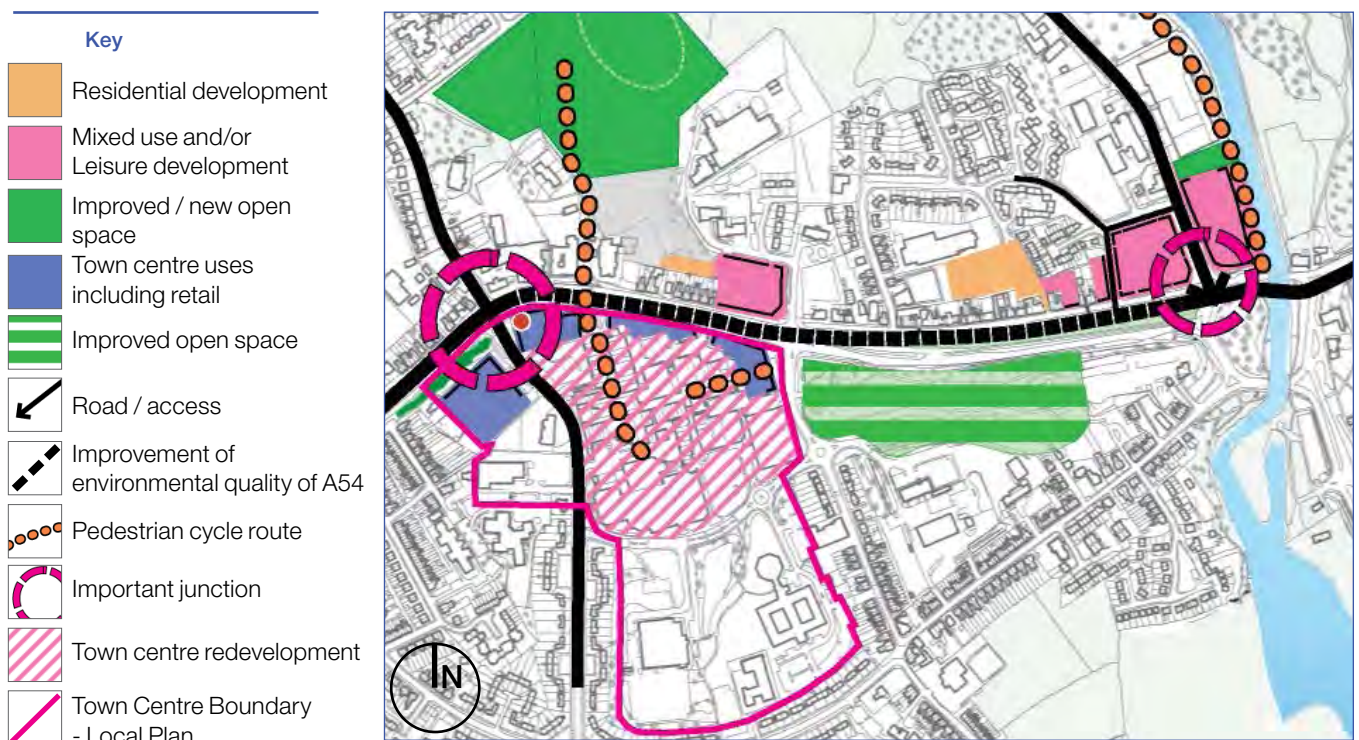
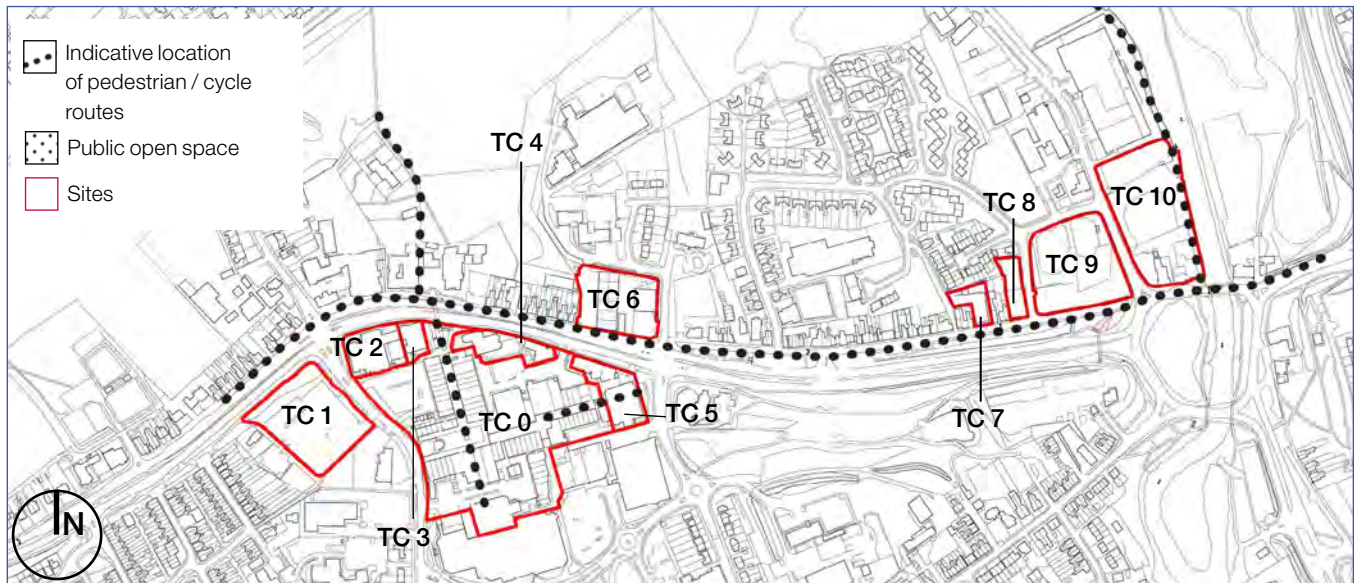
Relevant Planning History: The site forms part of the Winsford Waterfront Development Brief.

Policy NTC 7A: Proposed Land Use: The Site is allocated for around 20 residential units at a density of 35u/ha and leisure uses.

Policy NTC 7B: Design Principles / requirements:

- Development must provide a public pedestrian cycle route along the river and development must front onto and overlook this route.
- Residential development is only possible in the southern corner of site due to flood constraints. The remainder of the site may be developed for leisure uses. The site may provide opportunity to provide extended facilities and car parking for leisure use.
- A flood risk assessment will be required to accompany any planning application for the development of all or part of the site.
- Alternative leisure uses such as adventure climbing should be investigated either as temporary or permanent use to create activity and to promote the site and Winsford as leisure destination.
- New development must have regard to the high volume of HGVs that travel along this road, in particular in winter, this can be achieved by buffer planting and specialist designed units. However development should not turn its back onto this road.

6.2 Town Centre Sites



Area Objectives: The Town Centre

The town centre comprises a number of individual sites that are currently in a variety of uses. Combined this area must deliver a successful regeneration of the town centre by:

- Redeveloping the buildings along the A54 to create a high quality frontage and prominent retail environment. The new buildings will create a positive image and mark this town centre location. Existing community and social uses should be retained or re-provided within the town centre where appropriate.
- Providing a mix of uses, including residential, retail, commercial, leisure and social and community uses.
- Creating a focus of leisure uses at the river and promote Winsford as a leisure destination with high quality leisure walking and cycling routes and a variety of leisure uses, including cafes and restaurants at the river.
- Improving the environment around the roundabout and delivering high quality development and landscaping marking this important gateway.

Sites TC0, TC1, TC2, TC3, TC4 and TC5

These sites form the heart of the town centre and must be planned comprehensively, so that development is coordinated. Policy TC0-5 provides overall design principles / requirements for these sites. Development of these sites must accord with Policy TC0-5 as well as the site-specific policies set out in the remainder of this town centre section.

Policy TC0-5: Design Principles / requirements:

Any development proposals must demonstrate how they relate positively to the wider Town Centre.

- Development should seek to achieve an outward-looking modern retail environment, by:
 - creating a range of modern retail units, which wherever possible present active frontages onto existing streets; and
 - ensuring an appropriate design relationship between surface parking, service areas and the public realm.
- Existing pedestrian routes should be re-aligned where possible, so that they are direct.
- The market should be positively integrated as far as possible, by making it more visible and creating direct and good quality pedestrian routes to it.
- Signposting to the Centre should be improved.

Site TC 0

Site Description: This site comprises the town centre shopping precinct and market. It includes the majority of the town centre area.

Site Area: 3.2 ha

Current Land Use: town centre uses and associated parking and service areas

Relevant Planning History: Expired planning permission for changes to the existing precinct.

Policy TC 0: A mix of town centre uses, retail and commercial uses, and if viable, some residential on upper floors will be permitted.

Site TC 1

Site Description: The site is located to the east of the existing precinct and borders onto the A54.

Site Area: 0.8 ha

Current Land Use: Town centre car parking

Relevant Planning History: None

Policy TC 1A: A mix of town centre uses, retail and commercial uses, and if viable some residential on upper floors will be permitted.

Policy TC 1B: Design Principles / requirements:

- Development of TC 1 must positively address the A54 and create a high quality development that marks this important town centre junction.
- Development in this location must make a positive impact onto the A54, in terms of good design, of an appropriate scale and massing, landmark buildings, key focal points and creating a positive gateway.
- Any loss of existing parking should be justified through a car parking study.

Site TC 2

Site Description: Vacant site, following the demolition of Civic Hall.

Site Area: 0.28 ha

Current Land Use: Vacant land

Relevant Planning History: A small part of the site is required for junction improvements due to be undertaken summer/autumn 2013. The site formed part of an expired consent to improve the town centre.

Policy TC 2A: A mix of town centre uses, retail and commercial uses, and if viable some residential on upper floors will be permitted.

Policy TC 2B: Design Principles / requirements:

- Development of TC 2 must positively address the A54 and create a high quality development that marks this important town centre junction.
- Development in this location must make a positive impact onto the A54, in terms of good design, of an appropriate scale and massing, landmark buildings, key focal points and creating a positive gateway.

Site TC 3

Site Description: Site is located immediately north of the existing shopping precinct and is fronting onto the A54.

Site Area: 0.14 ha

Current Land Use: Social and community use (NHS Vale House Resource Centre)

Relevant Planning History: Unknown

Policy TC 3A: A mix of town centre uses, retail and commercial uses, and if viable some residential on upper floors will be permitted.

Policy TC 3B: Design Principles / requirements:

- Development of TC 3 must positively address the A54 and the existing pedestrian link into the precinct and create a high quality development.
- Development must contribute towards improving the existing pedestrian subway.

- Development in this location should be at least 3 storeys high and may be higher to make a positive impact onto the A54.

Site TC 4 and 5

Site Description: The sites are located immediately north of the existing shopping precinct and are fronting onto the A54.

Site Area : 0.56 ha

Current Land Use: existing community and social services

Relevant Planning History: Unknown

Policy TC 4/5A: A mix of town centre uses, retail and commercial uses, and if viable some residential on upper floors will be permitted.

Policy TC 4/5B: Design Principles / requirements:

- Existing community and social uses should be retained or reprovided within the town centre where appropriate.
- Development of TC 4 and 5 must positively address the A54 and create a high quality development.
- The development must positively front onto the existing north south link and create a realigned and straight pedestrian link into the precinct. Development must contribute towards improving the existing pedestrian subway.
- Development in this location must make a positive impact onto the A54, in terms of good design, of an appropriate scale and massing, landmark buildings, key focal points and creating a positive gateway.

Site TC 6

Site Description: This site is located at the junction of the A54 and Collingham Way. To the north it is bound by Sadler Road.

Site Area : 0.49 ha

Current Land Use: Car repair centre and light industrial units

Relevant Planning History: Outline planning permission granted for residential 12 units.

Policy TC 6A: Proposals for mixed-use development, ideally including residential units on upper floors and some commercial space on the ground floor will be

supported. There is potential for small start up units as part of a mixed-use scheme and these will be supported.

Policy TC 6B: Design Principles / requirements:

- Any development on this site must be of high quality and appropriate to this key town centre location.
- Development in this location must make a positive impact onto the A54, in terms of good design, of an appropriate scale and massing, landmark buildings, key focal points and creating a positive gateway.
- Development must provide a new pedestrian / cycle route from the High Street to Sadler Road.

Site TC 7

Site Description: This site is located on the High Street. The site includes a historic church building that is of local heritage value.

Current Land Use: existing church and associated car parking

Site Area : 0.14 ha

Relevant Planning History: Planning permission granted for 17 residential units.

Policy TC 7A: The Site is allocated for residential use at a density of around 35u/ha and/or commercial uses.

Policy TC 7B: Design Principles / requirements:

- The existing church building must be retained and refurbished. It may be converted to an alternative use.

Site TC 8

Site Description: This site is located on the High Street at the corner with Church Street.

Current Land Use: Vacant site with derelict building

Site Area : 0.12 ha

Relevant Planning History: none

Policy TC 8A: The Site is allocated residential use at a density of around 35u/ha and/or commercial uses.

Policy TC 8B: Design Principles / requirements:

- New development must create an active frontage and a high quality building on this junction.
- Development in this location must make a positive impact onto the A54, in terms of good design, of an appropriate scale and massing, landmark buildings, key focal points and creating a positive gateway.

Site TC 9

Site Description: This site is located on the Old High Street and is bound by New Road to the east and Overway to the north.

The south east of the site is located within Flood Zone 3a and 2.

Current Land Use: Under utilised car park use

Site Area : 0.89 ha

Relevant Planning History: The site forms part of the Waterside Development Brief and has historically been allocated for housing.

Policy TC 9A: The Site is allocated for residential use at a density of around 35u/ha and/or commercial and leisure uses.

Policy TC 9B: Design Principles / requirements:

- Development on this site must form a positive extension to the Old High Street.
- Development should have a continuous frontage onto the Old High Street. The ground floor should be designed to be flexible so that it can accommodate a wide range of uses, including cafe, restaurant or other commercial / leisure uses.

- The corner of the Old High Street, New Road and the roundabout is an important town centre junction. The development must be of the highest quality and reflect the importance of this corner appropriately.
- Development in this location must make a positive impact onto the A54, in terms of good design, of an appropriate scale and massing, landmark buildings, key focal points and creating a positive gateway.

Site TC 10

Site Description: This site is located adjacent to the river on New Road. The site is located within flood zone 3a and has a number of mature trees.

Current Land Use: vacant site

Site Area : 1.11 ha

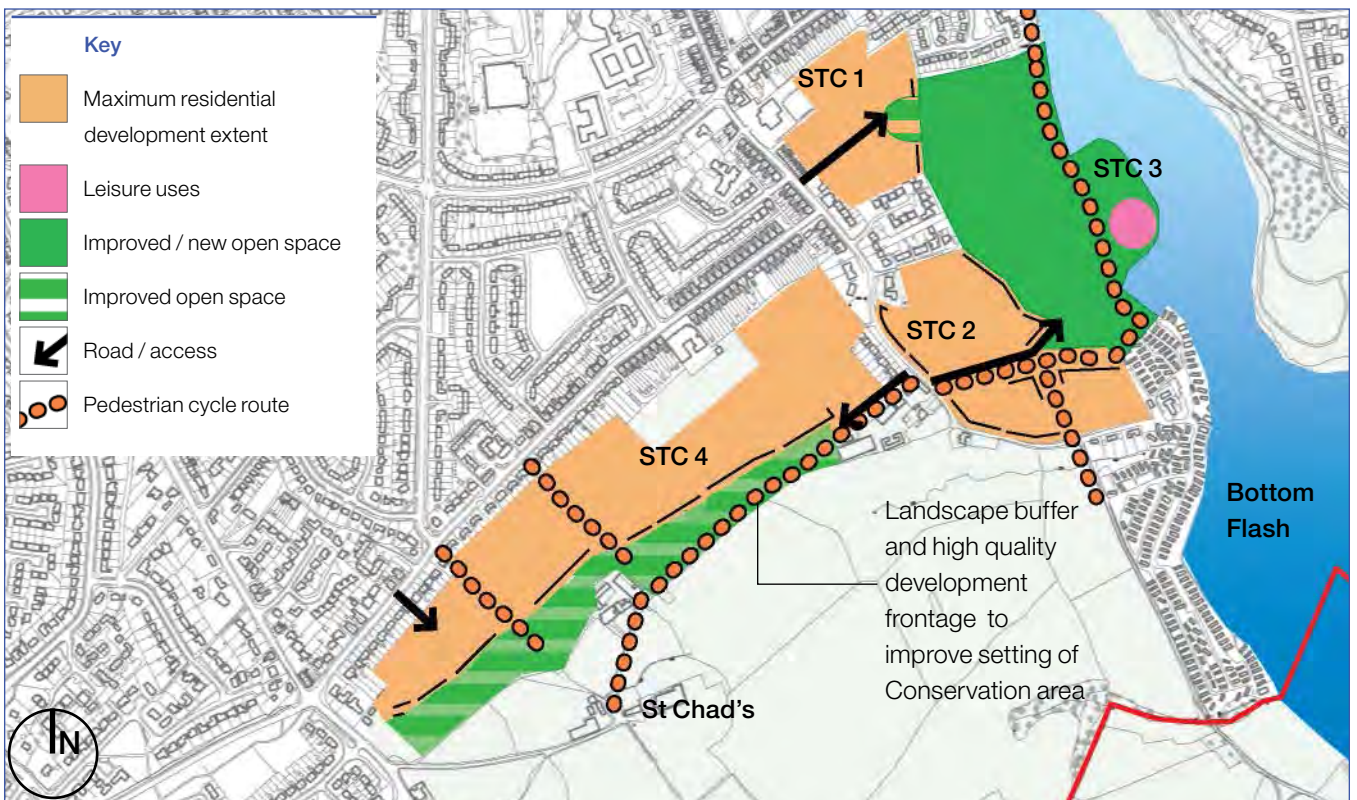
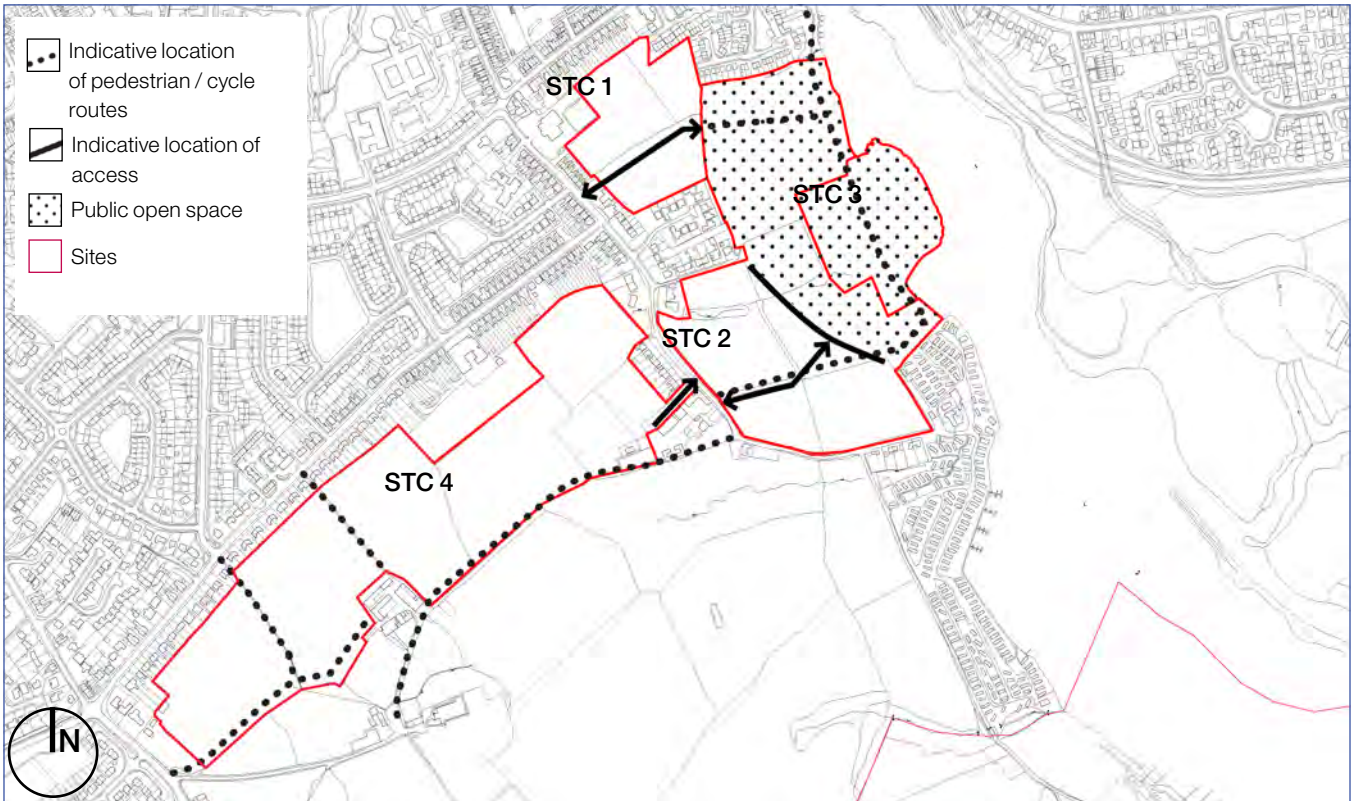
Relevant Planning History: The site forms part of the Winsford Development Brief.

Policy TC 10A: Mixed-use development including hotel , leisure and commercial uses will be supported.

Policy TC 10B: Design Principles / requirements:

- Development must address the river and the roundabout in a positive manner and be of the highest quality appropriate for this key town centre location.
- A public river promenade must be provided and public uses, such as cafe, restaurants and / or retail should be provided along the edge. The buildings must deliver an active frontage, ideally with public uses along the waterfront.
- Development in this location must make a positive impact onto the A54, in terms of good design, of an appropriate scale and massing, landmark buildings, key focal points and creating a positive gateway.
- Car parking must be at the rear of buildings and should not be adjacent to the A54.
- Access will be provided from New Road.

6.3 Sites South of Town Centre



Area Objectives: South of the Town Centre

The area to the south of the town centre comprises a number of individual sites that are in a variety of ownerships. Prior to development a comprehensive masterplan covering all the sites south of the town centre must be agreed with the Council to avoid piecemeal consideration of schemes and to ensure sites are able to provide maximum community benefit. Combined this area must deliver the following wider community benefits:

- Deliver a public open space adjacent to the Flashes of at least 7.8 ha and 0.1 ha of allotments.
- Provide opportunities for leisure uses and investigate uses such as:
 - water based activities such as boating, moorings, swimming.
- Deliver an extension to St Chad's C of E Primary School to accommodate the increase in child population.
- Improve the junction at Swanlow Lane and Townsfields Road and the local street network to mitigate additional traffic impacts and address existing shortcomings.

Sites STC 2 and STC 3

A positive and sensitive relationship between these sites and both the existing residential area and Bottom Flash is important to the successful development of the area. A coordinated approach is therefore required.

Policy STC 2-4: Design Principles / requirements:

- Sites STC 2 to STC 4 must be masterplanned together to deliver a comprehensive approach to the planning of this area, including open space, leisure uses, any necessary extension to St Chad's Primary School and improvements to local highways. Developers of any of these sites must submit a Design and Access Statement that demonstrates how the principles set out in the masterplan and in Policies STC 2 to STC 4 are incorporated within their proposals..

Site STC 1

Site Description: This site is located off Ways' Green.

Current Land Use: Grassed over vacant land

Ownership: S J Dodd / John Massey

Relevant Planning History: Planning permission for 93 residential units. Construction on site has recently started.

Policy STC 1A: The site is allocated for around 93 units at a density of 35 u/ha and associated open space.

Policy STC 1B: Design Principles / requirements for any future planning application:

- STC 1 must provide pedestrian links to the open space at the Flashes (see STC 2) so that pedestrian / cycle routes form a connected network.
- Development should positively address the new open space and houses should front onto it.
- Development must make contributions to address local highway issues and reduce the impact on existing residents.

Site STC 2

Site Description: This site is located off Ways' Green and stretches towards the edge of the Flashes. The land is sloping down towards the Flashes and is located in a visually sensitive area.

Current Land Use: Agricultural land

Site Area: 10.3 ha

Relevant Planning History: none

Policy STC 2A: The Site is allocated for:

- around 94 residential units at a density of 25u/ha to take into account visual sensitivities and existing ecology;
- leisure uses related to the open space and the Flashes; and
- at least 5.3ha of public open space next to the Flashes.

Policy STC 2B: Design Principles / requirements:

- The new public open space should have a natural character (for example a country park) and provide public waterside access. The open space must include pedestrian / cycle routes, play and leisure facilities.
- The site should create a leisure destination at the Flashes, combining, high quality open space, water based activities, bistro and/or other community uses.

the open space must protect the local ecology, provide habitats and enhance biodiversity.

- Development must positively address the new open space and houses should overlook the space, making the most of existing views.

- Together with STC 1 the site should provide a connected network of pedestrian routes.

■

Site STC 3

Site Description: This site is located at the edge of the Flashes. The site has no public highway access, but is in a prime location to deliver public access to the Flashes and leisure activities.

The site includes a former municipal landfill and hard development will be constrained by contamination and soil gas.

Current Land Use: Open land

Site Area : 2.6 ha

Relevant Planning History: none

Policy STC 3A: The site is allocated for open space and leisure.

Policy STC 3B: Design Principles / requirements:

- STC 3 must provide public open space adjacent to the Flashes and public riverside access in form of pedestrian / cycle route, board walks and / or jetties.

- The site should create a leisure destination at the Flashes, combining, high quality open space, water based activities and/or community uses.

- The open space must protect the local ecology, provide habitats and enhance biodiversity.

Site STC 4

Site Description: This site is located at the rear of development along Gladstone Street. Some of this area is located in the St Chad's Conservation Area.

Current Land Use: Agricultural land

Site Area: 13.6 ha

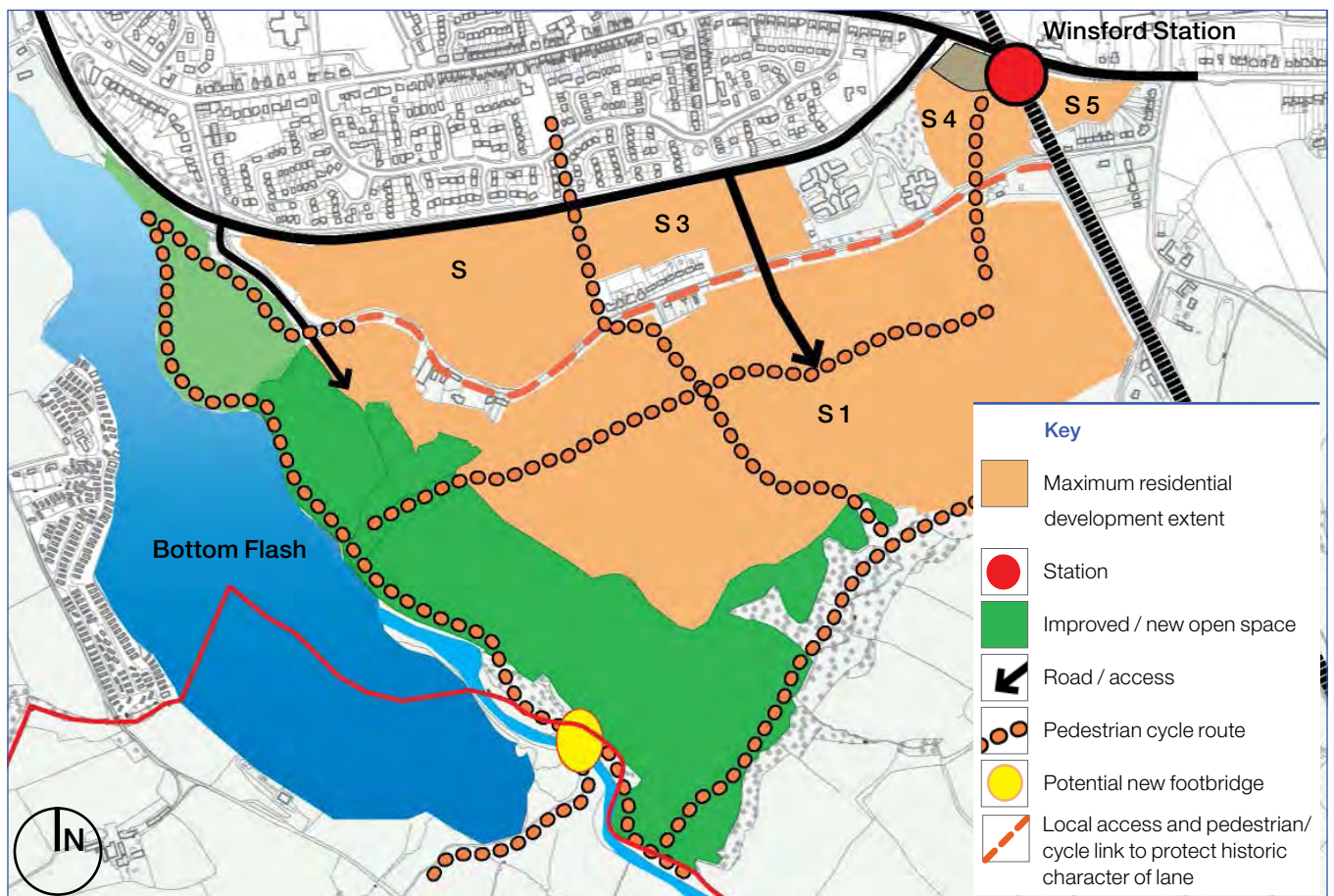
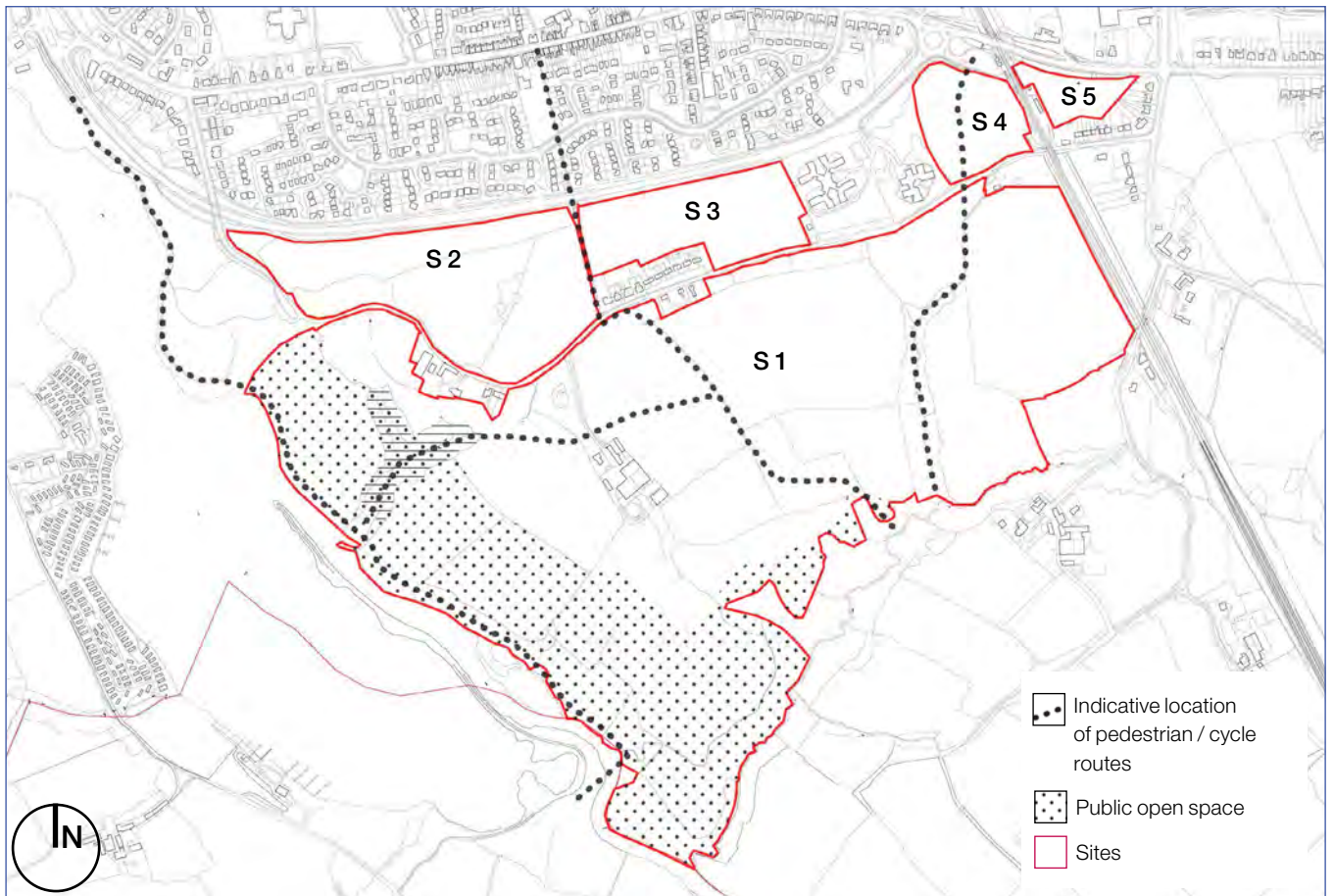
Relevant Planning History: none

Policy STC 4A: The site is allocated for around 188 units at a density of 25 u/ha to take into account sensitivities in relation to St.Chads Conservation area and existing ecology and associated open space.

Policy STC 4B: Design Principles / requirements:

- Development must make contributions to address local highway issues and reduce the impact on existing residents.
- Development must make positive improvement to the St Chad's conservation area and its setting.
- Development must be in keeping with the existing landscape character and create a positive edge to Winsford.
- The site must provide public access to the open countryside in the form of public pedestrian and cycle path.
- Development should look out onto the open countryside and create a high quality edge to Winsford. The edge should be rural and informal in character.

6.4 Station Quarter Sites



Area Objectives: Station Quarter

This area will be a new urban extension to Winsford and create a new residential quarter reaching from the station to down to the Flashes. Prior to development a comprehensive masterplan covering the Station Quarter must be agreed with the Council to avoid piecemeal consideration of schemes and to ensure sites are able to provide maximum community benefit. Combined this area must deliver following key opportunities:

- Public access to the Flashes in the form of a new open space, leisure routes for pedestrian and cyclists and leisure and play facilities. These routes must be connected to the existing and future network providing a link across the river.
- A new local centre including a small scale food store of a size appropriate for a local centre that is easily accessible to the existing residents of Winsford.
- Improvements to the station, improved car parking facilities and investigate and actively promote improved bus links.
- Provide a new Primary School.
- Protect historic character of Rilshaw Lane.
- A maximum level of integration between the Station Quarter and the existing communities should be delivered. This can be achieved by providing physical linkages and shared facilities, such as open space, social and community uses and the local Neighbourhood Centre.
- Provide 0.44 ha of new allotments required for all development in Wharton and the Station Quarter.

Sites S 1, S 2 and S 3

The Station Quarter will be a significant urban extension. It is essential that a comprehensive approach is taken to ensure that development is coordinated.

Policy S 1 - S 3: S1, S 2 and S3 must be masterplanned together to deliver a comprehensive development, including one local neighbourhood centre, open spaces, a primary school and social and community uses. This overall masterplan must be used to inform and coordinate proposals for each phase of development.

Site S 1

Site Description: Rilshaw Farm, located south of Rilshaw Lane. The area near the Flashes is visually sensitive and in some areas the land slopes steeply towards the Flashes. There are also existing watercourses on site.

To the north of the site lies Winsford Station.

Site Area : 38.0ha and 21.8ha of open space.

Current Land Use: Agricultural land

Relevant Planning History: none

Policy S 1A: The site is allocated for:

- around 665 residential units at a density of 25 u/ha taking into account visual sensitivities and existing ecology;
- a local neighbourhood centre, primary school, leisure, social and community uses; and
- 21.8ha of new public open space adjacent to the Flashes.

Policy S1B: Design Principles / requirements:

- Developers must submit a Design and Access Statement that demonstrates how the principles set out in this policy and the masterplan developed in response to Policy S 1 -S 3 are incorporated within the development proposals. The subsequent development must accord with the principles in the Design and Access Statement.
- Deliver public open space in the form of a country park of at least 21.8ha, adjacent to the Flash, providing public access to the water edge, leisure uses, a play ground (NEAP level or adventure play area) and pedestrian / cycle route adjacent to the water edge.
- Pedestrian access to the countryside must be improved.
- Where possible existing watercourses and hedgerows should be retained and integrated into the development. Local habitats must be protected and enhanced.
- Development should look out onto the open countryside and create a high quality edge to Winsford. The edge should be rural and informal in character and relate well to the existing landscape character.
- Any scheme proposing development adjacent to the rail tracks will need to consult with Network Rail.

Site S 2

Site Description: The site is located north of Rilshaw Lane and south of the A54. The western part of the site lies immediately adjacent to a former landfill site and development along the western edge is constrained by soil gas from the adjacent land.

Site Area : 8 ha

Current Land Use: Agricultural land

Relevant Planning History: none

Policy S 2A: The site is allocated for around 224 units at a density of 35 u/ha and with an element of mix of uses, including a local neighbourhood centre, social and community uses and open space.

Policy S 2B: Design Principles / requirements:

- Developers must submit a Design and Access Statement that demonstrates how the principles set out in this policy and the masterplan developed in response to Policy S 1 -S 3 are incorporated within the development proposals. The subsequent development must accord with the principles in the Design and Access Statement.

Site S 3

Site Description: The site is located north of Rilshaw Lane and south of the A54.

Site Area : 3.6 ha

Current Land Use: Agricultural land

Relevant Planning History: none

Policy S 3A: The site is allocated for around 101 units at a density of 35 u/ha and with an element of mix of uses, including a local neighbourhood centre, social and community uses and open space.

Policy S 3B: Design Principles / requirements:

- Developers must submit a Design and Access Statement that demonstrates how the principles set out in this policy and the masterplan developed in response to Policy S 1 -S 3 are incorporated within the development proposals. The subsequent development must accord with the principles in the Design and Access Statement.

Site S 4

Site Description: The site is located off the A54 Bypass adjacent to Winsford Railway Station. To the east it is bounded by the railway line.

The site slopes downwards to the south of the site. There is a mature line of trees along the western boundary.

Site Area: 2.2 ha

Current Land Use: Agricultural land

Relevant Planning History: none

Policy S 4A: The site is allocated for around 34 units at a density of 35 u/ha and / or commercial uses and improvements to the station in the form of an expanded car park.

Policy S 4B: Design Principles / requirements:

- A pedestrian / cycle link must be provided between the station, Rilshaw Lane and the wider Station Quarter.
- Any development will need to consult with Network Rail to ensure there is no impact onto railway operations.

Site S 5

Site Description: The site is located on Middlewich Road adjacent to Winsford Railway Station.

The site is bound by hedgerows and to the west by the railway line. The site is located on lower ground than Middlewich Road and access may be restricted.

Site Area: 0.85 ha

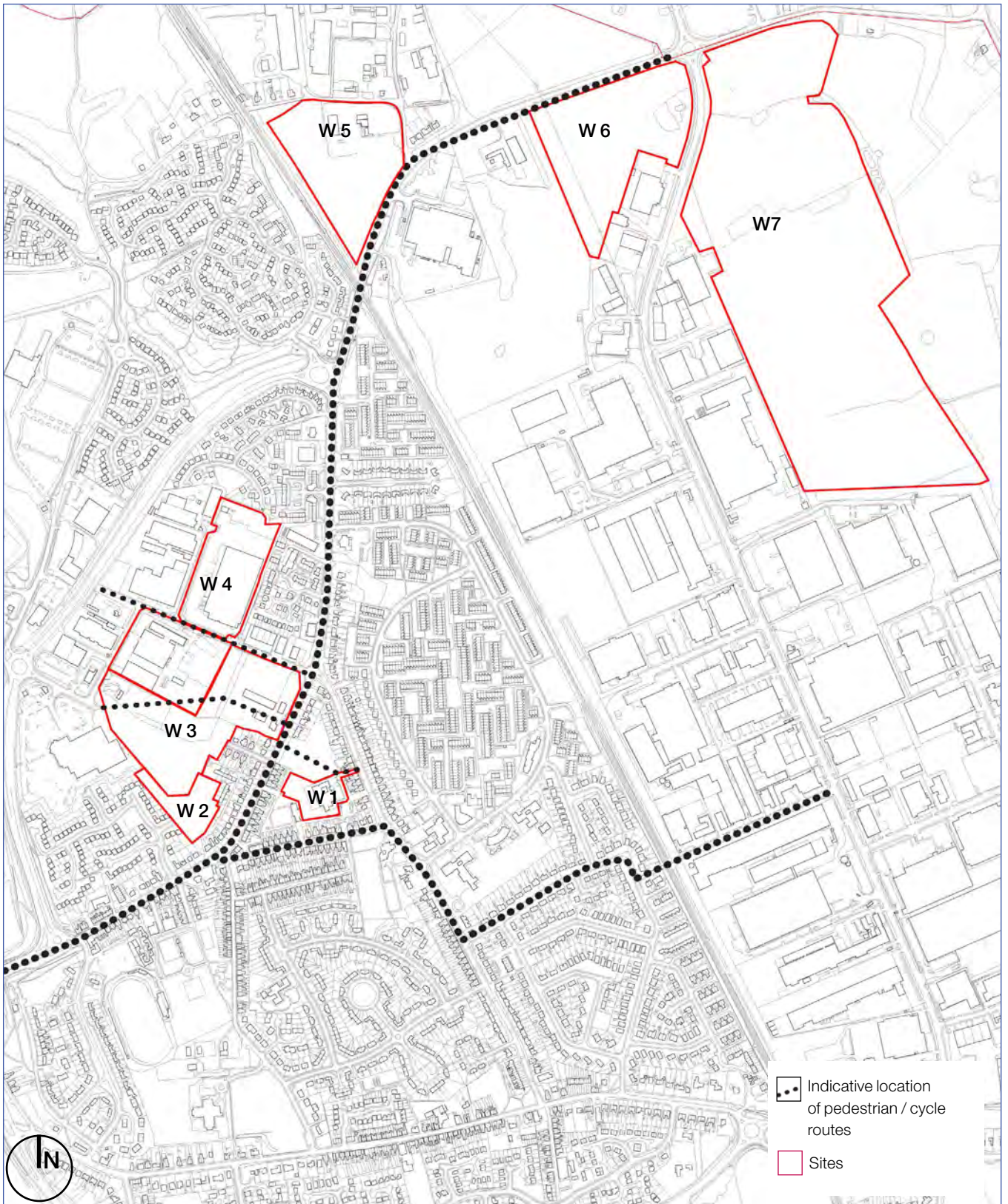
Current Land Use: paddock, agricultural land

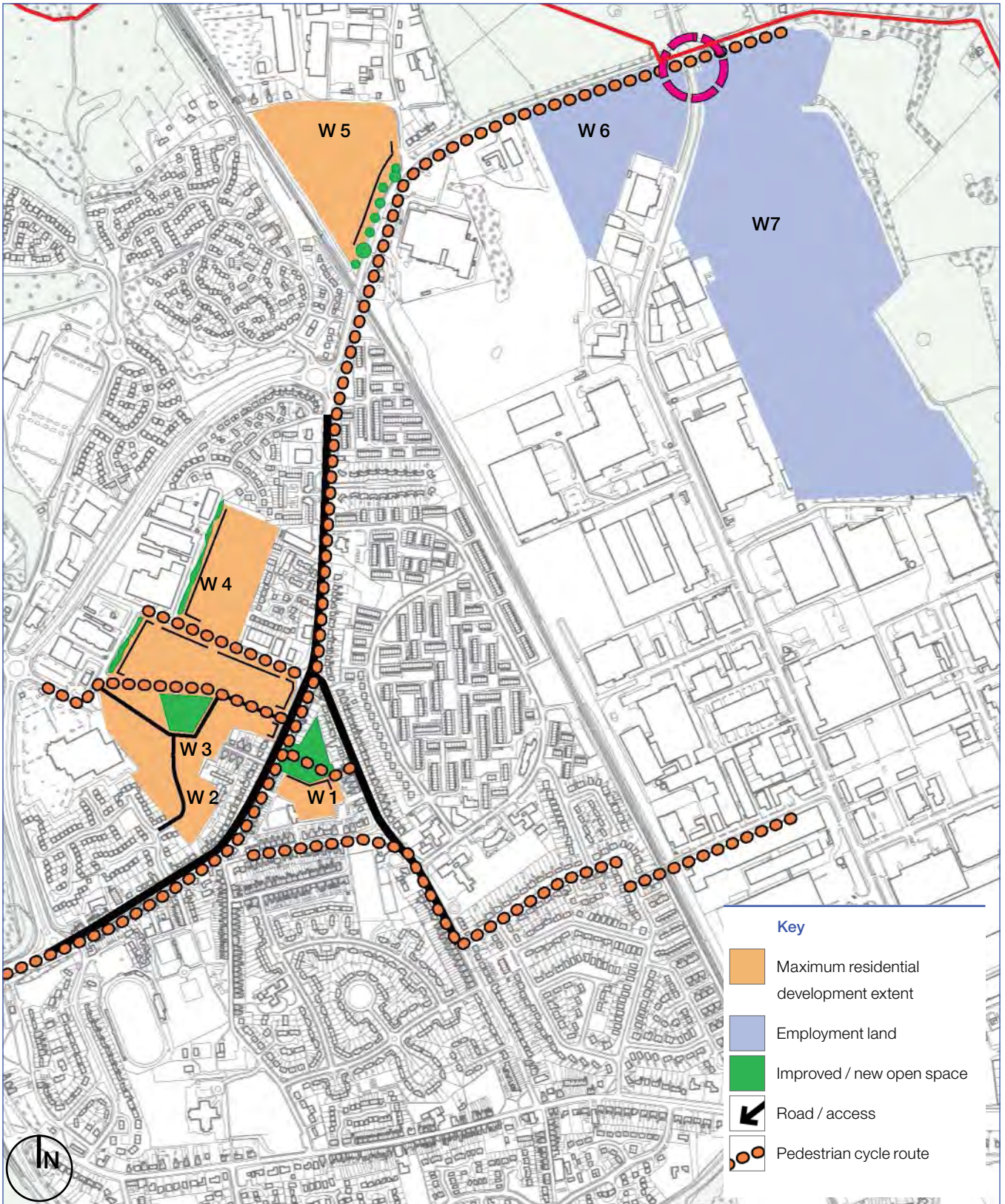
Relevant Planning History: none

Policy S 5: The site is allocated for around 27 units at a density of 35 u/ha and / or commercial uses and improvements to the station.

- Any development will need to consult with Network Rail to ensure there is no impact onto railway operations.

6.5 Sites in Wharton





Area Objectives: Wharton

This is a larger area compared to the places on the previous pages. Therefore, the sites are more spread out and do not inter-relate in the same way. Nevertheless, they all contribute to the wider vision for Winsford. Combined this area must deliver following wider community benefits:

- Maximise the amount of people that live within the urban area, by making the best possible use of brownfield sites.
- Deliver high quality townscape and infill development that are in character with the surrounding areas.
- Improved strategic pedestrian and cycle links to the employment areas.
- Improve the local route network.

Site W1

Site Description: Former Leaf Lane Infant School. The school has moved to Wharton Primary School Site.

Current Land Use: Vacant former school site

Site Area: 0.72 ha

Relevant Planning History: none

Policy W1 A: The site is allocated for around 23 units at a density of 35 u/ha.

Policy W1 B: Design Principles / requirements:

- Development must create a frontage overlooking the existing open space to the north of the site.
- The development must provide a pedestrian link to the existing open space and playground from Crook Lane.
- The development must provide for open space in the form of off-site contributions to upgrade the existing open space and play facilities adjacent to the site.

Site W2

Site Description: Backland site at Beaulieu Avenue. The site has contamination and gassing issues .

Current Land Use: Brownfield vacant land

Site Area: 0.83 ha

Relevant Planning History: application for 17 units approved

Policy W2 A: The site is allocated for around 17 units at a density of 35 u/ha.

Policy W2 B: Design Principles / requirements:

- The site will require remediation. Appropriate measures must be put in place.

Site W3

Site Description: Wharton Road (car transplants, Wharton Industrial Estate.

Access may be provided from Wharton Road or via Beaulieu Avenue.

The site is contaminated and has gassing issues.

Current Land Use: Breaker's Yard in active use.

Site Area: 4.7 ha

Relevant Planning History: Pending Outline Planning Application for 150 residential units and employment uses.

Policy W3 A: The site is allocated for around 150 units at a density of 35 u/ha.

Policy W3 B: Design Principles / requirements:

- Development must create a positive frontage onto Wharton Road.
- Relate to development positively to site W6 to create comprehensive approach.
- Provide a pedestrian link from Wharton Road to Nat Lane and the Morrisons Supermarket.
- Remediate and mitigate contaminated ground.
- Should a new planning application be submitted, a Design and Access Statement must be submitted that demonstrates how the principles set out in this policy are incorporated within the development proposals. The subsequent development must accord with the principles in the Design and Access Statement.

Site W4

Site Description: Land at Nat Lane.

Ground contamination has been identified on this site.

Current Land Use: part vacant part active employment land.

Site Area: 4.9 ha

Relevant Planning History: Pending Outline Planning Application for 161 residential units.

Policy W4 A: The site is allocated for around 161 units at a density of 35 u/ha.

Policy W4 B: Design Principles / requirements:

- Development must relate positively to site W5 to create comprehensive approach to development.
- A pedestrian / cycle link must be provided from Wharton Road to Nat Lane and the Morrisons Supermarket.
- Remediate and mitigate contaminated ground.

Site W5

Site Description: Bostock Road, to the west the site is bound by the railway line and to the north by Deakins Road.

The site is part greenfield part brownfield land and ground contamination has been identified in the north east corner of the site.

Site Area : 4.09 ha

Current Land Use: part vacant with a few business units in the north eastern corner.

Policy W5 A: The site is allocated for around 115 units at a density of 35 u/ha.

Policy W5 B: Design Principles / requirements:

- Development must create a positive frontage onto Bostock Road.
- Development must mark the 'gateway' into Winsford through appropriately high quality development.

Employment land

Site W6

Site Description: South of Bostock Road.

The site lies immediately north of sites allocated in the Waste Local Plan for various waste management uses. This issue should be considered when proposals come forward.

Site Area : 3.05 ha

Current Land Use: Agricultural land.

Policy W6 A: The site is allocated for employment (B1, B2, B8)

Policy W6 B: Design Principles / requirements:

- Development must create a positive frontage onto Bostock Road
- Development must mark the 'gateway' into Winsford through appropriately high quality development.

Site W7

Site Description: Extension to Winsford 1-5 Industrial Estate, east of Road One.

The site lies immediately north of sites allocated in the Waste Local Plan for various waste management uses. This issue should be considered when proposals come forward.

Site Area : 26.75 ha

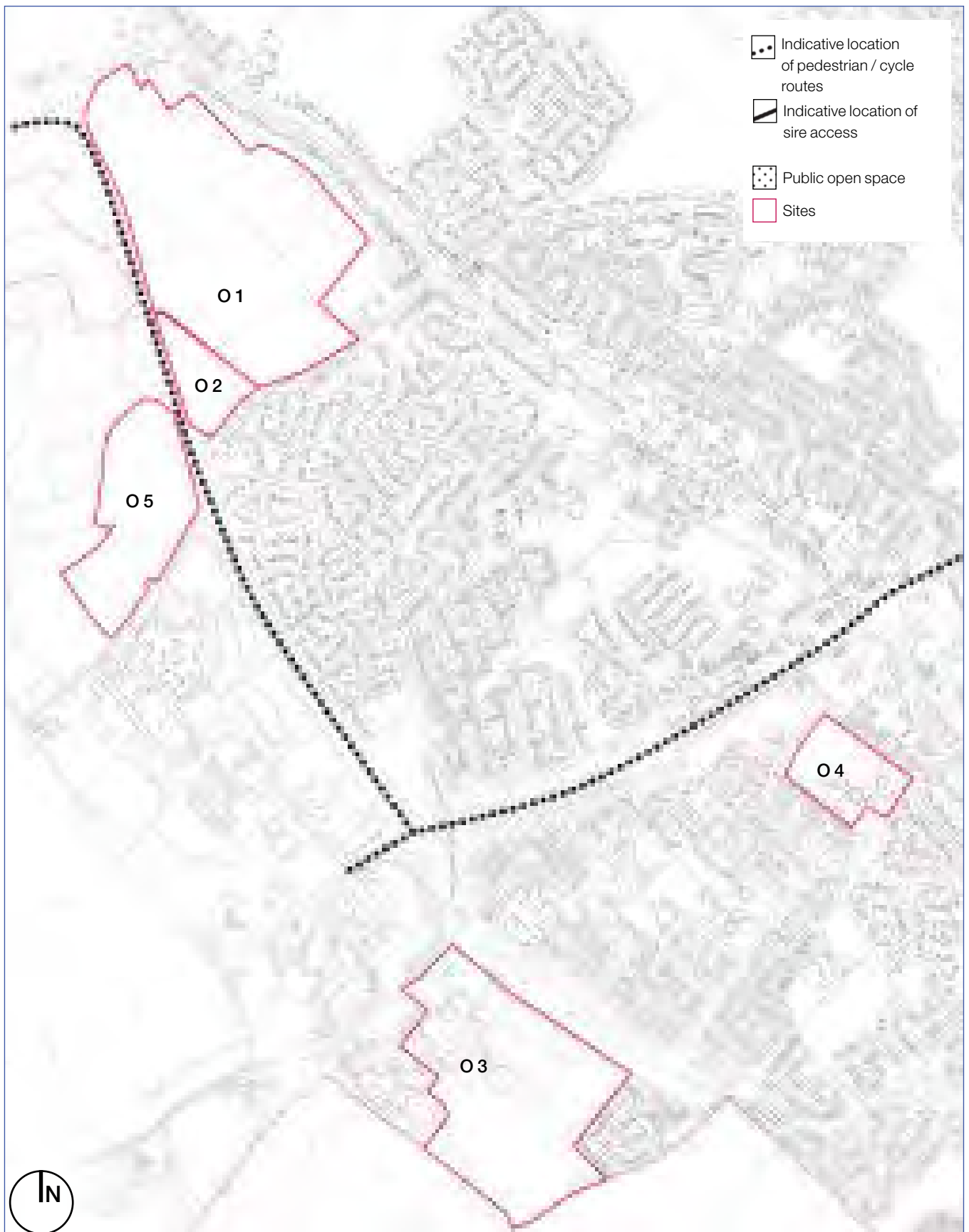
Current Land Use: Agricultural land.

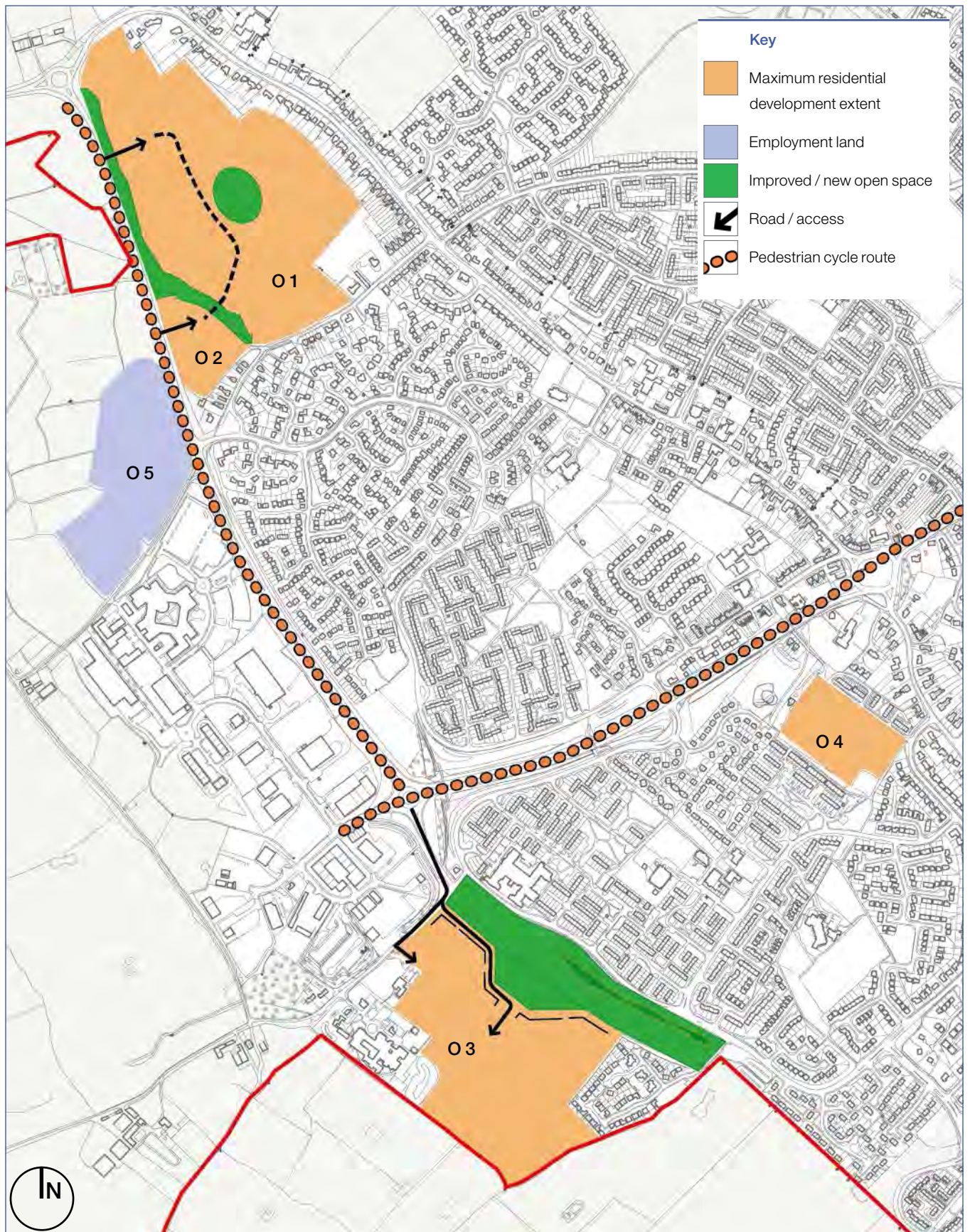
Policy W6 A: The site is allocated for employment (B1, B2, B8)

Policy W6 B: Design Principles / requirements:

- Development must create a positive frontage onto Bostock Road
- Development must mark the 'gateway' into Winsford through appropriately high quality development.

6.6 Sites in Over





Area Objectives: Over

As with Wharton this is a larger area compared to the places on the previous pages. Therefore, the sites are more spread out and do not inter-relate in the same way. Nevertheless, they all contribute to the wider vision for Winsford. Combined this area must deliver following community benefits:

- Maximise the amount of people that live within the urban area, by making the best possible use of brownfield sites.
- Deliver high quality townscape and infill development that are in character with the surrounding build up areas.
- Improved strategic pedestrian and cycle links to the employment areas.
- Improve the local route network and existing open spaces.
- Improve local centres and youth facilities.
- Provide 0.32 ha of new allotment gardens required for all development sites in Over. Those sites that do not contribute land will have to make a financial contribution.

Site O1

Site Description: Land to the west of Chester Road.

Current Land Use: Agricultural land

Site Area : 17.18 ha

Relevant Planning History: Current planning permission for 475 units. Minded to grant issued.

Policy O1A: The site is allocated for around 475 units at a density of 35 u/ha.

Policy O1B Design Principles / requirements:

- Development must provide a positive frontage onto Oakmere Road and create an attractive approach into Winsford.

- Development must provide pedestrian / cycle connections that link to the existing area and create a well integrated development.
- Provide either a minimum of 0.32ha of land for allotments, or make a contribution to their delivery off-site.
- Should a new planning application be submitted, a Design and Access Statement must be submitted that demonstrates how the principles set out in this policy are incorporated within the development proposals. The subsequent development must accord with the principles in the Design and Access Statement.

Site O2

Site Description: Litter lane / Oakmere Road.

Current Land Use: Agricultural land

Site Area : 1.9 ha

Relevant Planning History: Current planning permission for 65 units. Minded to grant issued.

Policy O2 A: The site is allocated for around 65 units at a density of 35 u/ha.

Policy O2 B: Design Principles / requirements:

- Development must provide a positive frontage onto Oakmere Road and create an attractive approach into Winsford.

Site O3

Site Description: Former Woodford Lodge High School site.

Current Land Use: Former school site and recreational facilities

Site Area : 15.4 ha

Relevant Planning History: none

Policy O3 A: The site is allocated for around 400 units at a density of 35 u/ha along with open space.

Policy O3 B: Design Principles / requirements:

- Development must provide a positive frontage onto the existing open space to the northeast of the site and Woodford Lane West.
- Development must provide pedestrian / cycle links to the local area ensure that the site is well integrated into the town.
- Development must provide new open space in a location where it can extend the existing open space to the northeast of the site. A comprehensive approach must be taken to both the design of the new open space and the upgrading of the existing open space. The developer shall either implement the upgrading of the existing space or provide a financial contribution towards its upgrading.
- The development must provide a minimum of 0.32 ha of new allotment gardens or make a financial contribution towards their delivery off-site. The existing Neuromuscular Centre must be retained.

Site O4

Site Description: Former Handley Hill Primary School site.

Site Area: 2.52 ha

Current Land Use: vacant site, former school use

Relevant Planning History: none

Policy O4 A: The site is allocated for around 71 units at a density of 35 u/ha.

Policy O4B: Design Principles / requirements:

- The development must provide pedestrian / cycle links to the local area ensure that the site is well integrated into the existing town.

Employment land

Site O5

Site Description: Land to the west of Oakmere Road and north of the existing employment land.

Site Area : 11 ha

Current Land Use: Agricultural land

Relevant Planning History: none

Policy O5 A: The site is allocated for employment (B1, B2, B8)e

Policy O5 B: Design Principles / requirements:

- Development must provide a positive frontage onto Oakmere Road and create an attractive approach into Winsford.

Appendix 1
Glossary and
Acknowledgement



Acronym	Subject	Explanation
	Adopted Local Plan	Existing Planning Policy Document which sets out both strategic policies and generic policies which apply to all development proposals in the local authority area as a whole. This is a Vale Royal Borough Council Document.
	Affordable Housing	Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision. Affordable housing does not include low cost market housing.
	Affordable rented housing	Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).
	Conservation Area	An area designated by the District Council under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as an area of special architectural or historical interest, the character or appearance of which it is desirable to preserve or enhance. There are additional controls over demolition, minor developments and the felling of trees.
	Consultation Plan	A Consultation Plan accompanying the Winsford Neighbourhood Plan is required by the Localism Act. The Consultation Plan must set out what consultation was undertaken and how this informed the Neighbourhood Plan.
	Core Themes	Themes developed specifically for the Winsford Neighbourhood Plan through consultation with local people.
CS	Core Strategy see also 'Local Plan'	A Development Plan Document setting out long-term spatial vision and objectives, and containing both strategic policies and generic policies which will apply to all development proposals in the local authority area as a whole. The Core Strategy of Cheshire West and Chester is also referred to as 'Local Plan'.
CWACC	Cheshire West and Chester Local Council	The Local Authority for Winsford.
	Delivery Strategy	A document accompanying the Winsford Neighbourhood Plan that sets out a strategy for delivering and monitoring: (i) the policies within the Winsford Neighbourhood Plan; and (ii) the infrastructure and initiatives associated with development within the Plan area. It is a 'live' document that will be updated throughout the Plan Period.
	Design Brief	Design Briefs are documents that provide clear guidance for the detailed design of new development.
DPD	Development Plan Document	A type of Local Development Document which carries significant weight in the development control process. Development Plan Documents are spatial planning documents which are subject to independent examination.
	Development Plan	A plan comprising the Development Plan Documents contained within the Local Development Framework.
	Dwelling mix	The mix of different types of homes provided on a site. May typically include a range of types from, say, 2 bedroom houses up to larger 4 and 5 bedroom houses.
	Emerging Local Plan	A Development Plan Document that is being produced and will set out long-term spatial vision and objectives, and contain both strategic policies and generic policies which will apply to all development proposals in the local authority area as a whole. This document is also referred to as Core Strategy.
	Evidence Base	The researched, documented, analysed and verified basis for preparing the Winsford Neighbourhood Plan. It consists of many documents produced over a period of years, many of which have been produced by Cheshire West and Chester as part of the process of developing its Core Strategy.
	Evidence Base Summary	A document produced as part of the process of developing the Winsford Neighbourhood Plan. It supports the Plan by setting out a summary of the relevant Evidence Base.
	Examination	An independent review of the Neighbourhood Plan carried out in public by an Independent Examiner.
	Flood Plain / Flood Risk Zones	Areas identified by the Environment Agency, marking areas as high (zone 3), low to medium (zone 2), or little or no risk (zone 1).

Acronym	Subject	Explanation
	Green Corridors	Green spaces that provide avenues for wildlife movement, often along streams, rivers, hedgerows or other natural features. They connect green spaces together, and often provide pleasant walks for the public away from main roads.
	Green Infrastructure	The network of accessible, multi-functional green and open spaces.
	Gross density	The number of dwellings per hectare when the calculation of the site area includes the entire site area.
	Habitats Regulations	The European Union Habitats Directive aims to protect the wild plants, animals and habitats that make up our diverse natural environment. The directive created a network of protected areas around the European Union of national and international importance. They are called Natura 2000 sites. If development is likely to affect a Natura 2000 site, an assessment under the Habitats Regulations is required.
	Independent Examiner	Anyone with appropriate qualifications and skills who meet certain requirements set out in the Localism Act. This could be a planning consultant or other planning professional, an employee of another local authority or a planning inspector.
	Infrastructure	All the ancillary works and services which are necessary to support human activities, including roads, sewers, schools, hospitals and so on.
	Listed buildings	Buildings and structures which are listed by the Department for Culture, Media and Sport as being of special architectural and historic interest and whose protection and maintenance are the subject of special legislation. Listed building consent is required before any works are carried out on a listed building.
	Local destination	A place that local people need or want to get to on a regular basis. Examples includes schools, places of worship and GP surgeries.
LDD	Local Development Document	An individual component or document of the Local Development Framework.
LDF	Local Development Framework	The portfolio of Local Development Documents
	The Localism Act	An Act of Parliament that became law in April 2012. The Act introduces a new right for local people to draw up 'Neighbourhood Development Plans' for their local area.
	Mixed use	Developments where more than one use is constructed. Uses may be mixed within the same building (e.g. offices above shops) or may be mixed across the site (e.g. houses next to shops and community facilities)
NPPF	National Planning Policy Framework	The National Planning Policy Framework was published by the government in March 2012. It sets out the Government's planning policies for England and how these are expected to be applied.
NP or NDP	Neighbourhood Plan	The full title in the Localism Act is 'Neighbourhood Development Plan' but this is commonly shortened to 'Neighbourhood Plan'. It is a plan document for defined area subject to examination in public and approval by referendum. It will be used on approval in the determination of applications.
	Net density	The number of dwellings per hectare when the calculation of the site area excludes features such as open spaces for the benefit of the wider community, significant landscape buffers and major access roads.
	Plan Period	The period for which the Winsford Neighbourhood Plan will set policy for Winsford. This will be from adoption of the Plan (anticipated in early 2013) until 2030. The lifetime of the Plan may be extended beyond 2030 by agreement between Winsford Town Council and CWACC.
	Public Open Space	Open space that is open to the public and is normally owned and managed by a public organisation such as Winsford Town Council or CWACC.
	Referendum	A general vote by the electorate on a single political question that has been referred to them for a direct decision.
	Social Rented Housing	Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.

Acronym	Subject	Explanation
	Steering Group	A group formed of representatives of the Winsford Town Council, Cheshire West and Chester Council and the Weaver Valley Partnership that oversaw and gave direction to the production of the Neighbourhood Plan.
SA	Sustainability Appraisal	A process of appraising policies for their social, economic and environmental effects, which must be applied to all Development Plan Documents and was required for the Winsford Neighbourhood Plan. See also SEA Directive.
SEA	Strategic Environmental Assessment	Assessments made compulsory by a European Directive (the SEA Directive). To be implemented in planning through Sustainability Appraisal of Development Plan Documents and Neighbourhood Plans where required.
	Sustainable Urban Drainage Systems (SUDS)	A drainage system that controls the rate and quantity of run-off of surface water from developments. It replaces the conventional practice of routing run-off through a pipe to a watercourse, which can cause problems with flooding. SUDS minimises run-off by putting surface water back into the ground on site through measures such as permeable paving, underground infiltration blankets and drainage swales (similar to traditional ditches). Where surface water must still be take off-site (because, for example, the site is underlain by clay that reduces the permeability of the ground), features to slow down the rate of run-off are used – these may include ponds or underground storage tanks to store water, and oversized pipes.
	Use Classes	The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. For example, A1 is shops and B2 is general industrial.
	Windfall Sites	Sites not allocated for development in the Winsford Neighbourhood Plan that unexpectedly comes forward for development.
	Winsford Town Council	Winsford Town Council is the parish authority for Winsford. The Town Council is a service provider for the Winsford community, an influencer and conduit for local views, working effectively and efficiently in partnership with other organisations.

Acknowledgement

The postcards have been prepared by following children:

p29 - Winsford Shopping - Abbey Palfreyman, St Chad's Primary School

p34 - 1 Wonderful Winsford - Josh Davies, Greenfields Primary School

p36 - Nature World - Alexandra (no other name given) , St Chad's Primary School

p38 - Winsford Shopping Centre - Ellie May Jones, St Chad's Primary School

p40 - Winsford's Got Talent - Demi-Leigh Snape, Greenfields Primary School

p42 - Insane Sweet Shop - Amber Leigh Vernon, St Chad's Primary School

p46 - The Winsford Eye - Casey Rutter, Greenfields Primary School

p48 - Space Theatre - Connor Hayter, Greenfields Primary School

The logo winner was Wow Winsford - Kyle Dalton, Greenfields Primary,

The slogan winner was '*The Only Town You'll Ever Need*' - Amber Leigh Vernon, St Chad's.

