

Alsager Town Centre - final draft NP

v10 – 7 September 2018

Objective

To achieve a vibrant, prosperous and sustainable town centre, a civic space where people go for an experience, becoming the hub of the Alsager community in which its residents take pride.

Alsager town centre

Alsager town centre lies primarily along a single high street, comprising Crewe Road in the west leading into Lawton Road in the east. In the centre of town is a major crossroads with Sandbach Road North and South. The town centre area is shown on Map TC1 below [see Note below]. It is an area which comprises a range of activities and experiences, including retail, leisure, culture, social, business, and residential. Included within the town centre boundaries is Milton Park, a large area of green open space much used on a daily basis and for community events, with entrances off Crewe Road and Sandbach Road South. [photo: 623 flower meadow Milton Park] Opposite the Crewe Road entrance to the park is Northolm Gardens offering visual access to The Mere. In the centre of the town, next to the cross roads, is the civic hub, comprising the library, civic centre and council offices, with green space between these buildings and the road. Behind the civic hub is a large free car park, which also serves the customers of Asda, by far the largest business in Alsager town centre. [photo: Alsager Civic in April]

Alsager is well located for transport networks. It has a train station (walkable from the town centre) with services to Crewe and Stoke-on-Trent and a direct service to London, and it is also served by a (declining) number of local bus services. Junction 16 of the M6 is about 2 miles away.

Note

Cheshire East has decided to change their designation so that only the current primary retail area is identified as the town centre. However, this Neighbourhood Plan specifies that the whole area shown in Map TC1 is Alsager town centre, and that all Cheshire East Local Plan policies which refer to the town centre (as published in July 2017) shall apply to this whole area. This is because we recognise that retail is a reducing proportion of town centre activity (as also recognised by the NPPF and the Cheshire East Local Plan) and do not believe it should be prioritised over other common town centre activities. The Cheshire East Local Plan policy EG5 is about promoting a Town Centre first approach to retail and commerce, and specifies the following for Key Service Centres such as Alsager:

ii. In the Key Service Centres, there will be a focus on the improvement of the convenience and comparison retail offer, with the potential to strengthen and enhance the retail offer, where suitable, as well as diversification to other uses such as offices, services, leisure, cultural and residential, as appropriate.

The town centre should be a place where the theatre of life can thrive - successful retail will follow where people spend their time. The Grimsey Review 2 (published in July 2018) concludes as follows:

The fundamental structure of Britain's town centres has changed from goods transaction to one of consumption of food and experiential services including health and beauty. . . . By becoming gathering points for whole communities, which also offer a great experience facilitated by technology and incorporating health, entertainment, education, leisure, business/office space and shops at the heart of a thriving community hub, every high street and town centre can have a positive future.

Key issues for Alsager town centre

Alsager town centre faces the same problems as other town centres in the current retail environment, with the increase in online shopping and dominance of large out of town retailers making it increasingly difficult for stores to succeed on the high street. Much shopping is being replaced by experiences as reasons for visiting the town centre, and retail is also enhanced by the presence of people employed by businesses and offices in the vicinity. We will therefore encourage the development of the town centre as a mixed commercial, community and residential place, as suggested by the NPPF (paragraph 86). Evidence shows that this increases the vitality and safety of the space, particularly during the evening and night. In order to protect the vitality and viability of the town centre we will also adopt a town centre first policy, as set out in policy EG5 in the Cheshire East Local Plan, whereby the town centre is the primary location for all typical town centre uses such as retail, leisure, culture and office development.

Alsager Town Centre, Business and Household surveys show that Alsager town centre has a lot of positive attributes which are valued by its residents:

- good community spirit with lots of community groups, activities and events [photo: 060 bicycle race OR 1430 Italian festival]
- peaceful, clean and safe
- good amenities and facilities
- valued open and green spaces
- reasonable shopping for day-to-day needs - convenience shopping
- village feel

However, the surveys also highlight a number of deficiencies of the current town centre:

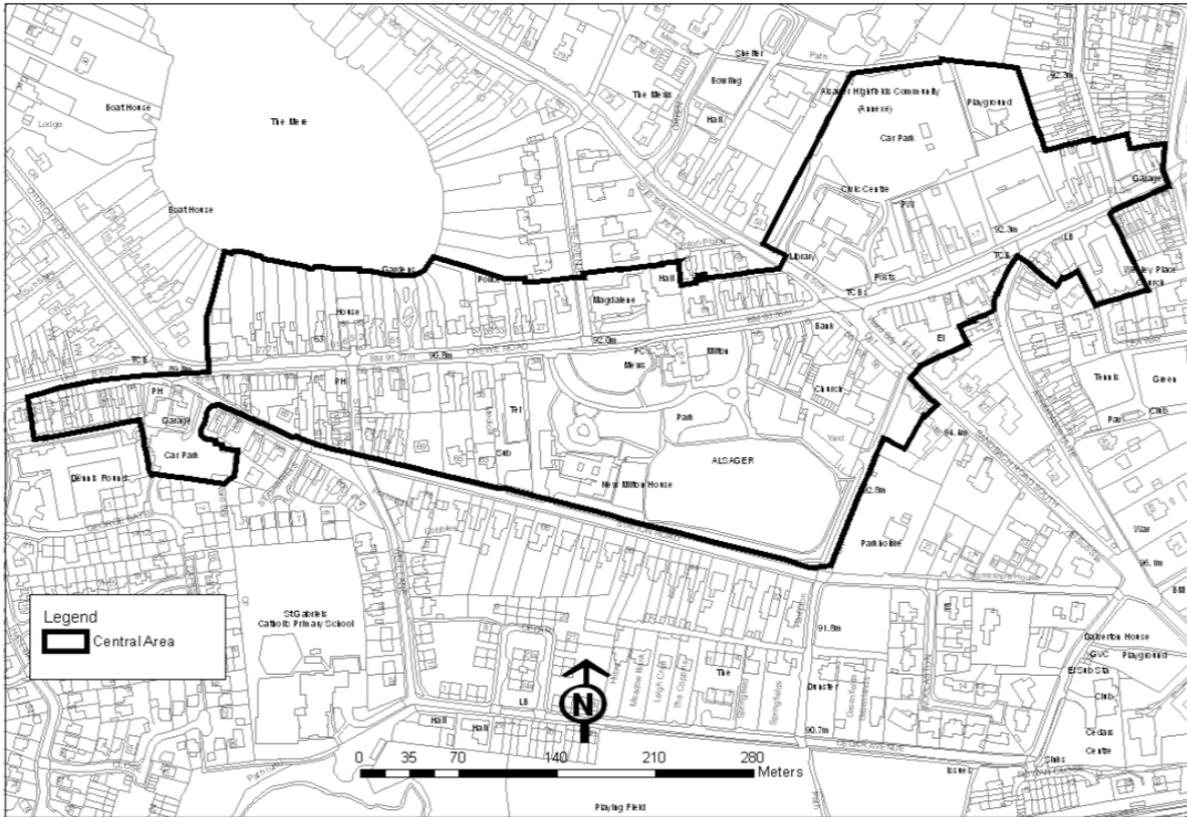
- place does not feel vibrant and alive (except when community events are on)
- little to really attract visitors to the town (except community events)
- limited range of shops - no comparison shopping
- limited opportunities for recreation, leisure and culture for older teenagers and young adults
- few youth facilities

- long high street with varying levels of activity which can mean that people visiting the east end (the principal shopping area, civic hub and parking) tend not to walk towards the west end and do not know what it offers (other than takeaways in the evening)
- lots of through traffic - particular congestion issues morning and evening
- state of pavements, poor signage and street clutter
- tired-looking buildings in need of sprucing up, unattractive
- no public wifi throughout town centre and generally poor wifi coverage and digital infrastructure
- little sense of place in terms of a unified building style or focal point
- no clear strategy for developing the town centre

In February 2008, NAI Erinaceous produced a report on Alsager town centre looking at key issues and options in relation to an area action plan. Many of the issues facing Alsager today were also highlighted in that report a decade ago - lack of private sector investment, limited retail offer, few comparison retailers, most food shopping done outside Alsager, little scope for more office space, little development of the evening economy, dated buildings. The report looks at a number of options for development and recommends a whole integrated town centre approach rather than a piecemeal approach. Nevertheless, Alsager has continued to suffer from piecemeal development. Since this report the food store and car park have been redeveloped (originally Coop, now Asda), and the opportunity site identified next to Milton Park has been developed as a community fire station. There has been no other major development or enhancement of the public realm. Major employers Twyford's and MMU have since closed.

Town Centre strategy

To make the town centre alive and prosperous we need to attract more people - residents, workers and visitors. Businesses identified increased footfall as their top priority for enabling them to thrive. This means making the town more visually attractive with a high quality public realm, giving it a clear identity as a family-oriented leisure destination, and ensuring that people have reasons to come (for shopping, health and wellbeing, leisure, culture, entertainment, learning, social, civic and business purposes) by having a good range of shops, services, facilities and activities available, as well as adequate parking. Some of this can be achieved or controlled through planning policies, some will need to be driven through a separate delivery plan.



Map TC1 Alsager Town Centre (from Alsager SPD October 2010)

This map shows the boundaries of the Alsager Town Centre as specified in the Alsager Supplementary Planning Document (approved in October 2010). There is no proposal to change these boundaries (but see Note above), and Alsager Neighbourhood Plan town centre policies relate to this area. There are currently two primary shopping areas, one in the west and one in the east, separated by a length of Crewe Road which is less commercially active but still attractive (primarily entrance to park on the south, and St Mary's Church and Northolme Gardens/access to the Mere on the north). The west shopping area is less used and many people are unaware of what it offers. One of the objectives of the town centre strategy is to encourage more people to the west area, by focusing it on arts, culture and the evening economy, and promoting it in this way. The Civic Hub is located adjacent to the east shopping area and includes the Library and the Civic Centre, both of which are well used during the day, evenings and weekends, offering classes, talks, exhibitions, entertainment and group facilities and events which bring many people into the town centre, people who often also use other facilities such as bars, cafes and restaurants during the same visit.

Policies and justification

TC1 Public realm regeneration

Proposals to regenerate the public realm of the town centre and create a clearly identified sense of place through highway improvements, landscaping, and improvements to the streetscape will be sought, encouraged and supported subject to:

- Scheme designs and layout must be of a high standard and comply with the Cheshire East Design Guide as it relates to Alsager, and also the requirements of the Alsager SPD, including building styles, materials, streetscape and signage
- Any scheme should take account of the whole length of the designated town centre area (along Crewe Road and Lawton Road) in order to enhance the sense of a unified and distinct place, including linking the different retail areas and possibly using "gateways" at town centre entrances
- Scheme design must incorporate accessibility requirements at its heart using best practice, ensuring space accommodates the needs of those with impaired mobility, impaired sight and learning disabilities
- Scheme design should prioritise pedestrians and cyclists over drivers, with a key objective of slowing the traffic through the town centre while keeping it flowing, thus ensuring the improved safety of all road users [photo: 6920 Crewe Road traffic]
- Any scheme should preserve or enhance the civic hub as a focal point within the town centre, incorporating the Library, Civic Centre and Council Offices
- Any scheme should include, adjacent to the civic hub, the provision of modern and accessible public toilets which are always open
- Any scheme should consider opportunities for enhancing and integrating the public realm space outside St Mary's Church and the Milton Garden entrance on Crewe Road [photo: St Mary's and park entrance panoramic]
- Any scheme should enhance Northolme Gardens by improved landscaping taking advantage of its proximity to The Mere [photo: IMG_1835 Northolme Gardens]
- The inclusion of good quality hard and soft landscaping including the addition or enhancement of open green spaces, quiet areas, trees and gardens, with preference given to natural and sustainable planting schemes
- The introduction of public artworks which reflect characteristics of the town
- The protection and improvement of any buildings or other historic features within the conservation areas of the town centre
- Any scheme should develop and enhance the digital infrastructure in the town centre, with a key aim of facilitating the introduction of free wifi connectivity throughout the town centre area
- All developments should be required to make an appropriate contribution to public realm regeneration through S106 mechanisms or CIL payments

Justification

The NPPF and the Cheshire East Local Plan both emphasise the importance of good design in engendering a sense of place and ensuring places are designed around the needs and comfort of people not vehicles. The Grimsey Review 2 quotes Professor Laura Vaughan from the Bartlett School of Architecture at UCL as follows:

“Well-designed high streets can be seen as a public health asset. They can provide public space that is inclusive of people from all backgrounds and ages - and accessible to people of

all levels of mobility; they can provide a centre for people to gather, to feel relaxed and to connect with others socially. They are therefore important both for physical and for mental wellbeing.”

The report also quotes Ben Derbyshire, president of RIBA and chair of HTA [design consultancy], who emphasises the importance of public space:

“The public realm of our town centres is critical in creating successful and prosperous places. It offers the connective space for activities to draw people and it forms the social spaces we crave. Public realm will always offer what online retailing cannot: a social experience and the opportunity to meet others in a well-tempered environment, designed to bring urban and natural worlds into a harmonious relationship, capable of sustainably supporting human wellbeing.”

Research shows that the attractiveness of a town centre and a clear sense of place contribute to its success. As evidenced by the Alsager surveys, many Alsager residents are dissatisfied with the current state of the town centre roads and pavements, and would like to see improvements to the town centre making it generally more attractive, cleaner, tidier, better shop frontages, valuing the Victorian architecture and making the area more in keeping with this. It also needs to be made more accessible. As well as improved roads and pavements, improved landscaping and the inclusion of public art will make the town more attractive and distinctive. [photo: 259 street clutter OR IMG_1777 utility boxes in civic hub]

Other comments from the survey refer to the need for better traffic management in the town centre. National studies show that slowing traffic down enhances safety, and the Cheshire East Local Plan (Policy CO1) includes the following commitment:

Supporting the priority of pedestrians at the top of the road user hierarchy and making sure that in settlements, town centres and residential areas, the public realm environment reflects this priority;

Various town centre road schemes have achieved this through use of the layout and feel of the streetscape, keeping signage to a minimum, and developing a culture of considerate road usage, and Alsager would like to benefit from the same approach, as appropriate for the town.

The Plan encourages the development of appropriate town-wide digital infrastructure and the provision of fast free wifi across the town centre with associated free charging facilities for users and seeks to support proposals which will help to deliver and maintain that infrastructure. The Cheshire East Retail Study of May 2016 highlighted that Alsager has worse wifi coverage than other comparable towns in the borough, and it is important that this issue is addressed. The Grimsey Review 2 reinforced this need:

Free public wifi attracts freelancers to high streets and town centres, supporting flexible working patterns with Skype-friendly work places. Cafes can support short-term stays but

fast broadband and modern meeting rooms are necessary for a modern collaborative workspace, driving more footfall for traditional shopping locations.

TC2 Public parking

The availability of appropriate parking within the town centre will continue to be an important priority, and these policies need to be adopted alongside the public realm developments in TC1. Developments and proposals within the town centre area should:

- Provide adequate car parking in accordance with Cheshire East parking standards
- Retain and enhance existing car parks, including facilitating walking routes through them and providing spaces for disabled, motorcycle and bicycle parking
- Encourage provision of electric charging points
- Not result in a net loss of public parking
- Ensure that all car parks are appropriately signed, and also that signage is provided from car parks to the town centre, to improve town legibility
- Design streets in such a way as to discourage illegal parking
- Be required to make an appropriate contribution to Alsager town centre infrastructure through S106 and CIL payments

Justification

Alsager town centre is served by a number of public car parks. They are currently free to use, and this is greatly valued by residents, businesses and visitors (as evidenced by household and business surveys). It may be that limited charges (such as for long stay) will need to be introduced in due course if demand exceeds supply, but this is a last resort for the town. Research shows that free parking contributes to the viability of a town centre, and charges can provide just one more reason not to visit. It is therefore important that parking (for cars including disabled spaces, motor cycles and bicycles) should be available for those visiting the town centre. [photo: 253 Fairview car park]

There are two car parks in the town centre which are not formally adopted by Cheshire East (Sandbach Road South and Well Lane). These should be formally adopted with landscaping and marked spaces, together with better signage to encourage their use (as for all car parks). Sandbach Road South car park is also one of the primary means of access to Milton Park in the town centre. The car park therefore needs to have a clear walkway to the park with good gateway signage. [photo: 280 car park and entrance to Milton Park]

At present a number of businesses on the north of Lawton Road have customer and staff parking spaces behind the stores. These are currently accessed from Lawton Road but alternative access could be made from Fairview Car Park which is immediately behind the stores. This possibility should be explored in conjunction with policy TC1 so that vehicle movements across the pedestrian areas can be stopped (prioritising pedestrians over drivers as in Cheshire East Local Plan policy CO1).

It is also important that any on street parking takes place only where permitted, and that any restrictions are appropriately policed. The Household survey highlighted the problem with illegal

parking, particularly in the west end of the town (lots of takeaways). A redesigned public realm (Policy TC1) should help to address this. [photo: 6940 illegal parking]

TC3 Retail, service, business, leisure and residential development in the town centre

Alsager will adopt a town centre first approach as set out in the Cheshire East Local Plan (policy EG5), supporting mixed commercial, leisure, community, business and residential facilities within the town centre boundaries as specified in Map TC1. Proposals to locate new retail, service, business, leisure and residential developments within the designated town centre area will be supported subject to standard planning processes and to the following additional requirements:

- Provision of good quality design and layout, appropriate and unobtrusive signage (in keeping with the style and character of the building and its surroundings), highway access, parking and wheelie bin storage, including compliance with the Cheshire East Design Guide, Cheshire East policy RET4 on shop fronts and security, and the Alsager SPD
- Changes of use class, and support for the redevelopment of existing buildings and vacant sites, will in general be permitted throughout the town centre provided the proposed development is of a type and scale appropriate to the town centre location and the surrounding environment and is likely to encourage footfall within the town centre area. Appropriate town centre uses include shops, services, pubs and bars, cafes, restaurants, leisure, entertainment, community facilities, offices, small-scale research and development, small-scale industrial processes, cooperative studio or workshop space, and homes.
- Proposals for retail, service, business or leisure use will be supported if they contribute to the development of Alsager's identity incorporating these themes - arts and culture, health and wellbeing, family-friendly, it's good to meet, artisans and makers
- No development or change of use will be supported if it results in the loss of community facilities (including public houses)
- Proposals to create an Alsager Arts and Heritage Centre will be supported
- Proposals to replace or supplement the weekly Alsager market with a more viable market option, such as monthly or occasional specialist markets, will be supported, together with proposals for an alternative location
- Support will be given for proposals for youth facilities within the town centre which are designed to enable young people to spend recreational time together in a safe and pleasant environment
- All developments should be required to make an appropriate contribution to Alsager town centre infrastructure through S106 mechanisms or CIL payments

Justification

People will visit the town centre if they have a reason to do so. This is overwhelmingly demonstrated by the success of Alsager's community events. For example, it is estimated that over 6,000 people attended the tenth Alsager Music Festival in July 2018. Alsager has a good reputation for organising community events, not only the music festival but also the carnival, bonfire and firework night, Christmas lights switch on, Italian Day, and participation in the 2016 cycle tour of

Britain which passed through Alsager. Policies are designed to support and build on Alsager's ability to attract visitors as well as residents and workers.

All premises need to be in active use as this contributes to the creation of a vibrant place, and a mix of business, community and residential premises helps with this. The aim is to encourage a range of businesses within the town centre to contribute to Alsager's role as a Key Service Centre and to attract visitors to the town, supporting its developing identity for arts and culture, health and wellbeing, family-friendly, it's good to meet, artisans and makers.

Alsager has neither the space nor the population to support a large retail centre with a range of national chains for comparison shopping. The range of stores in Alsager should cater for most day to day needs of its residents, both food and non-food. As evidenced by the Town Centre Business Survey, Alsager has just six retail food stores and one clothes store. We need to encourage more affordable basic stores for food and drink, clothes and home wares. However, we also need to include independent, specialist, niche, high value, quality stores to add interest and variety, and encourage longer stays in the town centre. Such stores will only be attracted to Alsager and thrive here if there are sufficient people visiting the town centre, residents, workers and visitors. Retail will follow the footfall, so we need a range of activities to attract people.

Health and wellbeing is a key theme for Alsager as a whole, not just the town centre, and relates in particular to Neighbourhood Plan policies on green spaces. According to the Town Centre Business Survey, 45% of all current businesses are in the health or personal services area, including professional health specialists, exercise and wellbeing classes, and hair and beauty salons. Businesses which contribute further to health and wellbeing will be supported.

Alsager is also looking to encourage the development of cooperative workshop space for any maker activities such as food, arts and crafts, small scale manufacture, as part of its development of an artisans and makers identity. Congleton has the Electric Picture House which provides studios for artists, and Stoke-on-Trent has Wavemaker which provides access to a variety of making and prototyping tools and equipment. [photo: 003 Electric Picture House]

The town has a wide range of hospitality outlets (cafes, pubs, restaurants, takeaways), and these are important in encouraging people to meet together in the town centre (as well as being part of the evening economy - see TC4). Alsager's location in relation to transport networks encourages people to use the town as a convenient and pleasant meeting place (friends, family, working groups), and the availability of meeting rooms as well as hospitality outlets support this.

Research on town centres suggests that arts and culture lie at the heart of much successful regeneration. Alsager already has a number of thriving arts and culture activities (music, drama, art, crafts, workshops, music festival) and the aim is to build on this, developing its reputation and making activities more widely available and visible. The introduction of an Arts and Heritage Centre would contribute to this and provide a focal point for community activity.

It was clear from the household survey that many people are dissatisfied with the current Wednesday market. [photo: 166 market] It is possible that this type of general market can no

longer survive given the retail competition and that we should look to having occasional specialist markets instead, possibly in a different location. Experience of different towns suggests that this can be successful and give people a reason to visit the town centre, say on a Sunday with the family. Alsager already holds the occasional Olive and Stitch craft market in the civic centre, and it may be that a range of Sunday specialist outdoor markets could be successful (eg artisan food, antiques, flea market, collectables, etc). Possible locations could include Milton Park, Lawton Road, Station Road car park.

The Alsager Youth Survey made it clear that the town centre, including the park, is a major place where young people like to meet and congregate, but that there is currently a lack of suitable facilities or activities. They would like an affordable place where they can spend recreational time - meet friends, sit down, eat and drink, gaming consoles, music, table tennis, pool, table football, TV, try out new activities, source of advice, toilets. Proposals to provide such facilities, involving Alsager youth in their design, will be supported.

TC4 Evening economy

Proposals that help develop and sustain the evening economy of the town centre will be supported subject to the requirement that any potential negative impacts on the local amenity, particularly noise and refuse disposal, are addressed.

Justification

This policy is in accordance with policy EG5 of the Cheshire East Local Plan which supports development of the evening economy.

In supporting proposals for extensions to or new restaurants, bars and cafes within the town centre it will be important that noise, refuse disposal, litter and car parking are considered as part of any submission together with the safety and security of customers and staff.

Proposals to provide evening entertainment within the town centre will be supported.

All of the Public Houses within the town centre are regarded as community facilities and proposals for a change of use will not normally be supported.

The west end area of Alsager already includes most of the businesses contributing to the evening economy - pubs, restaurants, takeaways - though there are two major evening businesses in the east end area, the Civic Centre (which has occasional events) and the Bank Corner pub. It is recognised that there are mutual benefits between entertainment and hospitality activities, and we want to encourage the development of both during the evening in order to extend the active time within Alsager town centre and attract people into the town. In particular there is currently limited evening entertainment within the town centre, and it is hoped that the further development of arts and culture activities will contribute to an increase.

It is therefore envisaged that the west end of Alsager will be supported in developing as the arts and culture zone as well as the evening economy zone, creating a vibrant atmosphere and encouraging greater footfall than at present. Nevertheless, it is recognised that such activities will also take place in other parts of the town centre, and this too will be supported subject to policy TC4.

TC5 Retail, service, business and leisure development outside the town centre

Map TC1 specifies the Alsager town centre boundaries within which proposals in line with policies TC3 and TC4 will be supported. In accordance with the Town Centre first policy, retail, service, business and leisure development outside the town centre will not normally be supported other than on designated employment sites.

Justification

Both the NPPF and the Cheshire East Local Plan advocate a town centre first approach which aims to protect and enhance the vitality and viability of town centres. Alsager supports this approach for its own town centre which is already struggling to retain its vitality as the variety and range of shops declines. Planning permission has already been given for a large supermarket on an out of town site (the old Twyfords site) with its principal access off Linley Lane (A5011). Any further retail developments of this scale would further add to the potential decline of the town centre. Rather, the focus needs to be on attracting appropriate businesses to the town centre. Similarly, if new housing developments and neighbourhoods include local convenience shopping, this would have a directly detrimental impact on shops in the town centre, and so should not be supported.

Draft Delivery Plan

A Projects

Ref	Requirements	Responsibility / Comments
PUBLIC REALM		
PR1	Consultancy on developing a scheme for Alsager's public realm, or possibly more broadly a town plan - involve residents	ANPSG Town Council residents
PR2	Encourage Cheshire East to adopt the car park on Sandbach Road South, including providing an attractive entrance to Milton Park, and the car park on Well Lane	Town council CE Highways?
PR3	Explore the possibility of preventing access from Lawton Road to private shop parking behind shops on the north side of Lawton Road, instead creating access from Fairview Car Park (thus reducing vehicle movements across pedestrian areas)	Discussions with shop owners - incentives? Part of larger scheme
PR4	Design improved signage, walking routes, treasure trails, places of historic interest, town	Involve Alsager Local History society Can probably do much of this relatively

	centre maps Include improved signs to car parks, and from car parks to town centre (improve legibility)	cheaply and involving various members of community. 18 points of interest already identified, and Alsager Partnership about to undertake a history project with the Library and local societies (2018/19) Look at best practice
PR5	Better benches alignment to encourage socialising	Part of streetscape development
PR6	Spruce up the town centre with business support	Alsager businesses Alsager Partnership Town Centre Manager
BUSINESSES		
B1	Attract retail businesses offering DIY/household goods and affordable clothes	Town Centre Manager
B2	Attract individual retail businesses offering goods of good quality, variety, interest and individuality	Town Centre Manager
B3	Active steps to seek businesses in the creative and digital sector to locate to Alsager town centre	Town Centre Manager Council - business rates Landlords - rents and general helpfulness
B4	Facilitate pop-up shops in vacant premises	Town Centre Manager Council - business rates Landlords - rents and general helpfulness
B5	Encourage occasional specialist markets	Town Centre Manager Alsager Partnership
ARTS AND CULTURE		
AC1	Arrange regular music and drama performance events in the town centre streets and park	Town Centre Manager Alsager Partnership Council licensing?
AC2	Encourage public art projects	Town Council Alsager Music and Arts
AC3	Set up Alsager creative and digital network	Local creative community
AC4	Encourage arts events to reflect a greater cultural diversity than at present	Civic Centre Alsager Music and Arts Alsager Music Festival
AC5	Bring more quality arts projects to Alsager	Civic Centre Alsager Music and Arts
AC6	Inspire, encourage and instil ambition in local children to develop creative, digital and entrepreneurship skills	Schools Community projects
COMMUNITY		
C1	Benches collective	Community project
C2	Shed project (originating from Men in Sheds projects)	Community project Alsager Partnership - old cadet building

C3	Create a youth facility in the town centre area, possibly within Milton Park	Cheshire East assets CE Community Development Town Council CE responsible for youth services
C4	Directories, visitor website, facebook	Alsager Partnership to take the lead
C5	Commission a place making / branding project for Alsager	Alsager Partnership

B Infrastructure requirements (things to be purchased)

Ref	Requirements	Responsibility / Comments
PUBLIC REALM		
PR1	Public realm regeneration in accordance with policy TC1	
PR2	Professional study of options for Alsager's public realm	
PR3	Spruce up the town centre - tidy, paint, canopies, flowers	
PR4	Provide access to Lawton Road shops' parking from Fairview car park (if owners agree in principle)	
PR5	Signs, maps, plaques	
BUSINESSES		
B1	Town Centre Manager	
ARTS AND CULTURE		
AC1	Budget for public art projects	
AC2	Support for an Alsager creative and digital network	
AC3	Support to bring more quality arts and culture projects and events to Alsager	
COMMUNITY		
C1	Transfer old cadet building from CE to Alsager town council	
C2	Create youth centre from gardeners building in Milton Park - transfer asset, refurbish building	
C3	Youth worker	
C4	Commission a place making / branding project for Alsager	

INDEX OF RELATED RESEARCH AND EVIDENCE DOCUMENTS

National

- N1** *The Portas Review - An independent review into the future of our high streets* (Mary Portas, 2011)
- N2** *High Street UK 2020 - Identifying factors that influence vitality and viability* (Cathy Parker, Nikos Ntounis, Simon Quin and Steve Millington, Interim Project Report 2014)
- N3** Best Practice in British High Streets (notes from the conference attended on 27/7/2017)
- N4** WEAVE digital and creative network (notes from the conference attended on 7/9/2017)
- N5** www.fablabsuk.co.uk [Fab Labs]
- N6** <https://www.pps.org/places/benches-collective/> [Benches Collective]
- N7** <http://menssheds.org.uk/what-is-a-mens-shed/> [Men in Sheds]
- N8** *Accidents by Design - The Holmes Report on "Shared Space" in the United Kingdom* (Lord Holmes of Richmond, July 2015)
- N9** *Shared space report* (Women and Equalities Select Committee, April 2017)
- N10** *Beyond Retail: Redefining the shape and purpose of town centres* (Distressed Town Centre Property Task Force, November 2013)
- N11** *Ensuring the Vitality of Town Centres* (Department for Communities and Local Government, March 2014)
- N12** *The Creative Community Builder's Handbook: How to Transform Communities Using Local Assets, Arts and Culture* (2007 Fieldstone Alliance)
- N13** *The Grimsey Review 2* (Bill Grimsey, July 2018) <http://www.vanishinghighstreet.com/wp-content/uploads/2018/07/GrimseyReview2.pdf>

Regional

- R1** *Cheshire East Local Plan* (July 2017)
- R2** *The Cheshire East Borough Design Guide - volumes 1 and 2* (January 2016)
- R3** *Cheshire East Highway Asset Management Strategy* (December 2016)
- R4** *A review of the creative and digital sector in Cheshire East* (May 2015)
- R5** *Cheshire East Visitor Economy Strategy 2016-2020*
- R13** *Cheshire Retail Study* (May 2016)
- R6** Notes from meeting with Adrian Fisher re employment land (12/7/2017)
- R7** Highways and traffic - meeting with Rob Welch (notes from meeting on 25/7/2017)
- R8** Turning count summary (Crewe Road/Lawton Road/Sandbach Road North/Sandbach Road South) - 1 November 2016 [follow-up data from meeting with Rob Welch]
- R9** Meeting with Janey Moran and Marieke Navin, Cheshire East Cultural Economy Team 26 September 2017
- R10** Visit to Foxlowe Arts Centre, Leek, - 10 July 2017
- R11** Poynton shared space report (notes from visit to Poynton 18/7/2017)
- R12** Notes on visit to Congleton town centre (27/10/2017)
- R13** [See above]

Alsager

Policy and strategy

A1 *Cheshire East Local Development Framework - Alsager Town Centre Supplementary Planning Document* (October 2010)

A2 *Alsager Town Strategy* (July 2012)

A15 Report from NAI Erinaceous to Alsager Town Council giving key issues and options in relation to an Area Action Plan for Alsager (February 2008)

Community engagement

A3 Discussions with individuals and group representatives

A4 Facebook comments (screen shots of all comments)

A5 Traffic issues from Facebook - summary of issues raised

A6 Architects in Action (report on visit to 2nd Alsager guides on 27/9/2017)

Survey results and analysis

A7 Alsager Town Council Community Consultation Report (May 2016)

A8 Comment and contact analysis final (Sept 2017)

A9 Town centre survey analysis (Oct 2017)

A10 Town centre business survey analysis (March 2018)

A11 Household survey analysis (January 2018)

A16 Youth survey analysis (April 2018)

Statistical data

A12 *2011 Census Results - Ward Atlas Cheshire East*

A13 *Rural community profile for Alsager (parish)* - December 2013 [ACRE and OCSI]

Other

A14 18 points of historical interest in Alsager (Alsager Local History Society)

A15 [see above]

A16 [see above]

A detailed analysis of Alsager town centre's position was written in March 2018 following a review of all this research (*Alsager Town Centre Position Paper v4.0* - 17 March 2018). This position paper references the sources listed here, and formed the basis for developing the Neighbourhood Plan policies. It was written before the publication of the Grimsey Review 2 in July 2018 [N13], but the Grimsey Review confirmed all the other research and further justifies our NP policies. There is also an Annex to the Position Paper which contains all the key findings and extracts from each of the listed research items.