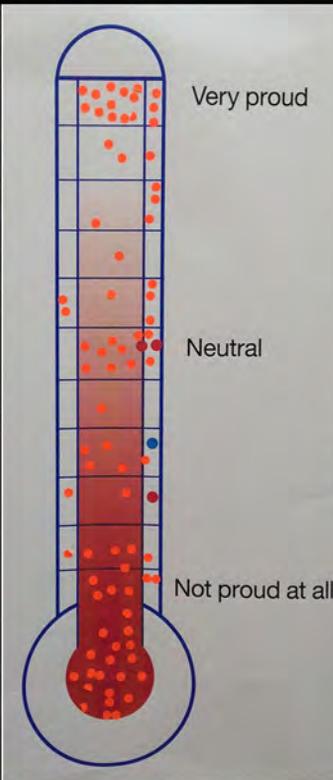




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## WINSFORD NEIGHBOURHOOD PLAN STAGE 3: ESTABLISHING A VISION AND OBJECTIVES

## EXECUTIVE SUMMARY

Winsford Town Council is producing a Neighbourhood Plan for Winsford which it wants to be a plan for the town developed by the people of the town. To achieve this the consultancy team, Tibbalds Planning and Urban Design and Urban Vision Enterprise CIC, have used a variety of techniques, formats and media to engage a broad range of people from the local community from the very start of the planning process.

The consultation techniques included newsletters, workshops with key groups, a three-day drop-in centre to engage the general public, questionnaires, postcards from Winsford in 2027, a Twitter account, established print media, and projects with schools.

Although none of the individual consultation activities could be said to be statistically representative of the population of the whole town, the fact that similar themes, issues and comments emerged from all of the various consultation activities gives the results added significance.

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

The main things people like about Winsford are that

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

The main things people did not like about Winsford are that

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

The main things people thought should be changed or improved are

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

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

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

The vision emerging from the workshops and the *Greetings from Winsford 2027* postcards is of a town with a much improved shopping centre with better quality shops, excellent restaurants, bars and entertainment facilities, a restored old High Street connected to sensitively designed leisure and retail development at the Flashes and riverside, better recreational facilities for all especially for young people, more affordable housing for young people, improved road safety and public transport, and better employment opportunities.