

# Winsford

The only town you'll ever need



## Delivery Strategy Neighbourhood Plan

April 2013



Winsford Town Council  
Cheshire West and Chester Council  
The Weaver Valley Partnership

## **1. INTRODUCTION**

To be effective, the Winsford Neighbourhood Plan must be deliverable and able to be monitored. There are two areas that need to be considered:

- the delivery of the policies in the Plan itself, and monitoring how this is going; and
- the delivery of infrastructure and initiatives associated with development within the Neighbourhood Plan area.

This document sets out the Delivery Strategy that supports the Winsford Neighbourhood Plan. It is a live document that will be updated through the Plan period.

### **Who is responsible?**

Neighbourhood Plans are a new type of planning document. At the time of writing, only one Neighbourhood Plan has been adopted in England. There are therefore no 'standard' models as to how a Neighbourhood Plan should address issues of delivery and monitoring and who is responsible for delivery and monitoring.

Whilst Neighbourhood Plans are produced by local people, they will be used by the local authority. For Winsford, this means that Cheshire West and Chester Council (CWACC) will use the Winsford Neighbourhood Plan as part of the Development Plan. The Winsford Neighbourhood Plan will therefore have the same legal planning status as other CWACC planning documents.

This is a draft document and will be the subject of further discussions with CWACC and public consultation with local people and other interested parties. At this stage, this document assumes that:

- CWACC is responsible for monitoring the more 'strategic' policies in the Plan (such as the number of new houses);
- CWACC takes the lead on negotiations with developers on infrastructure provision and financial contributions on planning applications as far as possible at this stage; and
- Winsford Town Council is responsible for coordinating local initiatives such as liaising with businesses.

## **2. DELIVERY**

Ensuring the Winsford Neighbourhood Plan is deliverable has involved:

- making sure that sites identified for development are capable of being brought forward within the lifetime of the Plan;
- ensuring that infrastructure requirements are identified; and
- setting out a delivery table, with actions and outcomes in relation to the Neighbourhood Plan policies.

### **Development Sites**

Most of the sites allocated for residential development have been the subject of a process of review by CWACC's Strategic Housing Land Availability Assessment (SHLAA). All of the sites allocated for residential in the Neighbourhood Plan have been reviewed by the consultant team as part of the neighbourhood planning process. This review has included:

- appraisal of technical site constraints material; and
- discussions with key landowners.

This review has helped to establish that the allocated sites are suitable and likely to be delivered within the Plan period.

## Infrastructure Requirements

CWACC's Local Plan is being developed at the same time as the Winsford Neighbourhood Plan. Part of the process of developing the Local Plan involves identifying the infrastructure that will be required to support the new residential and employment development throughout the District.

The Winsford Neighbourhood Plan has started the process of identifying local infrastructure that will be required for the town as a result of the new development. These infrastructure requirements are set out in the infrastructure schedule in Appendix A of this Delivery Strategy. There are some areas that require ongoing consultation and further investigation with infrastructure providers by CWACC. This is to be expected from a 'live' document, and requirements in the Delivery Strategy will be updated by CWACC and Winsford Town Council during the Plan period.

Infrastructure, facilities and services directly required by new development will be expected to be funded by the developer. New development will give rise to additional demands on infrastructure that are best met through financial contribution towards off-site provision. This will be negotiated by CWACC via S106 contributions or the forthcoming Community Infrastructure Levy (CIL).

Once CIL is introduced on site infrastructure and affordable housing will still be secured through Section 106 agreements. Off site requirements will be funded through CIL. Under CIL, contributions will be levied on all new homes at a standard rate and will be pooled for future use. The levy will not specify how the money is to be used. The Town Council will work with CWACC to prioritise and secure the provision of infrastructure projects as money becomes available. As CIL is a new procedure yet to be implemented the full details of the charging schedule and the future distribution of CIL funds is not yet known.

The infrastructure schedule sets out requirements in relation to three types of infrastructure:

- **Physical infrastructure:** transportation networks, water, drainage, waste management, sewage treatment and utility services.
- **Social infrastructure:** education, health facilities, social services, emergency services and other community facilities such as libraries and cemeteries.
- **Green infrastructure:** parks, allotments, footpaths, play areas and natural and amenity green space.

We recognise that some infrastructure types such as essential utility infrastructure, schools etc are critical or necessary to ensuring that sufficient services are available to meet the needs of existing and future residents. Other infrastructure categories are more directly related to quality of life and biodiversity enhancement. We also recognise that - whilst we may wish to secure the delivery of all infrastructure items - prioritisation may be required, particularly at the development management stage on applications to reflect development viability, availability of public sector funding sources and service priorities at that time.

In light of this, the Delivery Plan has adopted a categorisation for each infrastructure item, to reflect its importance to the delivery of the Winsford Neighbourhood Plan in terms of the level of risk it poses to the Plan. The categories used are set out overleaf.

<b>Risk to the Winsford Neighbourhood Plan</b>	<b>Definition</b>
Critical	The identified infrastructure is critical, without which development cannot commence. e.g. transport/utility infrastructure
Necessary	The identified infrastructure is necessary to support new development, but the precise timing and phasing is less critical and development can commence ahead of its provision. e.g. schools/primary health care
Preferred	The delivery of the identified infrastructure is preferred in order to build sustainable communities. Timing and phasing is not critical over the plan period. e.g. green infrastructure, youth provision.

It is important to note that the infrastructure schedule is not exhaustive as future monitoring of the Winsford Neighbourhood Plan and CWACC's Local Plan and subsequent DPDs may highlight further needs within Winsford that will require investment.

The infrastructure requirements set out in the infrastructure schedule are made without prejudice to any formal conclusions that the infrastructure providers may later reach, for example, in relation to changes in service delivery, funding and infrastructure requirements. Needs and detailed requirements will continue to evolve during the lifetime of the Winsford Neighbourhood Plan, CWACC's Local Plan and subsequent DPDs. As a result the infrastructure requirements and delivery of projects will be reviewed over the Plan period.

### **Delivery Strategy**

The delivery strategy set out overleaf relates to the Winsford Neighbourhood Plan's seven 'Key Themes' and the objectives and policies that aim to secure the Key Themes. For each Key Theme:

- the set of objectives that support the Key Theme is set out;
- these objectives are supported by policies, for which actions (which include the delivery mechanism, where relevant) are set out along with the intended outcome; and
- a lead organisation and key partners are identified in relation to each action.

## THEME: IMAGE AND IDENTITY

Policy	Actions	Outcome	Lead / Partners
<b>Objective:</b> Improve the 'image' of Winsford (external and internal) by positive interventions and marketing			
Continue the promotion of cultural events, festivals and other events	<ul style="list-style-type: none"> <li>Continue current promotion activities</li> <li>Undertake a review of promotion activities to identify action plan for improved promotion</li> </ul>	<ul style="list-style-type: none"> <li>Existing events continue to be successful</li> <li>Action plan developed to improve promotion</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> CWACC, others?</p>
Step up the promotion of cultural events, festivals and other events	<ul style="list-style-type: none"> <li>Use action plan to develop better promotion of existing events</li> <li>Ensure the action plan includes identification of new events</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of existing events improved – demonstrated by increased attendance</li> <li>New events established</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> CWACC. Others?</p>
<b>Objective:</b> Improve the existing physical environment of Winsford			
Improve the quality of the environment and development along major thoroughfares and gateways	<ul style="list-style-type: none"> <li>Develop a strategy for enhancing the Town Centre's pedestrian environment.</li> <li>Encourage high quality redevelopment of the A54 frontage (Policy I1)</li> </ul>	<ul style="list-style-type: none"> <li>Improved pedestrian environment in the Town Centre, with easier crossing of the A54, street tree planting, a de-cluttered environment, and high quality materials, street furniture and lighting.</li> <li>Positive buildings onto the A54, with active frontages that interface with the improved public realm.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Winsford Town Council, developers</p>
Improve the quality of open spaces and create an environment that is attractive, clean and well cared for.	<ul style="list-style-type: none"> <li>Run a high-profile landscape and public art competition for the roundabout at the River Weaver.</li> <li>Implement the winning scheme (Policy WV1).</li> <li>Develop and implement a strategy to</li> </ul>	<ul style="list-style-type: none"> <li>Increased pride and interest in the town through the competition and events associated with it – e.g. exhibition of entries, consultation events as part of the competition process.</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> Weaver Valley Partnership, CWACC, landowners</p>

	<p>improve the Town Park.</p> <ul style="list-style-type: none"> <li>Carry out an audit of vacant sites and identify the priority sites for landscape / temporary uses.</li> <li>Start the vacant sites strategy by planting temporary landscape on the Civic Hall site.</li> <li>Develop a town-wide strategy for planting temporary crops and wildflower meadows.</li> </ul>	<ul style="list-style-type: none"> <li>Physical improvements to the roundabout.</li> <li>A clear understanding of the location and nature of vacant sites, and a strategy to improve key ones.</li> <li>Early implementation of the vacant sites landscape strategy on the Civic Hall site.</li> </ul>	
<p>Protect and restore historic buildings and areas of special character</p>	<ul style="list-style-type: none"> <li>Encourage temporary use of underused or vacant historic buildings by carrying out an audit of historic buildings and identifying those that may benefit from temporary uses. Contact owners to discuss possibilities (Policy 13).</li> <li>Encourage development that enhance areas of special character. Refuse planning applications for development that would detract from areas of special character (Policy 14).</li> </ul>	<ul style="list-style-type: none"> <li>Awareness amongst landowners that suitable temporary use of historic buildings will be viewed positively.</li> <li>Development that contributes positively to areas defined as having special character.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Winsford Town Council, landowners</p>
<p><b>Objective: Deliver high quality development</b></p>			
<p>This objective is addressed under the Town Centre, employment and housing themes.</p>			

THEME: THE WEAVER VALLEY			
	Actions	Outcome	Lead / Partners
<b>Objective:</b> Promote the River Weaver, Flashes and Salt Mines and develop them as visitor attractions			
The River Weaver and the Flashes	<ul style="list-style-type: none"> <li>Run a high-profile landscape and public art competition for the roundabout at the River Weaver (Policy WV1).</li> <li>Implement the winning scheme.</li> <li>Develop a strategy for signposting, viewing platforms and interpretation / information boards along the River Weaver Valley (Policy WV2).</li> </ul>	<ul style="list-style-type: none"> <li>See 'Objective: Improve the existing physical environment of Winsford' above</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> Weaver Valley Partnership, CWACC, others?</p>
Continue to work with the Salt Mines to try to secure the development of a tourist attraction	<ul style="list-style-type: none"> <li>Winsford Town Council to liaise with the Salt Union to devise a tourism strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Greater awareness of the Salt Mines through promotion, which – depending on the strategy – may range from provision of information / interpretation through to the opening of part of the mines as a tourist attraction.</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> The Salt Union, Weaver Valley Partnership</p>
<b>Objective:</b> Increase and diversify the uses around the Flashes and the river. Improve connectivity and access to the Flashes, the River and Whitegate Way.			
Development of the waterfront within the town to provide publicly accessible open space and leisure and cultural uses will be encouraged.	In pre-application negotiations on planning applications ensure that development adjacent to the River or Flashes complies with the Neighbourhood Plan by:	<ul style="list-style-type: none"> <li>Development that provides substantial areas of public open space adjacent to the waterfront.</li> <li>Development that provides leisure and/or cultural uses overlooking the waterfront open space.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Winsford Town Council, Weaver Valley Partnership, developers</p>

	<ul style="list-style-type: none"> <li>providing public access to the waterfront by delivering a wide river walkway/ promenade/ open space/ soft green edge as appropriate to the site's location and character.</li> <li>animating the waters edge with active frontages where possible and appropriate, including public uses such as cafes or cultural uses (Policy WC3).</li> </ul>		
<p>Positively encourage leisure uses such as boating, sailing, adventure parks and cycle tracks.</p>	<ul style="list-style-type: none"> <li>Strengthen communication / liaison with existing clubs such as the Winsford Flash Sailing Club to ensure plans for the future are understood and opportunities for new activities identified.</li> <li>Identify opportunities for on-land leisure activities and develop a strategy to secure them (Policy WV4).</li> </ul>	<ul style="list-style-type: none"> <li>Improved support for local clubs.</li> <li>Expansion of leisure activities</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> CWACC, Weaver Valley Partnership, local clubs</p>
<p>Improve pedestrian and cycle access within and to the Weaver Valley and around the Flashes.</p>	<ul style="list-style-type: none"> <li>Develop a strategy for a connected network of pedestrian and cycle routes within the Valley, with new foot/cycle bridges across the river where appropriate.</li> <li>As part of the improvement to the roundabout (see above), improve pedestrian and cycle connections around, under and across the roundabout.</li> <li>Connect to wider regional routes such as the Whitegate Way, national and regional cycle routes and walking routes to Northwich and Middlewich (Policy WV5).</li> </ul>	<ul style="list-style-type: none"> <li>New and improved pedestrian / cycle routes</li> <li>Greater awareness amongst local people and those living in nearby towns of connections to Winsford and the River Weaver Valley.</li> <li>Greater use of pedestrian and cycle routes.</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> Weaver Valley Partnership, CWACC</p>

## THEME: THE TOWN CENTRE

	Actions	Outcome	Lead / Partners
<b>Objective:</b> Improve and/or redevelop the shopping centre and attract better and a greater range of shops			
Encourage redevelopment of the frontage onto the A54 to provide positive, high quality buildings and screen the existing shopping centre behind them	<ul style="list-style-type: none"> <li>Discuss potential for new development with landowners, and encourage redevelopment proposals</li> <li>Develop projects – both permanent and temporary – for public owned land (for example, the Civic Hall – see above)</li> </ul>	<ul style="list-style-type: none"> <li>Positive buildings onto the A54, with active frontages that interface with the improved public realm.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Winsford Town Council, land owners</p>
Encourage redevelopment or refurbishment of the shopping centre	<ul style="list-style-type: none"> <li>Continue to liaise with the Winsford Cross Shopping Centre owners to encourage redevelopment or refurbishment.</li> <li>Continue to liaise with the Winsford Cross Shopping Centre owners to encourage temporary improvements and initiatives – e.g. one-off events, ‘pop-up’ shops (Policy TTC1)</li> </ul>	<ul style="list-style-type: none"> <li>In the shorter term, a livelier (and hence more attractive) shopping centre.</li> <li>In the longer term, a redeveloped or refurbished shopping centre providing retail units for a wider range of retailers.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Winsford Town Council, land owners</p>

<b>Objective:</b> Ensure new retail supports the role of the Town Centre			
A need for an additional foodstore has been identified in Winsford. It is important that this is located so as to support and not undermine the Town Centre, and so the preferred location is within the Town Centre.	<ul style="list-style-type: none"> <li>Refuse planning applications for foodstores that are not located in the Town Centre.</li> </ul>	<ul style="list-style-type: none"> <li>A new foodstore that supports the Town Centre.</li> </ul>	<b>Lead:</b> CWACC
<b>Objective:</b> Improve and enhance the old High Street and Delamere Street			
Develop a strategy to improve the old High Street	<p>Ensure that the strategy complies with the Neighbourhood Plan requirements by:</p> <ul style="list-style-type: none"> <li>supporting small businesses;</li> <li>providing an attractive pedestrian environment; and</li> <li>reducing the impact of parked cars (Policy TTC3).</li> </ul>	<ul style="list-style-type: none"> <li>An attractive old High Street occupied by thriving small businesses</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> Land owners and business in the old High Street, CWACC</p>
<b>Objective:</b> Improve the integration and quality of the market, and provide it with a long-term sustainable future			
Work with the market to develop a strategy for its future.	<p>Develop a strategy that considers:</p> <ul style="list-style-type: none"> <li>alternative locations for the market to make it more visible and accessible; and</li> <li>if the market stays where it is, improvements to increase its attractiveness (Policy TTC4).</li> </ul>	<ul style="list-style-type: none"> <li>An improved market that is easier for people to find.</li> <li>Greater awareness of the market amongst shoppers</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> Winsford Market, land owners</p>

Develop a strategy for additional markets.	Develop a strategy for other markets to work in parallel with the existing market, so supporting the Town Centre and not undermining the existing market (Policy TTC4).	<ul style="list-style-type: none"> <li>A livelier Town Centre with activities such as a monthly farmers' market and markets for specific events such as Christmas</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> Winsford Market, land owners</p>
<b>THEME: EMPLOYMENT</b>			
	<b>Actions</b>	<b>Outcome</b>	<b>Lead / Partners</b>
<b>Objective:</b> Provide new employment land for future growth			
Allocate new land for employment within the Neighbourhood Plan and grant planning permission for development that accords with planning policy.	<ul style="list-style-type: none"> <li>Land is allocated in the Neighbourhood Plan</li> <li>Grant planning permission for appropriate development on allocated sites (Policy E1).</li> </ul>	<ul style="list-style-type: none"> <li>New employment opportunities</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Developers</p>
Encourage B1 business development in sites accessible by public transport, particularly the Town Centre and the Station Quarter.	<ul style="list-style-type: none"> <li>Grant planning permission for appropriate development on accessible sites (Policy E2).</li> </ul>	<ul style="list-style-type: none"> <li>New employment opportunities.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Developers</p>
<b>Objective:</b> Promote Winsford as a business location, and build a sustainable and varied employment destination by protecting and providing employment land for future business growth and improving access and infrastructure.			
Support existing businesses	<ul style="list-style-type: none"> <li>Continue to liaise with and support local businesses, including the 1-5 BID and Woodford Park Industrial Estate</li> </ul>	<ul style="list-style-type: none"> <li>A strong business community, with increased support</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> CWACC, local businesses</p>

<p>Improve sustainable transport access to employment areas</p>	<ul style="list-style-type: none"> <li>Where possible, locate new employment so that it can take advantage of existing public transport routes. Refuse planning applications for new employment that is not within a site allocated within the Neighbourhood Plan OR in a location accessible by public transport.</li> <li>New development to contribute to sustainable forms of transport (Policy E3).</li> </ul>	<ul style="list-style-type: none"> <li>New and improved pedestrian and cycle routes connecting to edge-of-town employment areas.</li> <li>New employment well located near public transport.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Winsford Town Council</p>
<p><b>Objective:</b> Create a variety of employment opportunities that are accessible to local people</p>			
<p>Create a variety of employment opportunities that are accessible to local people and address the perceived skills gap.</p>	<ul style="list-style-type: none"> <li>Undertake a survey, with the support of local businesses, to better understand employment opportunities and skills in Winsford.</li> <li>Identify barriers to employment and skills development.</li> <li>Identify existing provision for skills / employment development – what works, what doesn't?</li> <li>Identify opportunities for improved and/or new initiatives to develop skills and employment opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Baseline data established so that perceptions can be checked by reality.</li> <li>Understanding of existing provision.</li> <li>Opportunities for improved and/or new initiatives identified.</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> CWACC, local businesses, local skills / training providers</p>

<b>Objective:</b> Ensure that new employment uses are well designed		
<p>Ensure that employment in edge-of-town locations is well designed.</p>	<p>For allocated sites in edge-of-town locations, developers are required to take a comprehensively planned approach that:</p> <ul style="list-style-type: none"> <li>• secures a coherent approach to design in terms of height, massing and so on;</li> <li>• secures uses that support the main employment use – e.g. a café;</li> <li>• ensures buildings respond sensitively to long views, minimising their visual impact as large buildings; and</li> <li>• creates a positive ‘green’ character that makes appropriate connections between the town and the surrounding countryside.</li> </ul> <p>Planning applications should demonstrate in their Design and Access Statements how they accord with the comprehensive approach. Proposals that do not accord with the comprehensive approach will be refused (Policy E5).</p>	<p><b>Lead:</b> Developers</p> <p><b>Partners:</b> CWACC, Winsford Town Council</p>
<ul style="list-style-type: none"> <li>• High quality development coordinated through a site-specific comprehensive approach.</li> <li>• Clarity and certainty for developers through the planning application process.</li> </ul>		

<b>THEME: HOUSING</b>			
	<b>Actions</b>	<b>Outcome</b>	<b>Lead / Partners</b>
<b>Objective:</b> Provide a wide variety of new housing			
Locate new housing so that it supports the existing town and the Town Centre in particular	<ul style="list-style-type: none"> <li>Land is allocated in the Neighbourhood Plan in locations where it can support the existing town and Town Centre.</li> <li>Grant planning permission for new housing on allocated sites so long as it accords with other relevant planning policies.</li> <li>Refuse planning permission for new housing development on unallocated sites in locations that do not support the town and the Town Centre (Policy H1 and site specific policies).</li> </ul>	<ul style="list-style-type: none"> <li>New housing developed in locations where it can support the town</li> </ul>	<b>Lead:</b> CWACC <b>Partners:</b> Developers
Create a sustainable and mixed community	<ul style="list-style-type: none"> <li>Negotiate a mix of different dwelling types and a range of housing tenures on each development site via the planning application process (Policy H2).</li> </ul>	<ul style="list-style-type: none"> <li>Developments with a mix of dwelling types and a range of housing tenures.</li> </ul>	<b>Lead:</b> CWACC <b>Partners:</b> Developers
Secure development within the town	<ul style="list-style-type: none"> <li>Positively support the development of Previously Detailed Land (Policy H3).</li> </ul>	<ul style="list-style-type: none"> <li>Development of in-town sites as well as edge-of-town sites.</li> </ul>	<b>Lead:</b> CWACC <b>Partners:</b> Developers

<b>Objective:</b> Create new, high quality buildings, streets and spaces.			
<p>Ensure that new residential development achieves the principles set out in the Neighbourhood Plan of:</p> <ul style="list-style-type: none"> <li>• integration with the wider area;</li> <li>• creating a positive character; and</li> <li>• creating good streets and spaces.</li> </ul>	<ul style="list-style-type: none"> <li>• Require larger development sites to prepare a Design and Access Statement that sets out how the proposals accord with Neighbourhood Plan policies.</li> <li>• Ensure that outline, detailed and reserved matters applications positively incorporate the NP's principles through negotiation.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved quality of residential development.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Developers</p>

<b>THEME: COMMUNITY, SOCIAL AND LEISURE</b>			
	<b>Actions</b>	<b>Outcome</b>	<b>Lead / Partners</b>
<b>Objective:</b> Ensure that schools are supported and continue to improve, and that Winsford is provided with high quality education facilities for all ages, including opportunities for apprenticeships			
Winsford Town Council will continue to work closely with schools.	<ul style="list-style-type: none"> <li>• Continue with school liaison and improve if necessary / possible</li> </ul>	<ul style="list-style-type: none"> <li>• Continued strong relationship between the Town Council and schools in Winsford.</li> <li>• Opportunities for improved liaison identified.</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> Schools, CWACC</p>
Winsford Town Council will continue to liaise with local businesses in developing employment opportunities for	<ul style="list-style-type: none"> <li>• Continue and improve liaison if necessary / possible</li> <li>• See 'Employment' above for other actions.</li> </ul>	<ul style="list-style-type: none"> <li>• Continued strong relationship between the Town Council and employers in Winsford.</li> <li>• Opportunities for improved liaison</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> Local businesses, schools, CWACC</p>

young people.		identified.	
<b>Objective:</b> Provide more leisure facilities for all sections of the population			
Creating a strong evening economy	<ul style="list-style-type: none"> <li>Promote the development of facilities such as pubs, restaurants and leisure facilities around the waterfront. See 'River Weaver' theme above – encourage these uses through negotiation on planning applications (Policy WV3).</li> </ul> <p>See 'Image and Identity' and 'Weaver Valley' themes above for actions around the roundabout, i.e.:</p> <ul style="list-style-type: none"> <li>Run a high-profile landscape and public art competition for the roundabout at the River Weaver.</li> <li>Implement the winning scheme (Policy WV1).</li> </ul>	<ul style="list-style-type: none"> <li>Leisure uses adjacent to the waterfront</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Developers,</p>
New housing to provide social and community facilities	<ul style="list-style-type: none"> <li>Require contributions to social and community facilities from new housing. These may be provided on site and/or financial contributions for off-site provision may be required.</li> <li>Identify social and community facilities in the infrastructure schedule within this Delivery Strategy.</li> <li>Identify on-site social and community facilities in site-specific policies within the Neighbourhood Plan (Policies CSL1, CSL2 and site specific policies).</li> </ul>	<ul style="list-style-type: none"> <li>New social and community facilities within allocated residential sites.</li> <li>New / improved social and community facilities (funded by new development) in other locations within Winsford.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Developers, Winsford Town Council, existing social and community organisations</p>

Support the football club	<ul style="list-style-type: none"> <li>Support proposals that enhance the quality and viability of the football club (Policy SCL 3).</li> </ul>	<ul style="list-style-type: none"> <li>Improved facilities at the existing football club <u>or</u> new facilities for the club.</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> Winsford Football Club</p>
Develop a playing fields strategy for the town	<ul style="list-style-type: none"> <li>CWACC is developing a Winsford Leisure Needs Study (Policy CSL 4).</li> </ul>	<ul style="list-style-type: none"> <li>A leisure needs study that sets out a clear vision for the future of Winsford, and provides guidelines on how existing pitches (such as Verdin Playing Fields) should be treated as well as what additional provision is required as a result of development within the town.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Sports clubs, developers</p>
Improve youth facilities	<ul style="list-style-type: none"> <li>Identify existing facilities that have the potential to serve both new and existing housing.</li> <li>Use financial contributions from developers to improve these existing facilities for the benefit of existing and new residents (Policy CSL 5).</li> </ul>	<ul style="list-style-type: none"> <li>New / improved social and community facilities (funded by new development) in other locations within Winsford.</li> </ul>	<p><b>Lead:</b> CWACC</p> <p><b>Partners:</b> Developers, Winsford Town Council, existing social and community organisations</p>
<b>Objective:</b> Provide leisure facilities that will help attract visitors to the town.			
Leisure uses that serve a wider population will be encouraged.	<p>See “Weaver Valley” theme above:</p> <p>Positively encourage leisure uses such as boating, sailing, adventure parks and cycle tracks.</p> <ul style="list-style-type: none"> <li>Strengthen communication / liaison with existing clubs such as the Winsford Flash Sailing Club to ensure plans for the future are understood and opportunities for new activities identified.</li> <li>Identify opportunities for on-land</li> </ul>	<ul style="list-style-type: none"> <li>Improved support for local clubs.</li> <li>Expansion of leisure activities</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> CWACC, Weaver Valley Partnership, local clubs</p>

Promote the salt mines for tourism.	leisure activities and develop a strategy to secure them (Policy CSL 6).	<p>See “Weaver Valley” theme above:</p> <ul style="list-style-type: none"> <li>Winsford Town Council to liaise with the Salt Union to devise a tourism strategy</li> </ul>	<ul style="list-style-type: none"> <li>Greater awareness of the Salt Mines through promotion, which – depending on the strategy – may range from provision of information / interpretation through to the opening of part of the mines as a tourist attraction.</li> </ul>	<p><b>Lead:</b> Winsford Town Council</p> <p><b>Partners:</b> The Salt Union, Weaver Valley Partnership</p>
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<b>THEME: TRANSPORT AND MOVEMENT</b>				
	<b>Actions</b>	<b>Outcome</b>	<b>Lead / Partners</b>	
<b>Objective:</b> Improve public transport				
Improve bus services within the town providing convenient access between residential areas, the town centre, employment areas and the station.	<ul style="list-style-type: none"> <li>Identify how existing bus services could be improved to serve both new development and the existing town.</li> <li>Identify potential new bus routes that could be provided as a result of new development, such as a route to the rail station via the Station Quarter (Policy T1).</li> </ul>	<ul style="list-style-type: none"> <li>A strategy for improving existing bus services within the town and, where possible, providing new services.</li> </ul>	<p><b>Lead:</b> CWACC, Winsford Town Council</p> <p><b>Partners:</b> Bus operators</p>	
Improve bus services to the hospital and nearby service centres such as Crewe and Chester.	<ul style="list-style-type: none"> <li>Investigate how existing bus services to the surrounding area could be improved to serve both new development and the existing town (Policy T2).</li> </ul>	<ul style="list-style-type: none"> <li>A strategy for improving bus services to the wider area.</li> </ul>	<p><b>Lead:</b> CWACC, Winsford Town Council</p> <p><b>Partners:</b> Bus operators</p>	

<b>Objective:</b> Improve the pedestrian environment and ability to move around			
Reduce the barrier effect of the A54.	<ul style="list-style-type: none"> <li>In parallel with initiatives to improve the frontage onto the A54 and the quality of the public realm (see 'Town Centre' theme above), develop a strategy to reduce the barrier effect of the A54 for pedestrians whilst maintaining the capacity of the route for vehicles.</li> </ul>	<ul style="list-style-type: none"> <li>A strategy for the A54 coordinated with other initiatives to improve the Town Centre.</li> </ul>	<p><b>Lead:</b> CWACC.</p> <p><b>Partners:</b> Winsford Town Council.</p>
Protect and improve access to the countryside and River Weaver Valley.	<ul style="list-style-type: none"> <li>For larger allocated residential sites, require a masterplan and design guide (which may form part of a Design and Access Statement) that sets out how pedestrian and cycle linkages to the surrounding countryside or River Weaver will be delivered.</li> <li>For other linkages, see the 'River Weaver' theme above (Policy T3, site specific policies).</li> </ul>	<ul style="list-style-type: none"> <li>A clear commitment to pedestrian / cycle linkages to the surrounding countryside or River Weaver in planning applications for new development.</li> </ul>	<p><b>Lead:</b> CWACC.</p> <p><b>Partners:</b> Developers, Winsford Town Council, Weaver Valley Partnership.</p>
Deliver new footpath access to the Flashes, including new crossing points.	<ul style="list-style-type: none"> <li>For allocated sites adjacent to the Flashes, site specific policy in the Neighbourhood Plan requires the provision of public open space and footpath access to the Flashes.</li> <li>Grant planning permission for developments that accord with policy.</li> <li>For other access, see the 'River Weaver' theme above (Policy WV3).</li> </ul>	<ul style="list-style-type: none"> <li>A clear commitment to open space and pedestrian linkages adjacent to the Flashes.</li> </ul>	<p><b>Lead:</b> CWACC.</p> <p><b>Partners:</b> Developers, Winsford Town Council, Weaver Valley Partnership.</p>

<b>Objective:</b> Improve road links to adjacent towns, in particular from the business areas and investigate ways of reducing through traffic in Winsford.			
Investigate ways of reducing through traffic in Winsford and improve links to adjacent towns.	<ul style="list-style-type: none"> <li>Investigate a long-term strategy for traffic movement in and around Winsford.</li> <li>Work with neighbouring authorities to seek improved access to the M6 (Policy 17).</li> </ul>	<ul style="list-style-type: none"> <li>A strategy for traffic movement.</li> </ul>	<p><b>Lead:</b> CWACC.</p> <p><b>Partners:</b> Winsford Town Council.</p>

## **APPENDIX A: INFRASTRUCTURE SCHEDULE**

Implications	Project description.	Cost	Funding	Responsible body	Partners	Phasing			Comments
						Up to 2018	2018 -2023	2023-2028	
<b>Physical Infrastructure</b>									
Necessary	Mitigation of traffic from new development at junctions and road links identified through a Transport Assessment by the developer and agreed with CWACC.	Unknown at present. To be identified at Transport Assessment stage.	The Developer will either provide contributions or conduct the works.	CWACC as Highway Authority	Developers	✓	✓	✓	
Necessary	Provision of pedestrian and cycle links, both within the sites and to/from local services and facilities in Winsford and links to National cycle trail.	Unknown at present. To be identified at Transport Assessment stage.	The Developer will either provide contributions or conduct the works.	CWACC as Highway Authority	Developers	✓	✓	✓	
Necessary	Specific Traffic Management measures as identified at the Transport Assessment stage.	Unknown at present. To be identified at Transport Assessment stage.	The Developer will either provide contributions or conduct the works.	CWACC as Highway Authority	Developers	✓	✓	✓	
Necessary	Enhancement of bus services to increase frequencies.	Cost unknown - to be identified in liaison with bus operators.	To be linked to new development through planning obligations / standard charges	CWACC	Bus operators	✓	✓		
Necessary	Provision of bus service from Winsford Town Centre to the railway station.	Cost unknown - to be identified in liaison with bus operators.	To be linked to new development through planning obligations / standard charges.	CWACC	Bus operators	✓			
Necessary	Provision and enhancement of bus stops serving the development sites.	Costs to be identified once the scheme specifics are identified in a Transport Assessment.	To be linked to new development through planning obligations / standard charges.	CWACC	Bus operators	✓	✓	✓	
Necessary	Personalised Travel Planning.	Unknown at present. To be identified at	To be linked to new development through planning	CWACC	Developers	✓	✓	✓	

			Transport Assessment stage.	obligations / standard charges.						
Preferred	Travel information and promotion.	Unknown at present. To be identified at Transport Assessment stage.	To be linked to new development through planning obligations / standard charges.	CWACC	Developers	✓	✓	✓		
Necessary	Provision of new public rights of way linking to the surrounding countryside and providing better connections within Winsford. Enhancement of existing public rights of way.	Unknown at present. To be identified through site specific assessment.	To be linked to new developments through planning obligations / standard charges and/or the developer will conduct the works.	CWACC	Developers	✓	✓	✓		
<b>Social Infrastructure</b>										
Necessary	Secondary school provision.	No issue with capacity in the short term. Future.	To be linked to new development through planning obligations / standard charges.				✓	✓	Currently Winsford has surplus capacity at secondary school level, and this is forecast to continue to 2016. Education contributions to be reviewed from 2016 onwards?	
Necessary	Primary school provision.	Capacity being investigated.	To be linked to new development through planning obligations / standard charges.	CWACC		✓	✓	There are insufficient primary school spaces: <ul style="list-style-type: none"> <li>Land to the west: could support up to 200 new homes before new places are required.</li> <li>Middle of Town: could support up to 700 new homes before new places are required.</li> <li>Station Quarter: Any new development</li> </ul>		

Necessary	Contribution to the expansion of GP capacity.	Unknown at present.	To be linked to new development through planning obligations / standard charges and/or the developer will conduct the works.	PCT / CWACC	Developers	✓	✓	✓	requires new places immediately.
Preferred	Contribution to outdoor pitch provision and indoor sport provision.	Unknown at present. To be identified through the Winsford Playing Pitch Strategy.	To be linked to new development through planning obligations / standard charges and/or the developer will conduct the works.	CWACC	Developers, National Governing Bodies for Sport	✓	✓	✓	The CWACC Open Space Assessment sets interim standards for outdoor open space which are to be used only until the Winsford Playing Pitches Strategy is produced. These standards do not include grass or synthetic sports pitches.  Tennis courts: 0.45 courts / 1000 population Bowling greens: 0.23 greens/1000 population. Standard usually within PPG17 study – do we have one?
Preferred	Contributions to community facilities.	Costs not known at present.	To be linked to new development through planning obligations / standard charges and/or the developer will conduct the works.	CWACC	Developers	✓	✓	✓	
Preferred	Public Art to be provided within the site and/or offsite as appropriate.			CWACC	Developers	✓	✓	✓	
<b>Green Infrastructure</b>									
Preferred	Provision of open space as parks and gardens.	On-site contributions of new public open space in the form of parks/gardens will be required from those sites allocated in the Neighbourhood Plan for	To be linked to new development through planning obligations / standard charges and/or the developer will conduct the works.	CWACC	Developers	✓	✓	✓	The CWACC Open Space Assessment sets a recommended standard of 0.37 ha per 1000 population based on an occupancy rate of 2.3 people per dwelling, and

		which the site-specific policy requires provision. Off-site contributions towards the enhancement of existing parks and gardens will be required from all other sites. Costs unknown at present.							an accessibility standard of 15 minutes walk time (720m).
Preferred	Provision of natural and semi-natural open space.	On-site contributions of natural open space will be required from those sites allocated in the Neighbourhood Plan for which the site-specific policy requires provision.  Off-site contributions towards the enhancement of existing natural and semi-natural open space will be required from all other sites. Costs unknown at present.	To be linked to new development through planning obligations / standard charges and/or the developer will conduct the works.	CWACC	Developers	✓	✓	✓	The CWACC Open Space Assessment sets a recommended standard of 1.5 ha per 1000 population based on an occupancy rate of 2.3 people per dwelling, and an accessibility standard of 10 minutes walk time (480m).
Preferred	Provision of amenity green space.	On-site contributions of new amenity green space will be required from those sites allocated in the Neighbourhood Plan for	To be linked to new development through planning obligations / standard charges and/or the developer will conduct the works.	CWACC	Developers	✓	✓	✓	The CWACC Open Space Assessment sets a recommended standard of 0.81 ha per 1000 population based on an occupancy rate of 2.3

		which the site-specific policy requires provision. Off-site contributions towards the enhancement of existing amenity green space will be required from all other sites. Costs unknown at present.						people per dwelling, and an accessibility standard of 10 minutes walk time (480m).
Preferred	Provision for children.	On-site contributions of open space for children will be required from those sites allocated in the Neighbourhood Plan for which the site-specific policy requires provision. Off-site contributions towards the enhancement of existing play areas will be required from all other sites. Costs unknown at present.	To be linked to new developments through planning obligations / standard charges and/or the developer will conduct the works.	CWACC	Developers	✓	✓	The CWACC Open Space Assessment does not set a quantitative standard. An accessibility-led approach of 10 mins walk (480m) is to be taken.
Preferred	Provision for young people.	On-site contributions of open space for young people will be required from those sites allocated in the Neighbourhood Plan for which the site-specific policy requires provision.	To be linked to new developments through planning obligations / standard charges and/or the developer will conduct the works.	CWACC	Developers	✓	✓	The CWACC Open Space Assessment does not set a quantitative standard. An accessibility-led approach is to be taken as follows: <ul style="list-style-type: none"> <li>to a local facility: 15 mins walk (720m); and</li> <li>to a strategic facility</li> </ul>

(e.g. a skatepark): 15 mins drive time.																					
Off-site contributions towards the enhancement of existing open space for young people will be required from all other sites. Costs unknown at present.	On-site contributions of allotments will be required from those sites allocated in the Neighbourhood Plan for which the site-specific policy requires provision.	Provision of Allotments.		To be linked to new developments through planning obligations / standard charges and/or the developer will conduct the works.	CWACC	Developers	✓	✓	✓												The CWACC Open Space Assessment sets a recommended standard of 0.15 ha per 1000 population based on an occupancy rate of 2.3 people per dwelling, and an accessibility standard of 15 minutes walk time (720m).
Preferred																					