

Altrincham town centre neighbourhood business plan 2015 to 2030

Consultation Statement

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Your town. Your plan.

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The Consultation Statement

1. When the Government approved the Localism Act in 2011, it presented the opportunity for the community of Altrincham to take responsibility for the future planning of its own town centre. The decline of High Streets across the country in the early years of the 21st century, the result of a unique combination of largely unforeseen factors (out of town shopping, banking crisis and recession and the rapid growth in internet-based retailing), prompted the decision that a Neighbourhood Plan for the town centre, prepared by the local community, was required to address the decline and provide a locally driven, up to date planning context for the successful evolution and development of the town. In the autumn of 2013, the process began.
2. Where Parish Councils exist, they are responsible for preparing Neighbourhood Plans. Where they do not exist, as in Altrincham, a Neighbourhood Forum needs to be established to produce the plan.
3. The Localism Act identifies both Neighbourhood Plans (mainly residential in nature) and 'Business' Neighbourhood Plans (to deal with areas which are wholly or predominantly business in nature). These 'Business' Neighbourhood Plans provide for both businesses and residents to vote in separate referenda at the end of the process. It was concluded that the most appropriate form of plan for Altrincham Town Centre (ATC) would be a Neighbourhood Business Plan (NBP).
4. In the autumn of 2013, a public advert was placed announcing the intention of setting up a Neighbourhood Business Forum (the Forum) and seeking interest from anyone living or working in or using the town centre to get involved. By January 2014 the Forum had agreed a Constitution, including the proposed plan boundary.
5. The Forum was formally designated by Trafford Council on the 28th of July, 2014 as the appropriate body to prepare the NBP and the Plan Boundary was also approved. Membership of the Forum now stands at over 100 community volunteers.
6. The Forum decided to adopt a three stage approach to public consultation.
 - (a) **Stage 1** was all about encouraging people to complete a questionnaire which enabled respondents to raise all the issues which they considered the plan may need to address along with their ideas. There were over 1,400 responses.
 - (b) **Stage 2** involved consultation on a draft Neighbourhood Business Plan (NBP) including proposals and options where appropriate in February/March 2015. That consultation also involved encouraging the general public and defined stakeholders to complete a questionnaire and there were over 600 responses.
 - (c) **Stage 3** involved the Draft Final Neighbourhood Business Plan being the subject of a formal 6 week public consultation (in compliance with Regulation 14 of the Neighbourhood Planning (General) Regulations, 2012) from mid-January to the end of February 2016. There were 220 questionnaires completed and 8 representations by letter received (set out in this Statement) which the Forum considered before finalising the Plan for submission.

Stage 1

1. The 'brand' for all the consultations was devised by Clear Marketing – 'I'm in Altrincham – Your Town Your Plan'. Leaflets, posters, banners and pop-ups were produced using this brand/slogan.
2. The Forum website was created by the Web Studio and became live on the 15th October, 2014. The site described who the Forum was; the Process for preparing the Plan; News; Contacts; FAQs; the facility to join the Forum and importantly access to the on-line questionnaire. There were twitter and facebook accounts advertising the Plan and events with over 300 followers at myaltrincham and 200 likes for the facebook page My Altrincham.
3. The media launch was managed by Davis Communications who also produced the copy for the website. The media launch took place on the 13th October. Articles in the MEN, the SAM and the Advertiser in that week reached a wide audience.
4. Questionnaire results – there were 1163 responses to the full questionnaire, mainly on line but there were 217 paper copies returned which were entered on line by the Working Group. The questionnaire was designed by Regeneris who also hosted it and analysed the 'tick box' results. There were in addition 6 questions which were open ended. Regeneris provided a set of the verbatim responses to each of these questions which were then analysed by members of the Working Group of the Forum and a summary of each is also included below.

The online questionnaire was available for completion between the 11th October and the 13th November. 2,000 paper copies were printed and handed out at the events/consultation stalls, and made available at the library, Altrincham Forward offices, GPs, the hospital and via Working Group members and their businesses. In addition to the full questionnaire, a more simplified survey was produced for a series of youth events. 9 sessions were held, 6 in local secondary schools and other sessions at Trafford College, Broomwood Youth Centre and with the Youth Cabinet. 246 young people aged 8 to 17 completed this questionnaire. In all therefore, just over 1400 responses were received and analysed. The results are summarised below.

5. 15,000 leaflets advertising the consultation events, the web site and the questionnaire were distributed to all businesses and residents in the Plan area and made available at Altrincham Forward offices, the library, CAB, the Leisure Centre, Pure Gym, the Hub, Cafes Nero and Rhode Island, GPs, the hospital and Trafford Housing Trust as well as to venues and residents outside the Plan area. 8 local primary schools put leaflets in school bags and Trafford College, local nurseries and playgroups were also leafleted as were several community groups. The leafleting on the train station on a Thursday at morning rush hour and a Saturday morning was productive, particularly the Thursday where there was a high volume and captive audience.
6. Posters were placed in some shop windows throughout the town centre.
7. On the 5th November a consultation letter was sent electronically to around 1,000 people on the Forum's emerging database.
8. Consultation events – 10 events were held in different venues in the town centre to discuss the plan and to encourage people to fill in the questionnaire. A briefing session was organised for the Forum / local volunteers and Planning Aid England volunteers on 15th October. Planit-IE produced 4 x A1 boards to illustrate the key issues that the questionnaire addresses and these were used at each consultation event to

aid discussion, along with copies of the plan area on map and aerial base.

In summary the Saturday and Sunday events at the refurbished market and the Sunday at the gateway to the market quarter at the bottom of Shaws Road were venues where people were inclined to stop and talk (many filled in surveys with tablets there and then, with the enticement of free coffee and cake) and were largely positive about the recent changes, in particular the refurbished old Market and Market House. There were a lot of out of town visitors to the Market.

The events close to Rackham's on a Saturday morning and at the Tuesday market were quiet due to it being wet and windy and surprisingly low footfall in both venues.

In contrast the two Saturdays at Tesco and Waitrose, Broadheath were very busy, people could not miss us and they were attracted by the displays, the balloons and the chocolates. Many were happy to stop for a brief chat or to take the leaflets away.

Finally the President of the Sale and Altrincham Chamber of Commerce invited the Forum to put up the display material and network at a Chamber breakfast meeting. This event proved very useful in raising the profile of the neighbourhood plan in the business community.

The Altrincham Town Centre Partnership, also raised the profile of the plan by raising it as AOB in all their business meetings during the course of the consultation.

9. Comments sheets were made available at all the events although very few were completed.

Stage 1 Questionnaire Results

Introduction

The questionnaire was designed to gauge public opinion on current facilities within Altrincham Town Centre (ATC), and asked respondents to provide suggestions regarding future amenities within the area. The consultation period began on 14th October 2014 and concluded on the 17th November 2014. The questionnaire was hosted by Regeneris Consulting on their SNAP web site.

The full questionnaire was completed by 1163 respondents which is a reasonable sample, however, it is important to note that the sample was self-selected and the questionnaire was therefore completed only by those people who were aware of the survey and sufficiently interested to respond. Those people who responded to the survey were therefore not selected to be representative of all the residents of Altrincham.

In addition to the 1163 questionnaires, 246 students from secondary schools and the FE College provided their views on a shortened version of the questionnaire. In total therefore, over 1400 people provided information and their views during the Stage 1 process.

Respondent Profile

The vast majority of respondents live within the Altrincham area. Over 90% of those who completed the questionnaire identified themselves as Altrincham residents i.e. lived in the town centre; lived in the wider Altrincham area or worked and lived in Altrincham. Those who were not residents of Altrincham were either those who worked in the town centre but did not live in the town; were business owners or visitors.

Of those identified as Altrincham residents, over 50% have lived in the area for more than 20 years; 72% for over 10 years and 85% for over 5 years.

Analysing the economic status of the Altrincham residents reveals that 70% were employed and 22% retired (the latter being double the 2011 Census average for the country).

Of those who completed the questionnaire, 56% were female. 70% had at least one child and 79% were married/cohabiting. The age breakdown reveals that 42% of all respondents were aged between 26 and 45 years of age; 35% were aged 46 to 64 and 22% 65 or over.

Of the respondents 1086 provided post codes and as expected 86% lived in WA14 or WA15 with a further 6% living in Sale/Brooklands.

Altrincham Town Centre Facilities

General Overview

The vast majority of respondents visit ATC regularly, with 27% visiting daily, and 55% weekly — or 82% visiting at least once a week. 15% visit once or twice a month. Of the 82% who visit at least weekly, 70% are employed; 55% are female; 78% are married; 91% are Altrincham residents; 67% have at least one child and 41% are aged 26–45, 35% 46–65 and 17% over 65 years of age.

Q1. Which Facilities and Services in ATC Do You Use?

- **76%–90%** of respondents used food retailers, banks, clothing retailers, the Market, coffee & tea shops and restaurants.
- **60%–75%** used the cinema, post office, other retailers and the hospital.
- **Less than 20%** used the ice rink, crèches/nurseries and night clubs.

Q2. How Frequently do you Visit Altrincham Town Centre?

- See General Overview above.

Q3. Would You Like to See a Greater Range, or Improved Quality in the Current Services and Facilities on Offer in Altrincham?

In relation to all services there was an overwhelming emphasis from respondents on the need for better quality:

- **87%** wanted more and better (taken together) quality food retailers;
- **85%** wanted better quality pubs;
- **84%** wanted a better quality leisure centre;
- **83%** wanted more and better quality (taken together) restaurants;
- **81%** wanted more and better quality (taken together) clothes shops;
- **80%** wanted more and better quality (taken together) coffee and tea shops;

- 73% wanted a better library;
- 72% wanted more and better quality (taken together) stalls at the market;
- 57% wanted a better post office.
- Under 30% responded on cinema, ice rink, crèche/nurseries, health facilities, hairdresser/beauty, banks and hospital.

Q4. Are There Any Facilities That Are Not Present in ATC at the Moment The You Would Like to See?

- **33%** of respondents felt that nothing extra was required in ATC whereas **67%** thought that additional facilities and services were necessary.
- Of the responses who thought additional facilities/services were needed, **185** requested more independent retail outlets with 70% referring to food and 30% to clothes.
- **40–60** Of the responses were looking for each of the following: better retail and other facilities for children; more retail fashion clothing; the creation of open/green town space; generic references to improved retailing and more national retailers/brands.
- **20–39** of the responses were looking for each of the following: festival/arts/cultural events programme; better public realm/facilities for pedestrians (more places to sit, more plants and trees) and improved pedestrian access; more evening outlets.
- **10–19** of the responses were looking for each of the following: shoe shops; improved toilet facilities; more youth/teenage facilities; more sports shops; homeware/household/hardware shops; bowling alley; improved leisure centre and leisure facilities; music shop; improved and ground floor post office and other sports facilities.
- Looking at the non-retail responses concerned with the 'look and feel' of the town there was wide support for green and open spaces, cultural events, improved public realm and pedestrian facilities and improved toilets — taken together a significant desire to improve the look and feel of the town.
- There were also **56** responses which taken together were looking for less charity shops, less empty shops, less pound/discount store and less retail — also concerned with the look and feel of the town.

Q5. Are There Any Facilities and Activities You Would Like to See Taking Place at the Market?

Of the four suggestions made in the questionnaire, 71% of respondents wanted a wider range of stores other than food; 62% of respondents wanted more food stalls; 46% wanted more live music and 41% of respondents wanted more fun activities for children.

When asked whether there were any other facilities/activities needed, the responses can be summarised as follows:

1. **Opening Hours** – people mainly wanted an earlier start for food stalls and more late night activities to attract couples. There was also reference to the need for better advertising and information and the market being open on more days.

2. **Ambiance** – clean and plentiful toilets, more parking with less restrictions, street entertainers, WiFi and better lighting around the market were the main points. Other comments included live music, cleaner and tidier, fun activities for children, less dead and empty space around the market, more seating outside the market, brighter stalls and better disability access.
3. **Merchandise** – people were mainly looking for a wider range of merchandise to a good standard, more stalls in particular selling fresh produce with food stalls being more appealing in their presentation and more arts and crafts stalls. Other comments included men's goods, speciality foods, antique furniture, cooked meat, street food, butcher, baker, shoes, jewellery, more stalls on weekdays, plants, child-friendly food, haberdashery, speciality beers and cheeses, ice cream and better choice of drinks.
4. **Facilities** – apart from toilets (see 2 above) the main comment related to the need for better cycle parking.
5. **Food Market (Market House)** – people were mainly indicating that prices should reflect it is a Market; mainly positive comments about the variety of food and the need for more children's food. Some requests that it open earlier.
6. **Miscellaneous** – the main comments were that stalls should be allowed on George Street to bring more life to the town particularly at Xmas; that the new market area needs much better cover/protection from the weather and that a cash point would be helpful.

Q6. What Does ATC Need to do Now to Respond More Effectively to the Internet Revolution?

The main points made (by the defined number of respondents) were as follows:

- **189** – More quality independent retailers; niche; boutique; food; quirky. Not easily available on-line.
- **63** – Cheaper, easier, free car parking. Pay as You Leave; link to click & collect. Avoid threat of wardens.
- **53** – Town Centre to be a social, family friendly place with attractive green Spaces and town squares hosting festivals, arts, events and culture all offering entertainment and fun in a safe, high quality environment.
- **119** – Whole series of rent and rates issues. General (incorrect) belief that council controlled it all.
- **95** – More Click & Collect; Amazon Locker; collection hub; internet café; joint courier system; central portal; easy pick up (link to car parking); order/collection service supported by all retailers.
- **73** – A more focussed centre; shrink retail core; vacant shops to other uses; top end George St and Stamford New Road to include residential; too spread out; more mixed use; less shops and more residential.
- **59** – More residential; better mix; convert empty/unused space; will bring more people into the town.
- **46** – Build on the market; raise quality of stalls; build on excellent Market House; market as focus/destination; more stalls; stalls open more days; vibrant; link to events etc.
- **46** – Better advertising and promotion of events, what's going on etc in the media/social media; need integrated hub of information (one stop shop of information); town centre app needed; integrated up to date information about the town centre; shops to embrace the internet including a co-operative of small

businesses; town centre web site; radio station; more firms with internet presence; apps for the market, taxis, Car Parking facilities, public transport, opening times etc.

- **43** – Free, fast, reliable WiFi/broadband access.
- **38** – More leisure type uses (focus for town); wide range of fun activities and services; leisure destination; more quality eating and drinking places; more use of outside space; café culture; attract families. (link to 3. above).
- **30** – Less cheap shops, charity shops etc.
- **29** – More quality high end stores (emphasis on quality).
- **23** – Develop evening economy based on leisure and later shopping hours. Expand shop opening beyond 5.00pm. Café culture. Better public transport in the evenings.
- **16** – Clean and tidy centre.
- **8** – Loyalty/discount cards for independents and Altrincham residents.
- **8** – Better facilities for young people.

Other comments made included the following:

- Fill the vacant shops, more clothes shops, the need for better customer service,
- the need for a proper, easily accessed Post Office, an anchor store in old New Look,
- Rackham's must modernise, seek trade opportunities from sporting events, provide Shuttle buses, some anti Altair comments, clean leisure centre needed, interchange/Metro good at taking people out of Altrincham, better/affordable bus services, provision for bikes and need a crèche.

Q7/8 and 9. Would You Support the Provision of More Housing in ATC?

1. **61%** of all respondents support the provision of more housing in the town centre with **20%** opposed.
2. When asked about the sort of housing required within the town centre there was a range of responses with an emphasis on apartments/flats. The % of respondents supporting each of the 5 categories defined in the questionnaire were as follows:
 - **63%** supported flats above shops
 - **56%** supported new apartments/flats
 - **52%** supported affordable housing
 - **44%** supported family housing and
 - **38%** supported retirement housing.
3. In terms of the location of prospective new housing the responses were as follows:
 - **26%** preferred the edge of the town centre,
 - **36%** preferred the centre of the town and
 - **38%** didn't mind where the housing was provided.

Q10. The Current Hospital Site Will be Ready for Redevelopment Next Year and the Current Library Will Relocate There. Which of the Following Uses Would You Most Like to See on This Site?

Of all the options listed in the questionnaire, space for community use, public space, an art gallery and performance space were the most popular choices. The full breakdown of the responses made was as follows:

- **46%** – space for community use
- **45%** – public space
- **45%** – art gallery
- **44%** – performance space
- **41%** – space for small businesses
- **34%** – boutique hotel
- **32%** – more housing
- **28%** – youth club
- **21%** – more retail

In response to the open ended question ‘Which Other Uses Would You Like to See at the Old Hospital Site’ the responses can be summarised as follows:

- **39** respondents referred to public/community space/hall for performances – akin to Sale Waterside.
- **16** respondents referred to apartments and both quality and affordable housing.
- **15** respondents referred to green/open space.
- **11** respondents repeated the need for a Boutique Hotel in the town.
- **7** respondents wanted a museum within the library.
- **6** respondents wanted a children's activity/play area.
- **6** respondents wanted a Tourism Information Centre and a CAB centre.
- **6** wanted a ground floor Post Office.
- **5** wanted a bigger market.
- **5** wanted unique deli's and eateries.
- **5** repeated the need for an art gallery.

Other comments included more car parking, no more retail, wrong place for the library, pharmacy/medical centre/dentist, dance club/night life, water feature and boutique shops.

The strong emphasis on community/public space of various sorts (including art gallery and performance space) can be interpreted as a response to the fact that community space in ATC is very limited indeed. There is a need for the Neighbourhood Business Plan to recognise and reflect this and for the Council to seek to ensure that these type of facilities are embraced in redevelopment projects when they are in discussion with developers. Ensuring that major projects cater for community needs at the same time

as ensuring that the mix of acceptable uses results in a commercially viable project, is a challenge for developers and the Council to jointly address.

Q 11. Which of the Following Improvements to the General Environment in the Town Centre Would You Like Most to See?

Eight improvements were listed and the response to each was as follows:

- **63%** wanted expansion of outdoor eating/drinking areas
- **62%** wanted more areas of public open space
- **60%** wanted more areas for sitting outside
- **60%** wanted less litter
- **59%** wanted more flower boxes/planters
- **46%** wanted better street surfaces
- **36%** wanted more public art and
- **22%** wanted better signage and direction

Respondents were also asked to list any other improvements to the environment they would like to see with the following results:

- **22** respondents wanted more trees as well as flowers/planters
- **17** wanted the town to be tidier with less litter and less graffiti
- **17** wanted more green open space, including shelter and seating areas
- **12** wanted to see shop frontages and derelict shops tidied up
- **12** wanted to see less empty properties
- **8** wanted better facilities for cyclists
- **8** wanted improved signage
- **7** wanted more and cheaper parking
- **7** wanted to see more pedestrianisation
- **6** wanted more 'free' parking
- **6** wanted a children's play area
- **5** wanted to see the former McDonalds building demolished
- **5** wanted improved surfaces for the disabled
- **4** wanted to see Goose Green pedestrianised
- **4** wanted better public toilets
- Other comments included more police presence, less traffic, fewer charity/pound shops, George Street open to taxis, small buses and the disabled, ginnels improved, more litter bins and canopies at shop frontages.

Q12. How Did You Get to Altrincham Today?

In relation to methods of transport used to get to the town centre, respondents were evenly split between walking (43%) and driving (43%). The remaining methods were 4% by bus, 3% as car passengers, 3% as cyclists and 3% on the Metro.

Q13. Car Parking Provision

When asked about the adequacy of car parking, there were mixed views: 25% of total respondents thought there should be more long stay parking, whilst 36% were in favour of additional short stay parking. 28% of those who answered the question were satisfied with the current level of provision.

With respect to the current provision of car parking, 27% of Altrincham residents thought the existing level was sufficient. 37% were in favour of more short stay car parking, whilst 24% were keen to see more long stay car parking provision in the town centre. With respect to these three issues, the answers from car drivers were marginally higher for short and long stay provision than the answers from all respondents taken together and marginally lower on the question of whether existing provision was adequate.

Q14. Have You Any Concerns Over Your Personal Safety or Others With You When You Visit ATC?

The issue of personal safety concerns was very much related to the time of day. Only **3%** of all respondents had concerns during the day. This increased to **10%** in the early evening and then rose significantly in the late evening to **46%**. These figures for all respondents closely mirror the findings for Altrincham residents.

The proportion of each population age group expressing concerns over safety indicates that the under 18 age group has most concerns during the day although the figures are not high (9% as compared to the average of 3%) and the same group has most concerns in the early evening (16% as compared to the average for all respondents of 10%). Most concern about safety in the late evening was expressed by the 18–25 age group (57%), followed by the 46–64 age group (49%), then the 26–45 age group (45%) with both the under 18 and the over 65 groups at 36%, compared to the overall average of 46%.

Q15. If There Was One Thing You Would Like to See Happen to Improve ATC, What Would That Be?

- **903** people answered this question, some giving more than one answer, hence there were 941 responses. They can be summarised as follows:
- **218** respondents wanted to see the empty shops filled and a reduction in the number of charity shops
- **199** respondents wanted more variety of shops and more places to eat
- **95** respondents wanted more attractive public realm/open space
- **78** wanted more (free) car parking and better public transport
- **50** wanted better planning/vision to provide a more attractive environment for town centre users
- **47** wanted better night time entertainment (less rowdy) and better personal security
- **39** make good use if the old buildings, demolish the unsightly ones
- **29** wanted to see rent and rates lowered

- **28** wanted to see more housing/apartments in the town centre, including over shops
- **21** better access, lighting and signage – particularly for new visitors
- **21** better leisure centre, community facilities and cinema
- **12** cleaner environment
- **11** emphasise Altrincham's history and identity
- **10** better public transport
- **10** encourage community spirit and pride in surroundings
- **9** better facilities for cyclists
- **9** promote the town more effectively
- **6** more canopies and covered shopping areas
- **6** don't build the Altair development.
- Other comments included stopping the negativity about the town, revamping the market, redesigning the 'useless' roof at the lower market, attract quality businesses, connect the disparate parts of the centre seamlessly, promote new business, attractions to drive footfall and a play area for children.

Summary of Main Points Raised by Students

In addition to the 1163 completed full questionnaires, discussion sessions were held with a total of 246 students from 6 schools, the FE college, Broomwood YC and the Youth Cabinet, covering a simplified set of 5 questions the responses to which are summarised below:

1. Why don't you use ATC?

Not many places to go. No good shops. Not much to do. Boring. Not many entertainment venues. More choice at the Trafford Centre and Manchester. Just not attractive/lively — bit of a ghost town. Many students do not live in or near Altrincham and don't go in. Regular reference to the lack of any advertising by the town.

2. What Changes Would You Make?

More cafes and restaurants that are affordable for young people — more of them independent. Wider variety of shops including boutiques and independents. Better entertainment/more games shops. More to do. More events including music and festivals. Better sports facilities. Spaces for young people to meet (covered against weather). More green spaces. Fill/use the empty shops – town looks desolate. Needs to look more like Goose Green and Kings Court. Town generally needs to be more modern. Improve the Leisure Centre (old and dirty). Fast free Wi-Fi and free phone chargers. More affordable leisure. Bowling. Skate Park. Lower cinema prices. Better community spirit. More social facilities. Bigger market. Plasma screens – show what's on, news etc. Interactive notice boards. Free WiFi.

Reference in many answers to a long list of the sort of shops that the town centre does not have and which would be attractive to young people. The following sets all 41 out and the number of references is given after each in brackets:

Primark (41); Top Shop (22); Nandos (21); McDonalds (21); New Look (19); bigger Starbucks (11); Aldi (7); Foot Asylum (6); Urban Outfitters (4); Afflecks (4); Laserquest (4); HMV (3); Jack Wills (3); Hollister (3); Tacobell (3); Forever 21 (3); Pizza Hut (3); Selfridges (3); Yogberries (3); Superdry (2); Zara (2); Lush (2); Body Shop (2); Miss Selfridge (1); Amazon Branch (1); Forbidden Planet (1); Comic Shop (1); Play Factory (1); Matalan (1); Smyths (1); ToysRus (1); Shisha (1); Superdrug (1); Pizza Express (1); Burgher King (1); Waitrose (1); Disney Store (12); Morrisons (1); Ted Baker (1); Apple Store (1); Pret a Manger (1).

There were also 11 references to improving the leisure centre and 11 references to the need for bowling facilities.

3. What do you Do in the Town Centre?

Meet friends; have coffee; eat and drink (meals out); shopping for food and clothes etc; cinema; sports centre; skating; gym, beauty shops; visit market; visit Stamford Park. Need better shops and more restaurants.

4. What Else would you Like to be Able to do?

Visit more shops for teenagers. See more events/teen events. Wider variety of food.

More sports opportunities — links to parks (improve Stamford Park). Youth club/meeting place. More activities for the younger generation. More (sheltered) green places to sit outside. Music venues, festivals and concerts. Quirky local shops. Visit reasonably priced restaurants for young people. Wider choice of entertainment venues. Bigger cinema. Clean Leisure Centre. Generally more activities for young people and more teenage-friendly places. Big plasma screen.

5. How Could the Town Centre use Digital Technologies to Attract People?

- Develop a wide range of Apps: Doing Deals; New Deals; What's new; What Shops; bus and metro times; individual shop apps including what's in stock; in-store offers; entertainment apps; wider TC app giving info on all offers, what's on, where things are etc; apps to locate you and help you find places and things. Personal offers when walking past a shop. Library app. App locating parking.
- Develop a Town Centre Web Site which could also provide links to a range of Apps.
- Fast free Wi-Fi everywhere plus phone charging facilities (charge mats in cafes).
- Interactive screens on the side of buildings to advertise what Altrincham has to offer. TV and digital billboard advertising. On line newsletters. Inter-active maps about the town. I-Pad scanners in shops for promotions/offers. Loyalty card for all Town Centre shops. Touch screen information board. Stepping stones that play music when you walk on them. Big Plasma screen showing events. Internet Café.

Summary of Results

The following are the top 10 points of most importance to questionnaire respondents, in no particular order. All need to be addressed where appropriate in the Business NP and drawn to the attention of all others who have the ability/influence/capacity to tackle these issues:

1. Better Quality outlets, less charity/pound type shops and the removal of derelict buildings.
2. More independent outlets bringing choice and variety.

3. More open/green space, sitting out areas, sheltered space and better facilities for pedestrians. A clean and tidy town centre.
4. Better facilities including relevant retail outlets for both the younger generation (teens) and for children.
5. For the town centre to become more of a social attraction, a safe, family venue with festivals, arts and cultural activities to attract all age groups. More community space both within buildings and outside, and better leisure facilities.
6. A more focussed town centre with less vacancies, more residential and other uses in mixed areas around the retail core to attract visitors to the town. Transform the Stamford New Road frontage across from the interchange to provide a much more welcoming, interesting and active frontage.
7. To build on the success of the Market House and the market, widening its appeal including for young people and families and improving the range and quality of the goods on offer.
8. More cheap, accessible short stay car parking; more free spaces and better provision for town centre workers and those using the interchange.
9. More effective use of digital technology including the provision of a town centre web site, a series of apps promoted by individual retailers and groups of retailers and also providing vital information about the town. Important to advertise and promote ATC much more effectively using all aspects of the media including the social media. Fast free WiFi and charging points are a critical requirement. The development of 'click & collect' facilities (and associated easy access car parking) both by individual stores and groups of retailers via appropriate hubs.
10. Develop a safe, early evening economy with shops staying open longer, more eating and drinking facilities and more use of outside space.

NB There were many comments on rents and rates and the commonly held and mistaken belief that it was all under the control of the Council. Rents are for the private sector landlords to determine based on market conditions (the Council owns very little in the town); rates are set by the government, collected by Trafford Council and passed to the Treasury for re-distribution. Trafford traditionally gets less back than it provides. It is for Government to change the rates system either by simply proceeding with the long delayed revaluation or to look more fundamentally at how businesses are taxed. The NBP will need to flag up this vital issue.

Conclusions

It is clear that the vast majority of people are genuinely concerned at the state of ATC, are put off by the large number of vacancies in some areas and the poor level of maintenance often associated with vacancies. Most people want to see the quality of outlets raised – indeed quality is an important theme running through many responses. There is a strong desire to see more independent traders bringing variety and choice and filling the 'niche' gaps in the town centre offer. The need for a high quality environment is an important issue with more green open space and facilities in which people can relax. Many people see the future of the town as a social focus for the community with a programme of events and activities aimed at all sections of the community (including families) and increasing footfall in the town. There is a desire to see a more focussed retail core

surrounded by a vibrant mix of uses including residential, financial and professional services and other services and leisure outlets as well as some retail. The message is also loud and clear that the town needs to embrace the digital revolution and develop a town centre web site and a range of apps aimed at better promoting the town, helping to change negative perceptions and providing up to date information on what is available/what is going on.

Turning to the specific responses from the younger generation, it is clear that ATC has little to offer them and that competitors such as the Trafford Centre are far more in tune with their requirements. This needs to change. The plan needs to set an objective of seeking to meet the needs of the younger generation and encourage all those with the ability to influence the provision of relevant facilities to address the issue seriously. (We also need to find a way of involving young people in discussions with those who have influence). This should include the Council in all its relevant roles (planning, economic development, leisure, marketing etc), landlords, developers, investors, prospective new businesses, existing businesses with the potential to diversify, business and commercial organisations such as the chamber of commerce, Altrincham Forward and the Town Team, the prospective Business Improvement District etc. All the relevant information supplied through the public consultation will be passed to all relevant bodies with a request that it be considered seriously, discussed with young people and the Forum kept informed of the action each organisation proposes to take. Wherever relevant, the Forum will need to ensure that there is appropriate recognition in the Business Neighbourhood Plan of the importance of these issues and the need for action to support the positive evolution of the Town Centre.

It is really surprising, given the nature of the town's catchment population, that the town does not offer sufficient to attract and retain a whole cohort of the population with more than average spending power. The business case for doing so needs to be defined and developed to assist the process of change. Some collective working on this (rather than leaving it to individual interests) could prove to be very beneficial and hopefully Altrincham Forward (AF) and the Town Team could take a lead on this.

There is a long list of retail outlets (41 in all) not present in Altrincham (see above) which are regarded by the younger generation as important to them if they are to use the town more frequently. There is also a list of other types of facility which are also regarded as important. This information also needs to be passed to all those concerned with letting space in the town to encourage them to investigate these potential outlets seriously and to those who currently provide facilities, such as the Leisure Centre, which comes in for regular criticism (not just from the younger generation). The Council should address the reference to the need for more sports facilities, community facilities, open spaces etc and seek to build proposals into future programmes wherever possible. The Public Realm and Movement Strategy supported by AF and the Council does already address some of these issues as does the proposal in the Altair scheme to provide a new, modern Leisure Centre in conjunction with the Council's private operator and a new bowling alley. The redevelopment of the current hospital site, which will begin once the new hospital becomes operational in the spring of 2015, will offer opportunities in a number of areas referred to above. The development of the Market by the new Market Operator also presents an opportunity to serve the needs of the younger generation more effectively than has been the case in the past. Many of these areas will be able to be reflected in the Neighbourhood Plan.

The application of digital technologies in support of the development of the Town Centre is a vital issue for the younger generation which needs to be actively addressed urgently if the Town is to compete effectively with other locations and the rising growth of internet shopping. This needs to be acknowledged in the NBP and policies developed to encourage the application of these technologies in appropriate ways. Fast, free WiFi across the Town Centre coupled with free phone/tablet charging facilities, is a fundamental infrastructure requirement which needs to be given the highest priority alongside all other aspects of infrastructure (roads, rail, pedestrian routes,

public realm, utilities etc). A joint public/private sector approach is needed to secure the necessary infrastructure including the specific application of Community Infrastructure Levy and S106 funds.

It is hoped that all these digital technology related issues will be given a high priority by Altrincham Forward who are well placed, given the breadth of membership in the organisation, to co-ordinate the rolling out of fast, free WiFi, along with the provision of Apps and an Altrincham Web Site in conjunction with business groups (such as the Chamber and the prospective BID) and others who would benefit from the availability of such technology. The significance of the Town securing an effective digital infrastructure and embracing the digital revolution as an integral part of its recovery and future development cannot be over-emphasised.

Stage 2

1. This stage was primarily concerned to secure public feedback to the draft Plan which was available via the website (www.myaltrincham.org) with hard copies available at all the events and other venues. The document contained a summary of the Stage 1 findings; a proposed Vision for the town centre and a set of draft objectives; first ideas on how the distribution of land uses across the town centre might look in the future and proposals covering land allocations, the main shopping frontages; limit on new retail development; the town centre boundary, movement and public realm; meeting the needs of the younger generation; town centre housing; car parking; WiFi provision; design and quality issues and offices.
2. The 'brand' for all the consultations devised by Clear Marketing – 'I'm in Altrincham – Your Town Your Plan' was used again at Stage 2. Leaflets were produced to advertise the consultation, website and events.
3. The Forum website created by the Web Studio for Stage 1 was updated in February 2015 for Stage 2. The twitter and facebook accounts continued to be used to advertise the Plan and events.
4. The media launch was managed again by Davis Communications who also produced the copy for the website. The media launch took place in mid February 2015. Articles appeared in Altrincham Today, the MEN, the SAM and the Advertiser, which all reached a wide audience.
5. Questionnaire results – there were 402 responses to the full questionnaire, mainly on line but a few paper copies were returned to the Library and AF offices which were entered on line by the Working Group. The questionnaire was designed by Regeneris who also hosted it and analysed the 'tick box' results and recorded the verbatim responses in a feedback report. 201 student responses were also received, making over 600 responses overall.

The online questionnaire was available for completion between the 19th February 2015 and 23rd March 2015. Paper copies were printed and handed out at the events/consultation stalls, and made available at the library and Altrincham Forward offices. In addition to the full questionnaire, a more simplified survey was produced for a series of youth events. Sessions were held at Wellington School (2 sessions), Altrincham Girls Grammar, Altrincham College of Arts, Blessed Thomas Holford Catholic College, North Cestrian Grammar School and Trafford College (2 sessions).

6. 5,000 leaflets advertising the consultation events, the web site and the questionnaire were distributed by Forum and Working Group members and left at key locations in the town centre eg Altrincham Forward

offices, the library, the Leisure Centre, Pure Gym, the Hub, Cafes Nero and Rhode Island, the hospital and Trafford Housing Trust. Leafleting was also carried out at the busy train interchange at rush hour on two week day mornings.

7. At the start of the consultation period a consultation letter was sent electronically to around 1,300 people on the Forum's database of statutory consultees, business, community/voluntary/charity bodies and education providers in the wider area.
8. Consultation events – 5 events were held in different venues in the town centre to discuss the plan and to encourage people to fill in the questionnaire. Planit-IE produced 4 x A1 boards to illustrate the key objectives that the questionnaire addresses and these were used at each consultation event to aid discussion, along with copies of the plan area on map and aerial base.

The events held at Tesco and Waitrose raised awareness with a high volume of passers-by. The events at the Market and in Altrincham Forward were attended by fewer people but tended to involve longer and more detailed discussions.

A Design Workshop was held in the Town Hall on Wednesday 4th March 2015, which over 50 people attended and shortly after a Design Group with 15 members was set up, with the purpose of exploring and promoting the priority raised during consultation of achieving high quality design throughout the town centre.

9. Stakeholder Meetings were held with the AF board (16/3/15), the Landlords Forum (4/2/15), the People Group (23/2/15), the Economy Group (9/3/15) and the Place Group and with a further 14 key stakeholders in the town centre, as follows:
 - Nick Payne (Nikal) and Adam Gross (Citybranch) 27/1/15
 - Iain Minto /David Wightman, Stamford Quarter, 3/3/15 and 9/3/15
 - Sharon Johnson, Bruntwood, 5/3/15
 - Angela Carr, M&S, 10/3/15
 - Peter Collins, Petros, 10/3/15
 - John Robinson, Grangethorpe Properties, 12/3/15
 - Neil Myerson, Myersons, 12/3/15
 - Ken Norbury, Mott Macdonald's, 16/3/15
 - Richard Peel, Merepark, 17/3/15
 - Paul Dey, Hale Communications/Kings Court, 17/3/15
 - Peter Jones, Tony Jones and Paul Burgess, Emerson Group, 17/3/15
 - Charles Murray, RPS, 18/3/15
 - Nick Johnson, Market Operations, 26/2 and 25/3/15

Stage 2 Questionnaire Results

The Report by Regeneris can be accessed at the Forum website www.myaltrincham.org and provides a Respondent Profile and then a summary of the % support for the proposals. All the draft objectives received over 90% support from the 402 respondents; all the proposed land allocations received over 80% support; the Main Shopping/Mixed Use Frontages proposal received over 90% support; of the 6 policy suggestions, 5 secured very strong support of 80% and more. There was some uncertainty over the need for convenience stores. All the car parking issues raised secured 88% + support from the respondents and the remaining proposals (offices, application of digital technology and design and quality related policies all secured 90%+ support.

Stage 2 – Summary Outcome of the Questionnaire Results

2.1 The questionnaire at this stage was focussed on seeking public views on the proposed Vision and Objectives and the various specific proposals set out in the Draft Plan document all of which had been developed by the Forum based on the outcome of the Stage 1 consultation. The Forum considered all the points made and the following represents a summary of the decisions taken to change or review the wording or proposals in the draft Plan. The details which went to the Forum and the Regeneris report of their analysis of the questionnaire are available via a link on the Forum web site – www.myaltrincham.org.

A copy of the Draft Plan Document can be accessed at the Forum web site www.myaltrincham.org

2.2 Vision And Objectives – The Vision and all but one of the Objectives were confirmed unchanged. Objective 1, which is concerned to promote high quality design, was reworded to reflect a number of comments looking for greater clarity. The revised wording is as follows:

- “Secure the highest possible standards of design for the public realm and all new build and refurbishment in ATC including the use of high quality materials and ensuring that the scale and design of (re)development is appropriate to its location and setting, reflecting the character of the area in which it is located, including heritage characteristics.”
- A new Objective was added to reflect the role of the town centre as a key focus for economic growth, as follows:
- “As the principle town centre of the Borough, Altrincham will continue to be a key focus for economic growth including offices, high quality comparison retail (supported by a range of other retail, service, leisure and tourism activities) and other town centre uses including residential.”
- It was also confirmed that the Objective concerned to provide a flexible and clear context for investment, related to the Plan itself rather than the Town and that once the plan was finalised, that objective would be deleted.

2.3 Forum Decisions (May, 2015) on the draft Proposals Following the Stage 2 Public Consultation

- (a) Several of the proposed development sites including the two Builders Merchants and the Regent Road and car park sites will be the subject of a Strategic Environmental Assessment (SEA). The proposals will then be reviewed in the light of that Assessment and the Forum will decide whether any changes are required. Any changes will then be included in the draft Final Plan and be the subject of consultation as part of Stage 3.

- (b) The distribution of open spaces in the town centre (existing and locations with potential) was the subject of consideration by the Design Group and these proposals are the subject of consultation as part of this Stage 3.
- (c) The Forum agreed that there should be express reference to providing housing for older people near to the town centre.
- (d) It was agreed that George Street from Shaw's Road to Regent Road should be allocated for Mixed Use /Active Frontage, in order to provide the most flexible context for that street to develop and evolve over the coming years. (See Plan 6)
- (e) It was agreed that the question about supporting the provision of one or more Convenience Stores needed to be clarified as there was some confusion over the wording in the Stage 2 questionnaire. A significant majority supported current owners and developers encouraging such users whereas the (inferred) reference to the Forum promoting such uses did not receive majority support. The proposal being supported by developers/owners is included in the draft Final Plan along with a definition of what is meant by a Convenience Store.
- (f) The proposal to amend the Town Centre boundary on its northern side to run along Woodlands Road was agreed*. The new Town Centre boundary will also need to be the subject of the Strategic Environmental Assessment and the outcome of that will be reported to the Forum for consideration of the need for any further change.

* This boundary has been the subject of further discussion as it was considered that there is a risk, however limited, that a future proposal to develop a convenience store or similar sized retail outlet on a current office site between Woodlands Road and Victoria Street could be made, which might succeed if a suitable site was not available at the time in the area allocated Main Shopping or Mixes Use with Ground Floor Active Frontage. To offset this risk (and to further support the policy of focussing the retail core) the boundary now runs along Victoria Street as indicated on Plan 6.

- (g) The reference in the car parking proposals to Goose Green being pedestrianised is to be deleted as it is now happening.
- (h) The Quality and Design policies are being reviewed by the Design Group. Their proposals will be considered by the Forum and agreed proposals included in the draft Final Plan for public consultation at Stage 3*.

* A special meeting of the Forum was held in July 2015 to consider the findings of the Design Group, the outcomes of which are included in the draft Final Plan.

- (i) Following the Stage 2 consultation on offices, the Forum considered the comments received; the 10 main factors emerging from those consultations, and the context provided by the Core Strategy as follows:
 - A. The draft NBP for ATC indicated general support for maintaining and developing the town centre office employment market and the intention to consult with all interested stakeholders (those with expertise in the office market in general and in the Altrincham Town Centre office market in particular) to ascertain their views in order to inform the development of proposals to be included in the draft final plan for the stage 3 consultation.
 - B. During the consultation period, separate discussions were held with City Branch, Nikal, Bruntwood,

M&S, Petros, the Emerson Group (including Orbit Developments); Grangethorpe Properties, Neil Myerson, Mott Macdonald, Merepark, Hale Communications (Kings Court), Regional Property Solutions, the AF People Group and the AF Economy Group. The following comments are based on the collective views expressed at those meetings. The questionnaire results gave clear support to maintaining and supporting the office economy.

C. Ten main factors emerged as impacting on the current and future office market and can be summarised as follows:

1. The length of leases which companies are generally willing to sign up to has fallen significantly over recent decades. It is now common to see 3 to 5 year leases and even on longer leases 3 year breaks and reviews. The consequences are far reaching. Although this allows for regular rent reviews, it does not provide the sort of certainty of income over a loan period which development funders are looking for. So securing funding to construct new office development is now much more difficult than previously and is unlikely to happen unless there is a substantial pre-let with a good covenant.
2. The impact of (high) empty property business rates also adds to the difficulty of making speculative development work, increasing the costs and risks involved.
3. With the exception of the Altair site and land adjoining the current Leisure Centre there are no obvious locations for new town centre office development as against refurbishment or redevelopment of existing offices.
4. The demands for offices in ATC are mainly at the lower end of the scale. It is unlikely that demand for significant lettings (say 20,000sqft plus) will arise in ATC in the foreseeable future. There is no ready supply and timing would nearly always mitigate against a new build solution even if sites were immediately available. On the basis of the evidence of the last 20 years, demands in excess of 10,000sqft will be rare. The main area of demand over recent years and currently is in the range of 1 to 3,000sqft and this market remains healthy and reflects Altrincham's potential to be a growing centre for small, and new and emerging businesses. There are some demands in the 3 to 5,000sqft bracket and ATC currently struggles to meet all those demands. There is also a healthy market for space below 1,000sqft for new and emerging businesses with easy in/out terms and a variety of forms of support services through different forms of managed space and again ATC can become an important centre for such businesses.
5. Well refurbished accommodation such as St. John's House will generally let well. Much accommodation in ATC needs modernisation. The successful buildings, such as Bruntwood's Station House (97% let) are constantly refurbishing and adapting to meet changing demands. There is considerable scope in ATC for more refurbishment and modernisation in order to keep pace with changing requirements.
6. The form and nature of offices in the 21st century is quite different to the period up to the 1980's. Modern technology is transforming the context within which offices are designed and used. The digital revolution is having as radical an impact on the demand for and design of offices as it is on the High Street retail function. The days of one desk per worker have long gone; hot desking is common place but more and more people are operating on the move and utilising coffee shops and hotel receptions etc for meetings. (NB note the development of the 'Coffice' idea in Scandinavia). There is ongoing growth in home working also. The consequence of all this is that

many companies are downsizing their office requirement (although the number of employees remains similar) and modern offices are now often focussed on break out areas, coffee facilities etc surrounded by small offices (pods) which can be used by anyone and represent a much more efficient use of space. There is also less paper and much more digital storage also reducing space needs. ATC needs to reflect these changes in future refurbishment and redevelopment.

7. There is much underused/unused space at first floor plus levels above retail and other Mixed Use/ Active Frontage uses which lends itself to conversion. At the moment the funding regime favours the conversion of such space to residential and this plan seeks to support that. There is less likelihood of this space being refurbished for modern offices given the funding difficulties and the need for regular ongoing maintenance and updating. However, the market is a fluid one and ATC needs to be able to respond accordingly. The planning regime for such space therefore needs to be flexible, permitting either residential or offices depending on the demands and economic circumstances at the time.
 8. Car parking is a significant issue for town centre workers, particularly those who occupy the smaller end of the market where car parking is not provided or is under provided on site. People use free on-street spaces some distance from the town centre where they can, or use pay and display controlled on-street spaces (eg limited to a 2 hour stay) where they need to move their cars regularly during the day. This is both costly and frustrating and ties up spaces which should be available for people visiting the town centre to make use of its services. There is a need for more affordable 'business contract' parking in ATC – either using currently underused spaces or through the provision of bespoke facilities. For the occupiers of smaller units this is a significant issue and if not tackled will be a deterrent to the attraction of such small, often new and emerging businesses to ATC, a function which the town centre is capable of developing if such deterrents are tackled.
 9. There is potential for ATC to meet demands for smaller owner occupied offices such as those successfully developed by Nikal at My Buro. The demand for such offices is often driven by a combination of locational factors (near home; near markets; accessible to employees etc) and the fiscal regime (including pension rules etc) at the time. Given ATC's catchment population, this is one type of office provision which the town should be in a good position to supply when demand is apparent and the fiscal regime supportive.
 10. Finally, ATC needs to exploit its locational advantages for offices, which are significant. The interchange provides access to an excellent range of public transport services with good links to Manchester City Centre; the amenities in the town centre itself are a major advantage to office workers providing a wide range of easily accessible services and facilities within walking distance and offering various early evening leisure options as well; proximity to the motorway network and the Airport emphasise ATC's strategic location and its well-educated, business and professional catchment population provides a ready source of skilled people to fill vacancies. Taken together, this combination of locational advantages is a potentially powerful force for attracting occupiers – and the general perception is that this is currently not exploited effectively. Action needs to be taken to ensure that the locational advantages of ATC for offices are positively promoted in a comprehensive marketing strategy for the town centre.
- D. Taking these 10 factors into account, the Plan needs to reflect these differing influences and provide a planning context which will allow the town to sustain a healthy office market, responding effectively

to changes in demand and changes in the context within which the office market evolves be that economic, fiscal or technology driven, or any combination of these factors.

- E. The current Core Strategy provides for ATC to deliver an additional 10,000sqm (100,000+ sqft) over the period to 2025/6. The existing Altair consent provides for 3,500sqm leaving 6,500sqm still to be committed. As things currently stand, there is little prospect of significant new office development in ATC and the Core Strategy provision may well prove to be adequate to cover future demand to 2030. That 10,000sqm of additional space would also cover any redevelopment of existing accommodation which resulted in a net increase in lettable space.
- F. In the light of these findings, the Forum agreed that the draft Final Plan should acknowledge and support the Core Strategy provision and indicate that should demand for space up to 2030 exceed the Core Strategy provision, that such demand should be supported if it is suitably located.
- G. This view is based on both the outcome of consultations with those involved in delivering and managing offices in Altrincham and the widespread public support in principle for the maintenance and development of the office employment market, ranging from space for new and emerging businesses, to larger accommodation for established growing companies, to encourage increasing town centre based employment and the positive impact on the demand for town centre services which that would generate. It is also the case that the proposed increase in the town centre based residential population would help to underpin such employment growth.
- H. Turning to the locational issues, the established office areas to the north and south of Woodlands Road provide opportunity for future redevelopment where demand arises and there is scope for a net increase in office space should there be the demand. The only suitably located non office site offering the opportunity for future new office development is the Altair/existing leisure centre block between Oldfield road and the railway. Just as Station House benefits from its location close to the interchange and town centre amenities, so this location offers the opportunity for significant new office development (in addition to housing, leisure uses and car parking) should demand arise. A concentration of office accommodation around the interchange would be very sustainable, maximising that multi-modal facility's importance in attracting employment and providing a wide range of transport options available to the workforce. It would also increase the town centre workforce with the consequential advantages already described. Initial discussions with Council officers indicates their general support for these proposals. The Forum agreed therefore that this location be allocated for a combination of leisure uses, residential, offices and car parking.

2.3.4 Student Comments

The Forum agreed that the bulk of the information provided by the students (see link to public consultation results on the Forum website) needs to be reflected, where relevant, in appropriate policies throughout the Plan and particularly highlighted in relation to the proposal to attract young people to the town centre. It is also essential that this valuable data is passed to all those who can influence what the town centre offers to young people (landlords, developers, investors, letting agents, the Market Operator, Altrincham Forward, the BID committee, the Council etc) to ensure that they are all fully informed of the views and suggestions these young people have put forward.

The comments received in addition to the high level of general support for the proposals are set out in the Analysis Report considered by the Forum and set out below:

Analysis Of Questionnaire Results from the Stage 2 Public Consultation

1. Introduction

1.1 The report by Regeneris on the questionnaire results is available separately on the web site.

2. Responses

2.1 The Regeneris report provides a respondent profile which is not repeated here. Turning to the analysis of the responses, the position can be summarised as follows.

2.2 The Vision – 96% of respondents agreed with the vision. There was no facility to offer comments when disagreeing. It would be appropriate however to review the wording of the vision in the light of the responses overall.

2.3 The Objectives

All 11 objectives were given overwhelming support with a positive response consistently above 90%. For each objective, the minority (under 10% in all cases) comments can be summarised as follows:

(a) **OB 1** (Secure the highest possible standards of design) – secured 97% support. Of the 19 comments made:

- **5** – related to the wording of this Objective. As currently worded the objective begins by defining the role of the plan (allocating land and defining policies) and then seeks to ensure that the highest possible standards of design are secured across the town centre. This has confused a few people so it may be appropriate to re-cast the objective to simply state the intention to secure high design standards. Comments were also made that we needed to be more precise about what 'high standards' means. That clearly must be done but is essentially the job of the policy or policies which would flow from the objective. In re-casting the wording however, it may be appropriate to refer to high quality materials and the scale and design of development being appropriate to its location/setting.
- Of the 7 design related comments, apart from wording issues and the need to be more specific, there was a plea for a flexible approach; to avoid cheap modern designs which date quickly and the need to give greater emphasis to 'timeless quality'.
- The bulk of the remaining comments were concerned with the distribution of uses across the town centre, matters which relate to other objectives. There was also a comment about the area the plan covers, which is fixed following designation.

(b) **OB 2** – (Focussed retail core and wider area of mixed use) – secured 95% support. Of the 18 comments made:

- **6** – generally supported the retail focus and keeping retail to existing retail areas.
- **3** – commented about the town centre boundary.
- **2** – expressed concern over residential in the description of Mixed Use. One thought it would mean 'replacing the High Street', the other opposed residential as it would only be available to the well off. Neither are accurate.
- **2** – commented about specific locations (Altair; Old Hospital site and multi storey car parking (MSCP).

- 2 – thought wrongly, that mixed use excluded retail.
 - 1 – thought the retail core should include the whole of George Street.
 - 1 – wondered why we need mixed use (good quality shops only).
 - 1 – thought the objective too vague.
- (c) **OB 3** – (Review land for offices) – secured 95% support. Of the 21 comments made:
- 11 – all supported the importance of maintaining and growing the office economy.
 - 3 – supported more residential rather than offices or gave the growth of both equal importance.
 - 2 – wanted more information.
 - 1 – expressed concern about the impact of more residential on house prices (negative equity).
 - 1 – suggested an objective simply to reduce the amount of vacant office space.
 - 1 – suggested that we should wait and see what effect the PD from offices to residential actually has.
 - 1 – commented on the wording.
 - 1 – proposed 'No Altair'.
- (d) **OB 4** – (Reflect Conservation Area and Public Realm proposals) – secured 97% support. Of the 11 comments made:
- 4 – thought the objective vague and unclear.
 - 3 – that conservation needed to be taken more seriously and that the Management Plans were essential.
 - 1 – thought the objective should be split into three.
 - 1 – thought the public realm proposals were generally very good.
 - 1 – though the Council should be leading the plan.
 - 1 – thought the objective should include actions needed (a matter for the policies).
- (e) **OB 5** – (build on success of new market) – secured 95% support. Of the 17 comments made:
- 9 – thought the food hall successful (if expensive) but that the market was not meeting public needs and should not be split into 2 separate locations.
 - 3 – commented that it is too expensive and elitist.
 - 2 – wanted the market to serve all ages rather than focussing on families and the young.
 - 1 – wanted to see more traditional market uses such as fresh produce.
 - 1 – wanted more focus on the market quarter and the need for public open space there.
 - 1 – thought the market would help regenerate the wider shopping area.
 - 1 – wanted to see the market promoted as an attraction.
- (f) **OB 6** – (Attract independent retailers) – secured 97% support. Of the 10 comments made:
- 5 – thought that attracting national, good quality high street retailers should be the priority and that independents would follow – variety being the key.

- **2** – interpreted the question as proposing more food and drink, which is not necessarily the case.
- **1** – didn't think this would attract younger people.
- **1** – thought that positive inducements were needed to attract independents.
- **1** – commented on the wording.

(g) **OB 7** – (Car Parking) – secured 91% support. Of the 33 responses made:

- **8** – wanted more long stay spaces for town centre workers and commuters.
- **5** – wanted better cycling and pedestrian facilities and support for the use of public transport as well as car parking.
- **4** – wanted to see free parking.
- **4** – think there is enough parking but not efficiently used.
- **4** – concerned that short stay does not encourage longer dwell times whereas longer stay would depend on pricing.
- **4** – wanted to see a fully informed car parking strategy with defined numbers of spaces for each type and improved traffic management.
- **2** – were keen to see pay on exit.
- **1** – concerned not to prejudice the public realm strategy.
- **1** – would prefer to see parking outside the town centre and not in it.
- **1** – thought there was already too much traffic.

(h) **OB 8** – (Town Centre as a Social Centre) – secured 97% support. Of the 13 comments made:

- **3** – concerned not to attract gangs of young people but would support activities for the younger generation.
- **2** – thought the plan should focus on traditional retail. Altrincham not a place for a day out.
- **2** – thought the plan should define what was needed and that the objective was too open ended.
- **1** – wanted to stop buskers.
- **1** – thought there was enough bars and leisure facilities – should focus on improving what we have.
- **1** – wanted to see improvements to Stamford Park (not in the plan area).
- **1** – emphasised that the centre should meet the needs of the older generation as well.
- **1** – does not support festivals and cultural activities.
- **1** – thought it important to improve safety for ordinary people during the day. Too many cheap bars – need better security.

(i) **OB 9** – (Application of Digital Technology) – secured 97% support. Of the 11 comments made:

- **5** – do not regard this as important.
- **2** – support free WiFi but have concern about leaving out the elderly.
- **2** – would leave it all to the market in the belief that businesses will provide. Plan should focus on the

infrastructure.

- **1** – supports the use of social media and apps rather than a web site.
- **1** – urges the inclusion of local travel information.

(j) **OB 10** – (More town centre Residents) – secured 92% support. Of the 29 comments made:

- **9** – support refurbishment but not new modern blocks of flats.
- **7** – were not convinced that more residential was either needed or appropriate.
- **4** – were concerned over the traffic implications.
- **3** – were concerned over the clash with the night time economy.
- **2** – gave support but wanted provision for a range of different users and not a transient population.
- **1** – gave support but not at the expense of retail and leisure.
- **1** – gave support but design must be sympathetic to the historic character.
- **1** – expressed concern over the impact on parking for town centre workers.
- **1** – agreed but wanted to see the objective quantified.
- **1** – sort to reword the objective.

(k) **OB 11** – (Flexible but clear plan) – secured 97% support. Of the 10 comments made:

- **6** – were not sure what it meant.
- **2** – wanted to focus on what can be done now – thought the plan should already be in place.
- **1** – the town must remain traditional in appearance. Cheap modern designs are destroying ATC.
- **1** – should be an action not an objective.

NB This is a Forum objective not a Plan objective

2.4 The Proposals

- (a) Allocation of Builders Merchants site for residential (TP). Proposal secured 81% support. Of the 64 comments made:
- **35** – would leave the current use alone.
 - **5** – would use the site as a car park.
 - **4** – would use the site for green space.
 - **4** – happy with residential if the traffic is dealt with.
 - **2** – would use the site for offices.
 - **2** – happy with residential if the design is satisfactory.
 - **2** – don't know if current occupier wants to leave.
 - **10** – one comment for each of the following alternative uses: Social Use; Mixed Use; Community Facility; retail frontage with residential behind; sports facilities; leisure; PFS; hotel and apartments; brewery and food establishment.
 - **1** – did not want to force the change to happen.
 - **1** – had no preference.
 - **1** – would let the developers decide.
 - **1** – comment unclear.
- (b) Allocation of Builders Merchants site for residential (J). Proposal secured 84% support. Of the 54 comments made (some comments referred to their answer for (a) above (TP) which is impossible to analyse and some made more than one suggestion):
- **20** – would leave the existing use alone.
 - **10** – referred to their answer to the previous question.
 - **6** – would use the site as a car park.
 - **3** – would use the site for green space.
 - **3** – were happy with residential if traffic is dealt with.
 - **3** – questioned if the occupier was leaving and also where such uses should go.
 - **7** – one comment for each of the following alternative uses: Social Use; Mixed Use; Sport/Leisure; DIY retail; Hotel and apartments; Business Use and a Click & Collect centre.
 - **1** – would let the developers decide.
 - **1** – would oppose a MSCP.
 - **1** – was unsure.
- (c) Redevelopment of Regent Road Frontage and Car Park. Proposal secured 89% support. Of the 41 comments made:
- **22** – did not want a MSCP but generally agreed to the rest and to the possibility of underground parking.

- **3** – agreed with more car parking as long as it remained cheap.
 - **3** – would leave things as they are.
 - **2** - would use the area for green space.
 - **2** – opposed any more car parking – concern over congestion.
 - **1** – would focus on residential.
 - **1** – was generally supportive if the development was of a high design standard.
 - **1** – was generally supportive but wanted to see emphasis also on cycling and walking.
 - **1** – proposed building a MSCP next to the Leisure Centre not at Regent Road.
 - **1** – opposed to car parking and thought the site should be used for town centre uses.
 - **1** – wanted the site used for a mixed use scheme including community space, arts centre and retail.
 - **1** – thought the area should provide more affordable housing.
 - **1** – wanted to see details before commenting.
 - **1** – thought the area should be redeveloped for social uses.
 - **1** – thought the scheme too large but did support improved access to Kings Court.
- (d) Redevelopment/Refurbishment of the old Hospital. Proposal secured 94% support. Of the 26 comments made:
- **4** – generally agree but without residential.
 - **4** – generally agree but without offices.
 - **3** – were supportive in principle so long as it was commercially viable and had good public transport.
 - **3** – wanted it used for housing and parking only.
 - **2** – thought it was already committed to library and NHS uses.
 - **2** – supported a boutique quality hotel.
 - **2** – comments were not clear.
 - **1** – concerned to see a sympathetic design.
 - **1** – opposed to a public square.
 - **1** - thought it should be used for market activity and library.
 - **1** – wanted to see health uses included.
 - **1** – keen to retain the Georgian façade in a mixed use scheme.
 - **1** – supported boutique shops.
- (e) YWCA Building. Proposal secured 95% support. Of the 17 comments made:
- **3** – agreed with residential if the traffic was dealt with and it included affordable properties.
 - **2** – wanted it as a green space.
 - **2** – preferred a retail/leisure use.

- **2** – preferred it be used for car parking.
- **2** – preferred it be used for community purposes.
- **1** – opposed to residential for the well off.
- **1** – proposed it be used for recreation.
- **1** – opposed to any more flats.
- **1** – preferred the use to be left flexible.
- **1** – keen to see it demolished and a better designed building replace it.
- **1** – not sure.

(f) Site of Existing Leisure Centre/adjoining land for parking, residential and offices. Proposal secured 85% support. Of the 56 comments made:

- **20** – expressed support for car parking – cheap long stay and some short stay.
- **13** – supported residential including affordable housing.
- **12** – supported playing field/green space/leisure uses.
- **10** – were opposed to offices – no demand.
- **4** – opposed to Altair.
- **2** – were opposed to residential.
- **2** – had no direct comments to make.
- **1** – opposed to car parking if Regent Road CP is built.
- **1** – gave general support so long as the design was of high quality.
- **1** – re-ordered the wording of the objective.
- **1** – was concerned over the effect of high business rates.
- General concern to deal with traffic implications carefully, whatever the finally agreed combination of uses.

(g) Any Other Proposed Land Use Allocations? 76% of respondents had suggestions for consideration:

- **16** – wanted to see land allocated for green open spaces (including 2 references to the area opposite the cinema) and open air leisure activities.
- **16** – wanted more residential: anywhere (6); Stamford New Road (3); elderly near the town centre (2); on Central Way (1); north of Cresta Court (1); serving all needs (1); near leisure centre (1); on the Altair site (1).
- **11** – wanted more car parking including: next to the leisure centre (3); free/cheap (3); for town centre workers (2); near the market (1); to replace the lower market (1) and more generally (1).
- **7** – wanted to see the Macdonalds/Pizza Hut block demolished and used as either an open area (4) or for specific developments (3).
- **6** – want to see the National Tyres and Industrial units sites used for car parking.

- **5** – wanted to see the establishment of a green town square, 3 referring to the Market/Old Hospital location and one to the area opposite the interchange.
- **3** – wanted to compress the town centre (excluding Oxford Road, the Downs and Kingsway) and focus on the retail hub.
- **3** – were looking for more community/gallery/performance space.
- **2** – want to see a quality boutique hotel (one specific suggestion that the PFS site on Oakfield Road be used for this purpose).
- **2** – want to see Stamford New Road and Railway Street pedestrianised.
- **2** – proposed educational uses for the YWCA building and the Old Hospital (FE).
- **2** – wanted more focus on providing visitor attractions.
- **2** – keen to improve poor streets like Central Way, Back Grafton Street.
- **16** – one comment each for the following: better restaurants; tidy up back streets; focus on the 25 – 35 age group; reduce access to the town by car; no more supermarkets; divert all through traffic; extend Goose Green to Back Grafton Street/Grafton Street; put roof on George Street; convenience stores at the gateways; better links to the airport; direct the interchange footfall past the shops; design to reflect heritage; Council/RSA flats to be re-developed with more sympathetic design; encourage local traders; new library in Old Post Office – more accessible; remove untidy stalls from bottom end of Shaw's Road.

(h) Areas Allocated for Mixed Use/Active Frontage.

(i) Railway Street (Regent Road to Moss Lane). Proposal secured 97% support. Of the 7 comments made:

- **2** – sought to 'move' shops and then turn Railway Street into residential.
- **1** – wanted a limit on the number of hot food outlets and bars.
- **1** – wanted to promote residential.
- **1** – wanted to promote retail.
- **1** – wanted to promote commercial.
- **1** – sees this street as an important 'window' to ATC and wanted high quality outlets and no more fast food outlets.

(ii) Stamford New Road Opposite Interchange. Proposal secured 94% support. Of the 15 comments:

- **6** – wanted to see demolition and the creation of an open green square/plaza opening up views and giving better access.
- **4** – thought it best used for offices and commercial.
- **2** – Agree to Mixed Use.
- **2** – want to see a residential focus.
- **1** – wants to open up the area around the PH – green sitting out area – the rest to be a mixed use/ active frontage ground floor with offices and residential above.

(iii) Top End of George Street. Proposal secured 95% support. Of the 14 comments made:

- 6 – would retain for retail.
- 4 – would focus on residential.
- 1 – would focus on other commercial uses rather than residential.
- 1 – would focus on uses other than residential.
- 1 – would allocate all of George Street from Regent Road to Shaw's Road as Mixed Use.

(iv) Shaw's Road – Cross Street. Proposal secured 97% support. Of the 4 comments made:

- 1 – was concerned at mixed use too near the centre.
- 1 – agrees with a tight area for retail.
- 1 – would focus commercial in these streets.
- 1 – would focus on residential in these streets.

(v) Regent Road. Proposal secured 96% support. Of the 9 relevant comments made:

- 3 – would focus on residential.
- 2 – would leave it as it is.
- 1 – confirms need to contain retail.
- 1 – would focus on commercial.
- 1 – supports mixed use but not retail.
- 1 – keen to retain its existing character.

(i) Main Shopping Frontages – 93% supported this proposal.

(j) Policy to attract popular occupiers – 92% supported this proposal.

(k) Proposal to attract Convenience stores – only 42 % agreed with this proposal.

Concerned that the way the questions are phrased may have misled people. Does not stack up with 87% agreeing that current owners/developers should encourage such users.

(l) Owners/developers to secure such occupiers (Popular outlets and convenience stores) – 87% agreed with this proposal.

See (k) above.

(m) Retail development confined to Main retail frontage and MU/AF areas – 86% agreed with this proposal.

(n) Revised town centre boundary – 83% agreed with this proposal.

See comments elsewhere concerning the risk of including land north of Woodlands Road and review as necessary.

(o) Provision of facilities/services aimed at attracting the younger generation – 79% agreed with this proposal.

(p) Eight proposals concerning car parking – between 88% and 96% agree with all these proposals.

- (q) Three proposals concerning the provision of fast free WiFi and free charging facilities; town centre web site and development of a public/private partnership to deliver required infrastructure – 91%/92% agree these proposals.
- (r) Three proposals concerning (i) the proposed review of design policies; (ii) support for maintaining and developing the town centre employment market, and (iii) the principle of always aiming to achieve the highest quality in all aspects of the development of ATC – 96%, 93% and 99% respectively agree these proposals.

2.5 Conclusion

With the single exception of the question about convenience stores (about which there is some concern that respondents may have been misled) there has been overwhelming support for the vision, objectives and proposals.

Stage 3 (Regulation 14)

Report On The Stage 3/Regulation 14 Public Consultation On The Altrincham Town Centre Neighbourhood Business Plan.

1. This final stage of public consultation was also the Regulation 14 statutory public consultation required by the Neighbourhood Planning (General) Regulations, 2012. It was concerned to secure comments on the draft Final Plan prior to it being finalised by the Forum for submission to the Council. This document, which can be accessed at the Forum web site, set out the Vision and Objectives for the town centre to 2030 and defined the policies which, once adopted, will guide decisions on all planning applications for development within the plan boundary. The draft Final Plan also included a draft Supplementary Planning Design Document at Appendix 3, aimed at establishing town centre-wide design principles across the different 'Character Areas' that make up the town centre. Finally, the draft contained a Projects chapter which, once finalised, will form a non-statutory Annex to the Plan submitted to the Council, but will not form part of the Plan to be adopted. A summary of the Draft Final Plan was also produced (also accessible from the Forum web site) and 750 copies were printed and made available at all the events and the library and the Altrincham Forward offices. C. 600 of the summary report were distributed.
2. The brand originally designed by Clear Marketing ('I'm in Altrincham – Your Town, Your Plan') was again used on all published material including the draft Final Plan, the Summary of the draft Final Plan, the leaflets and posters.
3. The Forum website (www.myaltrincham.org) was updated by the Web Studio, explaining the role of Stage 3/Regulation 14; providing a link to the on-line questionnaire and links to the outcome of the Stage 1 and 2 public consultations; the full and summary draft Final Plans and the Strategic Environmental Assessment. The Twitter (1200 followers) and Facebook accounts continued to be used to advertise the draft Plan and events.
4. The media launch was managed by Vision Creative and Communications Consultants who also produced the copy for the website. The launch took place in the lead up to the commencement of the public consultation which ran from the 16th January to the 29th February inclusive. Articles appeared in Altrincham

Today and the SAM and the Forum Chair was interviewed on both local radio and TV. A formal advert announcing the impending Regulation 14 public consultation appeared in the Messenger on the 14th January including the details of the various events as follows:

- 23rd January, Altrincham Forward offices, 10.00am to 2.00pm
- 30th January, Altrincham Town Hall, 10.00am to 2.00pm
- 6th February, Altrincham Waitrose, 9.30am to 3.45pm
- 13th February, Altrincham Leisure Centre, 10.00am to 2.00pm
- 20th February, Altrincham Waitrose, 9.30am to 3.45pm
- 27th February, Altrincham Market, 9.00am to 1.00pm, and
- 28th February, Altrincham Market, 11.00am to 3.00pm.

Copies of the questionnaire (printed by Mott Macdonald) and a freepost reply envelope were also available at all the events and at the library and Altrincham Forward offices during their normal, opening times. Copies of the summary plan were also available and the full version of the Plan was available for inspection. There were display boards (prepared by Planit-ie) illustrating the main policies in the draft Final Plan at all the events.

An assessment was made at each event of the numbers of people engaged in discussion about the Plan with the volunteers working at each event. It is estimated that a total of around 900 people were involved over the 6 week period at the 7 events.

5. 15,000 leaflets were produced detailing the various events and locations where information was available. The leaflets were distributed by volunteers to all properties within the Plan boundary; were made available at all the events and at the Library and Altrincham Forward offices and about 700 were distributed at the Interchange on the 12th and 13th January, am and pm respectively. In all, 14,000 leaflets were distributed.
6. Copies of the leaflet were also distributed to schools for inclusion in schoolbags (primary schools) and an e-mail version was made available also for distribution. Secondary schools included information on the events in their newsletters, intranet, parent e-mail etc. In all, 30 schools with a total of 15,550 pupils were involved in this process of information distribution. It is estimated that about 30,000 parents/family members were contacted in this way. (Schedule of schools attached below).
7. Letters were sent to all relevant Statutory Consultees (list included below) and to the c. 1,300 people and organisations on the Forum's database which had been compiled for the purpose of public consultation and sought to include all relevant local organisations with an interest in Altrincham Town Centre as well as those who provided their contact details during the Stage 1 and 2 consultations. Copies of the 8 written comments received are set out in full below along with a response from the Working Group for consideration by the Forum.
8. The on-line questionnaire was available for completion from the 16th January to the 1st March inclusive. Paper copies were made available at all the events and at the library and Altrincham Forward offices. 8 hard copies were received and entered on-line by a member of the Working Group.

Questionnaire results – there were 220 respondents to the questionnaire raising a total of 458 comments, 382 concerning the draft Plan for adoption and 76 concerning Chapter 5 (now the Annex). The

questionnaire was designed by Regeneris who also hosted it and analysed the YES/NO tick box results. These results and a full list of all the comments made are scheduled in the attached reports from Regeneris. The final two columns are provided to indicate (a) the responses to the comments made which were drawn up by the Working Group and (b) a column stating the Forum's decision taken when it met on the 16th May 2016, regarding any change which it is considered necessary to make to the Plan prior to it being submitted to the Council. Regeneris has also provided a short report analysing the priorities identified by the public for the implementation of the proposed Phase 3 public realm works. The Working Group has applied a points score to each priority accorded to each street in order to define a priority order for implementation. That report is also attached.

9. The draft Final Plan was reviewed by NPIERS (Neighbourhood Planning Independent Examiner Referral Service) who made a series of helpful recommendations in a report dated 4th February, 2016. The review was concerned with checking the processes involved in preparing the plan; reviewing the wording of the policies and referring to the requirements for the Basic Conditions and Consultation Statements as well as commenting on the further processes through which the Plan would need to go in order to secure adoption. All the comments have been taken into account in preparing the documents on this agenda which will (once agreed – as amended – by the Forum), be submitted to Trafford Council in June 2016.
10. On the 24th February, the Chair of the Working Group attended a meeting of the Landlord's Forum (of AF) to outline the position and encourage all present to complete the questionnaire/send in comments. The following attended:
 - Stephen Cantor (The Downs property)
 - Michelle Atack (Derwent Estates – agent for Goose Green/Lloyd St properties)
 - Lawrence Fruhman (Regent Road/The Downs properties)
 - Adam Gross (Citybranch – new and old hospital sites)
 - Jennifer Hutchinson (Petros)
 - Jennifer Jameson/Lois Chubb (Jameson and Partners estate agency)
 - Daniel Lee/Charles Murray (RPS – agent for various town centre properties)
 - Richard Peel (Merepark Homes – Victoria/George St properties)
 - Martin Rawlings (Stamford New Road/The Downs properties)
 - John Robinson (Denton Construction - The Downs/Stamford New Rd/Market/High Street properties)
 - Mark Rubin (Booth Estates – Goose Green properties)
 - Edward Schwab (Landswood de Coy - agent for The Graftons)
 - Peter Skelton (Altair/MyBuro)
 - Matt Warner (Planit-ie – public realm design/management)
11. Comments received on the draft Final Plan by written representation. (Listed in date order received).

(a) Natalie Belford, Manchester Airports Group, 18/2/16.

18th February 2016

Dear Sir or Madam,

Altrincham Town Centre Neighbourhood Business Plan Consultation

Thank you for consulting and inviting comments from Manchester Airport on the Draft Final Altrincham Neighbourhood Business Plan. As a major business and transport facility within the area we welcome and appreciate the opportunity to respond to this consultation exercise.

We fully support the overall Vision for Altrincham Town Centre and particularly welcome the desire to build upon the strategic position in relation to Manchester Airport.

Manchester Airport currently handles around 23 million passengers, is the UK's third busiest airport and the largest airport outside of the South East. With more than 200 destinations served worldwide and significant cargo operations, Manchester Airport is recognised as the primary international gateway for the North. The Airport provides crucial links with overseas markets and is a key driver of the North West Economy. It is estimated that the Airport directly supports around 21,500 jobs in total and has an economic footprint in the North West region of £847 million in GVA (York Aviation, 2015). The Airport is also a major regional transport hub and public transport interchange with air, rail, bus, coach and tram facilities.

As a major transport and economic hub with considerable potential to stimulate economic activity and attract inward investment, Manchester Airport is an important asset to the region. The proximity of Altrincham to the Airport will therefore help to create a competitive edge for the town. Building upon this strategic locational advantage and ensuring that there are effective transport links and improved accessibility between the Airport and Altrincham will be of value as these connections will help to unlock the economic benefits that can help deliver economic growth and development within the town.

We welcome the range of social, economic and environmental Objectives that have been presented within the Plan and feel that these are appropriate considerations in shaping the overall strategy of the Plan area. With specific regard to OB 11, we support the focus on economic growth within Altrincham and the desire for new offices, retail, leisure and tourism activities, other services and town centre uses. Crucial to supporting such economic growth will be the provision of good transport links. In this respect we agree with the conclusions that emerged from the Stage 2 consultation that the town centre needs to exploit its locational advantages for offices (and we would add other business uses too) - principally with regard to the Interchange with its range of public transport services, proximity to the strategic motorway network and proximity to Manchester Airport.

A location close to the Airport can be extremely attractive to businesses and is of value when considering potential new sites for employment within the town. The Airport provides rapid international access that is important to many modern businesses, provides a link with overseas markets, helps businesses to transport people and goods and win new business, and provides an attractive inward investment location. It is therefore conveniently located for many of Altrincham's existing businesses to benefit from and will also be an important factor in attracting new businesses to the town. We would therefore welcome any measures intended to improve connectivity between Altrincham and Manchester Airport, and this could be particularly achieved from the Interchange.

The strategic locational advantage of Altrincham relative to Manchester Airport also needs to be effectively

promoted and we note that the need for such marketing has been identified at Chapter 5 although is not within the scope of the Plan itself.

With regard to OB 7, we acknowledge the need for better provision of inexpensive and accessible car parking for workers and residents within the town centre. Care should however be taken to ensure that this does not become used for unauthorised off-airport car parking as this would undermine our surface access strategy to encourage greater public transport usage.

Thank you again for providing Manchester Airport with the opportunity to comment on the Draft Final version of your Neighbourhood Business Plan. We hope that our comments have been useful and please don't hesitate to contact us if you have any questions or wish to discuss any of the issues raised in more detail.

Yours faithfully,

Natalie Belford

Forum Response to the comments from Natalie Belford, Manchester Airport.

The support for the vision is noted as is the useful information about the airport. We also note the comment that the proximity of ATC to the airport is a strategic locational advantage for the town, and the support for the objectives, particularly OB 11 which supports economic growth and which requires good transport links, including to the airport. The importance of marketing the town's strategic locational advantages is also noted. The need to guard against car parking in the town being used for off airport parking is also noted and agreed.

The Forum agree that no change to the Plan was required.

(b) Judie Collins, Chair, Altrincham and Bowdon Civic Society, 22/2/16.

There are a few typos which I expect will be picked up but just to list

Executive Summary

- *1.2 issues plural rather than singular.*
- *Chapter 1 1.2.4 Complementary rather than Complimentary*
- *Chapter 2 2.3.2 Principal rather than principle*
- *2.3.3 Citybranch one word*
- *Chapter 3 OB 11 Principal rather than principle*
- *P61 Pozzoni rather than Pozonni*
- *Plan 12 Bowdon not Bowden*

Executive Summary

Perhaps the Forum members could be listed as whom they represent either here or in list at end e.g. Civic Society, Councillor, Local Business resident. We think this would prove diversity of Forum

1.2 "all those bodies who can contribute" some idea of what these bodies might be.

2.1 As plans out of sequence number wise would it be good to give page number when mentioning plan which would save having to keep going back to index which is frustrating

2.1 B perhaps change wording from "markets" which could be confused with Market to something like requirements

2.1E Check with Lesley Frankland that time scale for conservation areas hasn't been modified. Perhaps there should be something about Disabled re Public Realm in view of concerns about shared space from disabled community.

2.1G And details of 3rd consultation going into school bags (confirmed at the Leisure Centre event by parents). That event also consulted with primary school pupils who are the largest users of Leisure Centre about what they wanted and they also are more evident in town centre with their parents than older children

2.1H We understand the Altrincham Forward Place group have seen the draft strategy for residential in town centre so it would be helpful to the NBP to feature this

2.1I The possibility of parking charges as leaving to endure longer dwell time has been much discussed and promoted and again disability blue badge parking needs. This was highlighted in recent Enter and View of new hospital by Trafford Healthwatch.

2.1K There is no mention of Trafford Housing Trust in consultation though there are references to builders yards near Tesco being used for residential. THT's Chief Executive who addressed Civic Soc AGM suggested New Street properties likely to prove unsuitable for refurbishment and New Street properties need upgrading and landscaping in what is important town centre location.

There is also no mention of the consultation with the NHS on their offer in town, the new hospital run by Central NHS Foundation trust and the old Hospital to be developed by Trafford CCG. Perhaps there needs to be a more up to date position of that site and its development

While hopefully there will be less empty properties in the town centre, if they do occur some reference to successful temporary occupation by the community including arts organisations would be helpful. This is dealt with in 3.5. but seems a bit vague.

3.6 The Civic Society has urged the promoters of 20s plenty to respond to the consultation which they have done. The Civic Society has had a talk from Rod King of 20s Plenty and there is a view that partial introduction of 20s plenty is expensive and New Street have already been turned down. 20s Plenty is aimed at residential streets which may be affected by introduction of Shared Space which in e.g. Blackpool has led to drivers avoiding.

3.7 A Heritage Code seems unlikely as we have no Conservation Officer. We do have a Heritage Champion Councillor John Lamb who lives on High Downs and perhaps it would be worth seeking his opinion

Chapter 1

1.2.1 We think that more of a threat to the town centre than the Trafford Centre are John Lewis at Cheadle and M&S at Handforth Dean. They are far more likely to attract Hale residents.

1.2.3 Civic Society would like mention of partnerships with Locality and Mind Maps as to what residents wanted, their fortnight long event in Altrincham Forward offices again to consult with residents and businesses and the introduction of Professor Cathy Parker and the Institute of Place Management at MMU which led to high profile for town and funding. We also had several briefings from Dept Business Information and skills from a NCVO government/community initiative. Planning Aid have also been extremely helpful. We think thanks for all organisations involved can only boost the profile of the NBP

Chapter 2

Much has been made of attracting young people to the town but not very much about older people. The Civic Society is aware of the Age Friendly City project in Old Moat, Withington which includes age friendly benches, lower shelves in supermarkets, toilet provision. Age friendly can also benefit families with buggies and the disabled.

2.3 The Civic Society is concerned about economic growth in the town. Manchester is making much of PRS and a question at a recent Planning Conference as to whether this would work in Altrincham received a positive response. This would provide a viable future for the Altair site and keep families in the town with family facilities in apartments preventing them from moving out into residential areas. We feel this should be explored.

We feel that the Market Operators should be commended for making such a success of the Market House. There does however remain much to do for a holistically successful market provision particularly on Central Way and on a Tuesday which the town needs so it does not just buzz at weekends.

Chapter 4

4.1.2 There will be considerable change to the St Johns Road area. As well as the YWCA, the surgery will be moving to the old hospital site and St John's church is to be closed. The Civic Society has established a regular cycle of pre planning application discussions with developers and this should be maintained. The Society has already enabled developers talks re Altair and the old Hospital site with the NBP Design Group and partnerships are always desirable.

4.1.5 Regent Road Car park is next to the New Street social housing as already discussed. The acquisition of the bowling green car parks looks unlikely unless discussions have been had with Enterprise. A chance to improve pedestrian access through Kings Court could have happened with new hospital build but TMBC unwilling.

Not everyone will know about Chapel Street so perhaps more explanation

Have Shopmobility based on the Regent Road car park been consulted re re-location which would also include Chamber in toilet offices.

We feel linking charity and cheap shops as one word is not helpful. Even towns like Knutsford with few empty units use high end Charity Shops as a useful part of retail and it does help to avoid the image "Altrincham is only for rich people and only cares about business"

TFGM is trailing overnight parking at stations and we feel this could be possibility in Altrincham. Transport is about more than parking. The plan includes no mention of the extremely busy Mid Cheshire railway line which connects Altrincham with Stockport and Piccadilly and to the South Knutsford, Northwich and Chester. The line is an opportunity for leisure and business expansion.

Plan 12 isn't very accurate and excludes allotments. There is funding for a new bridge at Halfords in Broadheath planned to bring cyclists safely into the town centre. Mention should be made of encouragement for walking and cycling in the town.

More typos

- P14 available
- P16 Interchange capital letter

- P39 120 mph (whoops)
- Plan 1 Should Bridgewater Canal be identified as Peel

Not sure about Convenience store. Could we call it something else-that sounds like a corner shop/NISA/SPA

Have had concerns from Goose Green trader Nigel Hemmings about parking etc. Have sent him to BID.

3.1 Perhaps mention of Heritage Lottery Bid to back up heritage strategy

Stamford Quarter envisaging a lot more food outlets according to meeting last week with Dave Wightman-maybe an update with him would be useful

We would like Greenwood Street moved up priorities for public space .It's going to look dreadful if nothing improved .Perhaps 106/CIL for Hospital as already suggested by Citybranch (one word not 2) CIL/106 explained last year to Civic Soc by Chief Planning Officer which gives NBP a heads start

No mention of Town Hall –would be good to have identified as community space

We are a bit doubtful about the green spaces map-there are some inaccuracies and omissions.Plan to show it to Dave Rome on Friday (He is green spaces community lead at Amey (ex TMBC)

Forum response to the comments from the Civic Society:

- (i) All typos are noted
- (ii) There will not be an Executive Summary in the finally submitted Plan.

Forum membership at the time of the submission to the Council for Designation is included in the Constitution which is available on the Forum web site. No request has been made to Forum members to agree to their details being published in the Plan and the Forum concluded that this should not take place given the requirements of the Data Protection Act.

The Plan sequencing/numbering will change as Chapter 5 becomes the Annex. The Page number referencing suggestion has been applied.

On the Conservation Areas, the Council has been formally consulted on the draft Final Plan. Details of the schools consultation is included in the Stage 3 report and will be included in the Consultation Statement.

On the draft residential strategy the Council has confirmed that this has been overtaken by the housing proposals in the draft Neighbourhood Business Plan and that there is no intention of taking the draft Strategy further.

Car park payment systems will form part of the ICPS proposal. Comments on housing are noted.

On the Old Hospital site, the Final Plan will need to reflect the reality at the time of submission. Planning consent has been granted for the Health and Well Being Centre but there is (at the time of writing) no legal commitment to proceed.

The temporary use of vacant shops for community related purposes, although supported, is not a matter for the Plan which cannot promote particular occupiers.

The 20 mph issue (referred to in the Annex) needs to be the subject of a full discussion by the Forum and a

position taken in due course.

The Heritage Code idea is not part of the Final Plan but is included in the Annex. The question of how it is produced and funded needs further discussion at the Forum.

- (iii) Chapter 1 – The stores referred to are other examples of out of town provision. The comments about involved organisations are noted.

Locality and Planning Aid have been added to the list of acknowledgements at the beginning of the Appendices.

- (iv) Chapter 2 – The Plan reflects the fact that there was a significant response from the younger generation. It also expressly states that the Town Centre needs to cater effectively for all age groups. The Old Moat project in Withington, Manchester, flags up issues which should be considered in designing buildings and public realm in ATC. Reference to this has been made in the Annex.

The extent to which ATC can attract the private rented sector is a matter for developers and landlords to consider and would be supportive of the town centre housing proposals set out in the Plan. The Plan does not however, seek to promote particular forms of ownership/occupation, rather providing the policy context within which various types of ownership/occupation can be developed.

The comments on the mid-week markets are noted but this is essentially a matter for the Market Operator to consider and is not a land use policy issue for the Plan.

- (v) Chapter 4 – the comments about St John's Road are fully acknowledged however neither the closure of the church nor the relocation of the Medical Centre are yet legally certain.

The Plan continues to reflect the public response at Stage 1 regarding mixed use for the Old Hospital site, however, if there is clear legal commitment to the Health and Well Being Centre proceeding prior to the Plan being finalised, then the Final Plan will need to reflect that.

The role of the Civic Society in discussions with developers is fully recognised and there is a strong case for the Forum and the Society to discuss the working relationship between the Forum's Design Group and the Society in this area. The Chair of the Design Group will liaise with the Chair of the Society to arrange these discussions with a view to reporting back to the Forum on the outcome.

On Regent Road CP, the comments are noted. The Plan seeks to promote a comprehensive approach to the regeneration of this area including the particular issues referred to. A brief explanation of the historic importance of Chapel Street –the bravest little street in England – has been included. No existing occupier in the Regent Road area has been consulted as there are no specific proposals on which to consult. It remains to be seen whether any existing occupiers will be impacted directly.

The point about charity shops serving part of the customer base is recognised. It is the scale of the increase in both charity and cheap shops as a consequence of the rise in vacancies which has caused so much public concern.

The overnight parking point is one that should be considered as part of the ICPS discussions.

The mid Cheshire line is an important integral part of the Interchange and reference to it has been made.

Plan 12 is 'Illustrative' and will be developed by the Design Group taking account of all comments received.

- (vi) Other points – The ownership of the Bridgewater Canal may have changed but its name remains unaffected.

The term Convenience Store is widely used and understood and is defined in the Plan.

The comments about securing lottery money to support the Heritage Strategy is one for discussion by relevant organisations including the Society and the Forum.

An increase in food outlets in the Stamford Quarter would be a response to the increasing convenience culture referred to in the Plan and all covered by the main (primary) shopping designation in the plan.

The public realm priorities determined by the public in response to the relevant question in the Stage 3 questionnaire are included in the Stage 3 report to the Forum. Greenwood Street is third out of the eight locations included.

The Town Hall is clearly a key community building and specific reference has been made.

Finally, if there are specific comments on the green spaces map, please let the Chair of the Forum Design Group have them.

Overall, although there are a number of references now included in both the text of the Plan and the Annex, but the Forum decided that no change to the plan's policies to be submitted for adoption was required.

(c) **Tim Field, CAMRA, 24/2/16.**

Comments from the Trafford & Hulme Branch of CAMRA on the consultation on the Altrincham Town Centre draft final neighbourhood business plan 2015-2030.

The Trafford & Hulme Branch of the Campaign for Real Ale CAMRA supports the general aims and proposals in the plan and also makes the following comments:

1. Evening Economy

The stage 1 consultation highlighted a desire for festivals, cultural activity and the development of the evening economy. Whilst the plan's objectives recognise this (OB8) it is not reflected in any specific proposals with the possible exception of DIGI 1 - wifi access.

CAMRA would like to see the plan include its model pub protection policy (see attached) in order to preserve the core of the evening activity offer.

It would also like to see the plan promote a specific programme of events and festivals in Chapter 5, including the possibility for a beer festival. The Branch also feels that the plan could promote the use of public spaces and buildings (eg the Leisure Centre/Indoor Market) for such events.

2. Mixed Uses

Policy S3 deals with mixed use compatibility by focusing on what exists on the ground at any one time. With more residential development coming on stream, this could potentially make it increasingly difficult to obtain permission for evening economy uses.

It would be preferable for the plan to define specific zones where the evening economy will be strongly encouraged and should include areas such as Goose Green, the Markets area and the Old Market Place

3. Pedestrian Access

CAMRA supports improved pedestrian access to the Old Market Place (Phase 3 Scheme O) and sees it as crucial to the functioning of this area and its future viability. As a result, it should be included on Plan 8 as an area needing an improved pedestrian route and should be prioritised in any future funding allocations.

MODEL PLANNING POLICY

Any proposal which would result in the loss of a community facility will not be permitted unless:

- an alternative community facility which meets similar local needs to at least the same extent is already available; and
- it can be shown that the proposal does not constitute the loss of a service of particular value to the local community nor detrimentally affect the character and vitality of the area; and
- in the case of commercial community facilities, it has been demonstrated that it is no longer economically viable and cannot be made so.

Reasoned Justifications

Regarding alternative community facilities, the Council will require evidence not only that an alternative facility or facilities can be found within easy walking distance but that there is at least one such facility which offers services and an environment comparable to that of the facility subject to the proposal.

Regarding local needs, the Council will require evidence that there has been public consultation to ascertain the value of the facility to the local community.

If the facility is registered as an Asset of Community Value then the Council will regard this as a material consideration in the determination of any planning application affecting the facility.

Development proposals involving a community facility should not have a detrimental effect on the design, character, significance and setting of buildings or areas of acknowledged heritage value.

On viability, the Council will require evidence demonstrating that:

- the existing or recent business is not financially viable, as evidenced by trading accounts for the last three years in which the business was operating as a full-time business;
- a range of measures were tried during this time to increase trade and diversify use;
- the potential for the property to extend the range of facilities offered at the site has been fully explored;
- for public houses, the CAMRA Public House Viability Test, or a similar objective evaluation method, has been employed to assess the viability of the business and the outcomes show that the public house is no longer economically viable.

Also on viability, the Council will require evidence that all reasonable measures have been taken to market the facility to other potential operators. The facility must have been marketed for at least 24 months either as the current type of facility or as an alternative community facility, at a price agreed with the Council following an independent professional valuation (paid for by the developer). In turn there must have been no interest in purchasing either the freehold or leasehold as a community facility. The business must have been offered for sale locally, and in the region, in appropriate publications and through relevant specialised agents.

This policy applies equally to community facilities which are currently open or have been closed within the past five years.

Forum Response to the comments from CAMRA.

- (i) On the Evening Economy, the reference to events and cultural activity is clearly supported in the Plan which seeks to support the development of the town centre as a social centre for the community. However this is not a specific land use policy issue but could be referred to as a potential project in the Annex.
- (ii) The Model Planning Policy (above) relates to community facilities generally and not just the specific issue of pubs. The issue of the availability of community facilities in the town centre is a recurring issue, highlighted early in the plan preparation process by the strong support from the public for the inclusion of a range of community facilities in the Old Hospital, amongst other uses. The Civic Society have recently sought to secure the designation of the remaining 'half' of the Town Hall as an Asset of Community Value and the Forum has discussed on previous occasions the question of the future of the current space occupied by the library which is on a long lease on a peppercorn to the Council, it is understood to offset the loss of community space when the Stamford Hall was demolished for the development of what is now the Stamford Quarter.

The initial reaction to utilising the model policy was one of opposition because the use of the undefined phrase 'community facility' introduces uncertainty which is contrary to the achievement of a practical framework for decision making and the difficulty of applying the policy to a large town centre such as Altrincham compared, say, to a small settlement with a limited range of facilities. The Forum did however support the basic objective of the model policy which is clearly in line with para 70 of the NPPF, and considered an alternative draft policy and pre-ambule which sort to both define both community facilities and to tailor the policy to Altrincham. The Forum decided to support the thrust of this alternative draft, subject to wording adjustments to take account of the discussion at the Forum meeting. It was agreed that the wording be finalised by the Working Group; discussed with Council officers and circulated to all Forum members and included in the Submission Plan as a new section 4.10 of Chapter 4, Policies, under the heading 'Community Facilities' .

- (iii) Mixed Uses – this issue has been carefully considered by the Forum and Policy S3 represents the approach which was agreed. The idea of zones was considered but the reality of the spread of existing uses is such that that approach was not considered to be practical. Policy S3 is considered to be the most realistic way forward where proposals are determined in the knowledge of (a) their potential impact on existing uses or (b) the impact of existing uses on the proposal. This represents the current approach adopted by the Council.

The suggestion that specific areas are defined as zones where the evening economy will be encouraged, such as Goose Green, the Markets area and the Old Market Place is an idea where zoning can be constraining. The Mixed Use designation embraces all the evening economy uses and in addition to the areas mentioned, there are current concentrations on Oxford Road, the Downs, Kings Court and so on. The Mixed Use designation provides the most flexible context within which the town centre can evolve and it is considered that this flexibility is of critical importance. Zoning constrains flexibility and it is not considered that the Plan should be changed in this respect. The suggestion in a subsequent e-mail from CAMRA that "there is a real risk that the policy as currently proposed could edge out evening economy uses as the amount of resident development grows" is not accepted. The evening economy uses are essentially located in the areas allocated Mixed Use where residential will be occupying first floor and above accommodation and not ground floor accommodation. An increased town centre based population will add to the demand for evening economy uses.

- (iv) Pedestrian Access – this suggestion is in line with the general objectives embraced by the Annex and can be included as suggested. The Old Market Place is Priority 6 for implementation, as described in Stage 3/ Regulation 14 public consultation report.

Overall the Forum decided to add a 'Community Facilities' section to the Policy Chapter of the Submission Plan including a new Policy CF 1 as follows:

POLICY 'CF' - Community Facilities (Supports Objectives 2, 8 and 10).

CF 1 – Proposals that would result in the safeguarding of any existing valued local community facility(s) or the provision of new such facilities will be supported. Any proposal which would result in the loss of a valued local community facility will not be permitted unless:

- an alternative community facility which meets similar local needs to at least the same extent is already available and
- it can be shown that the proposal does not constitute the loss of a service of particular value to the local community nor detrimentally affect the character and vitality of the area and
- in the case of commercial community facilities, it has been demonstrated that it is no longer economically viable and cannot reasonably be made so.

'Community facility' is defined as local shops, meeting places, sports venues, cultural buildings, public houses, places of worship and other local services valued by the local community and which enhance the sustainability of the catchment community.

The Forum decided that no other change to the Plan's policies was required.

(d) **Vince Sweeney, Informed Solutions, 24/2/16**

Altrincham Town Centre (ATC) draft final neighbourhood business plan 2015 to 2030 Consultation Submission, Informed Solutions

I make this supplementary submission on behalf of Informed Solutions, who own and occupy one of Altrincham's most significant and iconic listed buildings, namely The Old Bank, Old Market Place. Whilst we have submitted the consultation survey, it perhaps lacked the granularity to flush out a particular matter of concern that has, we feel, been given fairly superficial treatment in the consultation document, namely traffic calming measures in the Old Market Place.

I will preface my remarks by stating that we are, as a company, hugely supportive of the plan, and welcome the proposed integrated parking strategy, as we see the parking issue as the biggest single factor in preventing people coming into ATC, both due to the cost of all day business parking and the availability and accessibility of short term parking. Provision is poor and signage is lamentable. However, other proposals, such as the change of use of buildings to include more residential units, and the proposals to introduce Digital Technologies to the town are much welcomed.

Focusing now upon the Old Market Place, the draft plan touches on two key aspects that we have very strong views on; the use of this historic area as an open space; but more importantly and urgently, traffic calming measures on the stretch of the A56 that passes through the Old Market Place, the two being entirely inter-dependant.

Yes, we agree that the space outside the Orange Tree pub is underutilised prime public space. Our Global CEO, Elizabeth Vega, sees this as a wasted opportunity to create an incredibly positive impression to those transiting Altrincham, an oasis of quality with street café / dining, floral displays and, at night, illuminated buildings, giving this principal gateway into Altrincham a real wow factor.

However, rather than being an oasis, it remains something of a desert island, effectively cut off from the rest of Altrincham by the relentless flow of traffic on the A56. It is not so much the volume of traffic, which is not huge outside of peak travelling times, but the speed at which cars travel around the effectively blind bend outside The Old Bank. In respect of volume, we accept that there is no short term solution to reducing flow on this main arterial road, although we very much agree that merging the dual lane traffic well in advance of the Old Market Place and widening the pavement could add more control, while creating a bigger, more usable recreational space outside of the Orange Tree.

But it is the speed issue that needs to be addressed as a far greater priority. People, whether residents, office workers or those travelling to the Orange Tree or Old Market Tavern etc for recreational purposes, have to run a gauntlet of speeding vehicles, particularly those approaching the blind bend from the Dunham Road end. It is only a matter of time before someone is killed in the area, the warnings given by the recent tragic death on Dunham Road seemingly going unheeded while the problem remains unaddressed and, I suspect, little understood.

The problem is, in part, due to the fact that the only safe traffic controlled crossing points are some distance from the Old Market Place, outside the Shell garage on Dunham Road to the south and outside the Cresta Court on Church Street to the north. The reality is that most pedestrian traffic tries to cross the road in the vicinity of The Old Bank and the Orange Tree, albeit that the footpath there becomes hazardous when wet due to sap or general greening caused by the rather bedraggled tree on this corner.

The location of the only safe crossing / traffic control sites on this stretch of road on gives enough time for modern cars to accelerate to speeds in excess of 40mph by the time they reach the blind bend, and a large proportion of them do just that! Whilst the proposed road surface changes on this corner would be aesthetically pleasing and welcomed, to think that they would have any great impact on speed at this point is at best optimistic and at worst naive.

Indeed, vehicles approaching such a change in surface at the sort of speeds presently encountered, could, without other measures, create a greater hazard, namely loss of vehicle control caused by both the change in surface and the potential loss of traction on the cobbled surface. Whilst a pelican crossing at the corner would work, this would clearly be an inappropriate intrusion in a special conservation zone.

However, having some experience of Traffic Management in my previous career, I believe that the only way of safely addressing this problem is to designate the stretch of road from the Shell garage on Dunham Road to the Cresta Court Hotel a 20mph zone with fixed speed activated warning signs on the approaches. It is unlikely that this would cause any delay or congestion and indeed, following the same principle as variable speed cameras on motorways, could actually improve traffic flow.

Forgive me for labouring this point but I believe that there is a serious health and safety risk in this area that needs to be addressed sooner rather than later. Whilst it is understood that the changed surface approach outlined in Stage 3 is conditional on budget being available, the measures recommended above could be carried out independent of Stage 3, which would in its self be made more manageable if these measures were implemented.

I therefore ask that this matter be addressed as a matter of some urgency, outwith the timescales of the wider Stage 3 proposals.

Yours Sincerely,

Vincent A Sweeney QPM

Director of Communications

Forum Response to the comments from Informed Solutions.

This letter constitutes an excellent articulation of the problems the Old Market Place suffers from and the opportunities to take action to tackle those problems and create the sort of environment which this very significant historical location certainly deserves. Although the public prioritisation of the 8 public realm schemes set out in the Stage 3 report places this area 6th there is the opportunity to take the sort of traffic management measures outlined much more quickly and so begin to deal with the important safety issues and create the context within which the environmental improvements can be carried out when funds become available.

The Forum agreed to support these proposals and refer them to the Council for their consideration.

(e) Matthew Dugdale, The Emerson Group, 29/2/16.

THE EMERSON GROUP

EST. OVER 55 YEARS

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Altrincham Town Centre Neighbourhood Plan Forum
c/o Altrincham Forward
12-14 Shaw's Road
Altrincham
WA14 1QU

Our ref: MD/Planning

[by email and post]

29 February 2016

Dear Sir/ Madam,

**RE: DRAFT ALTRINCHAM TOWN CENTRE NEIGHBOURHOOD BUSINESS PLAN
PRE-SUBMISSION VERSION (JANUARY 2016) – CONSULTATION RESPONSE
ON BEHALF OF ORBIT INVESTMENTS (PROPERTIES) LIMITED**

I am writing to provide comments on behalf of Orbit Investments (Properties) Limited regarding the above.

As you will be aware, Orbit own and manage Charter House, which is located on Woodlands Road within Altrincham Town Centre, as illustrated by the enclosed plan (847-LEG-8028). Charter House provides over 27,174 sqft of high quality office accommodation over six storeys with on-site car parking.

In and around March 2015, Orbit directors met with Tony Collier and Mike Shields and subsequently responded to the previous stage of consultation undertaken for the Draft Neighbourhood Business Plan and wrote to support the extension to the town centre boundary beyond Woodlands Road, which was proposed at that time. Orbit were encouraged that the inclusion of Charter House in the town centre would give it greater protection under National Planning Policy Framework and increase the chances in securing full occupation of the building going forward.

However, having considered the now revised Draft Neighbourhood Business Plan, Orbit are both concerned and surprised that the proposed town centre boundary has been amended and excludes Charter House. Orbit are particularly concerned that paragraphs 2.1 and 2.3.3 explicitly state that the town centre boundary has been amended to exclude the offices between Woodlands Road and Victoria Street in an attempt to guard against future retail development applications coming forward in this location.

Orbit strongly advise the Forum that this runs contrary to national policy and would not be supported by a Planning Inspector at Examination. According to Annex 2 (Glossary) of the National Planning Policy Framework, offices are classed as a "main town centre use", together with many other non-retail uses, including leisure, entertainment, recreation, arts, culture and tourism etc.. As such, the Government's definition of a town centre comprises

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~ Continued Page 2 ~

“...the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area”.

In this regard, Orbit note that the Draft Neighbourhood Business Plan has failed to designate a “primary shopping area”, which is also required by National Planning Policy Framework paragraph 23 alongside the requirement to define the extent of a town centre. Annex 2 (Glossary) defines a “primary shopping area” as an area where retail development is concentrated. When assessing planning applications for retail development against national policy, it is the primary shopping area in the first instance that national policy dictates that that such developments should be located.

Orbit would concede that it is perhaps the primary shopping area from which Charter House should have been excluded as a non-retail use, but certainly not from the wider town centre boundary. Offices and other such main town centre uses clearly form an important part of any town centre and should not be excluded from their boundaries on the basis of trying to prevent future retail development and without any clear or robust supporting evidence.

Therefore, Orbit strongly request that the town centre boundary as shown by Plan A of the Draft Neighbourhood Business Plan (February 2015) be re-instated to include Charter House and the other main town centre uses around Woodlands Road. Orbit also request that an appropriately more limited area of the town centre covering predominantly retail uses be defined as the primary shopping area. This will help draw a distinction between the two boundaries and ensure that their role and function is clear.

I would be grateful if you could confirm receipt of these comments and give them careful consideration in the preparation of the final Neighbourhood Business Plan. Should you wish to discuss any of these points in further detail or arrange a meeting, please do not hesitate to contact me.

Yours faithfully,



Matthew Dugdale
Planner

Enc. Estate Plan (847-LEG-8028)

**THE
EMERSON
GROUP**

Forum Response to the comments from The Emerson Group.

This letter raises two important issues, both of which have already been the subject of several discussions by the Forum. The issue of the Town Centre Boundary (TCB) has been an important one for the Forum, given the significance attached to the need to focus the retail provision more tightly than hitherto and to deter the possibility of any new retail securing consent outside of the areas designated as Main (Primary) Shopping and Mixed Use with Ground Floor Active Frontages.

The existing northern boundary of the town centre as defined in the Core Strategy runs along Victoria Road and excludes Charter House. The only change now finally proposed to that northern boundary relates to embracing the existing Mixed Use area north of Victoria Street along the eastern side of the A56.

The importance of the office areas to the north of the TCB are emphasised on several occasions in the Plan (see section 4.8 in Chapter 4) and support for the continued development of the office market is very clear. Nothing in the Plan is aimed at throwing any doubt on the long term importance of the office areas and the office market. It is not clear what the nature of the concern is over Charter House (and the rest of the main office area north of Victoria Street) continuing to be excluded from the TCB or what the 'greater protection under the NPPF' actually means for this property. The site clearly has the support of the Plan to remain in office use and the recently amended Use Classes Order gives permitted development rights for conversion to residential use were that to be proposed by the Emerson Group. Continued exclusion of this site and the rest of the office area to the north of Victoria Street, would result in there being a clear presumption against retail development, strengthened by Policy R1. The Government definition of a town centre as quoted in the letter refers to main town centre uses 'within or adjacent' to the Primary Shopping Centre. The Primary Shopping Centre in Altrincham is designated as 'Main Shopping' (retaining the description used in the UDP for clarity) and the main office areas north of Victoria Street (including Charter House) are neither within the Main (Primary) Shopping area or adjacent to it (adjacent being defined in the Oxford dictionary as 'next to or adjoining'). The proposed situation for Charter House in terms of the TCB is unchanged from the UDP/Core Strategy.

On balance therefore, it is considered that the TCB should remain as defined on Plan 6. The Main (Primary) Shopping area is now clearly defined in the Plan as 'Main (Primary) Shopping' and delineated on Plan 6 so the issue raised regarding the Primary Shopping Area is in practice dealt with. The Forum agreed that no other change to the draft Final Plan was therefore required.

(f) Peter Jewitt, personal comments, 29/2/16.

Dear Sirs,

I understand that I can register my comments on the above proposals via an e-mail response.

In general I am very supportive of the proposals. I believe that in order to stimulate the town centre and encourage foot fall and vibrancy it is essential to have people living close to the centre. At the same time it is essential to have clear zoning so to avoid pockets of dissimilar functions being located in the same areas. We need to therefore concentrate the retail establishments into a smaller area, and have additional homes/apartments immediately adjacent, or on areas where retail establishments are being discontinued/displaced. The proposals go a long way to support these principles. At the same time however we must have cheap medium stay car parking near to the shops. 1hr parking is not adequate so 2 or 3 hr parking at cheap prices should encourage shopper and help retailers to flourish.

The proposals for the old Hospital site have some merit, but I question whether that is the best location for

the Library. If the Library is intended to be a place for evening lectures, as well as a centre for books and links, then I believe it should be close to the public transport hub (bus and train station). Unfortunately the old Hospital site is too far away for many elderly patrons.

Forum Response to the comments from Peter Jewitt.

Support for increasing the town centre population is noted. The concept of clear zoning is not considered to be practical given the existing spread of uses. Policy S3 seeks to tackle this in the most realistic way. Main retail has been concentrated into a smaller area as suggested and conversion of space above the ground floor in the Main Shopping and Mixed Use areas is supported in the Plan. The issues surrounding car parking are to be addressed by the ICPS. The relocation of the library has been agreed by the Council with the developer of the Old Hospital site.

The Forum agreed that no change was considered to be necessary to the draft Final Plan.

(g) Alan Hubbard, The National Trust, 29/2/16.

Dear Sir/Madam,

Thank you for notifying National Trust of the above consultation.

Having reviewed the Draft Final Plan and having regard to the responses previously made by the Trust in respect of the earlier stages in the development of the Plan we would comment as follows:

Vision

It remains unfortunate that the Vision is to "build on Altrincham's history and architectural heritage". It remains our view that the words "...so it promotes its:..." would be much less ambiguous and suitably reflect the actual intention. It is unclear what consideration has been given to this positive suggestion (as submitted in response to the Stage 2 consultation) and indeed why it has not been adopted in the latest version of the plan.

Objectives

It is considered that there have been some improvements to the Objectives as previously drafted; nonetheless a number remain overly wordy and rather than being Objectives stray into a range of Actions to meet the Objectives (as per the Trust's response to the Stage 2 consultation in March 2015).

Chapter 4: Proposals and Policies

4.1 Land Allocations:

4.1.3 The allocation of the site of the Old Hospital on Market Street/Greenwood Street (Plan 11, site D)

Generally the text here is suitable and in particular reflects the heritage importance of this key site within the Old Market Place Conservation Area. However, it would be sensible to refer to the relevant documentation for that Area, i.e. a) Old Market Place Conservation Area Appraisal (adopted October 2014) and b) Old Market Place Conservation Area: Conservation Area Management Plan (Consultation Draft October 2015).

(Chapter 5: Projects

It is noted that there is a typographical error in the title at point 1(h) – the relevant speed limit being considered is 20mph [not 120mph].)

If you should require any clarification of the Trust's responses please contact me accordingly.

It would be appreciated if you could acknowledge safe receipt of this response to the consultation and keep National Trust advised of future stages in the progress of the Plan please.

Regards,

Alan Hubbard

Alan Hubbard BA

18th February 2016

National Trust

Forum Response to the comments from Alan Hubbard, The National Trust.

Vision – The wording of the Vision has been the subject of wide public consultation and agreed and supported. The use of the phrase 'build on' should not be taken literally. The Vision doesn't just 'promote' but seeks to actively ensure that through a variety of means (including marketing and promotion), the town evolves successfully over the coming years. This is the only comment received on the phrase 'build on'. The Forum decided that the wording of the Vision should remain unchanged.

Objectives – Again, the objectives reflect the weight of public opinion having been the subject of wide public consultation. The fact that they stray into possible actions reflects the nature of the public response. Important to remember that this is a community led Plan.

Chapter 4 – The Conservation Area Appraisals and Management Plans are all referred to and a link is given in Appendix 4 via the Trafford Council website.

Chapter 5 – this rather obvious typo has been dealt with. It is in fact quite clear in the text that it relates to 20mph.

The Forum agreed that no change to the Plan was considered necessary.

Comments from Trafford Council.

The Council's comments are set out below followed by the observations of the Working Group for consideration by the Forum.



**TRAFFORD
COUNCIL**

Richard Roe
Director of Growth & Regulatory Services

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Date 30th March 2016

ABNP/March16

Working Group for the consideration of The Forum. Forum on the 16th May.

Dear Tony,

Altrincham Business Neighbourhood Plan – Regulation 14 Consultation

Trafford Council Informal Response

Thank you for the opportunity to comment on the pre-submission version of the Altrincham Neighbourhood Business Plan (ANBP). Please find detailed comments attached which have been prepared to assist the Forum in the preparation of the Submission version of the Plan.

Trafford Council is supportive of the preparation of the ANBP and broadly welcomes its vision, objectives and emerging policies and looks forward to continuing to work closely with the Forum in the preparation of the Plan.

Yours sincerely,

Richard Roe
Director of Growth & Regulatory Services

Informal Trafford Council Officer Comments on the Altrincham Business Neighbourhood Plan Regulation 14 Pre submission Public Consultation Document – March 2016

These comments represent those of officers within Trafford Council and do not represent a formal response from the Council itself. It is considered that such comments are appropriate at this stage in the plan making process and will assist the Forum in producing the submission version of the Altrincham Business Neighbourhood Plan (ABNP).

These comments are provided following the receipt of the NPIERS 'Health Check' Review Report.

NPIERS 'Health Check' Review Report

It is noted that the results of the NPIERS 'Health Check' Review report is very positive. The reviewer makes very few substantial recommendations in relation to the content of the Plan and that should be seen as a testament to all of the hard work which has gone into the production of the Plan over the last 2 years.

General Points on Style

It is considered that in general the previous concerns raised in relation to the overall style and length of the Plan have been addressed by the Forum and the Plan as it currently stands is a much more user friendly document. As a general point it would be helpful to the reader if the Policies and the Site Allocations could be listed within the table of contents this would enable easier reference to these sections within the Plan.

The plan making process

It is noted that the NPIERS reviewer recommends the "Early selection and appointment of an Independent Examiner." This is something which the Council is aware of and anticipates starting this process once there is a clear timetable is agreed by the Forum for the submission of the Plan to the Council.

The reviewer also recommends that "The Council also takes its own legal advice before reaching a final decision on how to proceed with respect to the Referendum Area." Although it is the Council's responsibility to define the referenda boundaries and hold the referenda, it is proposed that discussions should continue between the Forum and Council officers ahead of the submission of the Plan for independent examination. Therefore it is hoped that agreement can be reached on the most appropriate boundary(s) for the referenda and that these should be presented to the Examiner for consideration. Furthermore it is hoped that a mutually agreeable date can be reached between the Forum and the Council so that the referendums can be combined with another election, for example the May 2017 Mayoral Election.

The treatment of non-planning matters

It is noted that in respect of Chapter 5 (projects) that the NPIERS reviewer has made a specific recommendation to "Transfer Projects (in Chapter 5 and as noted currently in policies) to a non statutory annex to the Neighbourhood Business Plan." It is also noted that the reviewer recommends that the status of Appendix 3 should be clarified. The Council welcomes this view and it is considered that such an approach will make it clear which document is the actual Business Neighbourhood Plan and will be "Examined" and "brought into force" following the referendums and which document(s) will act as evidence base.

With reference to the public realm phasing plan it is noted that the Forum is seeking to identify additional future opportunities for public realm improvements which include; Oldfield Road, Central Way, Causeway, Lloyd Street and Manor Road. Whilst it is clear that these opportunities are subject to the availability of sufficient funding reference should also be made to the need for further feasibility assessments.

Plan Specific Comments

Policy A - Land Allocations

It is noted that the NPIERS reviewer proposes few changes in relation to the proposed Allocations, therefore although the level of detail is less than would normally be expected in relation to a local plan document, it is not proposed to suggest significant changes.

The Plan does however seek to allocate a number of Council owned sites. Whilst the broad principles of these proposals are considered to be acceptable it should be recognised that development could not come forward on these sites until such time as there is agreement with all of the land owners.

Additionally an application on the old Altrincham General Hospital site was granted at Planning Committee on 11th February 2016. This application is for the erection of a 4 storey building to form a health and

wellbeing centre including the provision of retail facilities, cafe and library and works to public realm. (Ref: 87009/FUL/15). The approved application does not therefore include a residential element as outlined within the draft ABNP for this site and as such it is considered that this allocation should be amended in order to reflect the recent planning permission.

In addition to the above, an application is currently under consideration for the provision of 41 dwellings (6 mews houses and 35 apartments) on the site of the former YWCA building on Ashley Road/St John's Road (Ref: 86989/FUL/15). This position should be kept under review and if necessary, appropriate changes should be made to the Plan.

Policy S – Main shopping and mixed use with ground floor active frontages

The proposed changes suggested by the NPIERS reviewer are noted and it is considered that these would add value to the Plan.

Policy R – New Retail Development

It is noted that this policy has been revised since the previous consultation version and that the NPIERS reviewer has not raised any particular issue with this Policy other than some minor word changes. Whilst the wording is now considered more appropriate, the Forum should be mindful of the fact that proposals for town centre uses elsewhere in the town centre will be broadly in line with NPPF.

Policy H - Increasing Town Centre Housing

The proposed changes suggested by the NPIERS reviewer are noted. In particular it is agreed that the bullet points set out in H4 would be difficult to demonstrate in practice and therefore it would be helpful if the list was revised, as suggested by the NPIERS reviewer, in order to provide greater clarity.

Policy CP – Town Centre Car Parking

The proposed changes suggested by the NPIERS reviewer are noted and are considered appropriate.

Policy DIGI – The Digital High Street

The proposed changes suggested by the NPIERS reviewer are noted and are considered appropriate.

Policy D – Design Related Issues

The proposed changes suggested by the NPIERS reviewer are noted and are considered appropriate.

Policy G – Green Infrastructure

The proposed changes suggested by the NPIERS reviewer are noted and are considered appropriate.

Policy OF – The Office Market

The proposed changes suggested by the NPIERS reviewer are noted and are considered appropriate.

Policy M – The Market

The proposed changes suggested by the NPIERS reviewer are noted and are considered appropriate.

Typos and other minor amendments

- P8, para 1.4.3 Core Strategy Approved in 2012 should be replaced with Core Strategy Adopted in 2012
- P8, para 1.43 Trafford Unitary Development Plan Approved in 2006 should be replaced with Trafford Revised Unitary Development Plan Adopted in 2006
- P8, Para 1.4.5 add Area before Action Plans

- P19, OB4 – the recently approved Conservation Area boundaries suggest change to the adopted Conservation Area boundaries (in order to future proof the document)
- P39 (h) 120mph Speed Limit should be 20mph Speed Limit
- P80 – Appendix 4 should be Appendix 4

Habitats Regulations Assessment (HRA)

It is noted that the NPIERS reviewer recommends that a statement should be included within the Basic Conditions Statement (BCS) as to whether or not a Habitats Regulations Assessment (HRA) is required. Whilst the Council acknowledges that an HRA has not been carried out, it is considered that this matter is addressed within the Sustainable Environmental Assessment Screening Report. The BCS should therefore reflect the conclusion of that report.

Sustainable Environmental Assessment (SEA)

Whilst it is noted that an SEA is provided with the Regulation 14 version of the Plan, it should be noted, that if changes are made to the Plan following the consultation, it may be necessary to update/amend the SEA accordingly.

Statement of Basic Conditions

As the Forum is aware, it is required to submit a "Statement of Basic Conditions" alongside the Neighbourhood Plan and as such an early draft of this statement has been provided to the Council for comment. It is noted the NPIERS reviewer has also provided specific comment on the draft statement.

As detailed in National Planning Policy Guidance (NPPG), the basic conditions statement is likely to be the main way that a qualifying body (in this case the ANBP Forum) can seek to demonstrate to the independent examiner that its draft Neighbourhood Plan meets the Regulations and other requirements to be able to be recommended to proceed to referendum.

In relation to the Legal Requirements it is considered that it would aid the reader if each of the criteria (1-5) were listed and then the evidence showing how each of the requirements have been met were set out beneath each of these headings. It may be that this information could be presented in a table which would further improve clarity for the reader.

In terms of the Basic Conditions and having appropriate regard to National Policy contained within the National Planning Policy Framework (NPPF) it may be useful to provide a context for this and outline which sections of NPPF the Plan has had particular regard to. Again it may be that this information could be usefully provided within a table which includes the NPPF principles and then how the Plan has had regard to these.

In relation to the contribution to the achievement of sustainable development it is considered that this may be better set out beneath a separate heading which sets out the three elements to sustainable development i.e. economic, social and environmental and then how the Plan meets each of these.

With regard to the general conformity with the Strategic policies contained within the Development Plan it is considered that this section could be expanded upon. It would be helpful to define the strategic policies of the Core Strategy and then it may be that consideration could be given to listing of the relevant Core Strategy policies within a table and then the corresponding column a commentary provided on how the ABNP policy is in conformity with this.

In terms of meeting the EU obligations it is noted that the NPIERS reviewer has made recommendations in relation to the inclusion of a statement in the Basic Conditions Statement "whether the ANBP will have any likely significant effects on a European site or a European offshore marine site and whether a Habitats Regulations Assessment (HRA) is required.

Furthermore it is noted that the reviewer recommends that a statement should be included in the Basic Conditions Statement to confirm that the European Convention on Human Rights has been considered and to state the conclusions of that consideration.

In addition to the above comments Council officers would welcome the opportunity to comment on future iterations of the Statement of Basic Conditions as the document progresses.

Response of the Forum

Comments on the Health Check Review and Style are noted. On the Plan Making Process, the timescale involves the Forum taking final decisions at its meeting on the 16th May and then the documents being adjusted as necessary and then formatted and printed. The Forum consider that the Submission version of the Plan and the Consultation Statement and Basic Conditions Statement will be submitted to the Council by the end of June.

Regarding the comments on the referenda boundary the Forum has long held the view that each referendum should have its own rational boundary. Post code information on the people who have responded to the consultations during the process will be supplied to the Council and the Examiner to inform the boundary decision for the general public referendum. The Forum set out its position on boundaries in its submission to the Council in May of 2015 and set out below:

The Case For Defining Separate Boundaries For The Business And General Public Referenda

1. It is important to recognise at the outset that the Neighbourhood Business Plan (NBP) impacts on two different constituencies (communities of interest) in very different ways and this lies at the root of the case for the boundaries of the referenda being drawn to reflect the specific nature of each of those constituencies.
2. The first constituency, the businesses which make up the town centre, all lie within the NBP boundary. They are the businesses which provide the services which collectively go to make up what Altrincham Town Centre (ATC) offers. It is those businesses, along with any others who join the town centre during the plan period (2015 to 2030), which will invest, develop, adapt and evolve as market demands change. Collectively, they make up the character of the place, in terms of the range, nature and quality of the services which the town centre offers. The views of those businesses have been taken into account as the plan has been prepared, and their opinion on the final plan is of key importance. The Business Referendum must ensure that it is these businesses which have the opportunity to vote on whether or not they support the final Plan.
3. The second constituency are all those people served by the town centre, all those members of the general public who look to ATC to provide them with some or all of the services they require. The resultant catchment is, as a consequence, much wider than the NBP boundary, focussed mainly on the WA14 and WA15 post codes. This catchment population will also be served by other centres, ranging from local centres such as Hale, Hale Barns and Timperely, to larger centres such as Manchester City Centre and the Trafford Centre. The issue however is whether that catchment population supports the ATC NBPlan and its proposals and policies, as providing the appropriate context for the town centre to develop and evolve so that it can deliver the services those people require.
4. These two quite different constituencies are inevitably inter-twined as is any relationship between the provider of services and the consumer of those services. It is in both their interests that they are both supportive of the Plan. The Referenda therefore must provide both the opportunity for all the businesses providing the services to express their views on the Plan in the Business Referendum and all those served by those businesses to express their views in the General Public Referendum. It follows that as these constituencies are essentially different, and as their geographical coverage is also different, that the boundaries of the two referenda need to reflect those facts.
5. If the boundary determined for the General Public Referendum were then to be used for the Business Referendum that would necessarily distort the whole process. The consultation stages have encouraged those businesses in ATC to get involved and provide their views. If the Business Referendum boundary were drawn wider than the NBP boundary, then a whole range of other businesses who are not part of ATC, not involved in providing town centre services and have no current direct role in contributing to the development and evolution of the town centre, would have opportunity to influence the outcome of the referendum. The use of such a boundary therefore would inevitably distort the whole process and cast doubt on the relevance and legitimacy of the outcome of the Business Referendum. This possibility should not be countenanced. It is of fundamental importance that the businesses making up the town centre are the ones who determine the outcome of the Business Referendum as it is those businesses which carry the responsibility for the ongoing development and evolution of the town centre and for ensuring that it meets the requirements of its catchment population. It should also be remembered that anyone who owns or

works in a business outside the ATC but within the General Public Referendum boundary and who lives in that boundary, will have the opportunity to vote as a member of the public.

6. There is one other aspect of this matter which should be taken into account. Both referenda will ask the same simple question as to whether or not the plan is supported. In practice however, that question means two totally different things to the two constituencies. For the businesses in ATC the question is really asking whether the plan provides an appropriate context within which the ATC business community can respond effectively to the inevitable changes in market demand which will take place over the plan period. For the general public, the question is really asking whether the plan will result in the development of a town centre which will meet their requirements as consumers of the services it offers. Both questions are legitimate but each relates to a particular constituency each of which has a particular (and different) geographical representation. It is imperative that those different geographical representations are fairly reflected in the referenda boundaries.
7. Finally, it needs to be borne in mind that the Core Strategy provides the existing policy context within which the relative and respective roles of all the centres in Trafford operate, whether they are local centres such as Hale and Timperley, or main centres such as Altrincham and Sale and the Trafford Centre. As the ATC NBPlan is in general conformity with the Core Strategy, none of the policies and proposals in the Plan seek to change those relative and respective roles. As a consequence, there is no legitimacy in the argument that businesses outside ATC should be able to vote as the Plan seeks to change the balance between centres as formalised in the Core Strategy. The Plan quite clearly does not seek to change those relative and respective roles.

Mike Shields, Chairman, ATC NBP Working Group. 14/5/15

The Forum re-confirmed its commitment to the above statement.

Regarding the timetable for the referenda, there is real concern that delay until the local elections in May 2017 will result in a serious loss of momentum and interest in the preparation of the Plan. The Forum agreed to press the Council to hold the referenda as soon as is possible.

Turning to the treatment of non-planning matters, the Forum is submitting a non-statutory Annex to the Plan which sets out various non planning issues and is not meant for adoption. The Submission version of the Plan makes this clear and clarifies the status of Appendix 3.

On the public realm phasing plan, reference to 'feasibility assessments' has been added.

Taking each of the Plan Specific Comments in turn:

Policy A – In previous discussions it has been agreed that the Plan would either reflect planning consents which are legally committed to proceed, i.e. contracts let etc. (and that is not yet the case for either of the 2 sites referred to), or would continue to allocate those sites to reflect the views expressed by the public during the consultation stages. The latest position on each of the two sites will be set out in the Submission Plan.

Policy S – it is not clear whether the NPIERS comment regarding the approach to solid shop front shutters is supported by the Council. The Plan is silent on this issue as it is considered that matters of this sort would be dealt with by the Council when its shop front policy is updated.

Policy R – The Forum's consistent concern here has been to avoid the development of significant new retail outlets outside the Main Shopping and Mixed Use areas.

Policy H – The Forum agreed that Policy H4 be deleted and the list of bullet points embraced in the text leading up to the housing Policies.

Policies CP; DIGI; D; G; OF and M – the Forum confirmed that all the NPIERS comments have been embraced in the Submission Plan.

Typos etc – all have been taken on board.

On Objective 4, the Forum agreed that the easiest way to 'future proof' the objective would be to delete the word 'recently'. The Forum considered that it would be appropriate to expand the definition of the objective to read as follows:

“OB 4. Fully reflect and support (a) the approved Conservation Area Boundaries, Appraisals and Management Plans and associated policies seeking to protect and enhance the town's heritage assets and (b) AS BEFORE”.

The Forum agreed this amended wording.

Habitats Regulations – the position set out in the Council's comments is now reflected in the Basic Conditions Statement.

Sustainable Environmental Assessment – noted. The Forum agreed that AECOM should receive a copy of the Stage 3/Reg 14 report as soon as that is finalised after the 16th May, so they can decide how to proceed on the production of the final SEA report.

Statement of Basic Conditions – The Forum noted that Council officers have been consulted on the latest draft of this document and any further comments are awaited.

Apart from the revised wording of Ob 4, the Forum agreed that no other changes to the Submission Plan were required.

Altrincham Town Centre Neighbourhood Business Forum

Altrincham Neighbourhood Business Plan Stage 3 Consultation: Summary of Responses (Prepared by Regeneris)

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1. Overview of the Stage 3 Consultation

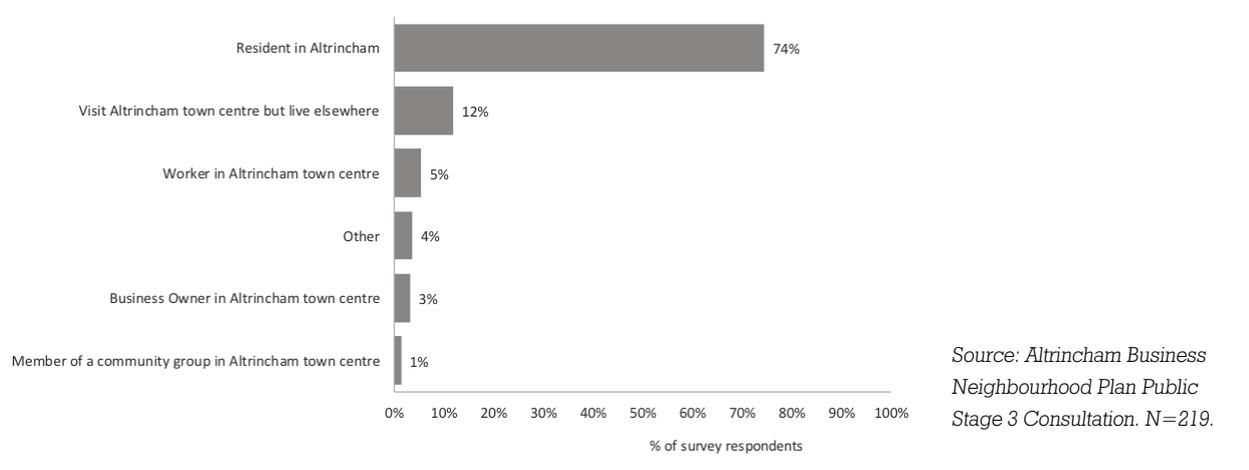
Introduction

- 1.1 The Altrincham Business Neighbourhood Forum is currently in the latter stages of preparing a finalised Business Neighbourhood Plan for Altrincham. As part of this process, the Forum undertook a series of public consultations to coincide with updated iterations of the Plan:
- Stage 1: A web-based survey complemented by face-to-face surveys in Altrincham town centre from October to November 2014.
 - Stage 2: A web-based survey running from February to March 2015.
 - Stage 3: A final web-based survey running from January to March 2016.
- 1.2 On each occasion, the surveys were designed by the Forum and the responses were analysed by Regeneris Consulting, a specialist economic development consultancy based in Manchester and London. This report provides a summary of the responses to the Stage 3 public consultation only.
- 1.3 The Stage 3 survey offered respondents the opportunity to comment on the Plan overall, and consider individual policies and priorities contained within the document. The survey provided access to the Plan and any other relevant documentation.
- 1.4 Overall, the survey received 220 responses in total. It is important to note that the sample was self-selected and the questionnaire was therefore completed only by those people who were aware of the survey and sufficiently interested to respond. Those people who responded to the survey were therefore not selected to be representative of all residents in Altrincham.

Respondent Profile

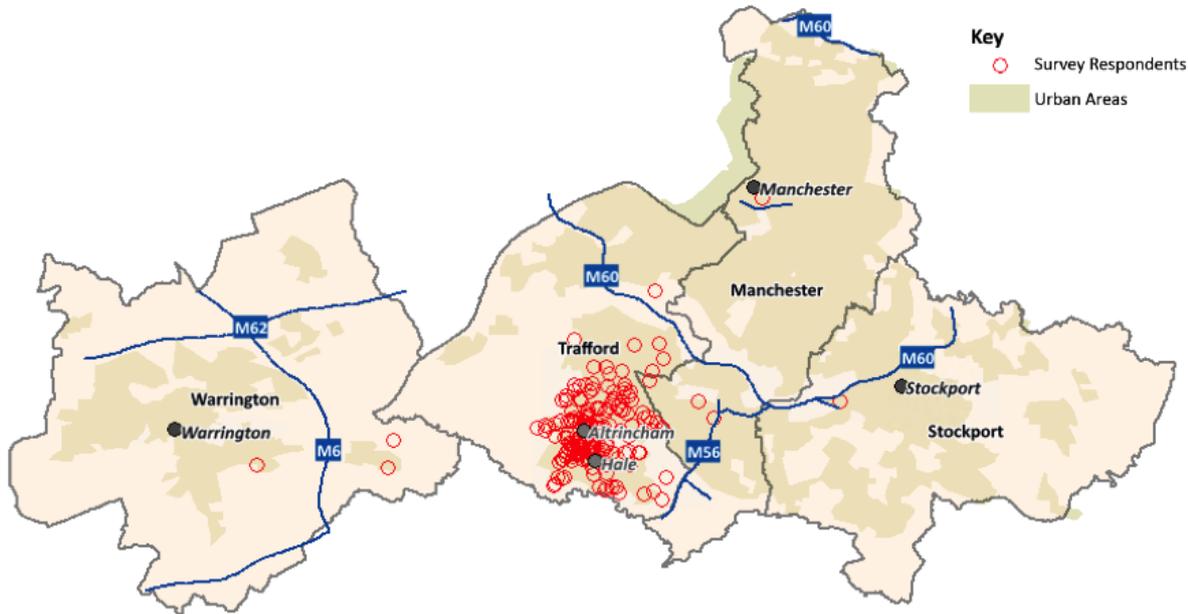
- 1.5 The survey asked respondents to report whether they were replying as an individual or responding on behalf of an organisation. 209 respondents (95%) of respondents stated that they were providing feedback as an individual.
- 1.6 Respondents were then asked for their relationship to Altrincham. The vast majority of respondents (74%) were Altrincham residents.

Figure 1.1 Breakdown of respondents by relationship to Altrincham



1.7 The considerable majority of respondents stated that they lived within the WA14 or WA15 postcode area. Overall, 196 respondents lived within either postcode area (89% of the total number of respondents). This was relatively evenly split between WA14 (102 respondents) and WA15 (94 respondents) postcode areas.

Figure 1.2 Map of Postcodes of Survey Respondents (by district)



Source: Altrincham Business Neighbourhood Plan Public Stage 3 Consultation. N=220.

2. Summary of Responses

2.1 The survey then asked respondents if they agreed with the overall Plan in its entirety and various policies contained within the document. The questionnaire did provide an opportunity for respondents to further comment; the verbatim responses are not considered here, and have been provided in a separate document.

Section A – Draft Final Plan

A1 – Comments on the Plan Overall

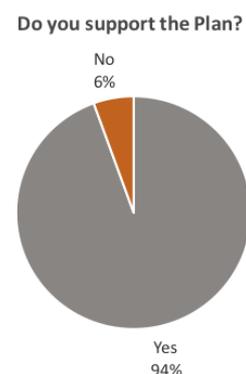
2.2 Feedback on the Plan was extremely positive: 205 respondents (94%) supported the document.

A2 - The planning policies

2.3 The survey then asked for feedback on each of the following policy themes:

- Land Allocations (Policies A1 and 2, Ch 4 and Plan 11 full document)
- Main Shopping and Mixed Use Frontages (Policies S1, 2 and 3, Ch 4 and Plan 11, full document)

Figure 2.1 Respondents' Feedback on the Plan

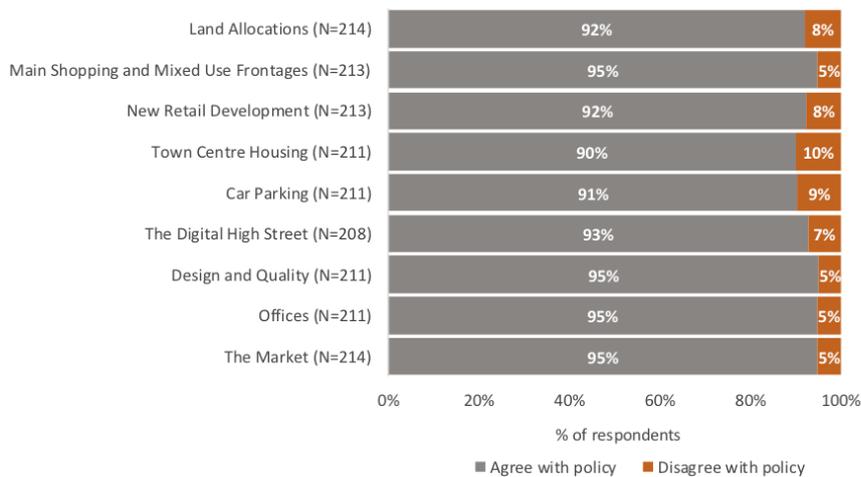


Source: Altrincham Business Neighbourhood Plan Public Stage 3 Consultation. N=217.

- New Retail Development (Policy R1, Ch 4, full document)
- Town centre Housing (Policies H1, 2, 3 and 4, Ch 4, full document)
- Car Parking (Policies CP 1 and 2, Ch 4, full document)
- The Digital High Street (Policy DIGI 1, Ch 4, full document)
- Design and Quality (Policies D1, 2 and 3 and G1, Ch 4, full document)
- Offices (Policies OF 1 and 2, Ch 4, full document)
- The Market (Policy M1, Ch 4, full document)

2.4 The feedback is summarised in Figure 2.2.

Figure 2.2 Respondents' Feedback on policies within the Plan



Source: Altrincham Business Neighbourhood Plan Public Stage 3 Consultation. N=number of responses for each policy theme.

A3 - Appendix 3 of the full document - the Supplementary Design Document

2.5 Section A concluded by asking respondents for their opinions on the Supplementary Design Document. Feedback remained positive and 93% of respondents supported the Document.

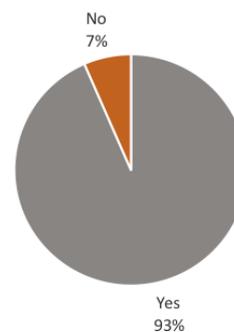
Section B – Chapter 5

B1 – Priorities

- 2.6 Section B related exclusively to Chapter 5 of the Plan, and contained proposals which the Forum believes need to be progressed. The section firstly asked respondents to identify their top four priorities from a list of potential considerations.
- 2.7 Table 2.1 shows the number of times each street was identified as a top priority for implementation for Phase 3 public realm proposals.

Figure 2.3 Respondents' Feedback on the Plan

Do you support the Supplementary Design Document?



Source: Altrincham Business Neighbourhood Plan Public Stage 3 Consultation. N=214.

Table 2.1 Priorities for Implementation

Priority	Number of times each priority was selected (from 1 to 4)							
	George Street	Greenwood Street/Pott Street	Market Street	Regent Road	Old Market Place	Lloyd Street	Manor Road	Oakfield Road
1	93	19	16	37	1	8	6	13
2	56	50	34	46	22	14	6	7
3	99	31	35	48	24	18	2	10
4	100	29	29	35	23	24	6	11

Source: Altrincham Business Neighbourhood Plan Public Stage 3 Consultation.

Comments by the Working Group

Applying points to each priority as follows (4 points for priority 1; 3 points for priority 2 etc) and summing the points scores for each street, the total scores and priority order is as follows: 1. George St, 838 points; 2. Regent Rd, 417 points; 3. Greenwood St/Pott St, 317 points; 4. Market St, 265 points; 5. Lloyd St, 144 points; 6. Old Market Place, 141 points; 7. Oakfield Rd, 104 points and 8. Manor Rd, 52 points.

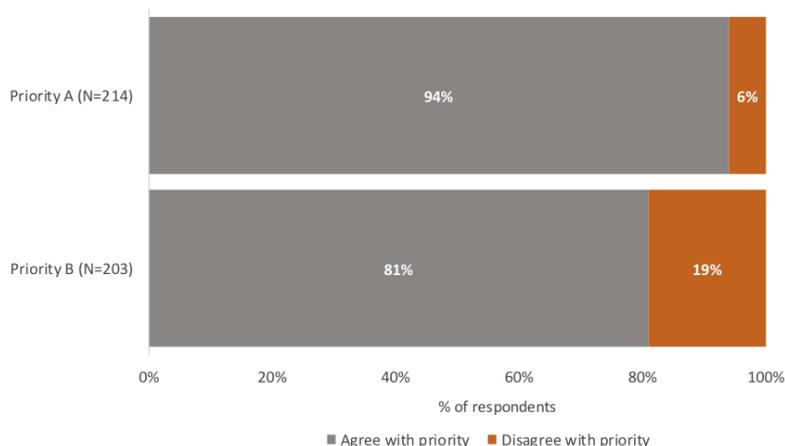
B2 – Potential Developments arising from the Community Infrastructure Levy

2.8 The survey then asked respondents to consider how the 'Community of Altrincham' can influence monies raised from the Community Infrastructure Levy to develop the town centre. The Forum proposed two priorities and the survey asked for respondents' feedback on both of the following:

- Priority A: Aspects of the public realm not currently included in the four phases illustrated in Plan 6.
 - 1) Open Spaces – existing but not in the phase programme; proposed new spaces and improve existing small, incidental spaces
 - 2) Ginnels and Alleyways; Existing Pedestrian and Green Routes
 - 3) Untidy Backland sites.
- Priority B: Support for the installation, maintenance and development of a town centre-wide, fast, free WiFi system and Charging Facilities.

2.9 Consistent with the findings across the whole survey, feedback was positive and provided support to the proposals.

Figure 2.4 Respondents' Feedback on Priority A and Priority B



Source: Altrincham Business Neighbourhood Plan Public Stage 3 Consultation. N=number of responses for each priority.

B3 – Projects and activities in Chapter 5

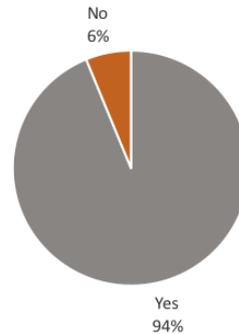
The final question of the survey asked respondents to consider the projects and activities which the Forum believes need to be progressed in support of the development of the town centre. 94% of respondents supported those projects/activities set out in Chapter 5.

3. Conclusion

- 3.1 Overall, the survey offered extremely positive feedback across all policies and proposals put forward.
- 3.2 The overall Plan was well received, indicating that the Forum has formulated an appealing Plan that resonates with the local community. Each of the planning policies put forward appeared to be popular among respondents. In addition, the Supplementary Design Document was supported by 93% of respondents.
- 3.3 Chapter 5 of the document was similarly well received, including the proposals for use of Community Infrastructure Levy funds to support development in Altrincham town centre and the projects/activities included within the Chapter. In terms of particular priorities proposed by the Forum, potential development at George Street and Regent Road appeared to be the most popular among respondents.

Figure 2.5 Respondents' Feedback on the projects/activities in Chapter 5

Do you support the projects/activities set out in Chapter 5?

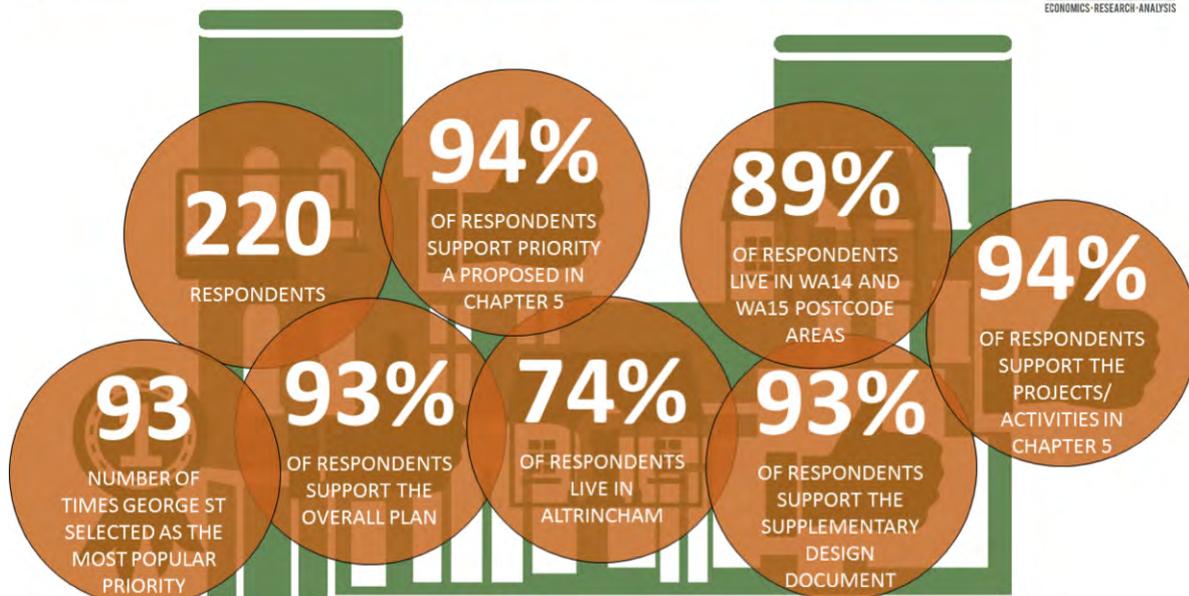


Source: Altrincham Business Neighbourhood Plan Public Stage 3 Consultation. N=210.

Figure 3.1 Summary of Altrincham Neighbourhood Business Plan Stage 3 Consultation Survey Results

ALTRINCHAM NEIGHBOURHOOD BUSINESS PLAN STAGE 3 CONSULTATION SUMMARY OF SURVEY RESULTS

regeneris
ECONOMICS · RESEARCH · ANALYSIS



Source: Altrincham Business Neighbourhood Plan Public Stage 3 Consultation.

Appendix 1 – Schedule of Schools

	School	Leaflet in Book Bag	Email	No. of pupils	Contact
Primary/Junior					
1	Altrincham C.E. Primary School Townfield Road Altrincham, WA14 4DS Phone 0161 928 7288	Left a pile of leaflets	-	100	Emma Loat
2	Altrincham Prep School Marlborough Road Altrincham, WA14 2RR Phone 0161 928 3366	-	yes	330	Joan Scott
3	Bollin Primary School Apsley Grove Bowdon Altrincham, WA14 3AH Phone 0161 928 8900	yes	-	320	Amy Sharpe
4	Grange Road Bowdon Altrincham, WA14 3EX Phone 0161 928 8907	yes	-	474	Amy Sharpe
5	Bowdon Prep School Ashley Road Altrincham, WA14 2LT Phone 0161 928 0678	yes	-	270	Joan Scott
6	Sinderland Road Altrincham, WA14 5JQ Phone 0161 928 4748	yes	-	400	Joan Scott
7	Broomwood Primary School Mainwood Road Timperley Altrincham, WA15 7JU Phone 0161 912 5609	-	yes	394	Joan Scott
8	Cloverlea Primary School Green Lane North Timperley Altrincham, WA1 Phone 0161 980 8338	yes	-	240	Linda Roy
9	Elmridge Primary School Wilton Drive Hale Barns, WA15 0JF Phone 0161 980 4941	-	yes	246	Joan Scott
10	Hale Prep School Broomfield Lane Hale, WA15 9AS Phone 0161 928 2386		unsure	-	Friend of Emmas?

11	Heyes Lane Primary School Crofton Avenue Timperley Altrincham, WA15 6BZ Phone 0161 973 9850		unsure	-	Emma Loat
12	Navigation Primary School Hawarden Road Altrincham, WA14 1NG Phone 0161 912 5937	yes	-	450	Emma Loat
13	Oldfield Brow Primary School Taylor Road Altrincham, WA14 4LE Phone 0161 926 8646	yes	-	300	Joan Scott
14	Park Road Academy Primary School Frieston Road Timperley Altrincham, WA14 5AP Phone 0161 972 4820	-	yes	260	Joan Scott
15	St. Hugh's Catholic Primary School Park Road Timperley Altrincham, WA15 6TQ Phone 0161 962 1852	-	yes	680	Joan Scott
16	St. Vincent's Catholic Primary School Osborne Road Altrincham, WA15 8EU Phone 0161 911 8040		unsure	-	Emma Loat
17	Stamford Park Infant School Cedar Road Hale, WA15 9JB Phone 0161 928 404	yes	-	260	Joan Scott
18	Stamford Park Junior School Cedar Road Hale, WA15 9JB Phone 0161 928 3608	yes	-	250	Joan Scott
19	Well Green Primary School Briony Avenue Hale, WA15 8QA Phone 0161 980 3976	-	yes	388	Joan Scott
20	Willows Primary School Victoria Road Timperley Altrincham, WA15 6PP Phone 0161 980 7685	yes	-	280	Linda Roy
Total for Junior Schools				5642	

Special Schools					
21	Brentwood School Brentwood Avenue Timperley Altrincham, WA14 1SR Phone 0844 842 9060	-	yes	108	Joan Scott
22	Pictor Special School Grove Lane Timperley Altrincham, WA15 6PH Phone 0161 912 3082	yes	-	180	Linda Roy
Total for Special Schools				288	

Secondary Schools					
23	Altrincham College of Arts Green Lane Timperley Altrincham, WA15 8QW Phone 0161 980 7173		On their Gateway / Intranet	950	Joan Scott
24	Altrincham Grammar School for Boys Marlborough Road Bowdon Altrincham, WA14 2RS Phone 0161 928 0858		Email / Intranet	1250	Joan Scott
25	Altrincham Grammar School for Girls Cavendish Road Bowdon Altrincham, WA14 2NL Phone 0161 912 5912		In Newsletter	1300	Joan Scott
26	Blessed Thomas Holford Catholic College Urban Road Altrincham, WA15 8HT Phone 0161 911 8090		Email / Intranet	1151	Joan Scott
27	Loreto Grammar School Dunham Road Altrincham, WA14 4AH Phone 0161 928 3703		Email / Intranet	1029	Joan Scott
28	North Cestrian School Dunham Road Altrincham, WA14 4AJ Phone 0161 928 1856		Email / Intranet	255	Joan Scott
29	St. Ambrose College Wicker Lane Hale Barns, WA15 0HF Phone 0161 980 2711		Sent out via Parent-mail	953	Joan Scott

30	Wellington School Wellington Road Timperley Altrincham, WA15 7RH Phone 0161 928 4157		Email/ Bulletin	1300	Joan Scott
Secondary schools – Total potential parents who may read it				8188	

Nurseries					
31	Juice Nursery			106	
32	Broussa Nursery			126	
33	Elmscott Nurseries		yes	1200	
Nurseries Total				1432	

Schools for Stage 3 consultation (30)

Overall

8188 Secondary Schools

5642 Junior/Primary schools

288 Special schools

1432 Nurseries

Grand Total 15, 550

Appendix 2 – Schedule of Statutory Consultees

Regulation 14 Statutory Consultation Bodies Consulted.

1. Salford City Council.
2. Manchester City Council.
3. Warrington Council.
4. Cheshire East.
5. Warburton Parish Council.
6. Carrington Parish Council.
7. Ashley Parish Council.
8. Woolston Parish Council.
9. Rostherne Parish Council.
10. Agden Parish Meeting.
11. Little Bollington Parish Meeting.
12. Lymm Parish Council.
13. Rixton and Glazebrook Parish Council.
14. Ringway Parish Council.
15. The Coal Authority.
16. Homes and Communities Agency.
17. Natural England.
18. The Environment Agency.
19. English Heritage.
20. Network Rail.
21. The Highways Agency.
22. Mobile Operators Association.
23. Mono Consultants on behalf of the Mobile Operators Association.
24. Indigo Planning on behalf of National Grid.
25. Trafford Primary Care Trust –now part of Central Manchester University Hospitals NHS Foundation Trust.
26. NHS North West.
27. North West Ambulance Service NHS Trust.
28. SP Energy Networks.
29. National Grid.
30. United Utilities.
31. British Telecom.
32. E.ON UK c/o The Planning Department.
33. E.ON UK.British Energy.
34. EDF Energy.

Appendix 3 - Other Interested Parties Consulted

1. Ramblers Association – Manchester and High Peak.
2. Sale Civic Society.
3. Campaign for the Protection of Rural England.
4. Timperley Civic Society.
5. Bowdon Conservation Group.
6. Dunham Massey Parish Council.
7. Arcon Housing Association.
8. Hale Village Business Association.
9. GM Pedestrian Association.
10. National Trust.
11. Frank Marshall & Co.
12. Trafford College.
13. Petros.
14. Altrincham Chamber of Commerce, Trade & Industry.
15. Department for Communities and Local Government.
16. Transport for Greater Manchester.
17. Passenger Focus.
18. The C of E Diocese of Manchester.
19. Urban Splash Ltd.
20. Trafford Council Community Safety, Culture and Sport.
21. Great Places Housing Group.
22. GM Police.
23. Urmston Town Centre Partnership.
24. Voice of BME Trafford.
25. The Co-operative Property Division.
26. Trafford Council Greenspace and Sustainability Service.
27. Trafford Council.
28. GM Fire and Rescue Service.
29. Trafford CCG.
30. GM Joint Transport Team.
31. Cheshire West and Chester Council.
32. Manchester Meeting Room Trust.
33. GM Chamber of Commerce.
34. The Planning Bureau Ltd.
35. GM Waste Disposal Authority.
36. Nikal.
37. Randle White Ltd.
38. L & M Ltd.
39. Friends of the Earth.
40. GM Integrated Transport Authority.
41. Altrincham and Sale Chamber of Commerce.
42. Manchester Airport Group.
43. Trinity Architecture.
44. Merepark.
45. Citybranch Group Ltd.
46. Regeneris Consulting.
47. Tushingam Moore.
48. Altrincham and Bowdon Civic Society.
49. Altrincham Forward.
50. The Bridgewater Canal.

Appendix 4 – Planning Consultants Consulted

1. Aecom Consulting.
2. Deloitte LLP.
3. Knight Frank LLP.
4. Storey Sons and Parker.
5. HOW Commercial Planning Advisors.
6. Jones Lang Lasalle.
7. Hallam Land Management.
8. King Sturge LLP.
9. White Young Green Planning.
10. Savills.
11. Ask Developments.
12. Gerald Eve.
13. Nexus Planning Ltd.
14. Barton Wilmore.
15. Peel Land and Property Ltd.
16. Bruntwood.
17. HOW Planning on behalf of United Utilities.
18. Drivers Jonas Deloitte.
19. Turley Associates.
20. Indigo Planning Ltd.
21. Selbourne Group Ltd.
22. Mosaic Town Planning on behalf of Stevenor Invest.
23. Persimmon Homes.
24. Rapleys LLP.
25. Morris Developments.
26. Mulberry Homes.
27. Peel Holdings.
28. Amstone Developments Ltd.
29. DPP Planning.
30. Morris Homes (North Ltd).
31. Nathaniel Litchfield and Partners.
32. Footprint Property services.
33. Arup.
34. Emerson Group.

Appendix 5 - Advance Consultation Letter

Altrincham Town Centre Neighbourhood Business Plan – Pre Submission Version

Stage 3 of the Public Consultation (also the formal consultation under Regulation 14 of The Neighbourhood Planning (General) Regulations 2012).

Your town. Your Plan.

Altrincham Town Centre Neighbourhood Business Plan 2015 – 2030

The draft Final Plan.

In autumn 2014, we had a fantastic response to the first stage of the consultation process concerned with the development of the Altrincham Town Centre Neighbourhood Business Plan. Over 1400 of you kindly took the time to share your opinions.

Then in February/March of 2015, over 600 of you responded to the first draft Plan for the town centre.

Based on what you told us we have now developed the draft Final Plan and we are writing to let you know that this draft will be available for you to consider from:

Saturday the 16th January to Monday the 29th February 2016 (inclusive).

We hope you will be keen to once again tell us what you think. After all, it is your plan about your town.

The proposals and policies included in the draft Final Plan have all been driven by the weight of public opinion expressed by over 2000 of you during the first two stages of public consultation. You can access details of the outcome of stages 1 and 2 of the public consultation on the Forum web site – www.myaltrincham.org. The draft Final Plan itself can also be accessed at the Forum's web site. In addition to the full version of the draft Final Plan, there is a summary version focussing on the policies included in the Plan.

There is a final questionnaire which you can access at the Forum web site and complete on line. We would urge you all to fill in this questionnaire and let us have your comments.

How you can get involved in Stage 3?

This final stage of consultation involves you telling us what you think of our draft Final Plan. Comments must be received by no later than midnight on Tuesday the 1st March. In addition to accessing the draft Final Plan and the online questionnaire on our website www.myaltrincham.org, you can visit us at any of the following locations;

- *Saturday 23rd January – Altrincham Forward Offices on Shaw's Road - 10.00am – 2.00pm.*
- *Saturday 30th January – Altrincham Town Hall – 10.00am – 2.00pm.*
- *Saturday 6th February – Altrincham Waitrose – 9.30am – 3.45pm.*
- *Saturday 13th February – Altrincham Leisure Centre – 10.00am – 2.00pm.*

- Saturday 20th February – Altrincham Waitrose – 9.30am – 3.45pm.
- Saturday 27th February – Altrincham Market – 9.00am – 1.00pm.
- Sunday 28th February – Altrincham Market – 11.00am – 3.00pm.

You can inspect the full and summary versions of the Plan at any of these events. You can also pick up a hard copy of the questionnaire and pre-paid reply envelope if you prefer to respond in this way. In addition to making your comments via the questionnaire, you can also complete a printed Comments form at any of the events.

You can also inspect the draft Final Plan and pick up a copy of the questionnaire and a freepost reply envelope at Altrincham Forward's offices and Altrincham Library during their normal opening times. Completed questionnaires can also be returned to these two locations.

In addition, you can write to:

Altrincham Town Centre Neighbourhood Plan Forum
c/o Altrincham Forward,
12 – 14 Shaw's Road,
Altrincham
WA14 1QU

OR you can e-mail the Forum at info@myaltrincham.org.

We do recognise that answering the questionnaire and making comments will involve reading the draft Final Plan. We hope that we can count on your help and support, as we know you are as passionate as we are about helping to improve the future of Altrincham town centre.

Your comments will only be taken into account if you have supplied your name and post code. You should also indicate in what capacity you are responding e.g. resident, visitor, representative of a business, community group or other organisation or body.

All comments will be made publicly available on the Forum website after the public consultation. Comments will be identified by name and the capacity in which you are responding. The Forum will consider all comments made and then finalise the Plan for submission to the Council in May/June of this year.

Thank you all in advance for your participation.

Tony Collier
Chairman, Altrincham Town Centre Neighbourhood Forum.

Appendix 6 – Consultation Covering Letter.

13th January 2016

Dear Sir/Madam

I am Chairman of the Altrincham Town Centre Neighbourhood Business Plan Forum and I am enclosing details of Phase 3 of our Public Consultation on the Neighbourhood Business Plan for Altrincham that commences on 16th January.

If you receive this letter as a named recipient it is because we have sourced your details as a possible point of contact. You may receive this without a specific recipient being named. In any event, if you are not the appropriate person in your organisation to receive consultations on Neighbourhood Plans, could you please ensure that this is directed to the appropriate person in your organisation.

More information is available at www.myaltrincham.org and you can respond by e-mail to info@myaltrincham.org.

Yours sincerely

Tony Collier

Chairman, Altrincham Town Centre Neighbourhood Forum.

Appendix 7 - Final Letter to Statutory Consultees.

Letter To Statutory Consultees.

Dear Sir/Madam,

Consultation under Regulation 14 of The Neighbourhood Planning (General) Regulations, 2012 in respect of the pre-submission version (the draft Final Plan) of the Altrincham Town Centre Neighbourhood Business Plan, 2015 – 2030.

As required by the above Regulations and detailed in Schedule 1 (Consultation Bodies) of those Regulations, the Neighbourhood Forum is formally consulting your organisation on the draft Final Plan prior to finalising that Plan and submitting it to Trafford Council for independent examination.

The Altrincham Town Centre Neighbourhood Business Plan is being prepared by the Altrincham Town Centre Neighbourhood Forum set up for that purpose and designated by Trafford Council to do so. The formulation of the Plan has been driven by the weight of public opinion secured during two earlier stages of public consultation. The Plan sets out a vision for the future of the town centre over the period to 2030 and sets out planning policies which will both influence future investment decisions in the town centre and be used to determine planning proposals.

You can access the full and summary versions of the draft Final Plan at the Forum website www.myaltrincham.org. You can also attend any of the following consultation events:

- Saturday 23rd January, Altrincham Forward Offices, Shaw's Road. 10.00am to 2.00pm.

- Saturday 30th January, Altrincham Town Hall. 10.00am to 2.00pm.
- Saturday 6th February, Altrincham Waitrose. 9.30am to 3.45pm.
- Saturday 13th February, Altrincham Leisure Centre, 10.00am to 2.00pm.
- Saturday 20th February, Altrincham Waitrose. 9.30am to 3.45pm.
- Saturday 27th February, Altrincham Market. 9.00am to 1.00pm.
- Sunday 28th February, Altrincham Market. 11.00am to 3.00pm.

The updated web site will be available from the 15th January (www.myaltrincham.org) and will provide access to the on-line questionnaire which we want as many people as possible to complete.

Alternatively, comments on the Plan can be sent in writing to the Neighbourhood Forum, C/O Altrincham Forward Offices, 12 – 14 Shaw's Road, Altrincham WA14 1 QU or they can be e-mailed to info@myaltrincham.org.

Written representations can also be made direct to me:

Tony Collier – Forum Chairman
 MBL (Business and Tax Advisers) Ltd
 MBL House
 16 Edward Court
 Altrincham
 WA14 5GL

A formal advert announcing the public consultation will be published in the Altrincham Messenger on the 14th January, and a copy is attached.

Following this statutory consultation, the Forum will consider all the comments/representations received and will then finalise the Plan for submission to the Council. The draft Final Plan is set out in Chapters 1 to 5 and Appendices. Only Chapters 1 to 4 and the Appendices (once finalised) will be formally submitted to the Council. Chapter 5 comprises a range of non-land use planning issues of relevance to the future development of the town centre which the Forum and other relevant organisations will seek to progress.

The Final Plan will be submitted to the Council for it to organise a further round of formal public consultation and an independent Examination before it will organise the referendums (one for businesses and one for residents) and then formally consider it for adoption as part of the Council's Development Plan.

Please let us have your comments by no later than Tuesday the 1st March, 2016.

Yours sincerely,

Tony Collier
 Chairman of the Altrincham Town Centre Neighbourhood Forum.

The Forum Database

All the individual members of the database generated by the Forum through its various consultations were also sent these letters – over 1,000 people in all. No details of the individuals concerned are listed here as their consent was not sought to do so.

1. Summary of Verbatim Responses

(Prepared by Regeneris; final 2 columns completed by the Forum Working Group and the Forum).

1.1 This brief note provides the complete list of verbatim responses from the Final Neighbourhood Business Plan for Altrincham Town Centre Survey. The survey was completed and the verbatim responses below have not been edited in any way.

A1 – Comments on the Plan Overall

- 205 respondents supported the Plan (95%)
- 12 respondents did not support the Plan (5%).

Table 1.1 Comments on the Plan Overall

Respondent	Comment	Response to Forum	Forum Decision
James Allen	something needs to be done, Altrincham has been struggling for too long	Noted. No change required.	Agreed (A)
Phill	Delighted to see so many positive changes in the plan, especially the focus on green spaces \ routes and the regeneration of the out of date and heavy looking buildings around Stamford quarter. Currently the view people get when they initially arrive into the town via the interchange is unattractive with the 70s architecture and the empty units - thankfully made better recently by Pure Gym and the ground works. Focus is needed on the side of town where most of the pound shops and empty units are seen, this area runs the risk of becoming derelict and a problem for crime - pleased to see that the old Woolworths building may be turned into modern smaller shops \ apartments.	Noted. The Plan seeks to provide the context in which the issues raised can be dealt with. No change required.	A
Michelle Symonds	I agree with the majority of the plan. I do strongly agree that the empty units in the town centre need filling, however, I disagree that we need more independent businesses. There are already enough independent retailers on the market and on the main street that offer enough variety of things to buy and places to eat. There is a massive lack of known fashion retailers within the town centre. Myself, friends and my daughter have stopped shopping in Altrincham as there is a lack of known clothing retailers available so we travel to The Trafford Centre or Manchester Arndale to access fashion shops. If more known fashion shops i.e. Warehouse, Topshop were here you would attract the younger generation and more likely to prevent them traveling elsewhere to spend money. I do understand the need to support local small businesses but I do not feel that is enough to get people to visit on a regular basis and not shop elsewhere.	The lack of known fashion retailers is recognised but the plan cannot define occupants. The Plan seeks to create a flexible context within which the town centre can respond positively to market changes. The need to attract the younger generation is also recognised but again this cannot be required as a land use policy. It is referred to in Ch 5 which will become a non-statutory Annex to the Plan when submitted. No change required.	A
Alison Fitzgerald	This is creative and ambitious, it would transform Altrincham if fully implemented. You have my full support	Noted. No change required.	A
Richard Stasyszyn	A successful retail sector is essential for Altrincham's future.	Noted. No change required.	A

David Trott	I broadly support the plan, especially the tighter focus on the geographical area for retail premises. I remain concerned that monies spent on initiatives such as town-centre wifi (which I don't agree is as essential infrastructure element) would be better spent subsidising free town centre parking instead. Altrincham brings in approx £500k per annum in parking charges - roughly commensurate with the cost of town-wide wifi.	Noted. The Forum expects that the cost of providing the digital infrastructure will be largely met by the businesses in the town centre who will benefit. No change required.	A
NICK RICHARDSON	improved (direct#) communication (train / tram) to the airport	Noted. No change required.	A
Wesley Corbett	We should learn from past mistakes and utilise existing buildings that make Altrincham what it is, and build sympathetic modern buildings on vacant plots. All the 60's architecture should be replaced with new sympathetic designs - these buildings should have never have been built. Greenwood street should be pedestrianized, so that bars/restaurants can offer more outdoor seating in the summer months.	The need for high quality design is reflected in the policies in the Plan. Greenwood Street is included in the public realm phasing proposals set out in the Annex. No change required.	A
Jaydeep Sarma	The focus on increasing the town economy must not be at the expense of losing character and quality.	The design policies reflect the need to protect local character. No change required.	A
Constantine Biller	I would like to see all of Regent Road included in the Public Realm Works	Regent Road is ranked number two in the proposed phasing plan. No change required.	A
michael bray	we need affordable homes built in Altrincham NOT middle class high price homes for people who will shop at the Trafford center, these houses should be aimed at reserved jobs nurses, firemen, teachers, ambulance, drivers	Land is allocated for residential purposes. The private sector market and the housing associations will determine what is provided, within existing Council policy, which includes the need for affordable homes. No change required.	A
Yvonne	Altrincham used to be a peaceful safe family town and, I feel when I've visited, it's lost that. Some parts still retain that feeling, such as Moss Lane near Stamford Park. I was born in Altrincham and always felt safe walking to Stamford Park from Moss Lane Bridge but wouldn't nowadays. Mainly due to traffic. Where I now live in Australia they have solved a situation like this by putting signs on the boundaries of a town noting that people are now entering a residential area and they have to slow down their speed. It works! One of the most beautiful parts of Altrincham used to be the flower garden surrounding the clock which has, unfortunately, gone. I know I no longer live in Altrincham but thought you'd like to hear my comments. Town planners seem to have forgotten the beauty like this flower garden which, ultimately, brings a peaceful atmosphere to a busy area.	These comments should be considered when the public realm/open space issues set out in Ch 5 (Annex) are developed. No change required to the Plan. The essence of the comments to be reflected in the Ch 5 (Annex) wording.	Agreed that the Forum's Design Group should consider these comments as it develops the public realm/ open space proposals outlined in the Annex. Agreed that no change to the Plan was required.

James Warrington	I support the proposed zoning of the builders merchants for residential and the YWCA, however I would like to know where the employment lost by conversion of the builders merchant would be picked up? Also I only support the conversion of the YWCA if the character of the site remains the same.	Employment will only be lost if these activities close rather than relocate. There are Borough wide policies in the Core Strategy which seek to support the development of economic activity and jobs. No change required.	A
george woolley	Altrincham is dead killed ,how many empty shop are there 50?or nore .atlantic street ,and baguley retail is making it just look at the car parks there .Do we need more shops on Oakfield Road I think not .Flats maybe but not SHOPS trafford killed my shop by letting ,Tesco and Sainsbury in .All the old corner shops have gone .Ihad a walk around the town last thursday ,	Noted. The Plan is seeking to help the long term development of the town centre to counter this sort of issue. No change required.	A
Tracy	Altrincham Forward has been a fantastic move in developing the town, especially it's use of online advertising to make people aware of what is in Altrincham.	Noted. No change required.	A
greg lord	quite impressed actually, many of my concerns are at least referenced, still gravely concerned about two giant supermarkets in the town centre, thats the white elephant that is not dealt with that undermines many of the actions. You mention that the builders merchants would be better suited on industrial centre outs of town because of the flow of traffic, same applies for the supermarkets and only then will the butchers, bakers and shops we really want come to town. Living on woodlands road, i'm very concerned about increasing traffic numbers, increased frequency of trains and a circular tram systems would remove many car journeys.	Noted. The Plan cannot 'deal' with the 2 supermarkets –they are trading with the benefit of planning consent granted years ago. The Plan has to accept the reality of this. Concern over traffic is widespread and the car parking section seeks to provide a balanced approach to this significant issue. No change required.	A
Mick	I feel the plan does not do enough to take into account community walkshed and green spaces but is otherwise well-advised.	This is addressed in Ch 5 (Annex) and reflected in Policy G1. There is clearly further work to be done and this is recognised. No change required.	A
Marcus Naylor	Pedestrian crossings for Manchester Road around Cresta Court hotel/George & Dragon pub area are needed for safe access to and from Altrincham centre.	It is recommended that the Forum agree that this suggestion be passed to the highway authority for their consideration. No change required.	The Forum agreed to refer this suggestion to the Highway Authority.
Adrian Beesley	Parts of the plan are good, some not. A simple Yes/No answer makes no sense. Why no 'In Part' option?	The question reflects the fact that at the end of the process the Plan will be voted on by residents and businesses on a simple YES/NO basis. No change required.	A
Mrs Christine Benaim	The street fittings and new surfaces should reflect the history of this market town and be less urban in style than the designs shown. Disabled people need specific consideration and shared space as planned may create an environment hostile to people with mobility problems.	Noted. Impact on disabled will be considered by the Council and the project designers. No change required.	A
Mrs k j wilkinson	For the ongoing prosperity of Altrincham	Noted. No change required.	A

Mike Battman	I have my doubts about the increase in multi-storey car parks (Regent Road and Altair) many people don't like their tight spaces and curves	The detailed design of any future increased parking provision will be the subject of planning consent on which the public can comment. With limited space available however, some multi-level provision is likely to be needed, but the scale and design should take account of its surroundings. No change required.	A
Vaughan Evans	Putting residential into the town centre and reducing redundant retail space is the best way to encourage usage of the town/community. Making the area more attractive/upmarket (the market hall is a great example) is also a major contributor. The re-modelling of additional greenspaces/communal areas such as the causeway and central way (in a similar fashion to Goose Green) should be a great positive. I whole-heartedly approve of the plan.	Noted. All comments are reflected in the Plan. No change required.	A
Phil Cornish	Broadly support but some reservations	Noted. No change required.	A
Michael Brankin	There is not enough emphasis on the potential involving the lower end of The Downs. By making the lower end one way and a shared space, trees could be planted in the middle, the road surface cobbled, seating introduced and an upper end coffee shop/ restaurant/ open space feel introduced.	This should be considered when the Downs/Railway Street junction is designed No change required.	The Forum agreed to refer this suggestion to the Council and Planit-ie for consideration when the design of this junction is developed.
Janine Jesse	The most important aspects for me are that we have more residential developments, better signage so visitors find it easier to navigate through the centre and are aware of the independent retailers that are situated on side streets. Better wifi coverage/more modern town centre. As well as the usual wants for better parking and security.	All these issues are reflected in the Plan No change required.	A
Milton Jee	It is vitally important that the building designs in the shopping areas falls in line with the rural environment of the area & be more welcoming to visitors from both outside the area as well as locals. Great care should also be taken to avoid increasing the number of shops available before the present empty shops are filled.	The policies on focussing the main shopping area and requiring high quality design reflect these comments. No change required.	A
Dudley Harrop	The issue of business rates seems to me to outweigh all the others. The fact that so many shops are empty currently, seriously damaging the appearance of the town and reducing its attraction as a place to visit, must reflect the unrealistic cost of renting business space in the town. No amount of improvement projects will change the situation if the core economics are the real issue. Parking is the other big issue.	Business rates is a major issue but not one that the Plan can address. It is referred to in Chapter 5 (Annex) following the Chancellors announcement about devolving the issue to local government. No change required.	A

B.Leyland	particularly reducing the number of retail outlets by converting to residential, particularly on the lower Downs.	Conversions to residential are encouraged above ground floor level in the areas allocated for mixed use including the lower Downs. No change required.	A
stephen colgan	very much agree that there is too much low quality shopping, which is too dispersed. I would support more zoned use eg restaurants/bars in areas like Goose Green, clearly marked and serviced, office/commercial space, and then fewer but high quality retail outlets. The area is wealthy and needs a much more thought out strategy for this century.	Some zoning is provided for but is limited as the Plan seeks to provide a flexible context to enable the town centre to respond effectively to changing market conditions. No change required.	A
Daniel	Pay as you leave car parking would be appreciated, as would contactless card payments. I don't believe money should be invested in producing an app, as there is enough various social media applications which could facilitate updates. I support the promotion of residential units in the town centre. Apartments for families may even be feasible if suitable outdoor space is provided. As a thought, the former working men's conservative club on Greenwood Street could be redeveloped with three or four stories of accommodation, and the north side of Shaw's Road is low-rise and may accommodate an additional storey or two. Increasing car parking on Regent Road is promising as it is usually always full during the day. Perhaps it could be considered that people who work locally could park all-day for a reduced rate, supporting the local economy without increasing unofficial 'park-and-ride' commuters heading into Manchester? There needs to be more attraction to Central Way as a thoroughfare, as the lower market doesn't get enough footfall. Servicing to Iceland is the major problem because of their home delivery vans. Future retail on Regent Road will probably help. The A56 needs some looking at. A strip of alternative surface treatment could slow people down as they start the 30mph from the M56, clearly marked cycle paths are needed. As it heads out of Altrincham towards Manchester I think there should be a single lane of traffic in both directions all the way to Park Road, allowing ample room for central zones for vehicles turning right, bus stops and cycle paths. At the moment there are two very tight lanes of traffic that are constantly interrupted.	Parking payment systems are included in the proposed Integrated Car Parking Strategy. Point on the app is noted. Housing comments noted - the Plan encourages more town centre housing. Comments on parking and Central Way also noted. No change required. It is recommended that the Forum agree that the traffic management suggestions be referred to the Highway Authority. No change required.	The Forum agreed to the traffic management suggestion being referred to the Highway Authority. Agreed that no change to the Plan was required.
Colin Thomason	With reservations regarding the Altair plans 10 years on and the only progress seems to be an 8 storey block of flats to further blight this area and a vague promise of jam tomorrow!	Noted. No change required.	A
Michael Magee	Suggest a higher priority is placed on a good quality leisure centre for all ages with swimming pool, cycle routes with secure storage, higher quality pubs & activities for youngsters.	Noted. The Plan provides for this. No change required.	A

Julia Chance	I am concerned that the Ginnels of Altrincham Town Centre should be upgraded. The Ginnels offer an existing and potentially beautiful pedestrian network of public, non-commercial space, that connect the lower and higher part of the town, potentially bringing much more life and variety to people's experience of the urban fabric. Upgrading could include: removal of clutter from building surfaces, renovation of building surface fabric, improved lighting of ginnels for effect and for safety, possibly encouraging corner plots to spill out on to ginnel side e.g. windows, doors, cafe chairs etc. see proposals by Artist and Architect Duo, Paola Bazzolo and Julia Chance in document "Altrincham Ginnels Proposal" by Julia Chance, architect - Paola Bazz, architect and artist 17 December 2013, held by Town Centre Manager.	Ch 5 (Annex) is beginning to address these opportunities and Policy G1 provides an appropriate policy context. A proposed additional Policy D4 is recommended to the Forum for approval. D4 – Proposals that improve an historic town centre ginnel will be encouraged and supported. Any proposals that would result in the loss of an historic town centre ginnel will be resisted.	The Forum agreed to the inclusion of the new Policy D4 on Ginnels.
Stephen Duncan	I think you should keep the car parking on regents road. we have lost too much car parking space as is. If anything we need more free or at least very much reduced cost. I think it hurt the town when we lost all the free parking when tesco went up.	More parking at the Regent Road car park is expressly provided for in the Plan. No change required.	A
Simon Foden	What is the plan - no publicity	See the facts about publicity in the Consultation statement and in the report to the Forum. No change required.	A
Sally Cunliffe	More residential property to fill the empty shops and focus shopping around Stamford quarter yippee!	Noted. No change required.	A
John Rogers	A lot of the assumptions made within the plan are fantasy and just paper exercises. Attract the businesses first and the rest becomes possible. Without the immediate incentives to the businesses already here, the town will be empty and the plan will have been pointless	The Plan seeks to provide the context within which businesses will be attracted. No change required.	A
Grant Mitchell	The Devil is in the Detail	Indeed. No change required.	A
Graham Fawcett	Keen to see progress in all the areas mentioned - beyond just land allocation	Agreed – but the Plan is limited to land use planning issues. No change required.	A
Jonathan Morrison	However, it has missed the " Valley of Death"! - being (as I have often said), the southern approach into Altrincham from Ashley Road. I suggested that a 10 or 20mph zone was created with cobbled breaking areas , from the mini roundabout (Hale Road and Ashley Road), to the junction of the Downs. No business has had a sustained success along this area because of the hurried traffic, and this could be made a show piece with very little money. It is the main entrance to Altrincham and is grotty.,	This suggestion should be considered by the Forum when it considers the wider issue of a possible 20mph limit on appropriate roads in the town centre, mentioned in Ch 5 (Annex). No change required.	The Forum agreed to consider these comments when it discusses the 20mph issue referred to in the Annex. A
Richard Simon	It is well thought out	Noted. No change required.	A
Jayne Sherlock	We need to be totally realistic about the fact that the retail environment has completely changed and we are highly unlikely to EVER return to a landscape where all of the shops in Altrincham are occupied. Therefore the ambition to create so many 'active' shopfronts is unrealistic.	This is not what is proposed. The areas designated as Mixed Use with Active Ground Floor Frontages covers a wide range of uses of which retail is but one. No change required.	A

Steve Pegg	Altrincham need to continue to attract Hale and Bowdon residents to spend money. This will be done through high quality offerings. e.g. Market House Food Hall. Same for any new retail outlets - no more discount retailers, we have enough already.	This issue is recognised in the Plan however the Plan cannot define which types of outlet are acceptable. That is a matter for landlords and developers operating in a competitive market place. No change required.	A
Alexander Nelstrop	As much tree planting as possible - Regent Rd, plus others Use heritage street lamp posts Support 20mph speed limits	Noted. No change required.	A
Gareth Bentham	I would like to know of any future issues with Victoria Street being on the border of the town centre. I have read the document and I know the area is in other catchment areas but as this is a plan in which I am being charged, I would like to know what we may miss out off?	Not sure what the reference to 'charged' means. All of Victoria Street is within the Plan area. No change required.	A
Lauren Pamma	Independent shops should definitely be encouraged to differentiate altrincham from the Trafford centre. Support the idea of town centre living, encouraging this to be a "green living" area eg with car sharing rather than owned vehicles, or bike usage.	Noted. No change required.	A
Mike Battman	I do worry about the harm the Altair development could do, it will drag the limited footfall away from the currently thriving areas.	Noted. It has planning consent and the Plan reflects that fact. No change required.	A
John Austin BARRAT	If we can afford it I think it very good	Noted. No change required.	A
Richard Dyson	Well thought out and realistic	Noted. No change required.	A
Vivienne Adams	Mixed use strategy for some areas is excellent	Noted. No change required.	A
MSE YOUNG	Everything for young people nothing for older people	Not so. Only the younger generation indicated at the Stage 1 Consultation that the town centre did not meet their needs. The Plan states a clear desire for the town centre to serve all age groups. No change required.	A
Sue Nichols (Bowdon Downs Residents Association)	There is great appetite amongst residents for 20mph on residential streets radiating out from the town centre with some included in the Plan boundary (The Downs, New St, Wellington Place, St. John's Rd, Delamer Rd, Woodville Rd, Higher Downs, Enville Rd and into Bowdon). This had not been picked up upon by the Plan and there is no opportunity for residents in the Questionnaire to express that view as Question B3 (App 3 where 20mph on shared streets mentioned) does not unfortunately have a Comments box.	A 20 mph limit is not a land use planning issue which could be the subject of a Planning Policy. Ch 5 (Annex) indicates that the Forum will consider the matter. The issue could have been raised in the questionnaire by saying no to the question about the projects in Ch 5 as a comments box then appears. It could also have been raised in response to the first question about supporting the plan overall or separately by letter or e-mail. No change required.	Forum agreed to consider these comments when it considers the 20mph issue referred to in the Annex. A

Alison Yarwood	Before I came to work in Altrincham I hadn't visited the town for many years and I was horrified to see its decline from what I remember when I used to visit the town as a teenager. I am really pleased that this Plan has been developed and support it strongly.	Noted. No change required.	A
Clare Lambert	The redevelopment of the town centre is much needed. Whilst I support many aspects of the plan I find it deficient in two regards: (1) Building up green areas. With a move to increased residential use and more leisure having pleasant green spaces that support native Wildlife and can act as corridors is an essential part of any urban development. What I have seen so far of phase 1 has been a missed opportunity. Planting of trees, use of paving in which grass can grow supports improved drainage whilst providing a greener approach to urban development, and inclusion of shrubs and areas where wild life can prosper is an important part of improving the quality of the environment. (2) Ensuring new developments are in keeping with the wonderful late Victorian architecture - the new station bridge is an ugly scar on what could have been developed into a wonderful landmark Victorian station.	The Plan seeks to support both high quality design (policies D1 to 3) and green infrastructure (policy G1). Forum agreed to consider these comments when it considers the 20mph issue referred to in the Annex.	A
ROBERT DUNCAN	Really nice section of redevelopment Marks and Spencers running up to the Market area. However will this development run all the way round passed the Bricklayers Arms Pub (which needs to be re-managed).	That section of George Street is included in the phased plan. No change required.	A
Sarah Twibell	This is not a straight yes or no question. Why is there not a partial option? As there are many parts to the plan, you will not necessarily agree with them all.	The question reflects the fact that at the end of the process the Plan will be voted on by residents and businesses on a simple YES/NO basis. No change required.	A
Mrs Sue Nichols	We have encouraged residents to submit individual replies, but feedback indicates they are reluctant to do so once they start to fill it in as accessing the information and the understanding the lettering and numbering references have proved tedious and time consuming. Views are collated here. It is essential that residents on the immediate outskirts outside of the Plan boundary are given the opportunity to vote for the Plan when the time comes, as the town and its future is of importance to them.	The questionnaire does require respondents to have read the Plan – or at the very least Chapter 4. Both the full and summary versions can be read on the Forum website. Responses by e-mail or letter were also encouraged. The point about the boundary of the residents' referendum is one which the Forum has already indicated that it supports strongly. No change required.	A
Vincent Sweeney	I am broadly in agreement with most of the content of the plan but wish to make specific representations about the treatment of traffic calming measures in the Old Market Place, which are woefully inadequate.	A separate letter has been received on this from Mr. Sweeney and is dealt with separately. No change required.	A
John F Hadfield	I am confused as to the role of Altrincham Forward, BID Team, this plan, Altair and so on....	We would be happy to try and explain all this if Mr. Hadfield e-mails the Forum on info@myaltrincham.org .	A
Sue Haigh	Stamford Quarter End - I would like update and revamp/extension to Rackhams - specifically the old Fish Café on front of Rackhams could be glass clad and someone like San Carlo Italian move in there as it is in Kendalls - Manchester. IT would look good when you come out of bus station.	This part of the Stamford Quarter is currently being revamped. Need to contact the Stamford Quarter manager. No change required.	A

Lucy Burke	Reduce use of plastic water bottles by having some form of water provision, either a water fountain or vending tap water machine - this would be eco friendly, would appeal to the young, and reduce the amount of plastic. Could help market Altrincham as "Eco Friendly"	Noted. No change required.	A
Sarah Anderson	I do not have time to go through the document in detail so will only answer this first question. Overall there are some good proposals which I support. One thing re the 20mph in the centre of the town - this should be rolled out to all the residential roads as that is far safer and less noisy. People would be inclined to walk more too if the roads were easier to cross. The suggested cycle map (ignoring typos), seems to go on a lot of main roads which is the opposite to what is done normally. Quieter and safer routes should be suggested. There are plenty of alternatives. Good that historic buildings will get more protection and grotty backlands will be sorted out.	Noted. No change required.	A
Martin Rawlings	Some of the shops on the downs should be converted to residential houses as there are too many shops in Altrincham	Noted. The lower Downs is designated as Mixed Use which provides for residential above ground floor. No change is proposed.	A
Sue Jolley	A really impressive piece of work. I wish every success to the fulfilment of it. Couple of 'extras'; 1) pedestrianize Stamford New Road between the station and Regent Road..no through traffic except taxis, buses and deliveries to businesses. 2) 'yellow box' the junction of St New Rd and Regent.. traffic is very badly behaved there and that from Regent often 'stacks' across the junction and blocks everyone. 3) Obtain the land behind the Old Market Square (which I believe is in the Unitary Plan from about 2000 as a protected green space) and remove all the stone and brick walls to make the old bowling green into the Market Green , adding to your green routes plan which is a great start. Maybe the owner (the owners of the pub?) would part with it willingly as it's now an eyesore, with easy access for misdemeanours and a liability to the owners in view of the state of the masonry etc. Can we have a public fundraising and fettling project if it would help?	Noted. If the Forum agrees, these comments could be included in the Annex for its future consideration. No change required.	The Forum agreed that these comments should be considered by its Design Group and referred to Planit-IE who are designing the Stamford New Road Section. A
darren jones	but it could be more ambitious on residential numbers	Noted. No change required as the Plan encourages more than the target set.	A
Adam Sleeman	There is a definite need to make the immediate and surrounding area greener and more cycle-friendly.	Noted. No change required.	A
Alan Meredith	A Leisure Centre with a good pool is essential.	Noted. No change required.	A
mrs Margaret Merrifield	A modern better leisure centre and swimming baths.A very good new library with plenty of up to date modern computers.More furniture shops and a John Lewis.	Noted. No change required.	A

Nigel Hinings	Supported except for allocation of Site F as a multi-storey car park. Reason: a multi-storey car park in this location will further destroy the town and lose the opportunity to restore the urban grain at this important location. Further, there appears no justification, the Civic Car Parking Strategy reported there is a 33% under-utilisation of existing car parking capacity in the town which is more than capable of supporting both the new hospital and healthcare centre. Also, the Planit masterplan given in their Concept Public Realm & Infrastructure Report should be incorporated in the Plan. Reason: it is a simple and clear depiction of how the town may be developed. Also, concerned about the scale of current building proposals (new Healthcare Centre and Altair Phase 1). A smaller scale, artisan scale would better suit Altrincham. Large scale developments in the past have been a disaster.	The package of car parking proposals including the proposed Integrated Car Parking Strategy aims to maximise use of all existing spaces. The figure of 33% under use is not recognised by the public as reflecting reality. Regent Road is frequently full to capacity and the Health & Well Being Centre will attract c.3,000 visitors every 3 session day and place enormous pressure on car parking. Stamford Quarter CP is much more fully utilised with the arrival and now the extension of Pure Gym and the intention to earmark spaces for the Clarendon House conversion to residential will add to that. All in all additional spaces are needed to offset the steady reduction through numerous developments over the last 30 years. The Plan reflects the strongly held views of the public. The Planit Concept report is taken on board as an agreed context for the Plan. No change required.	A
Emma Loat	I believe it is a good overarching uncontroversial vision for the area	Noted. No change required.	A
David Raynor	Overall plan seem sound and changes are in tune with my thoughts at this time. Although improvements around the market hall and goose green appear to be working and transforming the area in terms of quality, places and spaces there are many other areas i.e. The Downs that need a similar attention to detail if the town is to reinvent itself - a long way to go! The continued TBC policy of allowing development in Atlantic Street i.e. Asda and the expanding the retail park will continue to undermine improvements in Altrincham town centre. The best thing that could happen is to transfer these businesses back into Altrincham town centre of which many are transferred businesses over the last ten years - totally a lack of planning control and policy by TBC. Free market & lack of controls are why we are filling in this form. TBC lessons to be learnt but I do not think TBC will be changing their attitude in the charge for free market and no regulation.	Noted. The Plan seeks to focus the town centre more effectively; to support wide ranging public realm proposals and strongly supports the government's 'Town Centres First' policy. No change required.	A
Lauren Thompson	I do support the plan, but feel that there should be flexibility in policy A1 to allow other uses complementary to the uses proposed i.e. an element of food and beverage retail i.e. A3-A5 alongside the leisure ought to be considered appropriate as this has worked well at the cinema. In addition, if some of the residential allocations were to come forward as extra care facilities, some on site retail such as a hairdresser or pharmacy would also be appropriate.	Noted. Any proposed complimentary uses will be considered by the local planning authority on their merits at the time. No change required.	A

Cheryl Hookway	Really impressive document. Thank you to all involved in putting it together.	Noted. No change required.	A
Michael Crawley	I consider that in the main the Plan addresses the problems faced by the town centre.	Noted. No change required.	A
Jonathan Fingland	Comprehensive strategies and networks that enable more walking and cycling are crucial to the sustainable development of vibrant retail areas and communities, so we welcome policy G1 in chapter 4 (on page 33) and the points made in chapter 5 (on page 58), and would welcome the opportunity to provide more detailed input in future.	Noted. The Design Group will make contact to secure input. No change required.	The Forum agreed that its Design Group should have discussions with the GM Cycling Campaign. A
Louise Shires	I particularly support the moves to have a more core town centre area, to improve public space and to improve car parking.	Noted. No change required.	A
Patrick Parle	pity it could not happen a little quicker though.	Noted. No change required.	A

A2 – The planning policies

Land Allocations (Policies A1 and 2, Ch 4 and Plan 11 full document)

- 197 respondents agreed with the policies (92.06%)
- 17 respondents disagreed with the policies (7.94%)

Table 1.2

Name	Comments	Response to Forum	Forum Response
Michelle Symonds	I was excited to hear the plans for new apartments on Oaklands Road and would have been interested in purchasing one. However, Altrincham today featured some drawing of the new apartments a few months ago and I have to say they are ugly and do not fit in with modernising Altrincham. Some comments, and I have to agree, were that they look like we've travelled back to the 60's and they looked tacky and cheap.	Noted. The Plan contains design policies aimed at achieving high quality design at all times. No change required.	A
Caroline	There needs to be more disabled parking spaces close to Town Centre facilities	Noted. No change required.	A
george woolley	all said	Noted. No change required.	A
gavin garth	What is happening to Back Grafton street?it could be developed as an extension to the Goose Green social recreation area.	Noted. Some conversions to residential are proposed. No change required.	A

Adrian Beesley	The builder's merchants are an asset to the community, and reduce travel to out of town sites. Cramming in more houses would cause parking problems, traffic problems (particularly with the 'unjoined-up' thinking of closing the Moss Lane bridge to through traffic) and as usual there is no thought of the extra school places that would be needed.	A significant majority of respondents support residential and the resultant removal of delivery and trade vehicles from a residential area which would result. Additional housing is within the overall total provided for in the Core Strategy and for which the educational requirements have been taken into account by the Council. No change required.	A
Milton Jee	Do not create big shopping zones away from the present zones without them being easily linked .	Noted. The Plan seeks to focus the main shopping provision to facilitate easy access. No change required.	A
john firth	With the proviso that priority is given to the run down and neglected area in the main shopping precinct from Wilkos to Rackhams. especially the frontages above the shops which have been pulled down and are now an eyesore. Further more seating and floral displays at that end are needed.	The areas in question are currently being refurbished/ modernised by the owners of the Stamford Quarter. No change required.	A
Grant Mitchell	For example;- stipulation that a significant if not substantial proportion of those occupying converted from original offices / shopping accommodation would not / should not be expected to be car owning. Like it or not, major restriction in this regard is unrealistic	There is no such stipulation in the Plan. Non car owning occupiers are encouraged but not required. No change required.	A
Geoffrey Flood	in general, yes	Noted.	A
Sue Nichols (Bowdon Downs Residents Association)	Yes to A, B, C and D. NO to E - this should be purely residential and perhaps offices. Any leisure uses or parking are too far away from the primary town centre plus have the mental and physical barrier of the railway line and Interchange. Having any form of leisure or parking there will reinforce the alternate and competing town centre of Altair to the further detriment of the vulnerable primary town centre. NO to F - The historic and tranquil green space of the bowling green should not be built upon but used instead as outdoor eating and play space for the surrounding eateries (Downs pub/ Nicholsons and those in Kings Court). Aside from green linking routes across the Regent Rd car park, a green space in the middle of the car park is not appropriate and will not be used. There are better places for that e.g The Causeway. (NO place to comment in B3 - so I shall do it here) The idea of forming a fourth side to the New St flats would be very disrespectful to existing residents both in the houses opposite and those in the flats, all of whom will lose light and privacy. It would also mean the loss of green open spaces and some residents parking at one of the blocks. This is an inflammatory and impractical idea. Although in need of refurbishment, the layout allowing plenty of light, privacy and the use and overlooking of green space is a well designed one.	Site E is currently partly in use for Leisure purposes. The mixed use proposed includes residential and offices (if demand arises) and car parking. Retail is expressly not included. Car parking is within easy walking distance of the interchange and the town centre. No change required. On Site F, the Plan refers to consideration being given to embracing the former Bowling Green into an overall masterplan for the area which should include appropriately located public open space. The comment in Chapter 5 (not part of the Plan to be submitted for adoption) about the New Street flats will be adjusted to reflect the content of Chapter 4. It was a suggestion for discussion only. No change required to the policy in Chapter 4.	A A
James Phillips	Site B could be Mixed use and residential.	Public response supports priority being given to residential. No change required.	A

Clare Lambert	With regards car parking in area E it would be Greta to have good car parking to enable more people to make use of the Metro link to get into Manchester. A safe, secure car park that would allow people to use it late at night after going into the city centre would be a great improvement.	Noted. No change required.	A
ROBERT DUNCAN	Really need to encourage a none-monopoly for buildings/ local businesses.	Not clear what this means. No change required.	A
Sarah Twibell	In the main. There needs to be the inclusion of plenty of car parking. The more visitors that are brought in to Altrincham and the more residents and business there are, the more car that will need to be parked, and a huge amount of parking will be lost in the Altair development with the current commitment from them only covering the residential parking.	Noted. The Plan supports an increase of mainly short stay car parking. No change required.	A
Mr Brown	Generally supportive but believe we need more green space within the centre of the town centre to enhance the environment and avoid it looking like a concrete jungle - with more than a few trees in pots.	Noted. This comment is reflected in the Design and Green Infrastructure policies in the Plan and in the various public open space-related proposals in Chapter 5 (Annex) which need to be pursued. No change required.	A
Mrs Sue Nichols	There are objections as follows.... No in part to Site F We would object most strongly if the old bowling green were to be built upon for any purpose. If a much needed new open and public green space is to be created, this is the ideal location away from traffic pollution (as opposed to the proposed one in the middle of the car park in Chapter 5: Projects). If remaining in private hands, its use as a play space and dining outside area by adjacent businesses should be encouraged and supported. We also object to the proposal in the Project section of infill of the fourth side New St flats as light and privacy would be badly compromised for the residents in the flats themselves and the residents in the houses opposite. This would be a Planning matter, but we do not wish the Plan to be seen to be suggesting and supporting the idea against the wishes and amenity of residents. Most are completely unaware of the proposal as it is only seen if the Plan document is read thoroughly. No in part to Site E There is concern that keeping the existing Leisure Centre site for leisure purposes will repeat the bad decision made in the past to place it far too far away from the main town centre, discouraging visits due to not only the distance but also the barrier of the railway. There is also too much emphasis on parking for that location, which will realistically only serve the Altair site (as a competitor to the main town centre, diluting the offer) or for passengers for the railway and tram station, taking people away from the town centre. The emphasis on this site should be mainly residential, supplemented by some office development only if that helps financially to make it viable. But not too much, so the area is not too dead at night and weekends.	As indicated above, on Site F, the Plan refers to consideration being given to embracing the former Bowling Green into an overall masterplan for the area which should include appropriately located public open space. Also as indicated above, the comment in Chapter 5 (not part of the Plan to be submitted for adoption) about the New Street flats will be adjusted to reflect the content of Chapter 4. It was a suggestion for discussion only. Site E is currently partly in use for Leisure purposes. The mixed use proposed includes residential and offices (if demand arises) and car parking. Retail is expressly not included. Car parking is within easy walking distance of the interchange and the town centre. Overall, these proposals reflect the clear majority view of respondents to the three stages of public consultation. No change required.	A
Jan Johnson	Green spaces around Regent Rd car park already located in good places and so not be relocated or worse still lost.	Noted. No change required.	A

Martin Rawlings	Some of the shops on the downs should be converted to residential houses as there are too many shops in Altrincham	Noted. The area in question is allocated for mixed use and provides for residential above ground floor level. No change required.	A
Cedric Knipe	I am concerned about the loss of convenient builders supply yards	Noted. A clear majority of respondents support the proposed residential use. Re-location (not loss) in an essentially industrial area is considered to be more appropriate. No change required.	A
Adam Sleeman	See previous comments - More green spaces and cycle friendly zones, reduction of traffic pollution	Noted. No change required.	A
Margaret Cohen	A significant amount of affordable housing should be included in the sites allocated for residential use. Existing areas of open space around New Street and the bowling green should not be built on. They need to remain and be improved upon.	The Council's existing policies on affordable housing will apply. Open space comments noted. No change required.	A
Nigel Hinings	Except for Site F as a multi-storey car park	See earlier comment on this response. No change required.	A
David Raynor	No issues seems sensible land allocations. Agree only option to rationalise retail and focus offer. Finish retail redevelopment and unify the shopping area around up to HofF. More residents in the town centre will help Altair development [not just apartments but town houses] should be catering for this with its excellent [if ridiculously expensive public transport system] Moving through traffic from Stamford Rd sensible to support above.	Noted. No change required.	A
Lauren Thompson	As noted in my previous comments, flexibility needs to be built in to the policies to facilitate complementary uses and to ensure the policies do not date quickly.	Noted. Any proposed complimentary uses will be considered by the local planning authority on their merits at the time. No change required.	A
Jonathan Fingland	Would rather have answered "No clear view" as some elements are good, including the proposals for increased residential and mixed-use in and around the town centre, while others proposals, especially those for sites E & F, seek to introduce more car-parking which will inevitably lead to more car journeys in these already congested areas.	Noted. No change required.	A
Kevin Saunders	4.1.4. There should be provision for a Leisure Centre with facilities equivalent to the existing Leisure Centre	Noted. No change required.	A

Main Shopping and Mixed Use Frontages (Policies S1, 2 and 3, Ch 4 and Plan 11, full document)

- 202 respondents agreed with the policies (94.84%)
- 11 respondents disagreed with the policies (5.16%)

Table 1.3 Comments to Land Allocations Policies

Name	Comment	Response to Forum	Forum Decision
michael bray	To many empty shops council ,need to adapt the rents and rates policy ,its cheaper to start up in Manchester , Chester or York	Rents are determined by landlords not the Council and rates are set by the government. No change required.	A
george woolley	said it all ,fill the shops that empty first .	Noted. No change required.	A
Adrian Beesley	'and proposed new residential uses would need to be determined after taking account of any nearby existing late night noisy uses' This is totally contrary to current practice throughout the UK, and numerous live music venues have had to close down due to new residential use. Heads out of the sand on this please.	The comment wrongly interprets the policy. If there was a live music venue nearby that would need to be taken into account as having a potentially adverse impact on proposed housing. No change required.	A
Milton Jee	Far greater number of independent shops required.	Noted. No change required.	A
Daniel	Less active street frontages are successful in London with the typically Georgian format of raised ground floors, plenty of windows and private, defensible spaces.	Noted. No change required.	A
Michael Magee	Altrincham must accept the massive impact of the Trafford Centre & not try and compete but look to Hale for a different experience.	Noted. No change required.	
Yvonne Withers	"Mixed Use with Ground Floor Active Frontage" should extend all the way to the junction of Lloyd St and Denmark St, along both sides of Lloyd St, and not stop before Sainsbury's. "Main Shopping" should include from Rackhams on Stamford New Rd (opposite the Interchange) along to the Moss Lane junction, thus incorporating the newly refurbished Station Buildings. The caruncle opposite the Interchange (where the library is now) should be demolished and replaced with a much more aesthetically pleasing building (or, at least, completely redeveloped) as it is a horrible gateway to Altrincham Town Centre, much like the Manchester Arndale Centre.	Although the mixed use designation on Lloyd Street could be extended as suggested, the Working Group considered that it should remain unchanged. The Main shopping has deliberately been 'focussed' on the Stamford Quarter. The frontage in question is designated mixed use to provide maximum flexibility. No change required.	The Forum agreed that the Mixed Use allocation should be extended along Lloyd Street to the doctors surgery on the north side and to the learning centre next to the pedestrian entrance to Sainsbury's on the south side. A
The Forum Graham Fawcett	Need public realm at Regent Road of George street to improve aesthetics.	Noted. No change required.	A

Tracy-Anne Wilkinson	But there may be too many shop fronts and spread out too far - I think that the shop fronts need to be concentrated a little more closely together for ease of access and browsing by shoppers.	The Main Shopping is now more focussed. Mixed Use covers a wide range of possible uses of which retail is but one. No change required.	A
Jayne Sherlock	I agree that that we should focus the main shopping area but evens, think that the ambition to have so many active shop fronts is unrealistic in the changed retail landscape.	Mixed Use with active frontages covers a wide range of possible uses of which retail is but one. No change required.	A
Gareth Bentham	Sound proofing is a must by any developers that look at mix use within the town centre. This was an issue with city centre Manchester when they tried to attract residents back in to the city centre in the 1990s	Noted. No change required.	A
Richard Dyson	It would be welcome If some improvements could be implemented	Noted. No change required.	A
Karen Matthews	The top end of the high street leading onto Regent Road needs lots of attention as it seems to just be charity shops, pound shops and empty units which gives an awful impression of the rest of Altrincham as you walk down.	Noted. The mixed use designation seeks to create maximum flexibility to attempt to tackle this problem. No change required.	A
Alison Yarwood	It would be good to see the area across from the Bus/ Railway station improved in the types of units occupying the area and in the general visual impact of the area.	Noted. No change required.	A
Clare Lambert	It would be greta to see use of some of the space for leisure activities.	Noted. Mixed Use includes Leisure. No change required.	A
ROBERT DUNCAN	Quite allot of comments on children and family areas. Fine. However we need to bring more sophistication into the area. Quiet Zoned areas for example.	Noted. No change required.	A
Mr Brown	Generally supportive providing sufficient parking is provided for new offices and flats etc.	Noted. No change required.	A
John F Hadfield	Retail should be focused on the town centre. There should not be retail on Oxford Road, The Downs etc.	Retail is focussed on the Stamford Quarter. Mixed Use covers a wide range of uses of which retail is only one. No change required.	A
Martin Rawlings	The council should implement the public realm works phase 2 starting in March as planned rather than delaying	The timing of the phases is directly related to the availability of funds. No change required.	A
Sue Jolley	about time! The town was sacrificed to office development and needs people living in it again. With the rise of the internet shopping , less shop capacity will be needed, but all the businesses need local footfall	Noted. No change required.	A
Pauline Kay	Area designated as main shopping area is mainly large units of national chains. Presumably the desired small units of specialist outlets will be the 'mixed use' areas – care must be taken not to allow these areas to feel isolated from the main shopping activities.	Noted. No change required.	A
David Raynor	see above		

Michael Crawley	I agree entirely with Policy S1, but I am surprised at the extent of the frontages included in Policy S2 which I consider too large for all lengths to have active frontages and I think that it would be wiser to have a third category of commercial uses but without active frontages in more peripheral areas.	Noted. The policy and the extent of its application will need to be kept under review. No change required.	A
*Jonathan England	Would again have rather answered "No clear view" as many of the principles and plans set out are sound, however we are concerned that there is no reference to the negative impact of high levels of through motor traffic, or any proposal to reduce through motor traffic, especially in the Mixed Use Frontages areas, in order to create a more 'liveable' environment outside of the Main Shopping Frontages area.	The Plan supports the Planit Concept proposals which promotes the provision of shared space to improve the quality and safety of the environment and deter through traffic. No change required.	A

New Retail Development (Policy R1, Ch 4, full document)

- 197 respondents agreed with the policies (92.5%)
- 16 respondents disagreed with the policies (7.5%)

Table 1.4 Comments on Main Shopping and Mixed Use Frontages

Name	Comment	Response to Forum	Forum Decision
NICK RICHARDSON	yes but independent shops need to be continually encouraged to enter the market	Noted. No change required.	A
Yvonne	I also agree that there is the need for more free parking areas as, on my visits back, I'm always "put off" taking a car into the centre because of parking costs. I'm sure a lot if people feel the same.	Noted. Council car parks are in fact very cheap and well used. The proposed car park strategy will look at charging rates across the town centre. No change required.	A
george woolley	none	Noted. No change required.	A
Adrian Beesley	Although I'm not sure how you view new retail development which is in Altrincham but outside your town boundary.	Any proposals outside the Plan area will be considered in the context of the existing Core Strategy. No change required.	A
Phil Cornish	We do not need more retail space, need to make better use of what we have	Noted. No change required.	A
Grant Mitchell	The objective of seeking to promote "traditional" retail activity is of course perceived as a much needed focus. However the disdain in certain quarters as regards the continuing current very significant presence of charity shops and budget shopping outlets is to be resisted. These outlets are in particular a valuable resource for the poorer public.	Noted. No change required.	A
Tracy-Anne Wilkinson	see answer to previous question too many shop units will result in empty units. the rates need to be consistent as well to promote them being filled & avoid what has happened to the centre currently	Noted. Business Rates are set by government. No change required.	A

Jayne Sherlock	As per previous comments		
Lauren Pamma	Good to try and centralise shopping area to some extent, or to group similar retail environments together (eg independent shops together, chains in larger stores etc). What it doesn't need is more charity shops	Noted. No change required.	A
Roland Antonelli	The addition of further retail on Altair site not a good idea as it would divert interest from the centre	Noted, however Altair has planning permission. No change required.	A
MSE YOUNG	What about older residents	The town centre needs to cater for all age groups. No change required.	A
James Phillips	I believe that business should be able to set up where ever they feel is best for the business and not restricted to where they are told to set up. Particularly given the high rates for some of these areas.	Noted. There is considerable flexibility with the mixed use designation, but not a free for all. No change required.	A
Sarah Twibell	If more retail space is developed then we need to ensure it is filled with a wide range of retail outlets, so people can shop in Altrincham no matter what they need.	Noted. The Plan aims to assist in achieving this. No change required.	A
Mr Brown	I agree retail needs to be much more focussed in one area.	Noted. No change required.	A
Paul Coleby	Public transport needs to be upgraded to give improved access without loosing too much area for car parking.	Noted. No change required.	A
mrs Margaret Merrifield	John Lewis please.	Noted. No change required.	A
David Raynor	see above		
Lauren Thompson	I do not think it is appropriate to 'restrict' retail development LPAs are required to apply a sequential approach and whilst it is appropriate to identify the main shopping areas as the PSA and encourage retail development here, restricting retail development will not help the town to improve its vitality and viability particularly if the existing vacancies are not meeting operators requirements.	The Plan seeks to focus the Main Shopping area in response to public comments but it also provides for Mixed Use areas which provide maximum flexibility and include retail as one of a wide range of possible uses. The Plan also supports the need to modernise existing retail space where necessary. No change required.	A
Patrick Parle	It is a pity that the disgusting tesco site is not part of the development which in my opinion is an eyesore and was one of the reasons for the problems experienced in Altrincham in the first place.	Noted. No change required.	A

Town Centre Housing (Policies H1, 2, 3 and 4, Ch 4, full document)

- 190 respondents agreed with the policy (90.05%)
- 21 respondents disagreed with the policy. (9.95%)

Table 1.5 Comments on Town Centre Housing Policies

Name	Comments	Response to Forum	Forum Decision
Michelle Symonds	Undecided. Additional housing would be beneficial but the traffic at peak times is already difficult as is trying to parking. Car free developments would be good in terms of the environment and to promote local transport networks but for families moving in to the area that have children and rely on cars for the school run etc I think their cars will take up more spaces in the tiny limited parking spaces currently available and cause additional congestion.	Noted. The balance of advantage of increasing the town centre population is considered to heavily outweigh any potential problems. See para 4.4.7. No change required.	A
NICK RICHARDSON	if the houses are built in situ with the surroundings and build into a market town theme	Noted. No change required.	A
Wesley Corbett	I agree subject to the refurbishment of old buildings i.e. turning older derelict buildings into flats/apartments.	Noted. No change required.	A
Stephen Waldron	There is a very strong need to populate the town centre and environs to prevent a 'ghost town' atmosphere	Noted. No change required.	A
george woolley	Help the shop keepers who are already there ,a bigger carpark not mutistore OAPs want to park were the can have easy access	Increase in parking is proposed. The Plan seeks to do this within the context of limited available space. No change required.	A
Adrian Beesley	500 extra residential units, target market young professionals. 5 year outcome: 500 children needing new school places. Where is the plan for this? See previous comments on the night time economy. 500 units sold at typical Cheshire prices, and you hope they won't have cars?	The 550 units will contribute to the Borough wide target of 12,200 set in the Core Strategy. School places are planned in relation to the total housing target set. No change required.	A
Stuart Osborne	Green space preferred on builders merchants sites south of the town	Noted. It is highly unlikely that this proposal could realistically be delivered given the cost. The Plan gives priority to housing on these sites as a realistic alternative which would support the town centre. No change required.	A
Michael Armstrong	YP's commuting to Manchester is a good idea. Unsure how the non-car owning concept would work.	It can work for those who live and work in a town centre and meet the bulk of their needs in that location. It is a matter of personal choice. No change required.	A
Milton Jee	Provided suitable parking is available.	The Plan seeks to help to achieve this. No change required.	A

stephen colgan	much more mixed housing types are required.	The Plan is not prescriptive. Type of provision will be driven by the objectives of providers and the market place. No change required.	A
Daniel	Town centre living for all demographics will increase the liveliness of the town. What is missing is a decent town centre park. (missed opportunity for the lower market, perhaps)	Noted. No change required.	A
Michael Magee	Need more affordable homes for new starters/younger people who we want to retain in Altrincham	Noted. The Council's affordable housing policy will continue to apply as now. No change required.	A
laura padmore	I think there are too many houses being proposed. The town centre should be shops and leisure so it is not over developed.	A clear majority support the increase in the town centre population for the reasons indicated in para 4.4.7 of Chapter 4. No change required.	A
Yvonne Withers	Planning Applications should make soft landscaping mandatory i.e plants and trees. Where new housing developments do not include any car parking facilities, it is vital that provision is made elsewhere for car-owning residents to park their cars otherwise such developments will remain unsold.	Landscaping is a normal requirement where it can be provided. The 'market' will decide if there is an acceptable risk of providing car free development. The possibility of making use of empty overnight parking spaces for town centre residents parking will be considered as part of the Integrated Car Parking Strategy. No change required.	A
Damian Utton	There should be an emphasis on housing for older people in town centres	There is reference in the Plan to catering for older people who would benefit from being located close to amenities. No change required.	A
Grant Mitchell	But to substantially restrict car parking availability so as not to enable at least one vehicle parking space per household is unrealistic	The Plan does not restrict in the way described. It simply seeks to reflect the reality of where provision of on-site car parking is impractical. No change required.	A
Jonathan Morrison	No more blocks of any type which look like the super structure of a container ship! Corner of Lloyd Street and Railway Street. Someone needs to return to University to learn Planning and Architecture!	Noted. The Plan seeks to promote high quality design. No change required.	A
Tracy-Anne Wilkinson	possibly there could be more housing rather than shop/business units	The Plan focuses on housing above ground floor in the Main Shopping and Mixed Use areas. No change required.	A
Gareth Bentham	Again sound proofing is needed to protect business and residents	Noted. No change required.	A

Lauren Pamma	Great idea as there looks to be plenty of buildings that could be converted to residential use. Affordable flats could bring more young people into the town centre, focus on being a Car-less town centre would be good, perhaps consider a car sharing scheme (Bicester tried something like this?)	Noted. No change required.	A
Richard Dyson	Encouraging more dwellings in the town centre would be a sensible way forward	Noted. No change required.	A
MSE YOUNG	You intend to go ahead even if anyone does not agree	Not so. This Plan is driven by the weight of public opinion which strongly supports more town centre housing. No change required.	A
Andrew Rink	To make the in-town residential conversions / builds as attractive as possible then I think the overnight parking ? really needs some creative solutions / partnering. For example can residents have a parking permit that gives them some extended parking in town parking facilities, eg 5pm till 9am.	The proposed Integrated Car Parking Strategy aims to tackle this specific issue amongst others. No change required.	A
Karen Matthews	Only because times are changing and shops aren't surviving	The Plan seeks to be realistic. No change required.	A
Clare Lambert	I think increasing residential usage is great but also providing space for community activities - especially around the old market - has the opportunity to grow the feel of Hale - a village community feel within an urban setting - in the Altrincham area.	The need for community space is raised as an issue in the Annex and is something the Forum would like to see positively addressed. No change required.	A
Sarah Twibell	Providing there is a market for this type of development, and traffic and parking issues are considered.	Noted. No change required.	A
Mr Brown	You can't assume people don't have cars. They do!... and they will park them in any available space they can. So the plans need to address this. It's unclear how 'encouraging' residents without cars to the area will be actually be achieved and maintained. There is already lots of competition by office workers for spaces (parking and walking from as far as Bowdon) and I can't see the situation getting easier without a clear strategy.	The Plan recognises all this. The Integrated Car Parking Strategy is aimed at helping to tackle this complex issue, including making sure that maximum use is made of all existing spaces. No change required.	A
Mrs Sue Nichols (Bowdon Downs Residents Association)	Site E could provide more family housing. There is no mention of the provision of affordable housing, which there should be as it is in limited supply in this area.	Housing is included in the mix of uses proposed. The Council's existing policy on affordable homes will continue to apply. No change required.	A
Jan Johnson	Plenty of step free lateral conversions (not duplex/triplex) needed for local people downsizing.	Noted. No change required.	A
Steve Webster	Should include accommodation for older people.	Noted. No change required.	A
John F Hadfield	We should have as much residential property in Altrincham as we can.	Noted. No change required.	A

Martin Rawlings	Some of the shops on the downs should be converted to residential houses as there are too many shops in Altrincham	The mixed use allocation for the Downs provides for residential above ground floor. No change required.	A
darren jones	But I think it is not ambitious enough in terms of residential units upto 2030. make it at least 1000.	The target of 550 has to be seen as deliverable. The Plan also encourages this figure to be exceeded. No change required.	A
Cedric Knipe	see earlier comments about existing uses	Noted. No change required.	A
Adam Sleeman	Too many properties and more emphasis on green spaces for relaxation	The target is regarded as practical and deliverable. The Plan also places an emphasis on green space – see Policy G1 and various references in the Annex. No change required.	A
Helen Wright	I think it is very important to have more residential development in the town centre for various reasons: ageing population are better located in the centre; more residents mean more use of town centre shops encouraging regeneration (as in Manchester City centre)	Noted. No change required.	A
Margaret Cohen	Affordable housing needs to be provided to keep the mixed nature of our residents.	Noted. The Council's existing policy on affordable homes will continue to apply. No change required.	A
David Raynor	see above		
Cheryl Hookway	Although I am worried about the proposals for fracking in Trafford and what this will do to properties prices let alone the environment.	Noted. No change required.	A
Jonathan Fingland	A2d: We especially support Policy H3. Car-free developments are appropriate for an area such as Altrincham, with its many local amenities and its public transport links, so this should be a policy ambition even if facilitating car storage is deemed practical. Enabling car-clubs and other car-sharing initiatives should also be specifically mentioned in this policy.	The reference to car free development relates only to those situations where car parking provision is agreed to be impractical. Car sharing is not a land use policy albeit something which deserves consideration. No change required.	A
Joe Jones	I can't stress enough, the need for housing for first time buyers. Please make sure this is you up most priority and not housing as buy-to-let. Many people who work in Altrincham as I do are young (25-40) and are simply priced out of living where they work. The up turn of living where you work is that it decreases traffic pressure and pressure on car-park for a start. Please don't fail the younger generation with these plans.	This Plan is set in the context of the Council's existing Core Strategy. All current Council policies which impact on the matters raised will continue to apply. No change required.	A
Kevin Saunders	I would support the Town Centre Housing policies if they included a percentage of the housing be affordable housing and any developments should make use of existing buildings/architecture and be in keeping with the existing historic architecture of Altrincham	The Council's existing affordable housing policies will continue to apply. The Plan strongly supports the use of existing buildings and reflecting the existing character of the town. No change required.	A

Car Parking (Policies CP 1 and 2, Ch 4, full document)

- 191 respondents agreed with the policies (90.52%)
- 20 respondents disagreed with the policies (9.48%)

Table 1.6 Comments on Car Parking Policies

Name	Comments	Response to Forum	Forum Response
Michelle Symonds	Overnight car parks for residents and workers, what happens during the day when all the new residents moving in to the new developments want to park? It is already a complete nightmare to find a parking space at the best of times when shopping so I do not understand how adding more residents into the mix taking up more parking will help. There needs to be more parking locations or one larger car park made available. You stated in the policy that it is appropriate for new developments to be made car free. Yet you now want to move all their cars to local car parks that will have a have negative impact on other people. Would it not therefore make more sense to provide parking at residential developments.	Where car parking can be provided (i.e. is physically possible) then it must be provided. The Plan recognises that in some situations it is not possible to provide car parking, but encourages conversion to residential in any event. People purchase in the knowledge of the situation. It is likely to be more attractive to older people and those who can live and work in the town centre and not need a car. No change required.	A
David Trott	I understand the desire to discourage car use - or, at least, to promote other forms of transport instead. However, car parking charges have been a significant issue in Altrincham for a number of years, and the plan singularly fails to address this. A bold move towards free parking (subsidised if necessary) would see a greater impact on town-centre footfall.	The Plan proposes an Integrated Car Parking Strategy which includes charging policy. The issue of subsidy is all tied up with Council funding and is considered to be highly unlikely in the current climate. No change required.	A
NICK RICHARDSON	look at the technology used at train stations to make double storage parking - though needs to be landscaped to ensure it doesnt impact negatively on feel	Noted. No change required.	A
Yvonne	Like I said previously, there should be more free parking spots. Maybe even underground parking.	Although many would agree, the problem is who pays for it. No change required.	A
James Warrington	I would prefer to see a much greater allocation in parking places than illustrated within the plan. Current car parking capacity is very limited and the changes may go some way to addressing the current shortages, however in light of the proposals for increased housing additional spaces need to be generated beyond that in the plan.	The Plan shares the general concern expressed here and seeks to promote a realistic approach to it. No change required.	A
Caroline	There needs to be more disabled parking spaces closer to Town Centre facilities	Noted. No change required.	A
Stephen Waldron	Car parking needs to be well signposted and easily accessible. Need for short stay is essential and can be encouraged through parking charges which discourage the long stay!	This is all part of the Integrated Car Parking Strategy (ICPS). No change required.	A

Adrian Beesley	And why not remove many of the Permit Parking zones around the town centre which are left empty for much of the day while the residents have driven to work?	Presumably they were introduced because residents were having problems parking near their homes. No change required.	A
Mike Battman	Do not like Multi Storey car parks they will put people off visiting the town.	Depends on the height, design, landscaping and so on. 2-storey provision, carefully located to reflect topography, can be visually acceptable. No change required.	A
Phil Cornish	more long term parking to support the businesses in the town	Noted. The ICPS will help here. Is there a sufficient demand for the private sector to provide a viable car park? No change required.	A
Milton Jee	There has to be free parking available for a minimum of 3hours.	The cost implication are such that this is an unlikely scenario. No change required.	A
Dudley Harrop	But it seems like tinkering with existing provision rather than a major new car park.	This is unlikely given the radical cut backs in Local Government expenditure unless the private sector can promote a viable scheme. No change required.	A
Daniel	Contactless card payments and pay-as-you-leave would be appreciate. I, like many others, rarely carry around large amounts of change.	The ICPS addresses payment systems. Noted. No change required.	A
Michael Magee	Cheap/Free and easily accessible parking - not hideous multi-storey ones such as one near cinema	Vacant available space for such an approach is not readily available. No change required.	A
laura padmore	There needs to be free parking everywhere for altrincham to match the trafford centre facilities. How about park and ride from broadheath?	Trafford Centre car parking is funded through the rentals paid to the owners. There is no such equivalent opportunity for Altrincham Town Centre. No change required.	A
Yvonne Withers	If future new office developments are to succeed, it is also very important to provide long-stay parking for office workers commuting to Altrincham, either on-site or elsewhere. Very important if we are to attract new workers and companies to the town, along with the economical benefits which will ensue.	The Plan recognises this need and the ICPS will address it. No change required.	A
Damian Utton	A multi-storey car park adjacent to, or on the site of, the Leisure Centre should be seriously considered. sale has benefitted from the multi-storey car parks in the town there	The Plan provides for this possibility. No change required.	A
Graham Fawcett	Need to ensure the impact on traffic on Regent Road and New Street of changes to public realm (removal of traffic lights) and the expansion of Regent Road Car Park.	Noted. No change required.	A

Jonathan Morrison	Be careful with New Street Car Park! If this is developed, more spaces rather than less will be required. Suggest 1: 450 sq ft as was the old requirement.	Development is only proposed along the vacant frontage of Regent Road and the corner with New Street. It is expected that the number of spaces at the existing car park could be at least doubled. No change required.	A
Tracy-Anne Wilkinson	but not sure there is enough & access is currently an issue	Noted. No change required.	A
Jayne Sherlock	Limited, difficult to access and expensive car parking has, for several years, blighted Altrincham shopping. I'm not convinced that the new proposal adequately address this problem.	The Plan seeks to be realistic. Charges for the Council owned car parks are not regarded as expensive. The ICPS aims to ensure that much better use is made of all existing spaces across the town centre. No change required.	A
Lauren Pamma	It needs more cheap short stay parking to compete vs Trafford centre	The Plan seeks to increase the number of spaces and to improve accessibility. No change required	A
Roland Antonelli	There must be a substantial increase in affordable long stay parking. The south side of Altrincham is a permanent all day parking area on pavements (which the Police seem to ignore) and also on white lines causing safety problems of access to residence. Planning are ignoring the providing of space for employees . Eg. Potzone on Woodville Road. When the Synagog on The Firs was given planning permission on the basis that their members did not use cars this was false , their parking area is empty and a large number park close by and walk the last few yards. Go round the area and see all the cars that are parked on a Saturday	Noted. No change required.	A
Geoffrey Flood	Essential that convenient low cost parking is available specifically Regent Road but more is required close to the centre - both for shops and the hospital	The Plan seeks to address this realistically. No change required.	A
Richard Dyson	Whilst there has been some improvement, there is still some way to go, otherwise the TC will not be able to welcome shoppers. Low short stay pricing is particularly welcome	Noted. No change required.	A
MSE YOUNG	Charges are too high	Noted. No change required.	A
Jon Warburton	Should be pay upon leaving parking in main car parks to ensure a more relaxed visit.	This is a widely held view and will form part of the ICPS discussions. No change required.	A
Sue Nichols	Pay-as-you leave essential in main car parks to ensure a relaxed dwell time.	This is a widely held view and will form part of the ICPS discussions. No change required	A

Jennifer Plunkett	Car Parking is severely lacking at the top end of town - the redevelopment around Regent Road is a great idea.	Noted. No change required.	A
James Phillips	Could any arrangements be made with local businesses for them to release parking spaces at weekends in exchange for reduced mid week parking rates for their staff members without car park spaces.	This possibility should be discussed as part of the ICPS proposal. No change required.	A
Clare Lambert	Be good if it was a safe secure car park like the QPark in Sale. It is clean and as a woman who often goes about on her own having places that are safe at night is reassuring.	Noted. No change required.	A
Sarah Twibell	Given that we are losing a substantial amount of parking through the Altair development, a lot of which is used by commuters accessing the newly refurbished transport hub, and by employees of local businesses, we need to ensure that this car parking is replaced, and additional spaces provided, so as to not deter visitors in to the town centre. In my experience shoppers go to where they know they can park, and parking at weekends and evenings can be influenced by the sport that is on (ie football at Old Trafford) when the spaces are used for people getting on the tram network.	Noted. The Plan sets out a series of realistic proposals and policies aimed at helping to improve the current situation. No change required.	A
Mr Brown	See previous comments about residential parking. It will be needed however hard the plans try to avoid it.	The Plan does not seek to avoid the provision of car parking in residential development where it is practical, when normal Council car parking standards will apply. No change required.	A
Mrs Sue Nichols (Bowdon Downs Residents Association)	In addition (as raised and agreed at the Forum), pay-as-you-leave parking in the main car Council parks is essential and needs to be added to Policy CP, to avoid rushed and stressed visits and more time spent impulse shopping and visiting cafes and eateries. However a limit of say 4 or 5 hours needs to be set to counter the issue of people parking then catching the tram to Manchester or for workers blocking use of the car park for visitors. The main emphasis should be on promoting Altrincham's excellent public transport rather than cheap (as it was when 10p) or plentiful parking, as that just brings unwanted traffic to the town centre and all the surrounding residential approach roads. If not discouraged to bring in cars, overflow cars also take up our residents' parking places so they can't park anywhere near their homes.	Pay as you leave will form part of the ICPS discussions to be led by the Council, as will charging systems. Responsibility for promoting public transport rests with TfGM and the bus, rail and tram operators. No change required.	A
Jan Johnson	More flexibility needed so not penalised if go over the time and get a fine - seems like a punishment for supporting shops in the town and spending too much time. Better to not have to set a time before hand just pay when you have finished.	The issue of payment systems and particularly pay as you leave, will form part of the ICPS discussions. No change required.	A
Vincent Sweeney	This is probably the biggest single issue that prevents regeneration of Altrincham and needs to be an immediate priority	Noted. No change required.	A
Angela Fontes	Please may we have residents only parking in New Street.	Not a matter for the Plan. Need to apply to Trafford Council. No change required.	A

Tomo Fujioka	We should not be encouraging the use of cars in town centres.	Noted. The Plan seeks to deal realistically with the parking issue, driven by the weight of public opinion. No change required.	A
Steve Webster	Car Parking is a real issue.	Noted. No change required.	A
John F Hadfield	But let's not forget pedestrians, cyclists, public transport users.	Noted. No change required.	A
Rob Park	Parking should be pay on departure rather than pay and display	Noted. The issue of payment systems and particularly pay when you leave, will form part of the ICPS discussions. No change required.	A
Martin Rawlings	Could do with a car hire by the hour station in Altrincham to encourage people who live in Altrincham not to have a car but to give them access to a car if necessary	Noted. No change required.	A
Anthea Loat	Should be free or low cost and include provision for all day parking for workers.	Noted. No change required.	A
Adam Sleeman	Reduce dependence on car access to town centre and incentivise cycling and walking more.	Noted. No change required.	A
Helen Wright	I am not sure on this one. Many people choose to live in the Altrincham area because of the metrolink to the centre of Manchester. There must be sufficient suitable car parking provision for these people, whether workers or leisure users. It is not feasible to use public transport to reach the metro from WA15 8UE (no footpath or street lights!). There also needs to be suitable car parking provision for Altrincham town centre workers to prevent them clogging up all the residential streets in the area. Car parks are needed on every main entry route to avoid traffic needing to cross the town centre to find a parking space.	Noted. No change required.	A
mrs Margaret Merrifield	free parking again at Tesco.	Noted. No change required.	A
Pauline Kay	Whilst accepting the need for more parking spaces, I can't imagine that a multi-storey car park on Regent Road will sit easily with the aim of improving the overall town centre environment.	It will depend on height, design, landscaping etc. No change required.	A
Margaret Cohen	Parking needs to be 'pay as you leave' with a maximum of 4 - 5 hours to encourage a more relaxing visit to town centre shops and businesses.	This is one of the issues to be embraced by the proposed ICPS. No change required.	A
Nigel Hinings	Car parking strategy must be revisited before any decisions can sensibly be taken. The extant Civic Car Parking Strategy Report does not support the Plan policies.	The Plan is driven by the weight of public opinion and is considered to be compatible with the Council's Car Parking SPD. No change required.	A

David Raynor	Car parking provision of all kinds seems adequate [charging reasonable] but to speed up redevelopment and regenerate the town centre I think TBC should make all parking free or minimal. The invention of the multi storey car park was to store increasing numbers of cars not for a cash cow to council if TBC are serious - LEVEL PLAYNG FIELD WITH TRAFFORD CENTRE, CHEADLE AND OUT OF TOWN RETAIL PARKS.	Council only control some of the parking, the rest is privately controlled. Free parking requires a subsidy which the Council are very unlikely to be able to provide in the current economic climate. No change required.	A
Lauren Thompson	I really hope that Trafford consider this in the context of CIL	Noted. No change required.	A
Jonathan Fingland	Efforts to improve signage and reduce the number of car movements across the town centre are welcomed, however the suggestion that 500 new car parking spaces can and should be provided must be reconsidered if the Plan is to be consistent with its claim that "every effort needs to be made to encourage people to use alternative forms of transport wherever possible".	The Plan is seeking to be realistic given the nature of its catchment area and the public responses to the 3 stages of public consultation. No change required.	A
Kevin Saunders	I support the car parking policies as long as within the overall town centre plans include a Leisure Centre	Noted. No change required.	A

Digital High Street (Policy DIGI 1, Ch 4, full document)

- 193 respondents agreed with the policy (92.78%)
- 15 respondents disagreed with the policy. (7.22%)

Table 1.7 Comments on the Digital High Street Policy

Name	Comments	Response to Forum	Forum Response
David Trott	I have explained the objection to town-wide wifi above, in the context of preferential spend on parking subsidies. Charging points are a 'nice to have', and would certainly be convenient in the town! I do feel that the website concept is flawed, and perhaps a little outdated now. Many towns have attempted to create a town website, but have found that the burden of keeping the information up to date, relevant, and accessible has been far too high. Especially in light of developments by larger content aggregators (most notable Google), town centre information is more often sought by other (more comprehensive) means. This does not mean that there isn't a significant challenge facing Altrincham's online capital, however. Unfortunately, Altrincham suffers from a poor online presence - not through lack of content, but through lack of diversity and independent promotion. Social Media platforms are dominated by groups / individuals who promote only their own causes, while purporting to represent the entirety of Altrincham - while other businesses are either ignored by these accounts, or at times actively slandered. In order to address this, a considered attempt must be made to reclaim an independent voice for Altrincham online - not through a website, but through a truly non-partisan (and trustworthy) set of social media activities. Needless to say, this should be entirely without commercial interests - and not include any of the digital marketing agencies (my own included) in its operation, editorial, or planning. Some are in the process of trying to make this happen - it would be wise for the Plan to support these efforts.	These comments will need to be carefully considered (a) by the Council in preparing the Digital Infrastructure Strategy and (b) by the BID company which is considering how best to ensure that Altrincham is able to take maximum advantage of the application of digital technology in support of the development of the town centre. No change required.	The Forum agreed to refer these comments to the Council who will lead the production of the Digital Infrastructure Strategy and the BID company who are considering the issue of the application of digital technology in support of the development of the town centre. A
Wesley Corbett	Altrincham needs to compete with other modern shopping centres, which already offer these facilities.	That is exactly why the Plan promotes the preparation of a Digital Infrastructure Strategy. No change required.	A
Stephen Waldron	Wi-Fi is a taken for granted provision by the majority of the residents and users of the facilities in Altrincham	Noted. No change required.	A
Adrian Beesley	Although I think much of it will be outdated by the time it is implemented as data plans get cheaper and battery life better.	The objective in preparing a Digital Infrastructure Strategy is to ensure Altrincham is able to take maximum advantage of the application of digital technology in support of the development of the town centre. No change required.	A

Craig Williams	This to me is well down the list. Time and money spent on a town centre app should not be done at the expense of more important projects like signage, street decoration, apply pressure on rates etc. The trafford centre has an app, how many of the 30million people who visit use it? I'd guess less than 1%	The key issue is the digital infrastructure. How that is best utilised will largely be down to the businesses and their organisations such as the BID company. No change required.	A
Mike Battman	Can't get excited about it though	It is important that the town makes maximum use of the latest digital technology in support of its future development. No change required.	A
Phil Cornish	seems like a waste of time and money	It is important that the town makes maximum use of the latest digital technology in support of its future development. No change required.	A
Daniel	WiFi might increase dwell times, if only there was some decent places to sit. An app is pointless, just need coordinated updates on different social media platforms and an integrated town website (information is currently online for most 'bits' but should be consolidated)	These comments will be carefully considered by the BID company which is looking at the application of digital technology in support of the development of the town centre. No change required	Forum agreed to refer these comments to the BID company for its consideration.
Michael Magee	Will it be secure to cyber attacks?	This is a matter for those designing the various applications. No change required.	A
Sally Cunliffe	I'm in my forties so it doesn't bother me, but it's true that the secondary school kids are an important group that regularly pass through the town centre on foot.	Noted. No change required.	A
Jonathan Morrison	This is important but please understand that most bars and cafes have wifi anyway.	Some do and some do not. No change required.	A
Steve Pegg	Not sure what impact this would have. Most coffee shops (for example already seem to have free wifi).	Important that all outlets make maximum use of the latest digital technology. No change required.	A
Gareth Bentham	I would like to know who we are affected by being on the border of town centre/digital high street?	Noted. No change required.	A
Lauren Pamma	Great idea	Noted. No change required.	A
Geoffrey Flood	Not sure	Noted. No change required.	A
Richard Dyson	I think there are other priorities although some information mapping would be welcome	Noted. No change required.	A
Jon Warburton	People less likely to go into cafes and shops etc if wifi for free in the streets.	That does not seem to be the case in other towns which are more developed in this area. No change required.	A

Andrew Rink	Would it be possible to set up certain start up zones to attract young businesses, eg lower rates. There are many tech parks that do this but with the conversion to more offices perhaps this could be an attraction of Altrincham, it would bring young entrepreneurs into the town.	This needs to be considered by the owners of the potential buildings involved. No change required.	A
Sue Nichols	Better to encourage visitors to go into cafes to get free wi-fi. Do we really want people coming and spending time downloading large amounts of content instead of enjoying and engaging with the town and socialising? If it happens, any equipment (poles etc) need to be hidden and discreet to protect the character of the Conservation Areas.	The application of modern technology in support of the development of the town centre is an inescapable fact. The views articulated by the younger generation were absolutely clear on this. If Altrincham does not keep pace with the implications of the digital revolution then it will suffer as a consequence. No change required.	A
Clare Lambert	Essential - not just for young people but to support the business community. So much work gets done in cafes these days..	Noted. No change required.	A
ROBERT DUNCAN	I own a Website and Multi-Media company based on Shaws Road, Altrincham. (if you need further re-development of a hub-website?)	Noted. No change required.	A
Mrs Sue Nichols	Yes/No. There was debate amongst residents on this. It could be that it is better to encourage visitors to use cafes and shops with free wifi so they have to go inside them - rather than hanging around the streets (and not being mindful of the streetscape). On the other hand it may attract people to the town who do not have access to high speed and plentiful data usage. We would query that this should be an actual Policy in the Plan as it is only a service not related to land use or design and quality.	The application of modern technology in support of the development of the town centre is an inescapable fact. The views articulated by the younger generation were absolutely clear on this. If Altrincham does not keep pace with the implications of the digital revolution then it will suffer as a consequence. The Plan seeks to promote the development of the required digital infrastructure to support the application of technology in support of the town centre. No change required	A
Jan Johnson	Only if there is strong evidence this would bring people into the town centre - otherwise no.	It seems clear that if the town does not keep pace with the effective application of digital technology, people will more and more go elsewhere. No change required.	A
Vincent Sweeney	Definitely the way to go	Noted. No change required.	A
David Eastwood	I have no comments - lack of knowledge	Noted. No change required.	A
Tomo Fujioka	Not sure what this means.	Noted. No change required.	A
John F Hadfield	Not sure what impact this will have.	Noted. No change required.	A

Cedric Knipe	But within scope of land use planning?	The plan seeks to secure the development of a Digital Infrastructure Strategy which is within the scope of land use planning. No change required.	A
Margaret Cohen	Surely providing wifi free is a Government initiative!	Not that we are aware. No change required.	A
Nigel Hinings	Only if it is funded by the private sector, e.g. BID	It is anticipated that the BID will be leading on this. No change required.	A
David Raynor	More detail needed	Noted. No change required.	A
Cheryl Hookway	Personally I don't think this is top priority but I see why it's important for young people.	Noted. No change required.	A
Jonathan England	Actual response is "No clear view" but the survey system forced a choice of either yes or no.	Noted. No change required.	A

Design and Quality (Policies D1, 2 and 3 and G1, Ch 4, full document)

- 201 respondents agreed with the policies (95.26%)
- 10 respondents disagreed with the policies (4.74%)

Table 1.8 Comments on Design and Quality Policies

Name	Comments	Response to Forum	Forum Response
Phill	Looking good with the paving recently installed, the new trees and lights already have an impact - looking forward for the next phases to start	Noted. No change required.	A
Michelle Symonds	Though as previously stated the drawing shown for the apartments on Oaklands Road are not in keeping with the character of Altrincham.	Noted. No change required.	A
NICK RICHARDSON	signage legislation will be key	Noted. No change required.	A
jeff Atkins	I think more guidance could be provided to illustrate good quality development and highlight the poor examples. In the past the planners and Council have been too eager to approve unattractive designs which we will have to live with for too many generations to come. The reference to our historical quality is overplayed - many of the old buildings are only average. High quality modern designed buildings in a high quality landscape setting is what we should be aiming for.	The objective is to promote high quality design that takes proper account of the character of the area in which a development is proposed. No change required.	A
amysharpe	I would like to see more emphasis on the promotion of good modern design / architecture in the town centre	The Plan seeks to balance the need to secure high quality modern design and the importance of respecting the setting in which a development is proposed. No change required.	A
Mick	As previously stated, increased attention to community walkshed and green spaces would be appreciated.	Noted. No change required.	A
Adrian Beesley	But too little too late. Just look at the poor quality build, inappropriate design for its surroundings, and just plain ugliness of the new hospital as an example.	Design is clearly a matter on which individuals views will differ. There have been many supportive comments about the new hospital. No change required.	A
Mrs Christine Benaim	The designs need to reflect the traditional materials and styles used in this area historically, as suggested by Engliss Heritage. Access for disabled people needs to be considered. Wheelchair users and visually impaired people are not specifically considered in the plans.	Noted. Disabled access is covered in other regulations. No change required.	A
J Tice	Before allocating resources to this, you need to solve the litter problems and location if commercial waste bins in the Town Centre.	Noted. No change required.	A
Peter Longworth	Particular attention should be given to de-cluttering the streetscape and strict policies should be put in place to limit new signage.	This is covered in the Plan – see Appendix 3. No change required.	A

Milton Jee	Design as previously stated.	Noted. No change required.	A
Daniel	Yes, high quality design should be supported. However, respecting heritage and character does not mean there should be pastiche copies and copying of irrelevant details - what's important is how buildings relate to the street, their scale and materiality.	Noted. No change required.	A
Yvonne Withers	As before, I stress the importance of soft landscaping in any design scheme.	Noted. No change required.	A
Julia Chance	I am concerned that the Ginnels of Altrincham Town Centre should be upgraded. The Ginnels offer an existing and potentially beautiful pedestrian network of public, non-commercial space, that connect the lower and higher part of the town, potentially bringing much more life and variety to people's experience of the urban fabric. Upgrading could include: removal of clutter from building surfaces, renovation of building surface fabric, improved lighting of ginnels for effect and for safety, possibly encouraging corner plots to spill out on to ginnel side e.g. windows, doors, cafe chairs etc. see proposals by Artist and Architect Duo, Paola Bazzolo and Julia Chance in document "Altrincham Ginnels Proposal" by Julia Chance, architect - Paola Bazz, architect and artist 17 December 2013, held by Town Centre Manager.	Ch 5 (Annex) is beginning to address these opportunities and Policy G1 provides an appropriate policy context. A proposed additional Policy D4 is recommended to the Forum for approval. D4 – Proposals that improve an historic town centre ginnel will be encouraged and supported. Any proposals that would result in the loss of an historic town centre ginnel will be resisted.	See earlier decision of the Forum to include this new Policy. A
Damian Utton	Good contemporary design is essential. Just because a building is old this does not always mean it has to be preserved	Noted. No change required.	A
Sally Cunliffe	If the purse can stretch to it.	Noted. No change required.	A
Jonathan Morrison	see earlier comment about awful architecture permitted in Altrincham previously. No more please.	Noted. No change required.	A
Geoffrey Flood	Can't remember	Noted. No change required.	A
Vivienne Adams	Essential element if plan is to succeed	Noted. No change required.	A
Sue Nichols	Pleased that heritage and conservation issues have been taken on board to reverse the damage done over the past 20 years through lack of care and understanding on behalf owners and occupiers plus the absence of Council policies and enough staff.	Noted. No change required.	A
Clare Lambert	There needs to be greater emphasis placed on developing a green environment that supports wilde life but also improves the quality of the living space for residents and hte leisure space for those of us who visit cafes and shops in Altrincham and for office-based workers who go out and about in lunch breaks. It is quite barren at present and really needs much greater consideration that it appears to be given at present.	The Plan recognises this- see Policy G1 and Chapter 5 (to become an Annex to the Plan) No change required.	A

Mrs Sue Nichols (Bowdon Downs Residents Association)	However, picking up from Appendix 3 content, there should be more emphasis on the specific positive support of the Conservation Area Management Plans by the Plan. Currently the tone is too neutral. Mention should be made in this Policy section of the need for a Heritage Design Code booklet or leaflet to promote the concept of Conservation Areas and heritage and to inform in an accessible way.	The Plan is fully supportive of the Conservation Area Appraisals and Management Plans and Appendix 3 is complimentary to them. The prospect of preparing a Heritage Code is referred to in the Annex. The production of a Code is not a land use policy. No change required.	A
Jan Johnson	Much needed -get rid of the all the A boards and other signs and advertising. Historic buildings need to be protected far more so we don't get too much of a clone town.	Noted. No change required.	A
Rob Park	How are new urban realm areas improving 'environmental sustainability' as claimed?	This relates to the wording of Policy D1. What the Policy does is promote high quality design and materials and indicates that environmental sustainability issues are addressed at the same time. No change required.	A
Adam Sleeman	Note comments - too much emphasis on commerce and housing too little on quality of life	Noted. The Plan seeks to provide a balance. No change required.	A
Margaret Cohen	I am very pleased that respect for the character of local heritage and green pedestrian and cycling routes are included However it should also extend the 20mph speed limit to all roads adjoining the town centre (apart from the arterial roads) to make living in the roads adjoining the town centre pleasanter.	The issue of 20mph is included in the Annex for future discussion during which this point can be considered. No change required.	A
Nigel Hinings	Some consideration should be given to influencing building scale given past performance and current proposals	Noted. Policy D1 is aimed at this type of issue. No change required.	A
David Raynor	Quality of design and materials will be key to create a unique feel of Altrincham. Please not pastiche contemporary architecture shows ambition look at the Total Garage site as an example.	Noted. No change required.	A
Jonathan Fingland	Actual response is "No clear view" but the survey system forced a choice of either yes or no.	Noted. No change required.	A
Patrick Parle	quality is an issue. If you look at the paving that was done recently, already there are areas of tarmac instead of pavings. Judging by the last paving done around the market a few years ago, this is now mainly tarmac and not paving, again it is a disgrace to spend all that money and then allow contractors to ruin the initial work. Quality is not the councils best asset.	Noted. No change required.	A

Offices (Policies OF 1 and 2, Ch 4, full document)

- 200 respondents agreed with the policies (94.79%)
- 11 respondents disagreed with the policies (5.21%)

Table 1.9 Comments on Offices Policies

Name	Comments	Response to Forum	Forum Response
James Warrington	There is a lack of quality office space for suites of over 10,000 sqft, however the local market has changed significantly since most of the stock was built. There is little demand for office space in town centre locations. I don't believe there will be a demand for space of this size.	Noted. The analysis in the Plan reflects this. No change required.	A
greg lord	Building which have been empty for 5 years should be demolished, replaced with very hi tech spaces	The Plan provides the context in which this can happen. It will depend on perceived demand, viability and the commitment of investors/developers. No change required.	A
Michael Armstrong	Offices inevitably require more parking!	Noted. The Council's Car parking SPD provides for this. No change required.	A
Daniel	Office space has been oversupplied in the past but must be careful not to get rid of it all. More smaller offices may be needed such as like Kings Court.	Noted. No change required.	A
Steve Pegg	Although, the Airport City might create an overspill and provide office opportunities?	That is certainly possible. No change required.	A
Roland Antonelli	Again only if there is sufficient specific parking provided	Noted. No change required.	A
Geoffrey Flood	Can't remember - there is a need to be able to refer back to the document without having to start again!	Noted. No change required.	A
Andrew Rink	But see previous comments about how the council might go about creating an identity or attraction to our town's office space.	Noted. No change required.	A
James Phillips	An additional requirement that improving the existing vacant office facilities having priority over new build offices.	This will normally follow, driven by costs. No change required.	A
Sarah Twibell	Providing there is a market for this, and suitable traffic and parking analysis	Noted. No change required.	A
David Eastwood	Currently, supply exceeds demand. Any further development ought to be linked with current supply and anticipated demand. Speculative office building should be discouraged.	Noted. No change required.	A
Nigel Hinings	Small scale offices work well, see the 'Colony' currently under construction opposite the Waters building on the road to Wilmslow. These are offices for the future which will strongly attract tenants.	Noted. No change required.	A

Lauren Thompson	My concern is that there isn't the demand for offices and that the neighbourhood plan should be encouraging a range of different types of office accommodation on the edges of the defined plan area and avoid the allocation of sites.	The Plan recognises that demand is not increasing at this time. The Plan needs to provide the context for the next 15 years however and demand may change. No change required.	A
Jonathan Fingland	People's working patterns are changing, with increased use of digital systems enabling more tele- and home-working, so the Plan, and specifically Policy OF2, shouldn't facilitate an unlimited amount of extra office space, especially given the increased number of car journeys and inevitable congestion this is likely to cause.	The impact of digital technology on the office market is recognised in the Plan. The Plan only provides for additional offices if demand arises. No change required.	A

The Market (Policy M1, Ch 4, full document)

- 203 respondents disagreed with the policy (94.86%)
- 11 respondents disagreed with the policy (5.14%)

Table 1.10 Comments on the Market Policy

Name	Comments	Response to Forum	Forum Response
Robin Gillyon	Market House is the single biggest contribution to the redevelopment of Altrincham, it should be supported, preserved and exploited, as proposed.	Noted. No change required.	A
michael bray	Expand the areas Bury is a good model, Do not rely on a food fad which will die as the next place to be seen comes up	Noted. No change required.	A
Stephen Waldron	The market and the area that surrounds it are being visibly revitalised just from the improvements so far. The future plans can only add to this.	Noted. No change required.	A
greg lord	Best thing to happen to Altrincham, if we can spill this wide into a later night offering around the area with music and arts then we might just have something	Noted. No change required.	A
Astrid Stimpson	Fresh product outlets seem to have nearly disappeared. Not sure of the reason but it looks dire at the moment.	Noted. The Plan cannot influence the type of goods sold. No change required.	A
Adrian Beesley	But let's be honest here - the Market House is now simply a Cheshire fast food court, the novelty of which may or may not last. As an actual market it's a complete disaster with a complete lack of basic market commodities such as sensibly priced basic vegetables, and the windswept lower market in containers is hardly a proper alternative. Even Wythenshawe market puts Altrincham to shame as far as running a traditional market.	The general public reaction to the Market House is overwhelmingly positive. The Plan cannot influence the type of goods sold. No change required.	A
Anne Scanlon	I think that this is a key area of Altrincham and I am pleased with the consideration that it has been shown	Noted. No change required.	A
Michael Armstrong	The market is amazing!	Noted. No change required.	A
Milton Jee	Market traders should have more encouragement to take up vacant stalls plus providing stalls areas around the market place.	Noted. This is an operational matter which the Plan cannot influence. No change required.	A

stephen colgan	Give it as much support as possible and make it go faster. Twinning with Borough Market in Southwalk would be useful, steal their ideas.	Noted. No change required.	A
Daniel	Market House has been very popular, but the covered market next door could do with some TLC. It could be a usable covered square that happens to hold a market a few times a week. Maybe have a bit of a water feature inside?! The yellowed panels are a bit depressing, as are the gates.	Noted. No change required.	A
Michael Magee	Higher quality food and less tat. Some of the current stalls sell poor goods at an inflated price. Also poor service such as vacuum clear stall.	Noted. These are operational matters. No change required.	A
Julia Chance	I am concerned that the Ginnels of Altrincham Town Centre should be upgraded. The Ginnels offer an existing and potentially beautiful pedestrian network of public, non-commercial space, that connect the lower and higher part of the town, potentially bringing much more life and variety to people's experience of the urban fabric. Upgrading could include: removal of clutter from building surfaces, renovation of building surface fabric, improved lighting of ginnels for effect and for safety, possibly encouraging corner plots to spill out on to ginnel side e.g. windows, doors, cafe chairs etc. see proposals by Artist and Architect Duo, Paola Bazzolo and Julia Chance in document "Altrincham Ginnels Proposal" by Julia Chance, architect - Paola Bazz, architect and artist 17 December 2013, held by Town Centre Manager.	Ch 5 (Annex) is beginning to address these opportunities and Policy G1 provides an appropriate policy context. A proposed additional Policy D4 is recommended to the Forum for approval. D4 – Proposals that improve an historic town centre ginnel will be encouraged and supported. Any proposals that would result in the loss of an historic town centre ginnel will be resisted.	See earlier decision of the Forum to include this new Policy. A
Andy	It's not really a market anymore. Although popular the market tavern appeals to a relatively narrow element of the demographic make up of the town. It takes up a large amount of space, the owners also seem to have been given overly generous commercial terms. This has not gone unnoticed with local residents. The business they have taken from other premises, at what seems to have been an effective subsidy in terms of the site, lease and rates paid doesn't seem fair to other town centre bars and restaurants. I accept it's helped the regeneration of that area but that was already on going with the bars and restaurants in that locale before they arrived. They seem to be making a contribution to regeneration but surely they should be paying more in rates and rent given the turnover and business they have taken from elsewhere in the town centre ? The rest of the enclosed market next to the market tavern seems very tatty, mostly empty with car boot sellers. It seems an afterthought and going through the motions. As currently configured it would probably be better to turn the entire area into a food court / bars with more commercially monetised rents and rates. You could not currently describe it as a worthwhile or viable market worth keeping unless significant changes are made. I am not a business owner in altrincham and I do not know anyone who is.	Noted. All the issues referred to are operational matters which the Plan cannot influence. No change required.	A
Graham Fawcett	Need to improve current covered market offering mid-week.	Noted. No change required.	A

Jonathan Morrison	The market operator must get the Hall better sorted at busy times. There are now people not going because there is no control over how long families occupy a table - several hours, buying only a Pizza and drinking water from their own bags! There are never any overflow areas only very tatty and unsafe seating for smokers outside. Until things are better managed, many will avoid the chaos! However, better than it was.	Noted. Operational issue. No change required.	A
Steve Pegg	No need to meddle with the market, given the direction it is heading in.	Noted. No change required.	A
ZAINUL SACHAK	Need to be mindful that the Market does not monopolies the activities permitted in the town centre. Town needs to evolve to embrace other activities which attract people into the town i.e. cultural festivals etc..	Noted. The Plan seeks to support the development of the town centre as a social focus for the community. No change required.	A
Lauren Pamma	The market is brilliant, making more family friendly space would improve it even more, e.g a little playground or something similar or maybe a permanent trail round the town with things for kids to do?	Noted. No change required.	A
Geoffrey Flood	Don't know	Noted. No change required.	A
Richard Dyson	Strongly support. This is a good attraction which is well run.	Noted. No change required.	A
MSE YOUNG	Not the kind of Market we want old one much better	Noted. No change required.	A
Sue Nichols	Should be supported in any way possible and encouraged to increase the number and variety of stalls further, having them on the streets all around.	Noted. No change required.	A
Alison Yarwood	The Market area is a key feature and destination for people coming to Altrincham and I am very happy to support proposals to build on this.	Noted. No change required.	A
Clare Lambert	I strongly endorse hte further development of the market area - could it be that eventually a market day like hte one in Knutsford with all the food retailers occupying the streets could be grown?	Noted. No change required.	A
Sarah Twibell	The market is a major draw to Altrincham for many people, and although the changes that have already taken place have been very good, it does mean there is now less focus on the non food stalls, which are on a small site and open to the elements. More could be done to improve the non food element.	Noted. Operational matter. No change required.	A
Mrs Sue Nichols	A tremendous improvement to the town and bringing local people back who haven't been for years. Additionally, the market stalls should be expanded down Shaws Rd to link the Market and George St and encourage connectivity.	Noted. No change required.	A
Jan Johnson	Its fantastic. Bigger the better.	Noted. No change required.	A
David Eastwood	The market is of extreme historical and heritage importance and must be supported to preserve Altrincham's reputation as a historic Market Town.	Noted. No change required.	A

Martin Rawlings	The indoor food market containing the restaurants should be extended if possible by taking over some of the outdoor area as it is very popular and busy.	Noted. No change required.	A
Sue Jolley	buy the old bowling green and open it up as the Market Green (or Town Green)	Noted. No change required.	A
Anthea Loat	More stalls in the old market during the week	Noted. No change required.	A
Cedric Knipe	Greater emphasis should be given to more basic market stalls some have which have been driven out by recent policies (eg cooked meat, haberdashery)	Noted. Operational issue. No change required.	A
Helen Wright	Need to get good quality food retailers as opposed to caterers. I never eat out or have coffee during the day in Altrincham but would love a place where I could buy the raw ingredients from a wide range of retailers - Bury and Bolton markets offer a wide range of stalls to suit all demographics and a similar but possibly slightly more upmarket offering in Altrincham would be beneficial. It's not worth patronising at the moment.	Noted. Operational issue. No change required.	A
mrs Margaret Merrifield	A lovely new library with plenty of modern computers and printers.	Noted. A new library is due to be established in the former hospital. No change required.	A
Pauline Kay	The market hall is now a great facility, but care must be taken that the outdoor market does not get overtaken by more eateries at the expense of retail stalls	Noted. No change required.	A
Nigel Hinings	Completion of the shared street scheme around the market will further reinforce the success achieved to date. Regrettably the Healthcare Centre will overdominate the market, diluting somewhat the much liked artisan feel engendered by the re-invigorated market.	Noted. No change required.	A
Patrick Parle	Again, please do not let this good work fall into disrepair. There is an area already near the bottom market which has a bicycle stand and bench which are inaccessible due to rubbish bins against a fence. Once again quality is not there and spoils the initial work.	Noted. No change required.	A

A3 - Appendix 3 of the full document - the supplementary design document

- 200 respondents agreed with the Supplementary Design Document (93.46%)
- 14 respondents disagreed with the Supplementary Design Document (6.54%)

Table 1.11 Comments on the Supplementary Design Document

Name	Comments	Response to Forum	Forum Response
Stephen Waldron	Further to these plans I cant emphasise enough the need to provide residential outlets within the town.	Noted. No change required.	A
Astrid Stimpson	Well thought out!	Noted. No change required.	A

stephen thomasson	in section 3.1.7 of Chapter 5. The proposed changes to the A56 will make travel unbarrable especially on the weekend. With increases in traffic expected, there are efforts to ensure the A56 flows better at the moment and this proposes slowing the traffic down. The A56 is too busy, this will only increase driver frustration. Cyclists and pedestrians will get injured as a result.	Noted. Ch 5 (now the Annex is not part of the Plan to be adopted) seeks to promote a balance between the movement of vehicles and the quality of the environment including the safety of pedestrians. Any final scheme will be subject to public consultation. No change required.	A
Michael Page	The most important aspect for me is maintaining the historical aspects of the town whilst being up to date. A good example is the plan to reinstate the traditional shop front designs.	Noted. No change required.	A
Milton Jee	Only if you take into account the points raised!	Noted. No change required.	A
Daniel	Certainly would support the improvements to the backs of shops.	Noted. No change required.	A
Yvonne Withers	As before, I would stress the importance of soft landscaping. Also, the provision of adequate litter receptacles (an litter collection services) is crucial to the town's appearance.	Noted. No change required.	A
Teresa Welch	I am delighted to see Altrincham on the up and up. I think the market development has been a huge source of encouragement. I think the town is busier; there are some new shops and certainly a couple of really good restaurants. Fingers crossed that innovation will pay off.	Noted. No change required.	A
Grant Mitchell	Devil is in the detail. Some aspects agreed with. Others not	Noted. No change required.	A
ZAINUL SACHAK	Excellent.	Noted. No change required.	A
Gareth Bentham	Chester is a good example of character areas	Noted. No change required.	A
Richard Dyson	Sensibly thought out	Noted. No change required.	A
Sue Nichols	Some of the character of the areas described (e.g. Offices and Leisure/Supermarkets) is very poor so the wording should be changed to say not necessarily do the same - but improve upon and do things differently. The Mixed Use has many issues too that should not be repeated.	Noted. The description of these areas is meant to reflect the reality. The design principles seek high quality design. No change required.	A
Clare Lambert	Again can greta emphasis be placed on making this a much greener environment which will allow Wilde life, including small urban birds, to prosper? This can be done by undertaking designs that take the needs of wildlife into consideration form the start and include planting plans that make use of native trees and shrubs that support a diverse range of insect and other Wilde life? This would also improve the quality of hte space for living and leisure.	Noted. Policy G1 is relevant here as is the content of much of Chapter 5 (now the Annex) and Appendix 3. No change required.	A

Sarah Twibell	Mainly agree, aside from this concept of "street clutter". Guard rails to prevent accidents, signage to direct people and cars, traffic/pedestrian crossing lights and highways signs are not in my opinion street clutter. At present the road between the music shop and the old Mcdonalds leading down to M&S is an accident waiting to happen, as it has changed to a mixed used space, without any communication of this message, and no signposting to explain that this is the case. Pedestrians are taking their life in their hands walking there, as drivers still feel it is their right of way. I can see why as they havent been told otherwise!	Noted. These matters need to be considered in the detailed designs of the schemes including Signage and Wayfinding. No change required.	A
Mr Brown	Supportive in general but not on every point.	Noted. No change required.	A
Mrs Sue Nichols (Bowdon Downs Residents Association)	Welcome the fact that importance of high quality design and materials , heritage and better public realm has been recognised. Support any policy which removes A-boards and estate agents' signs as visual clutter spoiling the look of the town and making it look desperate. Look forward to connecting ginnels and underused spaces being improved. Support shared streets scheme and removal of street clutter - especially bollards and guard rails. It is a shame more of this content could not have been included in the actual Plan document.	Noted. The Plan includes as much of all this as is considered appropriate for a land use planning policy document. The Annex will continue to cover such matters. No change required.	A
Jan Johnson	I hope it is effective and not just more talk.	Noted. No change required.	A
Margaret Cohen	It is important that what is left of the town's historic character is protected and enhanced and that its open spaces are maintained and improved.	Noted. No change required.	A
Sian Hughes	Pleased they are improving shop fronts at the end of George Street	Noted. No change required.	A
David Raynor	see last comment		
Jonathan Fingland	There is no reference to impact of motor-traffic on the buildings and people in the historic area, or any proposal to reduce it in order to improve the immediate and wider environment. There are references to the negative impact of traffic on the Main Office and Leisure Supermarket areas, but again there are no proposed measures to reduce this. Item 5.5 states "Moss Lane is a convenient one-way route through the town centre" yet again fails to highlight the negative impacts this creates, and fails to suggest that this should be addressed - which is especially disappointing as the same item concludes by stating that Moss Lane "is also a particularly well used pedestrian and cycle route."	Noted. The Plan provides a context for a balanced approach to modes of transport and to pedestrian movement. The shared space concept which underpins the public realm proposals adds to this. No change required.	A

B2 – Chapter Five (Annex)

Priority A

- 201 respondents agreed with Priority A (93.93%)
- 13 respondents disagreed with Priority A (6.07%)

Table 1.12 Comments on Priority A

Name	Comments	Response to Forum	Forum Response
NICK RICHARDSON	critical	Noted.	A
Robin Gillyon	open space key to high quality public space	Noted.	A
Constantine Biller	Again, I would like to see all of Regent Road included in the Public Realm Works. The traffic really needs to be managed better on this street, particularly since it is such an important pedestrian route for access to the worn centre and also for children going to schools on Dunham Road.	Noted.	A
george woolley	I am 82 I had a shop in mayors road for about 22 years I worked in it for 2 years before I bought the lease. I was a member of the BPBASN for many years, a active member of the commuity for many years, ie chair PTA. president RBL,	Noted.	A
Mick	The town centre aims appear to be to appeal to families and teens/youths. The town would be a better community space and financially better off if young adults and adults without family units were also appealed to with events and spaces of their own - this age group is too old for teen events and spaces, but lacks a connection to family events and spaces. Young or single adults would benefit from alternatives to "the pub," and so would the town centre.	Noted. The Plan explicitly seeks to meet the needs of all age groups and become a successful social centre for the community it serves. These comments are relevant to that objective.	A
Astrid Stimpson	It will not just provide extra routes for people to use but also improves the look and feel of the adjacent areas.	Noted.	A
Anne Scanlon	This will lead to a increased sense of safety and well being	Noted.	A
Mike Battman	This will be of great benefit	Noted	A
Peter Longworth	Local businesses should be encouraged to maintain/ clean the alleyways adjacent to their businesses.	Noted.	A
Yvonne Withers	Other Gateways to Altrincham include the A56/Park Road (Bowdon) junction for those approaching Alty down Langham Road and the A56/St Margaret's Rd junction for those approaching Alty via The Girls' Grammar School. All important re: signage. PLEASE will whoever has written the report check all usages of "principal" and "principle" and understand the difference e.g. Objective 1, p 20 Altrincham is the "principal" town centre, NOT the "principle" town centre; p76 should be "Design Related Principles" NOT "Principals". This is so annoying in an otherwise very interesting report.	Noted. These comments need to be considered as and when the gateways work is developed.	A

Stephen Duncan	Great idea I think you could also look for some local artist or some groups to put some interesting thing in the ginnels like the umbrellas in the one in Manchester and of course really good lighting to make them safe places	Noted. Public art is referred to as being important generally.	A
Paola Bazzolo	I am concerned that the Ginnels of Altrincham Town Centre should be upgraded. The Ginnels offer an existing and potentially beautiful pedestrian network of public, non-commercial space, that connect the lower and higher part of the town, potentially bringing much more life and variety to people's experience of the urban fabric. Upgrading could include: removal of clutter from building surfaces, renovation of building surface fabric, improved lighting of ginnels for effect and for safety, possibly encouraging corner plots to spill out on to ginnel side e.g. windows, doors, cafe chairs etc. see proposals by Artist and Architect Duo, Paola Bazzolo and Julia Chance in document "Altrincham Ginnels Proposal" by Julia Chance, architect - Paola Bazz, architect and artist 17 December 2013, held by 'Town Centre Manager.	Ch 5 (Annex) is beginning to address these opportunities and Policy G1 provides an appropriate policy context. A proposed additional Policy D4 is recommended to the Forum for approval. D4 – Proposals that improve an historic town centre ginnel will be encouraged and supported. Any proposals that would result in the loss of an historic town centre ginnel will be resisted.	See earlier decision of the Forum to include this new Policy. A
Andy	Seems like Unnecessary expense everyone has phones with 3G / 4g	This does not reflect what is happening in other towns.	A
John Rogers	Historic alleyways, while of interest to a few, aren't going to do anything to bring people to Altrincham	Not a point of view widely supported.	A
Graham Fawcett	Ginnels and Alleyways are a real opportunity to marry practical improvements in pedestrian flow around Altrincham with impactful aesthetic improvements to the town.	Noted.	A
Mike Shields	Will need to define priorities	Noted.	A
Ian Crosland	Please note in public realm improvements eg Shaws road, that the effect of new expensive finishes is spoiled by cheap and nasty-looking plastic barriers used for traffic management.	Noted.	A
Steve Pegg	Can not some of the ginnel work be privately funded?	This is certainly the hope and reference to support from adjoining owners/developers is made in this Chapter.	A
Jane Lawrenson	I would love to see area 6 on Plan 7 to be community use, primarily focused on young people. A 'skateboard park' in summer and potentially an ice rink or roller park in winter. It's probably too expensive to have an ice rink, but this could be a paying short term activity like you see on the continent. I think a central, free activity area in summer for young people, that is watched over by cafes, etc. would be a fantastic and safe environment for kids and daring adults! It works really well in Europe and is much better than hiding it away somewhere.	This is a possibility which needs to be considered by the public realm designers and by the Forum's design group.	A
Angela	Personal pref for Priority A but recognise the need for B for some sectors of town centre users	Noted.	A
Geoffrey Flood	Strongly agree	Noted	A
Jon Warburton	No opportunity given to comment on B3 so I make it here instead. 20mph should be for all residential roads in Trafford not just shared streets schemes in Altrincham. Far less signs needed if 20mph default.	Noted. Comment to be considered when this issue is fully discussed.	A

Andrew Rink	I think the open spaces should provide attractions for young people, for example skate board park or bike park when young kids want to come into the town. Families can bring their young kids in and there will be attractions for them, can we create a situation where the kids are dragging their parents in because they can take their skate boards, ride their bikes, kick a ball around.	Noted. Needs further consideration by the Design group of the Forum	A
Sue Nichols	Many of the 'untidy backlands' are on private property so it is not appropriate for public money to be spend on these.	Not sure why, but certainly the owners should be pressed on this issue.	A
James Phillips	Increased public art within altrincham	Noted.	A
Clare Lambert	This is very under eloped. The planting in Goosgreen was a lost opportunity. The idea of a tree in a metal contained was doomed and it is already dead! Please talk to hte Wildlife trust and conservationists in the Altrichnam area.	This to be drawn to the attention of the scheme designers and the Forum design group.	A
Jan Johnson	All walking routes should be improved and made a positive thing not a negative thing as now.	Noted.	A
David Eastwood	/I would prefer to see points L,M,N,O given higher priority.	Noted.	A
Sue Jolley	untidy sites to turn into an amenity..the old bowling green behind the old market square. Remove all the masonry (brick and tons of valuable stone blocks) and have an open 'Market Green' with paths across to supplement your green pathways and preserve this patch as a green space (as per Unitary Plan)	Noted.	A
John Pendleton	Reservations would be that mobile technogy advacnes rapidly with the potential to render such infrastructure obsolete	We need to keep at the forefront of the effective application of technology in support of the town centre.	A
Alan Meredith	Tidy ginnels give a good impression and fosters a safe feeling when in the town. Untidiness gives a menacing, unsafe feel.	Noted.	A
Pauline Kay	Couldn't agree more with the need for better signage. As far as I know there are still no signs directing visitors from the car park on Oakfield Road to the main shopping area. (The last time I looked there was a sign to the shops pointing to a non-existant exit by the ice rink). I think I have highlighted this in every survey I have ever done!	These comments need to be fed into the Signage and Wayfinding strategy.	A
Margaret Cohen	BUT please check why other towns are able to access Governments grants!	Indeed, this should be done.	A
Sian Hughes	Good to have some outside spaces that get the sun	Noted.	A
Lauren Thompson	I think the focus should be on improved signage regarding car parking in the town centre	This is part of the proposed Integrated Car Parking Strategy	A

Lynda Anderson	Regarding Ginnels and Alleyways - there is no mention of the alleyway that runs from Goose Green to Moss Lane bridge. This alleyway is cobbled, part of old Altrincham and in danger of being swept away by the ever encroaching shanty town extensions to the backs of shops and businesses that run alongside. The alleyway used to be a much used short cut to Goose Green and Stamford New Road from the Station and was well kept by those owning the adjoining properties, safe and always buzzing with life. This could be another jewel in Altrincham's crown if a developer, such as the gentleman who brought the Market back to life, sees the potential and takes it forward. It could become popular once again as an attractive walkway from the station to the new hospital and the Lloyd Street end of Altrincham - wouldn't that be great!	Noted. This possibility deserves serious consideration by the Forum and its design group.	A
Jonathan Fingland	Allow considerate cycling on items covered by (A) (ii) - to increase permeability and opportunities for active travel while improving footfall for retailers.	Considerate cycling should certainly be considered.	A
Patrick Parle	Yes, but please pay attention to the onward maintenance of these schemes and do not allow disgusting features such as merry go round rides to ruin pavings, pollute the town centre and cause obstruction on busy week ends. Furthermore, there should be somebody responsible to police contractors in the future when pavings have to be removed for any ground works. They should ensure that pavings are replaced in good order and not replaced by lumps of tarmac which has happened in previous years!! See the market paving as an example. In schemes around town areas the devil is in the detail of how projects are finished off and not left with legacy issues such as those that can be seen following the recent paving scheme. Do council officials walk around with their eyes closed to these obvious omissions? Contractors should not be paid until ALL works are completed to the exact specification laid down and to every detail including any snagging works required e.g. lumps of tarmac areas left unpaved!!	These comments need to be referred to the appropriate authorities.	A

Priority B

- 165 respondents agreed with Priority B (81.28%)
- 38 respondents disagreed with Priority B (18.72%)

Table 1.13 Comments on Priority B

Name	Comments	Response to Forum	Forum Response
David Trott	I would support charging facilities, but would rather see a growth in individual venues offering free wifi directly to their customers (the "New York model").	Noted.	A
NICK RICHARDSON	if we need to do this, this could be funded through sponsorship from the private sector - Priority A is far more important	Noted.	A
Roger Hayes	Mobile 4G will make this obsolete in a short time	Noted. We need to keep at the forefront of the effective application of technology in support of the town centre. The impact of 4G needs to be reflected in the Plan.	A
Robin Gillyon	wifi is more important than charging	Noted.	A
Tracy	We have already seen that opening an internet café was not beneficial due to times having changed, now the majority of visitors have mobile phones and would benefit from free wifi points throughout the town which would further enable them to access info about local events.	We need to keep at the forefront of the effective application of technology in support of the town centre.	A
greg lord	essential, do something ground breaking and fast	Noted.	A
Astrid Stimpson	Going with the time!	Noted.	A
Seacombe Insurance	I do not believe this is necessary with the smart phones we have today. I believe that free WIFI is generally untrusted by the public and opens up opportunities for cyber crime and would mean additional costs being made for Cyber Liability Insurance. Its simply not needed. Todays phones all have almost unlimited 3g/4g so by another couple of years this surely will be even better. In terms of APPS, why not have public notices to advise of free Altrincham APPS and have marketing offers and opening times etc	Useful comments. The impact of 4G does need to be reflected in the Plan. The important thing is that we need to keep at the forefront of the effective application of technology in support of the town centre.	A
Adrian Beesley	Typical data plans nowadays preclude the need to change to third party wi-fi, which personally I never trust to be as secure as my network provider.	Noted. The important thing is that we need to keep at the forefront of the effective application of technology in support of the town centre.	A
Anne Scanlon	To keep in line with new technologies, I feel that will be important in improving Altrincham's attractiveness to businesses and individuals	That is exactly what we need to do.	A

Craig Williams	I do support but not at the expense of other things. Mobile signals get better and better the need for wifi reduces. This probably is a requirement for a small percentage of people.	Noted. The impact of 4G does need to be reflected in the Plan. The important thing is that we need to keep at the forefront of the effective application of technology in support of the town centre.	A
Mike Battman	Needs doing but not a priority	Noted.	A
Michael Armstrong	free wifi, really necessary?	We need to keep at the forefront of the effective application of technology in support of the town centre.	A
john firth	Not a priority.	This is not the majority informed view.	A
Yvonne Withers	I'm not unduly bothered about this.	We need to keep pace with change and with the competition.	A
Stephen Duncan	great idea. possibly look at gathering data from the uses of the wifi as well	Noted.	A
Sally Cunliffe	But I'm 42 and can exist without the internet when I'm shopping.	You are in an increasing minority. The town centre must look to the future.	A
Graham Fawcett	Agree with B, particularly if associated with additional steps attract younger element to Altrincham e.g. an affordable "youth Market House" (in Grafton Mall?) or bringing Nandos into the town.	Noted. This would have a very positive impact on the younger generation.	A
Mike Shields	This is essential if Altrincham is to prosper	Noted.	A
Jonathan Morrison	We do agree but not taking priority over the most important things elsewhere in this plan. It is all a question of spend and as most leisure spots have wifi, it isn't necessary to have it all the time. Otherwise you would be shopping on-line! - and we don't want that as part of this plan.	We need to keep at the forefront of the effective application of technology in support of the town centre if it is to prosper.	A
Michael O'Callaghan	App required to advise on available car parking and give live information on congestion and public transport services.	Noted.	A
Gareth Bentham	Will the WIFI cover Victoria street?	Quite possibly.	A
Mike Battman	Far from a priority, a good 'Nice to have'	We need to keep at the forefront of the effective application of technology in support of the town centre if it is to prosper.	A
Geoffrey Flood	Don't know	Noted.	A
Jon Warburton	More important things to do first.	We need to keep at the forefront of the effective application of technology in support of the town centre if it is to prosper.	A
Jennifer Plunkett	Much more important in 2016!	Noted.	A

Mrs Sue Nichols (Bowden Downs Residents Association)	Yes/No. No overall consensus. There are so many other things which need attention - this seems a luxury.	We need to keep at the forefront of the effective application of technology in support of the town centre if it is to prosper.	A
Cedric Knipe	but subject to land use policy?	The Digital Infrastructure Strategy will provide the context.	A
Margaret Cohen	HELP! I want to support the idea of a community venue but where do I do it. Altrincham Town Hall needs to be effectively marketed as a venue for events, celebrations and meetings. It is a significant asset. When I first lived in Altrincham we had a public hall as well as a handsome library and museum but I suppose that is not possible in our current straightened circumstances.	The need for community space is fully recognised and one of the important issues which needs to be progressed.	A
David Raynor	essential	Noted.	A
Lauren Thompson	Kids will like this	Noted.	A
Cheryl Hookway	but... I am less convinced about this one and why it is needed. Free wifi (e.g. on Metrolink) doesn't work. I would be reluctant to spending lots of money on something unless it is actually highly functioning.	Noted. Clearly it must work.	A
Jonathan Fingland	Commercial sponsors or Government grants should be sought for these types of initiative, especially as communication, battery and charging technologies will all continue to be developed at a pace that one-off funding would be unable to keep up with.	Noted.	A

Projects/activities set out in Chapter Five

- 197 respondents agreed with the projects/activities in Chapter Five (93.81%)
- 13 respondents disagreed with the projects/activities in Chapter Five (6.19%)

Table 1.14 Comments on projects/activities in Chapter Five disagreed with

Name	Comments	Response to Forum	Forum Response
Michael Magee	Need to accelerate a high quality & extensive leisure centre	Noted. There have been many comments on the need for a high quality Leisure Centre.	A
Mrs Sue Nichols	Overall yes - some great initiatives (all of Section 3.0) . However..... (b) comments as before as question is repeated: There is concern that keeping the existing Leisure Centre site for leisure purposes will repeat the bad decision made in the past to place it far too far away from the main town centre, discouraging visits due to not only the distance but also the barrier of the railway . There is also too much emphasis on parking for that location, which will realistically only serve the Altair site (as a competitor to the main town centre, diluting the offer) or for passengers for the railway and tram station, taking people away from the town centre. The emphasis on this site should be mainly residential, supplemented by some office development only if that helps financially to make it viable. But not too much, so the area is not too dead at night and weekends. 1 (c) We object to the proposal of infill of the fourth side New St flats as light and privacy would be badly compromised for the residents in the flats themselves and the residents in the houses opposite. This would be a Planning matter, but we do not wish the Plan to be seen to be suggesting and supporting the idea against the wishes and amenity of residents. Most are completely unaware of the proposal as it is only seen if the Plan document is read thoroughly. Object to loss of bowling green open space - that should be kept as an ideal place for such a use. 1 (e) Mention of support of pay-as-you leave should be here. 1 (g) The idea of a community space is supported, but the Town Hall is a far more attractive venue than the dated and uninspiring Clarendon House venue. Handy for transport but that is about all. Far more marketing of the Town Hall should be undertaken as there is lack of awareness of it and great difficulty in booking it, so there is not an excuse for the Council to dispose of it for non-community uses because of lack of use. 1 (h) Residents on the roads covered by Bowdon Downs Residents' Association and beyond (lower The Downs and New St, Normans' Place, Enville Rd, Albert Square) are very keen to see the now nationally accepted standard of a default speed of 20mph on all streets and roads other than the occasional major arterial route. This negates the need for signage (visual clutter and cost of maintaining and lighting) and speed bumps. There is also clarity for drivers, so they are not distracted by looking for signs. Safety through the reduction of serious accidents and the encouragement of walking in a pleasanter environment resulting in less traffic and parking issues are the main advantages. ...	<p>Many of these comments have been responded to in the parts of the report which will eventually be submitted for adoption.</p> <p>Dealing with the Ch 5 (Annex) points, the chapter will reflect what is said in the main Plan about the Regent Road car park and not suggest infill on New Street which is only an idea for discussion.</p> <p>Pay as you leave is part of the proposed ICPS (payment systems).</p> <p>The community use of space below Clarendon House is not proposed as an alternative to the Town Hall. Both are important.</p> <p>The 20mph idea is due to be discussed by the Forum which is only concerned about the town centre.</p> <p>Good to see support for the Heritage Code.</p> <p>The important work of other groups is recognised. There could be much closer working between the very many groups in Altrincham to general advantage, but little progress seems to be made. If the Forum can assist in this it needs to discuss how best to do this.</p> <p>The illustrative Network of Green Walkways and Cycle ways (Plan 12) is just that – Illustrative. Any constructive comments to improve the concept and integrate it effectively would be welcome and considered by the Design Group.</p>	A

Mrs Sue Nichols	<p>...The proposal here goes against this desire as it suggests it only occurs in the town centre - with result of this meaning signs needed outside of the shared streets areas (where 20mph indicated by changing street surfacing), then more signs needed when reverts to 30mph out of the town centre - on the very streets where residents are campaigning to have it most. Overall, a default 20mph is needed Borough-wide (like many others have done). If promoted strongly in this Plan for the the area within the furthest boundary, it will lay the ground for this to happen. 2 (vi)Support of the Heritage Design Code (n.b. as Council unlikely to fund, Altrincham and Bowdon Civic Society are considering producing it instead to complement the Management Plans) 4. It seems strange that community groups such as Our Altrincham who do so much to clear the town of litter and fly tipping ignored by the Council and organisations such as Art with a Heart, Altrincham French Festival and other art, local history and choral groups which providing cultural activities and events do not get any recognition or mention here whatsoever. There is already partnership working yet this is not referred to. 5. Although strongly in support of Policy G in principle, some residents have spotted the annoying errors and inappropriate routes suggested in the Plan 12 added at the end of the Projects. The section is not integrated into other previous sections where it would it more comfortably (as a lot of it is repetitive). We assume that is that more time will be spent on this before publication in the actual Plan by people with more local knowledge and along the lines suggested by these... http://www.sustrans.org.uk/our-services/infrastructure/route-design-resources/documents-and-drawings/key-reference-documents-0 There should be mention of the need to be mindful of the streetscape of the Conservation Areas through which some of the routes should pass, in terms of signage and also that no coloured tarmac or excessive amounts of concrete are used to define cycle routes in particular.</p>		
Jan Johnson	<p>Not sure why 20mph limited to town centre? Roads coming in and out of town (like Woodville Rd) and all around it need to have it too. All residential roads should have it, not a fragmented scheme. Much needed ideas - but again hopefully it won't be shelved. Spelling check needed in parts.</p>	<p>The Plan relates only to the town centre hence comments in Chapter 5 (Annex) are essentially focussed on this aspect. That does not mean that other areas may not be appropriate for such treatment.</p>	A
darren jones	<p>Not fully. Dont agree with extensions or new Conservation Areas</p>	<p>Noted. Comments should be made quickly to the Council.</p>	A
Lauren Thompson	<p>If the shared space is doing its job, a speed limit shouldn't be required.</p>	<p>That is a view shared by many however the issue of 20mph has been raised and needs to be discussed.</p>	A
Kevin Saunders	<p>(b) Leisure Centre Site: The Altrincham plan should have provision for leisure centre with facilities equivalent to the existing Leisure centre</p>	<p>Noted.</p>	A

Public Consultation Conclusion

The responses to the three stages of public consultation have consistently driven the development of the Neighbourhood Business Plan, beginning with the initial definition of objectives and their subsequent refinement followed by the initial definition of policy areas and options and their subsequent development into the policies defined in Chapter 4 of the Submission version of the Plan. The Forum has consistently ensured that the proposals/policies defined in the Plan have been driven by the weight of public opinion expressed by all those people who took time to engage in the process and respond to the questionnaire. The level of support for the policies evidenced by the questionnaire responses at Stage 3, confirm this approach.

The Forum regards the Altrincham Town Centre Neighbourhood Business Plan as an excellent example of Localism in action, and is grateful to all those members of the public, businesses and the wide range of other organisations who engaged in the process, and to the Council officers who provided advice and support throughout. The Forum is also deeply indebted to all those companies who provided considerable help and support at little or no cost, helping to make the whole process successful.



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