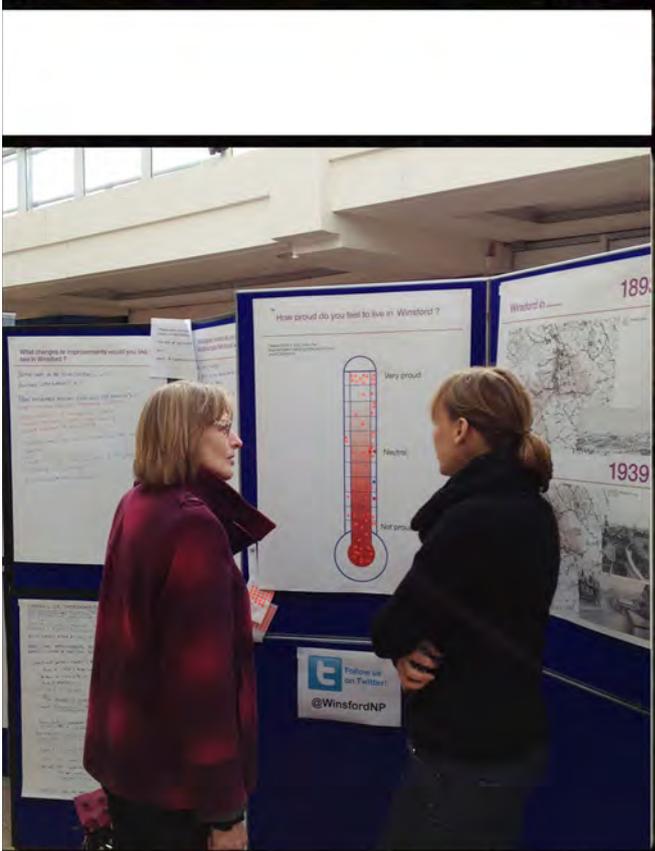
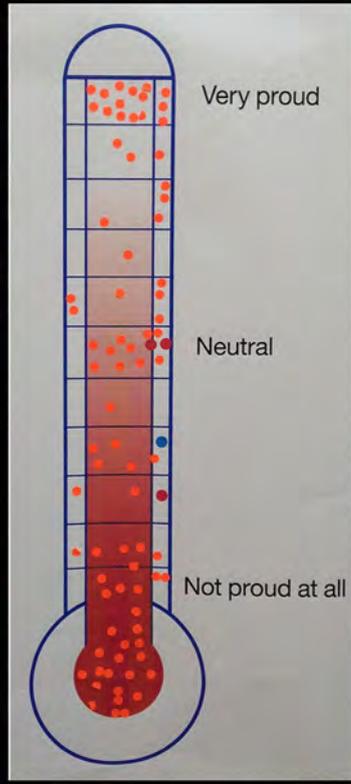




# Tibbalds



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

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

**COMMUNITY CONSULTATION REPORT**

**APRIL 2012**

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## 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.

## **INTRODUCTION**

- 1.1 Winsford Town Council, working in partnership with the Weaver Valley Board and Cheshire West and Chester Council, is producing a Neighbourhood Development Plan for Winsford. Tibbalds Planning and Urban Design has been appointed to prepare the Winsford Neighbourhood Plan, and Urban Vision Enterprise Community Interest Company has been appointed to lead the community consultation process that will inform the Neighbourhood Plan.
- 1.2 The Town Council wants the Winsford Neighbourhood Plan to be a plan for the town developed by the people of the town. To do this the Town Council made clear its wish to engage the local community in every stage of the neighbourhood plan, and in particular to make sure that the community has a meaningful input at the very start of the process.
- 1.3 To get the input of as wide a range of local people as possible - residents, businesses, shoppers, young people, older people, community groups, service providers, and other stakeholders – a variety of consultation methods and techniques have been employed to appeal to these various parts of the local community.
- 1.4 The Winsford Neighbourhood Plan Steering Group agreed that it will be important that the local community is kept informed and engaged with the Neighbourhood Plan throughout the process of its preparation. This is not only good practice, but it will also help ensure that the plan is understood and regarded as relevant when it is subject to a referendum.
- 1.5 To maintain community awareness of the plan the Community Engagement Strategy envisages a continual programme of community-focused activities throughout the planning process. There will be intensive periods of engagement – notably at the outset in establishing a vision and objectives, and also when a draft plan has been produced. But there will also be community engagement activities that continue between these key stages, which target particular groups and maintain general awareness.
- 1.6 This report focuses on the first stage of community consultation activities involved in establishing a vision and objectives for the plan.

## **2. PURPOSE**

- 2.1 Following the Winsford Neighbourhood Plan Stage 1 Inception Meeting, which took place on 12 December 2011, a Community Engagement Strategy was produced and agreed with the Steering Group.
- 2.2 The Community Engagement Strategy states that early and robust community engagement forms the foundation on which a plan's vision, objectives, policies and proposals can be formulated. The Strategy places particular emphasis on "front-loading" the community engagement process, using different formats, media and techniques to reach as diverse a range of people as possible within the time and resources available.
- 2.3 The purpose of front-loaded community consultation is to bring a broad range of local knowledge and experience to bear before any planning proposals are produced. At this early stage the input of local people can help define the overall focus of the plan and its main themes. From this early input the vision and strategic objectives of the neighbourhood plan can be set with the confidence that they are based on sound local knowledge of the area's strengths, needs and priorities.
- 2.4 Front-loaded consultation is designed to avoid the common pitfall of consultants producing draft options based on their own research and asking local people to choose which option they prefer. Instead front-loaded consultation gives local people the opportunity to express their views and pass on their knowledge at a sufficiently early stage to influence the vision and objectives of the plan. The information gathered can then provide a robust framework within which draft policies and proposals can be produced. These can then be put out to later consultation on the Draft Neighbourhood Development Plan with greater confidence that key local issues and needs are being addressed.

### **3. CONSULTATION PROCESS**

- 3.1 The process which will be followed to produce the Winsford Neighbourhood Plan is:
- Stage 1 – Inception Meeting – December 2011
  - Stage 2 – Appraisal Report – Evidence Base and Character Assessment – December 2011 to April 2012
  - Stage 3 – Establishing a Vision and Objectives – February to April 2012
  - Stage 4 – Production of Draft Neighbourhood Plan and Community Testing – April to July 2012
  - Stage 5 – Production of Final Plan – August 2012 to November 2013
  - Stage 6 – Adopting the Neighbourhood Plan – November 2012 to January 2013
- 3.2 The Stage 3 consultation process began with a database of local contacts and stakeholders provided by Winsford Town Council. This comprised the local print media, the Town Council, Cheshire West and Chester Council, Weaver Valley Board, and a broad range of local community and stakeholder organisations. This provided a reasonably broad contact list of 83 persons who formed the initial target stakeholder group.
- 3.3 This stakeholder group included a number of organisations which could act as focal points for disseminating information to their own members. It also included the local print media – the Winsford Guardian (the main local newspaper), Talkabout (a free community newspaper), the Mid Cheshire Independent (a free advertising newspaper), and Winsford Voice (the Town Council’s own newsletter) – which could pass on information to their readership and the local community in general.
- 3.4 To launch the consultation process Issue 1 of the Future of Winsford Newsletter was distributed by email in early February announcing the Town Council’s intention to produce a neighbourhood plan for Winsford. Issue 2 of the newsletter was produced in the lead-up to the workshops and the Drop-in Centre. The newsletters were formatted to enable them to be embedded in emails which could be sent to everyone on the contact list and other interested parties. The newsletters could also be used as press releases to inform the local media – see Appendix A.
- 3.5 A Drop-in Centre was set up at a vacant shop unit in Winsford Cross Shopping Centre for three days from Thursday 1<sup>st</sup> to Saturday 3<sup>rd</sup> March 2012 inclusive. A banner with the words “The Future of Winsford” was displayed on the shop fascia. A manned exhibition was displayed outside the shop where passers by could easily view it without having to make a decision to enter a shop. A team of four persons from Tibbalds and Urban Vision were present at all times. The Town Clerk and several Town Councillors were present for most of the time, to help engage the public and to field questions requiring detailed local knowledge. The Drop-in Centre was open from 10am to 6pm on Thursday 1<sup>st</sup> March, and from 10am to 4pm on Friday 2<sup>nd</sup> and Saturday and 3<sup>rd</sup> March.
- 3.6 An exhibition was mounted in the covered mall outside the shop unit on clear display to passers-by. A range of techniques were used to draw out and record information from members of the public who wished to make a comment on the proposed neighbourhood plan.
- Members of the community who made a contribution were asked to place a coloured sticky dot on a map of Winsford to indicate where they lived – see 4.3 below.

- People were asked to place a coloured dot on a “thermometer” diagram to indicated how proud they felt to live in Winsford – see 4.4 below.
- The exhibition used the PlaceCheck method of assessing the quality of a place by asking people three questions: *What do you like about Winsford?* *What do you dislike about Winsford?* and *What changes or improvements would you like to see in Winsford?* People were invited to write comments on large blank sheets of paper each of which was headed by one of these questions. Appendix B provides a data summary of their responses.
- The exhibition also asked people *What issues or needs do you think the neighbourhood plan should address?* and sought comments on the 1967 proposals to expand the town to about twice its current size. See Appendix C for a data summary.
- A map of Winsford was displayed and people were asked to write on post-it notes what they thought were the good, the bad and the ugly in the town and to stick the post-its on the relevant locations. See Appendix D for a transcription of the comments received.
- Postcards were printed with *Greetings From Winsford 2027* on an otherwise blank front and people were invited to do a drawing representing their idea of how they would like the town to be at the end of the 15 year plan period. On the back of the postcard people were asked to write a message from the future telling their friends what they would be doing in Winsford in 2027. This technique was designed to help formulate a vision for the neighbourhood plan – see 4.12 below.

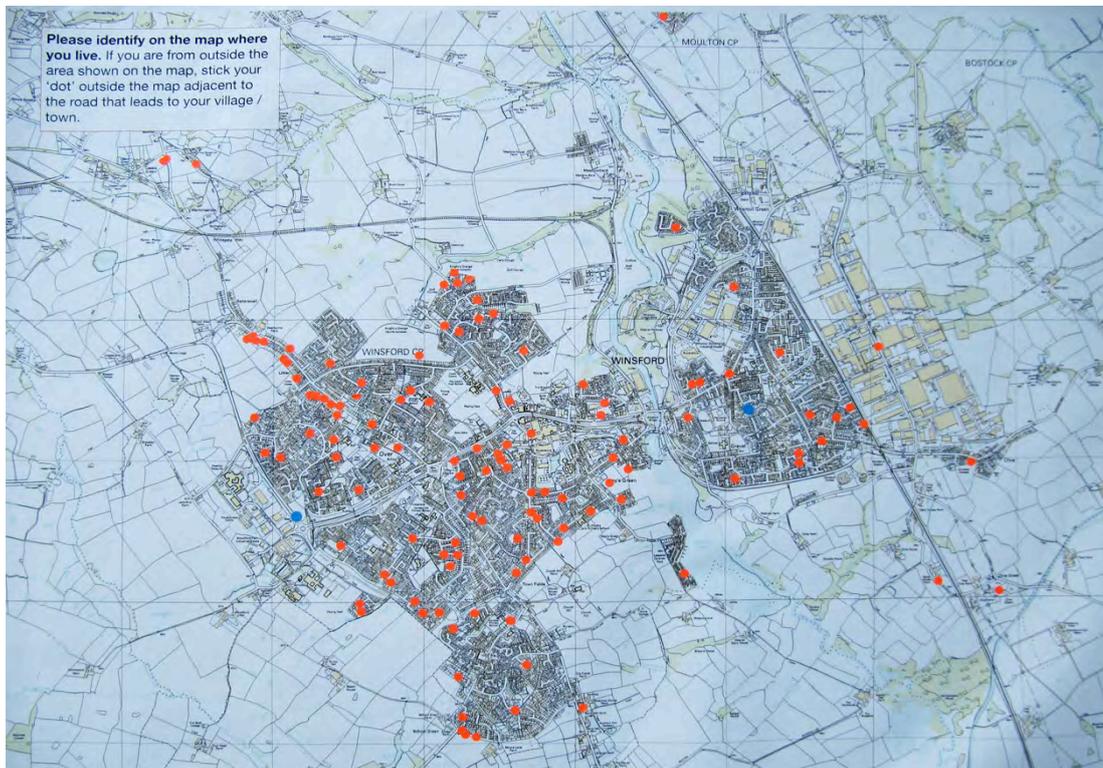
3.7 Another component of the Drop-in Centre was a two page general questionnaire which gathered data on people’s opinions of current facilities provided in Winsford, their sense of community, the quality of the environment, their use of the Flashes & the surrounding countryside, what they think are the best things about Winsford, the mode of transport they use to get about town, the impact of the A54 dual carriageway road, local job opportunities, what should be changed to improve Winsford and what are the key issues that the neighbourhood plan should address. The questionnaire was also available on the Town Council’s web site as an electronic form which could be returned by email. Appendix E provides a data summary of the questionnaire returns.

3.8 The final element of the first phase of community consultation was the Winsford Plan Twitter account, @WinsfordNP. This was set up to provide a live feed of information to followers, encouraging them to visit the Drop-in Centre and providing a means for them to make comments. The Twitter account has 83 followers and had 60 tweets over the period 24 February to 16 March. The Twitter Feed in the lead up to and during the Drop-in Centre is transcribed in Appendix F. The Twitter account will be managed throughout the planning process to maintain and develop local involvement in the neighbourhood plan.

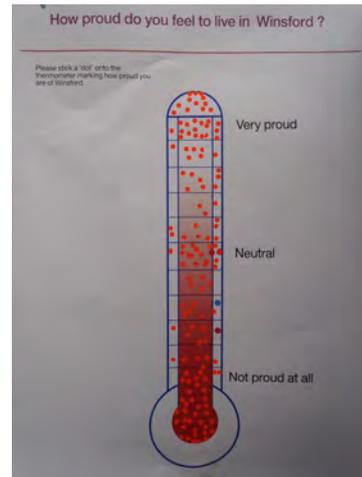
3.9 In parallel with the Drop-in Centre stakeholder two 2-hour workshops were held with Winsford Town Councillors on Wednesday 29 February and with key stakeholders on Friday 2 March. Appendices G to J contain a summary of the results of these two workshops. A third less formal workshop was held with a group of older persons in the Dingle Centre, a popular day care centre in the town centre, on Thursday 1 March.

## 4. RESULTS FROM THE DROP-IN CENTRE

- 4.1 The Drop-in Centre was located in a vacant shop unit in Winsford Cross Shopping Centre, at the point where a pedestrian route from the indoor market joins the main covered mall. The original intention was to have the Drop-in Centre inside the shop unit, but the electricity supply had been turned off so a decision was made to mount the exhibition in the covered mall and use the shop unit just to store materials. This had the beneficial effect of putting the material in a position where passers could not miss it and meant that the consultancy team were amongst the people walking through the shopping centre which made it easier to engage people in conversation.
- 4.2 However, the fact that people did not have to enter a shop to participate meant it was impossible to keep an accurate record of the number of people engaging in the consultation. We can say that 118 people put a coloured dot on the map to indicate where they lived, and that many more filled in questionnaires, responded to the PlaceCheck questions, or indicated what they thought the key issues of the plan should be. A conservative estimate would be that at least 200 people had a direct input to the consultation process at the Drop-in Centre.
- 4.3 The map showing where people lived suggests that a disproportionate number of persons from the Over side of town (west of the River Weaver) attended the Drop-in Centre – 97 people compared to just 18 people from the Wharton side of town (east of the River Weaver), and 3 from further afield. Even allowing for the fact that Over has more than twice the population of Wharton, this result suggests that Wharton was underrepresented at the Drop-in Centre. One possible explanation for this is that the town centre (where the Drop-in Centre was located) lies on the west side of the river and tends to serve the residents of Over, whereas Wharton residents tend to use the more convenient out-of-town retail park off Wharton Park Road on the east side of the river. There will be an opportunity to address this with the workshops that are planned in two residential areas of the town.



4.4 The Thermometer – *How proud do you feel to live in Winsford?* – shows a fairly even spread of results. Out of 136 persons placing a coloured dot on the thermometer 56 were proud of living in Winsford to varying degrees, 62 were not proud to live in Winsford to varying degrees, and 18 were neutral about the issue. The difference (6 persons) in such a small sample is not significant, suggesting that people are more or less equally divided in whether or not they feel proud to live in Winsford.



4.5 The response to the PlaceCheck questions is summarized in Appendix B. Individual comments written by people visiting the Drop-in Centre have been grouped under the themes that emerged, each theme having a heading summarizing the various comments subsumed under it. All individual comments are recorded in Appendix B, with the number of people endorsing each comment given first and the number of people disagreeing with each comment in brackets afterwards.

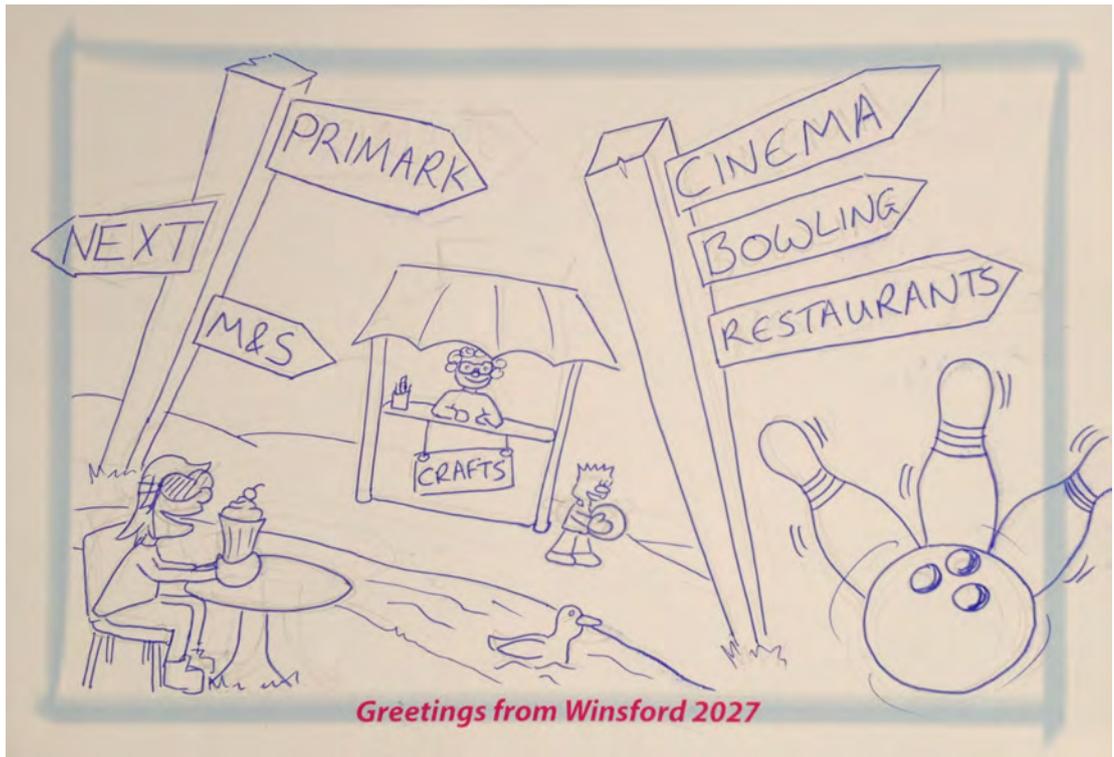
4.6 The responses to the question *What do you like about Winsford?* can be summarised as follows:

- Winsford is a well located town, accessible to attractive countryside, the Flashes, walkways and the River Weaver - 123 persons (1 disagreeing)
- Winsford has good community spirit and friendly local people – 43 persons (4)
- The shopping centre is accessible, clean, under cover and has good value shops – 39 persons (1)
- The town centre has free parking – 38 persons
- Winsford is well connected to nearby towns and the motorway – 28 persons (4)
- Winsford is a nice place to live – 19 persons
- Winsford has good local facilities, - 64 persons (9) mentioned 18 different facilities, with the Lifestyle Centre (19), medical centre (8) and library (8) being the most often mentioned facilities
- The town's history and salt heritage – 7 persons
- Winsford has better value / affordable housing – 7 persons (2)
- Winsford has potential for development – 6 persons

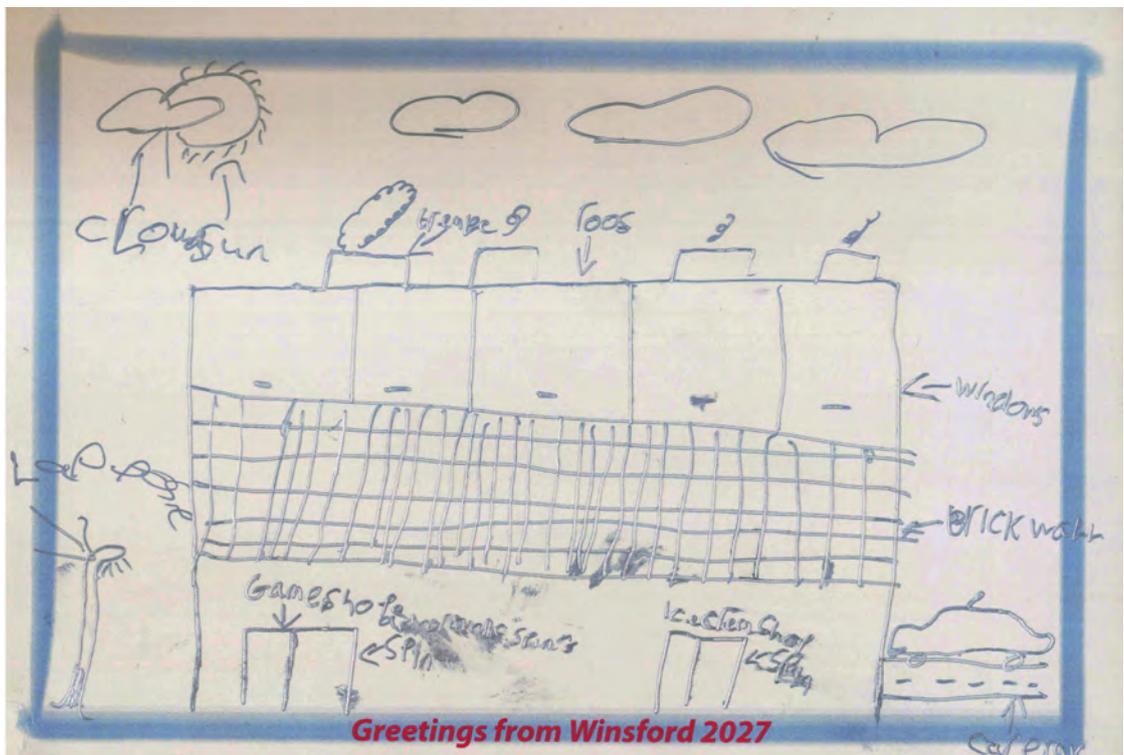
4.7 The responses to the question *What do you dislike about Winsford?* can be summarised as follows:

- The town centre is not attractive to shoppers: there are too many rundown and vacant shops, not enough choice, and too few good quality independent shops – 162 persons
- More activities for children and young people are needed – 79 persons
- The town has environmental problems – 63 persons
- Winsford is viewed as the "poor relation" – 12 persons
- Public services are inadequate – 10 person (1)

- 4.8 The responses to the question *What changes or improvements would you like to see in Winsford?* can be summarized as follows:
- Improve the attractiveness of the town centre and its shopping and leisure facilities – 133 persons (8)
  - Improve social, community and leisure facilities – 56 persons (1)
  - Improve transportation systems – 29 persons
  - Re-use the Civic Hall – 20 persons
  - Develop and promote the Flashes and the River Weaver including the salt mines for leisure and recreation – 12 persons
  - Improve the old High Street – 8 persons
  - Environmental improvements – 5 persons
  - Provide more housing – 4 persons (2)
- 4.9 The responses to the question *What issues or needs do you think the neighbourhood plan should address?* are given in Appendix C and can be summarised as follows:
- Improve, develop or redevelop the shopping centre – 55 persons
  - Protect and make better use of the Flashes and the River Weaver – 46 persons
  - Provide more arts, leisure and entertainment facilities – 38 persons
  - Improve social and community facilities – 29 persons
  - Improve housing provision – 17 persons
  - Improve the environment – 16 persons
  - Protect and enhance the natural environment – 15 persons
  - Improve public transport and road safety – 11 persons
  - Improve employment opportunities – 6 persons
  - Other issues – 27 persons mentioned 13 other issues
- 4.10 Comments on whether a big increase in population would bring good things to the town, as envisaged in the 1967 Town Expansion Plan, were limited to one person who questioned whether an expanded population would actually result in better shopping facilities in Winsford.
- 4.11 A map of Winsford was displayed and people were invited to make comments about what they thought are the “Good, the Bad and the Ugly” in the town, and to put post-it notes or write these comments on the map. Appendix D contains the comments made.
- 4.12 Finally people were invited to write and draw a *Greetings from Winsford 2027* postcard. Two postcards were received during the 1st to 3rd March period, which are reproduced below.



Vesta Wild, c/o Specsavers Opticians, 4 Queens Parade, Winsford



Timms, 73 Bedford Rise, Winsford

## 5. RESULTS FROM THE GROUP WORKSHOPS

- 5.1 Two formal workshops were held with Winsford Town Councillors on Wednesday 29 February and with key stakeholders on Friday 2 March 2012. A further, more informal workshop was held for older persons at the Dingle Centre on Thursday 1 March, but the outputs from this were confined to a number of completed questionnaires which are included in the overall results of the questionnaire survey reported in section 6 below.
- 5.2 The Councillor and Stakeholder workshops each comprised a brief presentation about neighbourhood planning and the opportunities it offers, an invitation to answer the PlaceCheck questions posed at the Drop-in Centre (see 3.5 above), group discussions of the issues identified, writing a *Greetings from Winsford 2027* postcard, and completing a questionnaire.
- 5.3 The Winsford Town Councillors' Workshop was attended by 8 Town Councilors and the Town Clerk. Appendix G contains a summary of the responses to the PlaceCheck questions from the Councillors' workshop. The results have many similarities to the responses of the general public to the same questions at the Drop-in Centre.
- 5.4 The main things Town Councillors liked about Winsford included
- the Flashes and the river,
  - the community,
  - the town's geographical position and accessibility,
  - free town centre car parking,
  - the Lifestyle Centre, and
  - the Town Council.
- 5.5 Town Councillors' main dislikes included
- the shopping centre and town centre,
  - the poor impression created by the closed down Civic Hall, and
  - certain environmental issues such as litter and graffiti.
- 5.6 The changes or improvements that Town Councillors would like to see included
- improving or redeveloping the shopping centre to provide better quality shops,
  - the provision of more leisure facilities, restaurants and a hotel,
  - improving the image of the town by better designed buildings using locally distinctive Cheshire red brick, removing derelict buildings, and improving the old High Street,
  - sensitive development of the Flashes and the riverside as a tourist attraction,
  - providing a tourist information centre linked to a salt museum, and
  - improving the Town Park.
- 5.7 Appendix H contains the Town Councillors' messages written on their *Greetings from Winsford 2027* postcards. The Councillors' vision for the future of Winsford reflected their PlaceCheck responses. The overall picture the Councillors painted is one of a town with a much improved shopping centre, a restored old High Street, better restaurants, leisure development at the riverside, better recreational facilities for all especially for young people, more housing that younger people can afford, and better employment opportunities.
- 5.8 The Stakeholder workshop took place at the Lifestyle Centre and was attended by 13 persons. Appendix I summarises the responses to the PlaceCheck questions

recorded at the Stakeholder workshop. Again the results share many common themes with those from the Drop-in Centre and the Town Councillors' Workshop.

- 5.9 The main things stakeholders liked about Winsford included
- The surrounding countryside and the Flashes
  - The community and the people
  - Certain older buildings, and
  - Some of the community assets.
- 5.10 The main things stakeholders disliked about Winsford included
- The town centre shopping area
  - The lack of leisure facilities, particularly for young people
  - The lack of a night time economy
  - Unemployment
  - Preconceptions about the town.
- 5.11 The main changes or improvements that stakeholders wished to see included
- Improvements to the transportation system, including sustainable transport options - bus, cycle, and pedestrian routes, especially crossing the A54
  - The provision of better retail facilities
  - More business investment and support
  - Better use of assets particularly the riverside.
- 5.12 Appendix J contains the Stakeholders' messages on their *Greetings from Winsford* postcards. The Stakeholders envisaged a town with a much improved shopping centre with better quality shops, excellent restaurants, bars and entertainment facilities at the Flashes and the riverside, good education, leisure and cultural facilities, better public transport and good employment opportunities.
- 5.13 The Stakeholders also took part in group discussions around the main issues they identified for the neighbourhood plan, the main conclusions of which are contained in Appendix K. A common theme was the development of the town centre so as to strengthen connections with new development at the riverside and the Flashes, even moving the centre towards the river front so that it is a more central focus equally accessible to both sides of town (Wharton and Over). Another major theme was diversifying employment opportunities, and providing the infrastructure and support for new industrial and business development. Other themes were improving sustainable transport links and community facilities.

## **6. RESULTS OF THE GENERAL QUESTIONNAIRE SURVEY**

- 6.1 A detailed questionnaire was produced to gather information at the Drop-in Centre, at the workshops, and from the local community in general. The questionnaire was also distributed to the contact group, publicized in the Future of Winsford Newsletter and was accessible from the Town Council's website – [www.winsford.gov.uk](http://www.winsford.gov.uk).
- 6.2 A second questionnaire specifically designed for the business community was issued after the Drop-in Centre had taken place. The results of this are not included in this report, but will be used to inform the development of objectives, policies and proposals relating to employment and industrial and business development.
- 6.3 A total of 62 completed questionnaires were received from the workshops, from the Drop-in Centre, and from people who posted or emailed their questionnaires afterwards. This is not a statistically significant sample – the total population of Winsford in 2007 was 30,700. Therefore the questionnaire results can only suggest the views of the wider community and cannot be used to draw definite conclusions. A summary of the data provided by the completed general questionnaires is contained in Appendix E.
- 6.4 Respondents were asked how good they think shopping, housing, leisure and employment opportunities are in Winsford. The majority (45 persons) of those responding thought that shopping facilities are poor or inadequate compared to 17 persons who think they are average or good. More persons responding (26) thought that housing provision is good or excellent, compared to 8 persons who think it is poor or inadequate (28 think housing provision is average). Respondents' view of leisure facilities in Winsford was quite evenly balanced around the average mark, with 25 persons thinking that leisure facilities are poor or inadequate, compared to 17 persons who thought they are good or excellent (28 think they are average). A majority of respondents (41) thought employment opportunities are poor or inadequate compared to 13 persons who think they are average or good.
- 6.5 The majority (50 persons) of respondents said they go out of Winsford for some facilities, with shopping, restaurants and the cinema being the most often mentioned. The most frequently mentioned places that people go to for these facilities are Chester (11), Crewe (8) and Northwich (8).
- 6.6 The majority of respondents (55 persons out of a total of 62) live in Winsford. 40 of them shop in Winsford, 18 work in Winsford, 18 use Winsford's leisure facilities, and 18 are involved in a local community group.
- 6.7 People's opinion about how strong the sense of community is in Winsford was evenly balanced around the average mark, with only 7 persons thinking the sense of community is very strong in Winsford and 6 persons thinking it is weak.
- 6.8 People's opinion of the quality of the environment in Winsford was quite evenly balanced around the average mark, with only 1 person thinking the quality of the environment is excellent and 5 persons thinking it is very poor.
- 6.9 People were asked what they thought the three best things about Winsford are. The most often mentioned positive things were that the town is set in attractive open countryside (21 persons), the sense of community and the local people (18), the Flashes and the River Weaver (13), and the easy access to the wider transport network – major roads, buses, trains, and airports (9).

- 6.10 Most respondents travel about town by car (51 persons out of 62). Respondents' opinion of the A54 main dual carriageway road which runs through the centre of town is polarized with 22 thinking it has a negative impact by acting as a barrier that divides the town, and 14 thinking it has a positive impact by providing a good flow of traffic, easing access and congestion (just 5 persons think it has no impact).
- 6.11 Most respondents (38 persons) think that the job opportunities in Winsford are poor or very poor, compared to 12 persons who think they are average of good.
- 6.12 In response to the question *If you could change one thing about Winsford what would it be?* the most frequently mentioned thing by far was to improve or redevelop the shopping centre (33 persons). The next most frequently mentioned thing is the A54 road and the provision of better pedestrian crossing facilities (6 persons).
- 6.13 Respondents think the priorities for the neighbourhood plan should be the improvement of the shopping centre (14 persons), strengthening community spirit (8 persons), preserving and enhancing the built environment (5 persons), developing the Flashes and the riverside (4), and improving employment opportunities (4).

## **7. TWITTER**

- 7.1 A Twitter account was set up about a week before the Drop-in Centre opened. This provided a means of letting local social media users know that a neighbourhood plan is being prepared for the town and also of inviting them to participate in the various consultation activities.
- 7.2 Twitter provides a means of communicating with Twitter users in real time via a web-based short message service (each Tweet must be 140 characters or less). It provides a means to pass on information and discuss topics, as well as make trivial or provocative comments.
- 7.3 By the time the Stage 3 consultation was complete the Winsford Plan Twitter account - @WinsfordNP – had 87 followers who had made 60 tweets. In fact the first person visiting the Drop-in Centre had heard about it through Twitter. The Twitter feed generated over the consultation period is contained in Appendix F.
- 7.4 The establishment of the Twitter account helped reach parts of the community who may not have otherwise been aware of the neighbourhood plan, and let them know how to get involved. Its value lies more in enabling followers to keep in touch with progress, to know when things are going to happen and to ask questions, rather than provide systematic feedback on issues. It is a useful additional consultation medium, whose benefits will grow over the plan preparation period, including helping to maintain interest and awareness in between the intensive bursts of consultation activity associated with the key stages of the plan.



## **8. ONGOING AND FUTURE CONSULTATION**

- 8.1 The Winsford Neighbourhood Plan Steering Group is keen to maintain and build up community awareness that a plan is being prepared for the town. In order to maintain ongoing awareness, increase community involvement and maximize the number of people who are informed, a series of activities, using various consultation techniques, will take place between Stage 3 and Stage 4 of the plan.
- 8.2 Two schools projects are being organized with the primary schools in Winsford and with the Winsford Academy. The eleven primary schools have been invited to take part in a competition based on the *Greetings from Winsford 2027* postcard. Pupils have been asked to image Winsford as their ideal place to live and to draw a picture from their imagination, with a logo, and a slogan that says what the picture is in no more than 6 words. The competition is open to children up to 11 years old only. Judging will take place in May and prizes will be awarded at the end of that month.
- 8.3 A project with Winsford Academy pupils is being developed to test out the draft vision and key themes which have emerged from the first stage of public consultation, and to identify the main issues that older children and teenagers think are important to them and the future of Winsford.
- 8.4 Additional workshops for residents will take place in the two sides of town – Wharton Library on the east of the River Weaver and the Edge Community Centre in Over on the west side. These workshops will be used to inform people about the plan, to test the relevance of the emerging vision and key themes for the plan, and to discuss the issues surrounding the potential for growth.
- 8.5 A specially designed business questionnaire has been circulated to local businesses, which focuses on issues surrounding recruitment, skills, constraints on growth, and what is needed to enable businesses to expand.
- 8.6 The possibility of organizing a local history walk is being explored, to identify and encourage interest in Winsford's built heritage.
- 8.7 Finally additional newsletters will be published and circulated at key points. The next newsletter will report the main findings of the Stage 3 consultation activities and publicise the suggested vision and key themes of the neighbourhood plan.

## APPENDIX A

### THE FUTURE OF WINSFORD NEWSLETTERS ISSUES 1 & 2



**Winsford Town Council is seeking the views and ideas of local people on how the town should develop in the future.**

The Town Council, working in partnership with the Weaver Valley Board and Cheshire West and Chester Council is going to produce a Neighbourhood Plan for Winsford, which will set out the type of new development needed in the town, where it will go and what sort of social and leisure facilities need to be provided to make Winsford a better place to live, work and visit.

Chair of the Neighbourhood Plan Steering Group, Town Councillor, Brian Clarke says:

*"The big difference between the Neighbourhood Plan and previous plans is that it will be a plan for the town developed by the people of the town. The Town Council wants to ensure that everyone in Winsford knows about the Neighbourhood Plan and has the opportunity to influence it. When the final plan is available a referendum will be held and quite simply, if the people of Winsford don't like it, then the plan won't be adopted!"*

#### **Giving the community a say**

As the first step in this process the Town Council wants to hear from all parts of the local community – residents, businesses, shoppers, young people, older people, community groups, service providers, and stakeholders - to help make this plan relevant and realistic.

Consultants appointed to help the Town Council with the Neighbourhood Plan will be holding a series of events to give local people a say in Winsford's future and make sure that the Neighbourhood Plan focuses on the needs and priorities of the local community.

#### **Consultation events**

- From 1st to 3rd March a Drop-in Centre will be set up in the former Clinton Cards shop unit in Winsford Cross Shopping Centre, where more information will be available and staff will be on hand to discuss concerns and ideas with local shoppers, workers and residents.
- At the same time, consultation workshops will be held with local businesses, and with groups such as the elderly and stakeholders.
- We will also be seeking the views of the town's young people through projects with local schools.
- We are hoping to highlight Winsford's natural and built heritage by inviting the local community on a local history walk and a riverside nature walk.
- Service providers, elected representatives, local community groups and other stakeholders will be involved through dialogue, workshops and questionnaires.

#### **Further information**

Further details of all of these events will be provided in future newsletters over the coming weeks. Information will also be published on the Town Council's website [www.winsford.gov.uk](http://www.winsford.gov.uk) and in the local news media, so everybody can get involved and keep up to date with progress on the Winsford Neighbourhood Plan.

In the meantime for further information please email [mickdowns@uvns.org](mailto:mickdowns@uvns.org), or contact Alan Warburton on 01606 593582. or [mail@winsford.gov.uk](mailto:mail@winsford.gov.uk).

Future consultation will continue throughout the year as the draft plan evolves.

How do you think Winsford should develop? What facilities do you think the area needs? When new buildings are constructed and new public areas created, what do you think are the most important issues that ought to be addressed?

**The Town Council would love to hear from you.**



[www.winsford.gov.uk](http://www.winsford.gov.uk)

# The Future of Winsford

Newsletter Issue No.2



## Work has now started on a Neighbourhood Plan for Winsford - and the local community is getting involved.

Winsford Town Council, with support from its partners the Weaver Valley Board and Cheshire West and Chester Council, is producing a neighbourhood plan for the town developed by the people of the town. The Town Council wants people from all parts of the local community to have a say about what goes into the plan.

### Drop-in Centre

From Thursday 1 March to Saturday 3 March a Drop-in Centre will be set up in the former Clinton Cards shop in Winsford Cross Shopping Centre. Shoppers, business people and local workers are invited to drop in to find out about the neighbourhood plan and put their views and ideas on record.

Work on the plan is just starting and it is vital that local people pass on their knowledge and understanding of key local issues and needs at this early stage.

The Drop-in Centre will have a variety of ways of recording information, suggestions and needs. There will be maps to pinpoint places where improvements could be made, feedback panels where opinions will be collected, and questionnaires to help build up a detailed picture of Winsford, its needs and its potential.

This will be your chance to come along and have your say on the future of your town. We want to hear from you.

### Consultation workshops

At the same time the Town Council will start a series of consultation workshops for key stakeholders and interested members of the community. This will be a chance to find out more about the plan and to discuss the issues and themes that the plan should be dealing with in some detail.

#### The first group of workshops are:

- Thursday 1 March at 10:30am at the Dingle Recreation Centre for its users
- Friday 2 March at 11am for stakeholders and the local community
- Friday 2 March at 2pm for stakeholders and the local community

Anyone interested in attending a workshop should email [mickdowns@uvns.org](mailto:mickdowns@uvns.org), or telephone 07979 183498.

Future workshops will also be held for local residents, community groups, businesses and others with an interest in the area. Some of these workshops will be arranged outside normal working hours – see future issues of this Newsletter for details.

### Future of Winsford Competition

The Town Council wants to involve primary school children in the neighbourhood plan through a competition asking them to send a postcard from Winsford in 2027 – the final year of the neighbourhood plan.

What will the town be like then? Our children's imagination might hold the answer.

Details of the competition will be announced soon.

For further information about the neighbourhood plan visit [www.winsford.gov.uk](http://www.winsford.gov.uk)



[www.winsford.gov.uk](http://www.winsford.gov.uk)

## **APPENDIX B**

### **DROP-IN CENTRE RESPONSES TO PLACECHECK QUESTIONS**

#### **1 WHAT DO YOU LIKE ABOUT WINSFORD?**

##### **A well located town, accessible to attractive countryside, the Flashes, walkways and River Weaver – 123 (1)**

Good location – town in attractive countryside – 50

The Flashes – 35

Accessible to attractive countryside – 8

The Flashes and Weaver Valley – 10

Access to local walkways, e.g. Whitegate Way – 7

Easy to get around and into countryside – 7 (1)

Fishing at the Flashes – 3

Fresh air – 2

Bike track near Woodford – 1

##### **Good local Facilities – 64 (9)**

The Lifestyle Centre - 19

New medical centre – 8

Library – 8

The churches – 5

Mark Curzon music (?) – 4

The Dingle Centre – good for meeting people, great meals – 2

Sports facilities – 2

Festivals – summer and Christmas – 2

Plenty to do – singing, theatre – 2

Education facilities – 2 (2)

Traveller site makes Winsford more diverse – 2 (5)

College – 1

St John Community Garden – 1

Post office – 1

Saxon Cross Way race track - 1

Weatherspoons – 1

Live music scene – 1

Academy – 1 (1)

Council offices – 1 (1)

**Good community spirit and friendly people – 43 (4)**

Good sense of community / community spirit – 18 (4)

Friendly people, good sense of community, everyone knows each other – 14

Friendly place – 11

**Shopping centre is accessible, clean, under cover and has good value shops – 39 (1)**

Asda, good value for money – 9

Town centre clean and litter free – 8

Covered town centre – 8

Accessible under cover shops – 5

Cheap, good value shops – 4

Shopping centre – 2 (3)

Town centre is accessible for people with limited mobility – 1

Compact shopping centre - 1

Easy access to shopping centre – 1 (1)

**Town centre has free parking - 38**

Free parking – 38

**Well connected to nearby towns and the motorway – 28 (4)**

Easy to reach neighbouring towns and cities – 8

Good access to motorway – 8

Public transport good to nearby towns – 6 (1)

Good connections – roads – 5 (2)

No traffic jams – 1 (1)

**Nice place to live – 19**

Not a bad town – 6

Good place to live – 5

Nice area to live in, Gladstone Street – 3

John Street – 2

Knights Grange – 2

Nice place to live (Over) – 1

Cooch Lane area – 1

Nice locality – 1

**The town's history and salt heritage - 7**

History, architecture and salt heritage – 7

**Affordable housing – 7 (2)**

Has better value / affordable housing – 7 (2)

**Potential for development - 6**

Potential for development – 6

**2 WHAT DO YOU DISLIKE ABOUT WINSFORD?**

**The town centre is not attractive to shoppers: there are too many rundown and vacant shops, not enough choice, and too few good quality independent shops - 162**

The Town Centre (is a disaster) – 46

Empty shops – 23

Shopping centre rundown, shops closing – 16

Not enough reasons to come into town, a ghost town – 14

Not enough stores to appeal to a variety of customers – 13

Disastrous shopping facilities – 11

Tired scruffy town – 10

Not enough small shops - 6

Shabby town centre shops – 6

Too many charity shops – 4

Town centre needs modernising – 4

Need more shops for young people – 3

Don't like the town, needs to change – 2

Depressing town – 1

Nothing creative in town centre – 1

No town centre heart – 1

No department store in centre – 1

**Need more activities for children and young people - 79**

Not enough things for children and teenagers, play areas / social activities – 61

Need more for teenagers – 11

Lack of recreational facilities for young people in their localities – 7

### **The town has environmental problems - 63**

Litter and rubbish - 17

Dog fouling – 15

Building too many houses in Over – 10

Council powerless to resist development pressures – 3

Nixon Drive is used as a race track – 3

Dangerous pavements – 3

Poor park at Knights Grange – 2

No parks in Over – 2

Old High Street needs a facelift – 2

Fly tipping in country lanes – 2

Wyvern pond needs cleaner water – 1

Poor maintenance of pavements – 1

Lack of cycle ways – 1

Too many takeaways – 1

### **There are not enough cultural, social and recreational facilities – 44 (1)**

No cinema – 10

Nothing to do in the evening – 8

Underdeveloped original town centre ( by the Flashes) - 6

Nothing at the Flashes to make people stay, e.g. children's play area, café – 5

Nothing to do – 5

Not enough community activities, e.g. book club, knitting circle – 2 (1)

Need places for mums and toddlers – 2

Growing population, but more amenities not being provided – 2

Facilities for culture and the arts are lacking – 1

Nothing to do in the evenings – 1

Future of the Civic Hall needs a decision – 1

No decent restaurants – 1

### **The overheads for shopkeepers are too high - 37**

Shop rents and rates too high and causing stores to close – 37

### **The town has transportation issues - 22**

Poor bus service – 11

Too much traffic around housing developments – 4

Dual carriageway built wrong, too fast, divides the town – 3

Need a ring road – 2

Public transport, poor bus and train service - 1

High taxi fares – 1

### **The town is viewed as the "poor relation" – 12**

Being the poor relation in terms of development and services – 4

Children going to school elsewhere – 4

Too many gypsy sites – 2

Bad reputation – 1

The people - chavs – 1

### **Public services are inadequate – 10 (1)**

Not enough police / visible policing – 4

The Council are rubbish – 2

Not enough CCTV – 2 (1)

Not enough council tax spent on Winsford – 2

## **3 WHAT CHANGES OR IMPROVEMENTS WOULD YOU LIKE TO SEE IN WINSFORD?**

### **Improve the attractiveness of the town centre and its shopping and leisure facilities – 133 (8)**

Bring in some better and bigger shops, e.g. Iceland, Primark, Next - 15 (1)

Improve the town centre, increase variety of stores – 11

Reduce rates to encourage retailers – 8

Take a fresh look at how town centre functions – 6

Needs a theatre / cinema – 6

Improve town centre shops – 6

Encourage good little independent shops, including good music shop – 6

Have shorter terms of rent to encourage new shops – 6

Provide a leisure centre with a cinema / bowling – 5

Cinema – 5

Enhance shopping opportunities – 4

Promote the market better, e.g. leaflets and showcase for traders – 4

Provide Sunday, continental or farmers' markets, e.g. German Christmas market – 4

Encourage more individual town centre independent shops, not supermarkets – 4

Lower rents for shops – 4

Bowling for young people – 3

Should develop in town rather than building on outskirts – 3

Move the market to the outdoor square – 2 (2)

More cosmopolitan developments – 2

Introduce a programme of events in the Square, e.g. fashion shows from students – 2

Provide a ramp to Aldi – 2

Improve the markets - 1

Build a better town centre – 1

Needs more cafes and internet cafes – 1

More seating in the shopping centre – 1

Provide more facilities in town – 1

Create a seating area for older people near the town centre – 1

Improve signage to town centre from A54 – 1

Provide a new supermarket – 1 (5)

Provide more and better seating in the shopping centre – 1

Knights Grange athletics club needs further improvements – 1

Increase the size of the town centre to attract bigger shops and quality specialist shops – 1

Demolish old town centre toilet block – 1

Make the market more visible – 1

Town centre toilets should be better maintained – 1

Encourage more and better restaurants – 1

Create a vibrant urban heart to Winsford where people live, work and shop – 1

Build new housing in the town centre not round the edges – 1

Costa Coffee shop – 1

Ice rink – 1

Bowling – 1

Provide a crèche in the shopping centre – 1

Improve security in town centre shopping area – 1

Keep town centre shops – 1

Reduce rates in centre – 1

Opportunities presented by the attractiveness of Asda should be maximised – 1

### **Improve social, community and leisure facilities – 56 (1)**

- More for young people to do and places to do it, e.g. a BMX area – 11
- Provide an out-of-town centre with cinema, bowling and shops – 7 (1)
- Use school facilities and sites to improve facilities for young people – 5
- Provide free activities for youth – 4
- The Lifestyle Centre should cater for adults with learning difficulties – 3
- Knights Grange should have a wider range of uses and better access by community – 3
- More police on estates – 3
- Retain links to countryside – 3
- Introduce community owned recreational youth facilities – 2
- Improve small shopping areas outside town centre – 2
- More social, recreational and cultural events for everyone – 2
- Re-open the lido – 2
- Provide more allotments – 2
- More community projects in rundowns areas – 2
- Ensure libraries are fully central to developments – 1
- Promote cultural events and exhibitions – 1
- More parks for young and old – 1
- Provide a skate park – 1
- Provide a hotel – 1

### **Improve transportation systems - 29**

- Improve bus service, including to the train station, at weekends and after 9pm – 7
- Train station needs better parking – 4
- Build a bypass that bypasses the town not divides it – 4
- Limit traffic to 20mph around schools and residential areas – 3
- Put speed ramps in Swanlow Lane and Chester Road – 2
- Remove time limit on free parking in town centre – 2
- Provide taxi rank and bus stop at train station – 1
- Connect road crossings to car parks (Queen's Arms) – 1
- Utilise the canals for transport – 1
- Re-open exit from Springbank to High St – 1
- Car park at Swanlow Lane post office – 1
- Provide a bus station in the town centre – 1

Put speed cameras on the High Street – 1

### **Re-use the Civic Hall - 20**

Re-open the Civic Hall, including activities for young people, cinema, theatre - use Churches Together volunteers to run it – 14

The Civic Hall should be used for activities for families – 6

### **Develop and promote the Flashes and the River Weaver including the salt mines for leisure and recreation - 12**

Regenerate the Flashes with leisure development, Greedy Pig site and waterfront – 4

Provide signage to Weaver Valley and the Flashes – 3

Create public access to salt mines, Salt Museum – 2

Walkways need to be better sign posted – 1

The Flashes not known about enough; should promote more; not making the most of it – 1

Develop tourism, make more of the Flashes – 1

### **Improve the Old High Street - 8**

Environmental improvements, farmers market and more parking on Old High Street - 5

Old Winsford High Street needs to be redeveloped – 3

### **Environmental improvements - 5**

Restore existing buildings – 2

Make sure improvements are eco friendly – 1

Plant wildflowers in areas where difficult to mow grass – 1

Re-use empty buildings, not build new – 1

### **Provide more housing – 4 (2)**

Provide more good social / affordable housing including family housing – 2

Provide more housing – 1

More social housing for families – 1

No increase in population – 2

## **APPENDIX C**

### **DROP-IN CENTRE RESPONSES TO THE QUESTION**

#### **WHAT ISSUES OR NEEDS DO YOU THINK THE NEIGHBOURHOOD PLAN SHOULD ADDRESS?**

##### **Improve, develop or redevelop the shopping centre – 55**

Better shops in the town centre – 17

The design of the shopping centre – 7

Redevelop the shopping centre – 7

Design of the shopping centre is old fashioned – 4

Regenerate the town centre – 4

The town centre – more shops – 3

Primark – less charity shops, more decent cheap shops – 3

Pound shop required – 3

Another supermarket – 3 (7)

Provide more shops – 2

No more charity shops – 1 (3)

Update the town centre to attract more shops and customers – 1

##### **Protect and make better use of the Flashes and the River Weaver - 46**

Protect the land around the Flashes – keep it open – 12

Develop a promenade along the Flashes with wine bar, small shopping centre, casino, hotel; develop a link from the canal to Top Flash, create mooring facilities for narrow boats; develop underground attraction in salt mine and salt heritage centre on site of old salt mines – 10

Redevelop Winsford's marina and rivers for better use – 9

Provide a footpath around the Flashes – 6

Develop the riverside for hotel, shops and housing – 3

Protect and improve the Flashes – 2

Craft centre at the Flashes – 1

Improve facilities at the Flashes – 1

More development around the River Weaver area – 1

Create a paved walkway around the Flashes & open a café – 1

##### **Provide more arts, leisure and entertainment facilities - 38**

Provide better leisure facilities to make Winsford more attractive – 10

Leisure facilities, e.g. bowling and cinema – 10

More arts facilities, theatre etc. – 8  
Retain the Civic Hall – 3  
More affordable leisure – 2  
More amenities – pitches, parking, ice skating – 2  
More night time entertainment – night clubs, restaurants – 1  
Provide more youth clubs in the evening – 1  
Cinema and shows – 1

### **Improve social and community facilities - 29**

Services for all ages – 11  
Youth & community centre on Grange Estate – 7  
Services for the elderly – 3  
Classes for older people – sewing and other skills – 3  
Provide more amenities – 1  
Retain the Dingle Centre – 1  
Free swimming lessons for children – 3

### **Improve housing provision - 17**

More affordable housing especially for families – 8  
Build houses on unused / waste land – 5  
Housing in the right areas – 1  
Housing for single working people – 1  
More housing – 1  
Inward investment and private housing – 1

### **Improve the environment - 16**

Street furniture is better in other towns, e.g. Tarporley – 7  
Improve the old High Street & provide green spaces – 4  
Make more use of Town Park – raise the levels and use for festivals etc. – 3  
Plant beech trees in front of Dingle centre – 1  
Regenerate Cheviot Square – 1

### **Protect and enhance the natural environment - 15**

Protect green space and wildlife, don't build houses on fields – 4  
Look after wildlife – 3  
Ecologically appropriate developments – 3

Protect the green areas and stop building – 2  
Nature – 1  
Provide parks for young and old – 1  
Protect and enhance Knights Grange countryside – 1

### **Improve public transport and road safety - 11**

Reduce cost of buses and taxis – 3  
Provide zebra crossing near Over Hall School – 3  
Zebra crossings in front of school – 3  
Improve public transport – 2

### **Improve employment opportunities - 6**

Employment opportunities – 2  
Small business development in the council offices – 1  
More varied employment opportunities – 1  
Inward investment – 1  
Provide more employment land – 1

### **Other issues and needs**

Sort out teenagers hanging around doing damage – 5  
Keep free car parking – 4  
No more traveller sites in Winsford – 4  
Improve communications using website – 3  
Develop a feeling of community for all – 3  
Convert verges to car parking – 1  
Make the neighbourhood plan flexible enough to allow for change – 1  
Provide regular feedback to residents of Winsford on neighbourhood plan ideas – 1  
More local say in development of land – 1  
Improve relations between council, stores, customers and police – meetings to discuss plans for Winsford – 1  
Weaver Vale Housing Association is remote – more meetings for Winsford people – 1  
Delivery! – 1  
Weekly refuse collections - 1

## APPENDIX D

### WINSFORD – THE GOOD, THE BAD AND THE UGLY

Please tell us what you like and dislike in Winsford. Identify the 'good, the bad and the ugly', using either post-its, or draw or write on the map.

- Drop the rents.
- Not enough shops. Shopping centre badly needs improving. Get outside business to invest in the future.
- Whole town centre needs a facelift. There is nothing here. For shops you got to go to Liverpool etc.
- More barbers.
- Too many charity shops.
- Parking of commercial vehicles on private housing areas.
- It's a poor shopping centre and no one seems to make an effort.
- Drop council rates on shops. Attract business. Enough housing.
- Nightlife for mature people – bistro, wine bar etc.
- Flashes could be promoted better to attract tourism.
- Need leisure facilities to keep people in the town (cinema etc). No nightlife at the mo other than pubs! What do under 18's do?
- Something needs to be done with the Flashes.
- Nice to see the area around the "Flashes" improving.
- Provide more housing in and around the town centre – keep it alive! More coffee/tea shops.
- Ugly – parking on footpaths.
- Bowling alley, ice skating, roller skating.
- Why can't we have a CCTV camera at the gypsy site?
- Keep Winsford how it is!! ;-)
- Cinema.
- Better shops, more parks.
- More leisure facilities to cater for pastimes and hobbies.
- Facilities for older teens – bowling, cinema, skate/BMX etc.
- General dog fouling.
- Improving other housing already before building more housing.
- Develop the area by the Flashes.
- Keep the Chester bus open! No.81.

- Vandalism in parks.
- Cinema needed in town. More youth centres.
- Running a business from private addresses.
- Free parking.
- Not enough men's clothes shops.
- Ban chewing gum.
- Improve the market and advertise the market.
- Rates and rent too high.
- BMX – is it going? Redeveloped?
- Wilkinson's should move to the Peacock's site.
- Stop small stalls in shopping centre – use the market.
- No more traveller camps.
- Town centre needs a facelift to attract business.
- Too many takeaways and charity shops.
- Improve town centre, include cinema complex.
- Bad bus service. No shops. Don't keep to promises. Too many card shops and charity shops. No tea shops.
- Tidying the gardens – brilliant – making the environment better. Grange Estate.
- Town centre poor. Not enough variety.
- Brilliant library! Keep it open.
- Nowhere for kids to go e.g. bowling alley.
- Whole town needs a facelift, decent shops, a restaurant, wine bar, coffee shop. However surrounding countryside beautiful.
- Need skate ramp and BMX park on existing site of skate ramp.
- Nothing to encourage the arts in the area!
- Cliff Dickenson excellent local business.
- Shame the council spoilt the Flashes. Town centre ruined by high rents. Greedy council.
- Town centre a disgrace.
- We don't have a single restaurant.
- Cinema please.
- Promote all new/good recent facilities by advertising/leaflets to other areas of Chester!
- More things for youth. Youth clubs. Outdoor gyms.

- Too many charity shops.
- Only one coffee shop. Not enough shops. Have to go out of Winsford.
- More facilities for the town. Bowling, cinema, better shopping area.
- The Flashes are really nice!
- More policing along river so people can walk/ride/run in the evenings feeling safe.
- Music shops. Clothes shops.
- Lack of amenities for social events: cinemas, bowling.
- Keep new Images YC open.
- Too many shops closing down due to expensive rent and rates.
- More shops. More local type shops. Decent café and restaurants.
- Proud to live in Winsford but lets get some more shops and evening entertainment.
- Affordable housing.
- More police on estates at night.
- Bring more industry to Winsford, especially for jobs for young people.
- Town centre is extremely scruffy and poor. Attracts wrong people.
- The Weaver Valley Park Way.
- Cinema and bowling needed. Have to go to Crewe.
- Not enough shops!!! Or fit lads!
- Love the walk along the river Weaver.
- Create a new shopping centre based around the river.
- RE comment above ("Create a new shopping centre based around the river"): No way, would ruin lovely area.
- Preserve the Flashes and surrounding countryside's natural beauty.
- More festivals, circus, events.
- Children's centre's are great but more for young children. Area needs to be developed. Entertainment.
- Youth services. New youth centre. Teenagers need encouragement.
- More music stores. Things for kids.
- Better quality shops. Better speed restrictions – Delamere Street/Chester Road.
- GWAC keep to your promises.
- Say NO to travellers.
- There are takeaway restaurants on the High Street.
- Too many charity shops.

- Lifestyle centre is good.
- Improve the town centre – going down.
- Ways Green – dog fouling.
- Love the marina site. Open it up more for us to use.

## APPENDIX E

### THE FUTURE OF WINSFORD

#### WINSFORD NEIGHBOURHOOD PLAN QUESTIONNAIRE

#### DATA SUMMARY (62 questionnaires)

Winsford Town Council, working in partnership with the Weaver Valley Board and Cheshire West and Chester Council, is producing a Neighbourhood Plan for Winsford, which will set out where new development will go, what kind of development it will be, and what sort of social and leisure facilities are needed to make Winsford a better place to live and work.

The big difference between the Neighbourhood Plan and previous plans is that it will be a plan for the town developed by the people of the town. To do this the Town Council wants to hear from as wide a range of local people as possible - residents, businesses, shoppers, young people, older people, community groups, service providers, and other stakeholders.

***Can you spend 5 minutes answering a few questions to make sure you have your say in the future of the town? This is the first stage in the process and there will be further opportunities to comment on the draft plan in the summer.***

---

*If you are completing this questionnaire using a computer, please click or type in the boxes.*

- 1 For each of the following list of things in Winsford please tick the box which you think best describes the current provision:

	Excellent	Good	Average	Poor	Inadequate
Shopping	0	3	14	26	19
Housing	4	22	28	7	1
Leisure	4	13	18	20	5
Job opportunities	0	2	11	29	12

- 2 Which of the following local facilities do you use? Please tick as many as apply.

Shops - 52   Sports - 20   Restaurants - 21   Education - 7   Social - 27

- 3 Do you go outside of Winsford for some facilities?   Yes - 50   No - 8

If your answer is yes, please say which facilities and where you go for them

- Shopping – 32
- Restaurants – 17
- Cinema – 9
- Education – 5
- Theatre – 5
- Pubs – 3
- Leisure – 2
- Bowling, tea shops, organic food, museum, clubs – 1 each
  
- Chester – 11
- Crewe – 8
- Northwich – 8

- Tarporley – 3
- Liverpool – 3
- Manchester – 2
- Warrington - 2
- Cheshire Oaks, Knutsford, Nantwich, Sandbach, Widnes – 1 each

4 What facilities or amenities are missing or inadequate in Winsford?

- Shops, particularly good quality shops - 20
- Cinema - 12
- Restaurants / cafes - 10
- Bowling alley - 6
- Facilities for young people – 5
- Facilities / activities for young people - 2
- Wine bar / pubs - 2
- Recreational & leisure – 2
- Leisure facilities - 2
- Sports – 2
- Parks - 2
- Facilities for disabled people
- Library could be better
- Somewhere for young people to ride off-road motorcycles
- Bus times to Winsford Industrial Estate
- Benches for people to sit
- Facilities for the elderly
- Provision for older teens – skate park, BMX
- A safe swimming pool (with no bleach)
- Major entertainment attractions
- Evening entertainment
- Museum
- Riverside facilities
- A sense of community

5 Which of the following applies to you (tick more than one if applicable):

I live in Winsford - 55    I work in Winsford - 18    I shop in Winsford - 40

I use Winsford's leisure facilities - 18    I am active in a local community group - 18

6 In your opinion, how strong is the sense of community in Winsford?

Very strong - 7    Quite strong - 16    Average - 21    Not very strong - 11    Weak - 6

7 How do you rate the general quality of the environment in Winsford?

Excellent - 1    Good - 9    Average - 31    Poor - 13    Very Poor - 5

8 Is there anything you think is particularly good or bad about the environment in Winsford?

<b>BAD</b>	<b>GOOD</b>
Litter - 9 The shopping centre, its appearance / its location - 4 Derelict buildings – eg. Former Greedy Pig old Civic Hall, old post office - 4 Graffiti - 2	Set in beautiful countryside - 7 The Flashes and River Weaver - 5 Winsford is a nice place in the country and could do much better; it has unused potential - 2 The Lifestyle Centre - 2

<p>Dog fouling - 2  Too many card shops – 2  Empty shops - 2  Grass cuttings being left  Wharton Road needs speed control  Pavements are bad in some areas  Pot holes on roads  Closed shops  Deane Drive neglected  The shopping centre should be bulldozed  Lack of facilities  Housing being developed on green spaces  Car parking  Social housing resulting from overspill  The environment appears very neglected  Litter bins not emptied regularly  Not clean enough  Poor choice of shops  Educating people to use the recycling system  Maintenance of public areas  Employment opportunities  No decent facilities  The parks are awful  No facilities at the Flashes  Lack of visible policing  Rates are too high in shopping centre</p>	<p>Clean environment  Wharton has improved in looks recently  West side of River Weaver is brownfield land  with potential for development with  footpaths and landscaping  Housing estates  Library  The Dingle  Whitegate Way</p>
---	---

9 How often do you go to the Flashes or the surrounding countryside for recreation?

Every day - 7    Once a week - 10    Once a month - 13    Once a year - 13  
Never - 14

10 What do you think are the three best things about Winsford?

- Set in attractive open countryside – 21
- The Flashes and the River Weaver – 13
- People are friendly - 10
- The community / Sense of community – 8
- Easy access to major roads, buses, railway station, airports and destinations - 9
- The Lifestyle Centre - 7
- Housing, especially affordable housing - 5
- Walkways (inc Whitegate Walkway) - 3
- No parking fees in town centre - 3
- Convenient for shopping – 2
- Dingle Centre - 2
- Library - 3
- Choice of food and grocery shopping - 2
- Being able to use Dial-A-Ride for shopping
- Weaver Vale looking after housing
- Good primary schools
- Having services nearby – police, fire, and ambulance
- ASDA
- Morrisons
- Takeaways
- Not affected by air flight paths

- Small town feel
- Employment
- Millennium restaurant
- Some CWAC staff are absolutely brill
- Accessible shopping centre
- A54 out
- Railway station out
- Road leaving it
- Health Centre
- College
- Golf Course

11 How do you get about in Winsford? Do you travel mainly

By car - 51 By bus - 13 On foot - 17 By motor bike - 0 By bicycle - 3  
By taxi 2

12 What impact would you say the A54 main dual carriageway road has on Winsford?

**NEGATIVE IMPACT (22)**

- A major barrier that divides the town centre and is difficult to cross - 11
- It is terrible, awful, noisy, not good, it adds to the desolation - 6
- Shops have been lost on High Street, people speed through the town and don't stop - 3
- Gets congested at peak times - 1
- Does not advertise the shopping centre - 1

**NO IMPACT (5)**

**POSITIVE IMPACT (14)**

- Provides good flow of through traffic, it eases congestion, takes away heavy traffic - 4
- Eases access - 4
- Reasonable / Positive / Good for transport - 3
- Takes some traffic away from Delamere Street - 2
- Slows the traffic around the central shopping area

13 What do you think of the job opportunities in Winsford? Are they

Excellent - 0 Good - 2 Average - 10 Poor - 29 Very Poor - 9

14 If you could change one thing about Winsford what would it be?

**The shopping centre (33)**

- Improve, develop or redevelop the shopping centre - 18
- Try to stop shops closing - 3
- Re-use empty buildings and shops, e.g. the Civic Hall - 2
- Relocate the shopping centre to the banks of the River Weaver and make the river a feature of the shopping centre - 2
- Reduce shop rents - 2
- Move the shopping centre closer to the Old High Street
- Move the town centre and increase the range of shops and leisure facilities
- Stay small and go for quality
- Reduce rates for shops
- Give it a "heart"
- Temporary trading stalls make centre look tatty

**The A54 road (6)**

- Better crossings over main road

- Too busy with big vehicles
- Road bypass
- The road (A54)
- Pedestrianisation of ring road
- New bridge over River Weaver – existing roundabout / bridge is a bottleneck

#### **Other (15)**

- Improve employment opportunities – 4
  - Improve life chances for the local people
  - Start an Incredible Edible – grow food on under-used public spaces
  - Better nightlife
  - Provide housing around the town centre
  - Make the most of its assets – the Flashes etc.
  - Improve leisure facilities
  - Demolish derelict property by the River Weaver
  - Antisocial behaviour and attitude of residents to the town
  - Increase street cleaning services
- The people
  - The council

15 What do you think should be the main priority of the Neighbourhood Plan?

#### **The shopping centre (14)**

The shopping centre – 5

The town centre - 5

Redevelop the centre - 2

Ensuring we get decent shops

Create a vibrant and attractive town

#### **Community (8)**

Young people

More leisure and social facilities

Community spirit

Community involvement

Bringing the town together

Use it to work with the various communities to develop a town everyone can be proud of

Must be an all-embracing social and development plan

Get good clubs going for the young

#### **Design and conservation (5)**

Improve what we have - 2

Derelict buildings should be repaired or redeveloped

Match new building to the Guildhall or the old Grammar School, i.e. pleasing to look at, not concrete and more concrete

Uniting the town through design

#### **The Weaver Valley (4)**

Develop land at the River Weaver and the Flashes to improve access to the surrounding countryside - 2

Regeneration of waterside

Move the shopping centre to the river area

#### **Employment (4)**

Get people in work

Bring trade and jobs into the area

Make better use of industrial estate

Employment to invigorate the town centre

**Transportation (4)**

Safety and road safety  
Dual carriageway bypass  
Pedestrian routes  
Cycle routes

**Other (8)**

Don't build lots of houses for quick profit  
Better policing  
Get cars off grass verges  
A campaign on litter  
Middlewich bypass  
Make Winsford more appealing and lose its reputation for drugs and yobs  
Increase investment in Winsford  
Ensure provision is made to accommodate increased traffic where new development is planned

16 Please provide your contact details so we can keep you informed of future stages of the Winsford Neighbourhood Plan.

Name

Address

Email

Tel No

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When you have completed this questionnaire, please return it

- by post to Alan Warburton, Town Clerk, Wyvern House, The Drumber, Winsford, Cheshire CW7 1AH, or
- by email to [mickdowns@uvns.org](mailto:mickdowns@uvns.org)

For further information please see the Town Council's website [www.winsford.gov.uk](http://www.winsford.gov.uk)

**To make sure your comments are taken into account, please return your completed questionnaire by Friday 16 March 2012.**

## APPENDIX F

### TWITTER FEED 24 FEBRUARY TO 9 MARCH 2012

DATE	TIME	TWITTER ACCOUNT	TWEET	RESPONSE THREAD		
09/03/2012	23:34	MikeLeeSTP		@WinsfordNP Guess you guys found me by the police? haha		
08/03/2012	11:19	WinsfordNP	Morning! it's #rt4towns day today! Who's gonna give #winsford a RT? Also do all the independant shops know about @Retail_IndieDay ?			
08/03/2012	11:22	Retail_IndieDay		@WinsfordNP thanks for the mention! :) #RT4towns		
07/03/2012	20:29	WinsfordNP	RT @loyalhelp: UK's towns are brilliantly diverse and full of creative and innovative people. Tell us about yours tomorrow <a href="http://t.co/L...">http://t.co/L ...</a>			
07/03/2012	18:26	chrisknightmp		@WinsfordNP Great to here about the active debate which resulted from your visit! When will we hear of the results and suggestions?		
07/03/2012	19:48	WinsfordNP		RT @chrisknightmp: @WinsfordNP Great to here about the active debate which resulted from your visit! When will we hear of the results an ...		
07/03/2012	19:46	WinsfordNP			@chrisknightmp we thought it was a fantastic few days! We are busy collating all the info and a report which will b available soon	
08/03/2012	04:36	karlessjno6	@WinsfordNP <a href="http://t.co/bUbZzkc7">http://t.co/bUbZzkc7</a>			
06/03/2012	13:36	WinsfordNP	We're busy collecting all your comments from last week! don't forget to send us your completed questionnaires and postcards #winsford			

04/03/2012	13:52	CLLRMikeBurns		@WinsfordNP What a brilliantly rewarding few days. I think we we have a real plan for the future starting #thefutureofwinsford		
04/03/2012	15:18	WinsfordNP		RT @CLLRMikeBurns: @WinsfordNP What a brilliantly rewarding few days. I think we we have a real plan for the future starting #thefutureo ...		
03/03/2012	18:43	WinsfordNP	Thanks for having us #winsford we've left with lots to think about. Cheers to everyone that came down, we'll keep you posted on next steps!			
03/03/2012	15:07	BluDen1		Met Liz from @WinsfordNP today. Great to learn more about this initiative to consult with Winsford and plan the future for the town		
03/03/2012	15:30	WinsfordNP		RT @BluDen1: Met Liz from @WinsfordNP today. Great to learn more about this initiative to consult with Winsford and plan the future for ...		
03/03/2012	15:01	WinsfordNP	Right everyone we're only here for 1 more hour, get down here! we'll be back though, we're growing to like it here! ;) #winsford			
03/03/2012	12:18	WinsfordNP	Just enjoyed a lovely donut from @MarkA380 thanks! I might even consider sharing one with the next twitterer to present themselves to me!			
03/03/2012	12:04	ajw2506		Just had a quick chat with Lucy @WinsfordNP, get down to shopping centre and let them know what you love/hate about #winsford :-)		
03/03/2012	12:08	WinsfordNP		RT @ajw2506: Just had a quick chat with Lucy @WinsfordNP, get down to shopping		

				centre and let them know what you love/hate about #winsfo ...		
03/03/2012	10:25	Rog_w		Stood at the @WinsfordNP display in the town centre reading the moans!		

RT @Rog\_w:  
Stood at the @WinsfordNP display in the town centre reading the moans!

03/03/2012 15:30 WinsfordNP

				@Rog_w @WinsfordNP lol put some good stuff down!		
03/03/2012	10:34	MarkA380			@MarkA380 @rog_w nice to get someone saying good things about #Winsford #thanksforcoming	
03/03/2012	10:52	WinsfordNP				
03/03/2012	09:07	WinsfordNP	Shame it isn't as sunny today, don't let it put you off coming to see us though (we're undercover!) #winsfordneighbourhoodplan #winsford			
02/03/2012	17:11	WinsfordNP	@MarkA380 @rog_w @bluden1 @ajw2506 cheers for #ff : ) enjoy yr weekend! And the rest of you get down the shopping centre tomorrow lol!			
02/03/2012	17:36	BluDen1		@WinsfordNP I just saw your thing on the town centre. Looks interesting but what's it all about?		
02/03/2012	17:44	WinsfordNP		@BluDen1 we're producing a neighbourhood plan with @Winsfordtc trying to find out locals views on Winsford at the mo, come along tomorrow!		
02/03/2012	17:48	BluDen1			@WinsfordNP just looked on @Winsfordtc Website. Think I'm getting the picture. Like the town centre focus. It's a poor advert for our town	

02/03/2012	17:57	Rog_w			@WinsfordNP @MarkA380 @bluden1 @ajw2506 Will do, from what time?	
02/03/2012	18:24	WinsfordNP				@Rog_w @marka380 @bluden1 @ajw2506 we're gonna be there from 10 - 4. I'm Lizzie btw, come and introduce yrself and we can have a gossip : )
02/03/2012	15:47	MarkA380		#ff these gr8 #Winsford related people @rog_w @BluDen1 @ajw2506 @WinsfordNP		
02/03/2012	13:22	WinsfordNP	#ff @sociallyinspire @ValeRoyalSSP #winsford people should follow these 2 they are doing interesting things in the area!			
02/03/2012	13:27	ValeRoyalSSP	@WinsfordNP Thanks for the mention - we hope you're work is going well and people are giving you plenty to think about!			
02/03/2012	13:34	WinsfordNP		@ValeRoyalSSP lots for us to think about! Mainly town centre focused at the moment so would b good to stay in touch about sport and rec :)		
02/03/2012	13:32	sociallyinspire			@WinsfordNP @ValeRoyalSSP Thank you for the lovely #ff Together we can get #communities triving again:-) See you tomorow:-)	
02/03/2012	10:34	WinsfordNP	Looks like the suns trying to come out, where's your favourite sunny spot in #winsford ? Who likes it down by the flashes?			
02/03/2012	10:46	winsfordrose		@WinsfordNP - New Bridge is a nice walk on a sunny day :)		

02/03/2012	08:24	WinsfordNP	We're just having our breakfast and getting ready for another day in #winsford who's coming down today?			
01/03/2012	23:05	Rog_w		@dannih39 me too, they want me to go and see them in the precinct on Saturday. @WinsfordNP		
01/03/2012	17:33	WinsfordNP	RT @loyalhelp: Time 2 get the debate really going Retweet 4 Towns Day it's only a week away,start sharing news & ideas today <a href="http://t.co">http://t.co</a> ...			
01/03/2012	17:02	WinsfordNP	RT @loyalhelp: See Retweet For Towns Day in it's new home all info can now be found here <a href="http://t.co/LkC14Mfm">http://t.co/LkC14Mfm</a> please rt to all #rt4towns ...			
01/03/2012	15:40	WinsfordNP	RT @Go_CheshireWest: A specialist team has moved on the Lion Salt Works site to begin work to transform it into a heritage attraction ht ...			
01/03/2012	15:36	WinsfordNP	What does everyone think of #winsford nightlife? Couple of people suggesting a wine bar and more restaurants, what do u think?			
01/03/2012	13:43	WinsfordNP	Is anyone from @WinsfordIndEst gonna come and see us? #winsfordneighbourhoodplan			
01/03/2012	13:38	WinsfordNP	So far we've not had many people from around Wharton rd come and see us! #winsford			
01/03/2012	13:52	misterhowarth		@WinsfordNP All Wharton has had a Power Cut		
01/03/2012	14:02	WinsfordNP		@misterhowarth oh no! Hope the power comes back soon, come and see us tomorrow or Saturday.		
01/03/2012	11:30	WinsfordNP	Lots of talk about the town centre today, what are the other issues? #winsfordneighbourhoodplan #winsford			
01/03/2012	10:29	ValeRoyalSSP		Just been into Winsford to join in a well constructed consultation on the future of the town. Keep us involved & informed		

				@WinsfordNP		
01/03/2012	10:33	WinsfordNP		RT @ValeRoyalSSP: Just been into Winsford to join in a well constructed consultation on the future of the town. Keep us involved & infor ...		
01/03/2012	10:48	WinsfordNP			@ValeRoyalSSP P thanks for stopping by!	
01/03/2012	11:13	sociallyinspire			@ValeRoyalSSP P @WinsfordNP I will be stopping by on Saturday:-)	
01/03/2012	11:25	WinsfordNP				@sociallyinspire look forward to seeing you!
01/03/2012	10:11	WinsfordNP	I'm v excited that our first visitor had heard about us through twitter, who else is coming down? #winsford			
01/03/2012	10:00	WinsfordNP	We're nearly ready! Come and say hello #we'requitefriendlyreally #Winsford #neighbourhoodplanning clintons cards in the shopping centre			
01/03/2012	08:52	ValeRoyalSSP		Happy St Davids Day! Looking 4ward to talking to @WinsfordNP this morning about the town and sports provision for it's young people		
01/03/2012	10:25	WinsfordNP		RT @ValeRoyalSSP: Happy St Davids Day! Looking 4ward to talking to @WinsfordNP this morning about the town and sports provision for it's ...		
29/02/2012	19:58	WinsfordNP	@ValeRoyalSSP thanks for the rt come and say hello if you get the chance :)			
29/02/2012	18:56	WinsfordNP	We've got all our stuff together to come and see the people of #winsford come and have a chat! Old Clintons cards shop from tomorrow to sat			

28/02/2012	21:19	martintomlinson		@WinsfordNP one thing winsford needs is a traffic warden! Cars park anywhere they want, not just in the town centre, some spots r dangerous		
28/02/2012	21:42	WinsfordNP			@martintomlinson come along and tell us more at the shopping centre! We're there thurs - Saturday!	
28/02/2012	21:40	WinsfordNP			RT @martintomlinson: @WinsfordNP one thing winsford needs is a traffic warden! Cars park anywhere they want, not just in the town centr ...	
28/02/2012	17:54	WinsfordNP	@sociallyinspire thanks for listing us! Trying to follow as many Winsford people as poss, any ideas about businesses / people to follow?			
28/02/2012	18:03	sociallyinspire		@WinsfordNP you are very welcome, I don't know that many on here, I know @CurzonIT are based in #winsford		
28/02/2012	14:34	WinsfordNP	RT @Winsfordtc: Neighbourhood Plan newsletter no. 2 now available <a href="http://t.co/iI6KxiEy">http://t.co/iI6KxiEy</a>			
28/02/2012	13:06	WinsfordNP	Any #Winsford back to the future fans out there?! Come and tell us what u think Winsford will b like in 2027. hoverboards anyone?!			
27/02/2012	18:51	sociallyinspire		@WinsfordNP Thank you for the RT:-)		
27/02/2012	14:34	WinsfordNP	@Rog_w would b great if you came along. Can you recommend any other #winsford people to follow? Can you tell yr friends?! Ta and c u then!			
27/02/2012	18:22	Rog_w		@WinsfordNP Will do - you could follow @theoldstar @BluDen1 @mikespokefire @TheMJC @TheBitch_7		

27/02/2012	18:25	mikespokefire			@Rog_w @WinsfordNP I don't live in winsford anymore :-)	
27/02/2012	20:39	igelqsgwtc3	@WinsfordNP <a href="http://t.co/4yleSxer">http://t.co/4yleSxer</a>			
27/02/2012	13:36	WinsfordNP	@Rog_w are you gonna come and see us next week in the shopping centre? Would be great to hear about Winsford from you! There thurs- sat			
27/02/2012	13:43	Rog_w		@WinsfordNP Yes, may do. What's the agenda?		
27/02/2012	13:52	WinsfordNP			@Rog_w trying to understand as much about Winsford (good and bad) as we can from those who live there to feed into the plan! Come along!	
27/02/2012	14:10	Rog_w			@WinsfordNP just having @go_cheshire west listen to the people of Winsford would be a start. Traveller site has got a lot of people riled.	
27/02/2012	13:06	WinsfordNP	RT @sociallyinspire: Working together we can build thriving #communities where ppl & businesses are involved in developing their communi ...			
27/02/2012	11:16	WinsfordNP	If you could change one thing about #winsford what would it be? #questionoftheday #neighbourhoodplannin g			
26/02/2012	19:34	WinsfordNP	RT @loyalhelp: Empty high street units filled with temp displays, pop up shops & try b4 u buy opps will bring an area alive & encourage ...			
26/02/2012	14:52	WinsfordNP	RT @dazbrooks72: Winsford trending on twitter to due to train derailment by my house #Cantgettotherebigday			
26/02/2012	14:44	WinsfordNP	RT @Rog_w: My home town Winsford is trending, never thought I'd see that! <a href="http://t.co/JNLak8AG">http://t.co/JNLak8AG</a>			

25/02/2012	16:48	KnutsfordRT		Shame on you @Winsfordtc ! Couldn't you use a #local #Cheshire #urbandesign team for your @WinsfordNP neighbourhood plan #rt4TOWNS		
25/02/2012	17:59	MichaelsMobile			,Á@Knutsford RT: @Winsfordtc ! Couldn't you use a local Cheshire team for your @WinsfordNP neighbourhood plan &gt;&gt;&gt;&gt;&gt; seems a fair question!	
25/02/2012	11:00	loyalhelp		@WinsfordNP please help spread the word about Retweet 4 Towns Day March 8 <a href="http://t.co/HjcaTMZh">http://t.co/HjcaTMZh</a> #rt4TOWNS		
25/02/2012	11:00	loyalhelp		@WinsfordNP Thanks for the follow do you have any ideas that will help 2 shape the future of ur town? See <a href="http://t.co/HjcaTMZh">http://t.co/HjcaTMZh</a> #rt4TOWNS		
25/02/2012	11:15	WinsfordNP			@loyalhelp it's a pleasure, I think making town centres vibrant and exciting is key. Retail as an experience as well as a function #rt4TOWNS	
25/02/2012	10:59	loyalhelp		,Á@WinsfordNP: @sociallyinspire ooh yes I've heard about #rt4TOWNS definitely relevant for Winsford, thanks for the reminder.,Á		
25/02/2012	09:44	WinsfordNP		@sociallyinspire @loyalhelp ooh yes I've heard about #rt4TOWNS definitely relevant for Winsford, thanks for the reminder.		
25/02/2012	09:45	sociallyinspire			@WinsfordNP @loyalhelp it's a pleasure would be great to see #winsford	

					involved:-)	
25/02/2012	09:26	WinsfordNP	What's everyone in #winsford up to today then?			
25/02/2012	10:11	misterhowarth		@WinsfordNP Working and off to #crewepark I imagine. Hope the rain holds off ,ò]		
25/02/2012	09:23	WinsfordNP	@sociallyinspire you should come and see us next week, we'll be in the old clintons card shop in the town centre from thurs to sat! :)			
25/02/2012	09:26	sociallyinspire		@WinsfordNP I will pop in next week would be great to work with you:-) in the meantime sign up to <a href="http://t.co/YE2R5ry3">http://t.co/YE2R5ry3</a> & spread the word:-)		
25/02/2012	09:06	sociallyinspire	@WinsfordNP Good morning #winsford thank you for following look forward to tweeting:-)			
25/02/2012	09:12	WinsfordNP		@sociallyinspire good morning to you to, your work sounds really interesting, ever helped any businesses in #winsford ?		
25/02/2012	09:19	sociallyinspire			@WinsfordNP being just down the road in #middlewich I would love to help:-) Need to start spreading the word about us #locally	
25/02/2012	09:18	sociallyinspire			@WinsfordNP we are in the process of building services to help & we need everyone in #winsford people & #businesses to sign up now it's free	
25/02/2012	09:32	sociallyinspire			@WinsfordNP you should also meet Mark @loyalhelp and have a look at the	

					#rt4towns day & get #winsford involved:-)	
24/02/2012	20:19	sociallyinspire		@ValeRoyalSSP TY have a gr8 weekend:-) @cheshirefa_cdm @winsfordnp @samarind @sue1wright @witttonalbionfc look forward to supporting u all:-)		
24/02/2012	20:01	ValeRoyalSSP		#ff to lovely new #schoolsport supporters @CheshireFA_CD M @WinsfordNP @sociallyinspire @samarind @sue1wright @witttonalbionfc		
24/02/2012	15:30	WinsfordNP	RT @winsfordnews: Consultation on new town plan to start in March: A NEW town plan, shaping the future regeneration of Winsford... ht ...			
24/02/2012	15:20	WinsfordNP	Who are the movers and shakers of Winsford we should be following then? #ff #winsford			
24/02/2012	15:11	WinsfordNP	Does everyone know about the consultation event next week? Come and tell us about your town! We'll be in the shopping centre. #winsford			
25/02/2012	00:00	rozzigwgs8		@WinsfordNP <a href="http://t.co/kHfE8duq">http://t.co/kHfE8duq</a>		
24/02/2012	15:09	WinsfordNP	@RebeccaGerrard where do you work in #Winsford? We're doing a plan for the town, trying to find out the issues!			
24/02/2012	15:07	WinsfordNP	@makadajohnson did you know we're doing a new town plan for Winsford? Come and tell us why it's scary! #winsford			
24/02/2012	15:12	makadajohnson		@WinsfordNP I didn't know that. I have family that live & work in the area. Theres a lot of industrial/urban wasteland in Winsford.		

					@makadajohn son come and visit we'll be in old card shop thurs-sat trying to find out all the good and bad things about #Winsford #spreadit	
24/02/2012	15:17	WinsfordNP				
24/02/2012	14:52	WinsfordNP	Welcome to the Winsford Neighbourhood Plan Twitter! We are working with @Winsfordtc on a plan for Winsford and want your views! #winsford			

## **APPENDIX G**

### **WINSFORD TOWN COUNCILLOR WORKSHOP**

**WEDNESDAY 29 FEBRUARY 2012**

## **RESPONSES TO PLACECHECK QUESTIONS**

### **1. What do you like about Winsford? What are Winsford's Strengths?**

- A good Town Council
- Active town council
- Community spirit
- Its people, its town council and clerk, the Flashes beauty spot
- Its people, its River
- River walks (Rilshaw etc)
- The Flashes
- Its geographical position
- Location
- Road, rail, airport links
- Near to motorways
- Free parking
- Lifestyle Centre
- Social housing - Weaver Vale Housing Trust
- It is a diverse open minded town

### **2. What do you dislike about Winsford?**

- Town centre
- The town centre
- Town centre
- Shopping centre
- Town centre screams out deprivation
- The image that the closed Civic Hall and town centre give on driving through the town main A54
- Graffiti problems
- Litter
- The roads need massively improving – on estates maintenance issue
- Lack of community pride
- Not a lot
- Nothing

### **3. What changes or improvements would you like to see in Winsford?**

- Town centre
- Town centre redevelopment
- Attract quality shops
- More shops
- New Shopping Centre with night- time economy i.e.: cinema, bowling
- Decent restaurants
- Improved leisure facilities

- A hotel – Travelodge
- A better image of our town
- Better design in building developments
- Removal of derelict buildings
- All buildings houses to be uniform/ Cheshire red brick
- Development of the station to look better (Cheshire red brick) to give a better impression when you arrive/ visit
- Improvements to Old High Street
- The Old high street laid out with cobble stones open up to café / bars with Victorian street furniture
- Development of an attractive riverside
- Development of the Flashes – sensitive development
- Development of its waterside flashes as a tourist attraction
- Development of riverside
- A tourist information point with salt museum
- A dual carriageway that continues to Middlewich
- A tram system linking Winsford to Northwich – from Northwich running through to Altrincham connecting to Manchester
- Town Park to be made flat to be user friendly, with railings around and vistas – a key focal point
- An area allocated for a trading estate/ leisure facilities
- Coordinated services e.g. litter

## **APPENDIX H**

### **WINSFORD TOWN COUNCILLOR WORKSHOP THURSDAY 29 FEBRUARY 2012**

#### **FEEDBACK FROM 'GREETINGS FROM WINSFORD 2027' POSTCARDS**

A. 1. Developments that provide 106 agreements to provide money for youth organisations closing under C.W.C. to build decent bases.

2. Up to date developments and sensitive to the people

B. I would like to drive through Winsford with nice Victorian style lanterns, lovely trees down the central reservations, all buildings to have character with Cheshire red brick, with a good transport link to Chester/ Northwich by Trams, regular every half hour.

An old high street that is cobbled (pedestrianised) little cafeteria, able to pull up at the flashes, get on a little visitors boat, with a hotel in (Cheshire red brick) for my family to stay. Then visit the town centre (in Cheshire red brick) with good shops and nip out to the outside of Winsford for a little browse around a small retail park.

C. New shopping centre, better road network, more housing that younger people can afford. Leisure facilitated for all age groups. Places to eat in town.

All derelict sites removed, coordinated services – real alternatives for the older people and young people in terms of leisure/ employment. A regenerated Town centre, an integrated transport system.

D. The riverside is the entertainment hub to Winsford with buzzing bistros, pavement cafes, riverside walks, boating on the flashes, attractive riverside housing and a row to do attractive eateries and individual shops along the old high street, leading to an attractive, totally redeveloped Town centre. Winsford people feel proud to live in their town.

E. What I want Winsford to be in 15 years time:

The most vibrant town in Cheshire, where everyone feels safe and comfortable to live, work and play in. Where there is an evening economy that includes restraints/ cinema/ bowling alley.

F. An area of high employment with quality housing and excellent local shops and services, while protecting its rural traditions. Happy Winsfordians, quality housing, loads of jobs, wildlife.

G. I would like to see more employment, with more apprenticeships, less crime and no divides between wards. Also no more travelling sites.

H. Improved local health provision for surgery etc. A thriving town centre with a variety of shops and leisure facilities that are second to none. Every child has a place to go in the evening e.g. strong multi dimensional youth centres.

## **APPENDIX I**

### **STAKEHOLDER WORKSHOP**

**FRIDAY 2 MARCH 2012**

## **RESPONSES TO PLACECHECK QUESTIONS**

### **1. What do you like about Winsford?**

- A part of leafy Cheshire
- Flashes and surrounding countryside
- The countryside surrounding Winsford and the greenery in Winsford
- Surrounding countryside/ open spaces/ flashes
- People
- Good sense of community
- Community spirit – no. of organisations – general interaction between them
- Community engagement
- Students
- Good employment areas
- Verdin buildings and older buildings
- Old buildings
- Grange Pub – Could include greater history info
- Assets – River Weaver, police, fire, council – HQ, new academy
- Transport is poor (especially to go out of town)

### **2. What do you dislike about Winsford?**

- Town Centre Shopping Area – run down lack of shops
- Town centre
- Shopping experience
- Lack of shops
- Lack of shops, poor market
- Poor shopping facilities
- No cinema lack of things to engage youth
- Lack of museum
- Poor evening economy
- Lack of employment
- High unemployment
- Ugly buildings
- Empty buildings
- Lack of leisure facilities on river
- Preconceptions of attitudes about Winsford
- Recreation areas
- Lack of facilities / work & transport to access/ return
- Street bumps
- Traffic lights and speed humps there are too many

### **3. What changes or improvements would you like to see in Winsford?**

- Bypass
- Better public transport links
- Clear realistic traffic/ infrastructure plan for next 30 + years
- Need to consider pedestrians in all plans – by pass position splits the town, makes it divided – plan needs to unite the town
- Cycle routes – encourage instead of cars
- Better retail facilities
- Shopping centre – better range of shops
- Support for independent retailers
- More recognition for small companies taking on young people
- More businesses/ investment
- More inward investors populating our empty premises on business parks
- Better use of the waters edge
- Use of assets – marina, Town Park
- More support for elderly people
- Improved facilities for young people
- Change in relationships/ perceptions between young people and older generation
- More places to eat and socialise
- Footpath over side marina past the yachting club back down past Rilshaw Lane
- Whatever happens it needs time to take place and work – not changed again in 2 years etc

## **APPENDIX J**

### **STAKEHOLDER WORKSHOP FRIDAY 2 MARCH 2012:**

#### **FEEDBACK FROM 'GREETINGS FROM WINSFORD 2027' POSTCARDS**

- A. Nice rural area with plenty of places to visit, very good sports facilities in the area. Pleasant town with interesting history with good employment for young families and youth.
- B. Hi there. Having a great time teaching at the Academy. The building has enabled is to deliver 21<sup>st</sup> century learning to our students and their outcomes are outstanding. The community access the building out of normal school hours ensuring they have the skills and qualifications needed by the new businesses that have moved into the area. The town is fantastic, new shops and plenty of opportunities to socialise, play sports, and engage in activities of interest. It is a great place to be.
- C. Winsford is great! Lots to do! There is a fantastic shopping centre with an excellent variety of shops, many cafes and nice bars with lots going on in the evening. There is also some great natural beauty spots where you can enjoy the outside air. You can even participate in water sports!
- D. Greetings from sunny Winsford. Here I am in the Tapas Bar overlooking the new waterside development listening to the local musical talent. Later I am visiting the Art Gallery, which is showcasing the 2027 Turner Prize. Wish you were here
- E. The sun is shining and the new programme for the cinema is out. Next week we've got the opening of the new Selfridges and we're hoping that soon the new shopping development along the old high street for small local food produce and retailers will be opened, rumour has it that it includes bistros and a coffee shop.
- F. As I am looking down from Heaven as I am 93. I see Winsford as a lovely town, no high unemployment; the Flashes are lovely to walk around. The housing in the town is affordable and everyone is sociable.
- G. I am sat at a lovely restaurant at the Waters edge in the sunshine. The children are doing well and have fantastic jobs on Winsford Industrial Estate. We are due to attend a concert at the outdoor amphitheatre on the marina tomorrow. Wish you were here!
- H. Winsford. A jewel in the crown of Cheshire. Like the phoenix it has risen from the ashes of despair. Come and live in Winsford an ideal place to live.
- I. Would like to see the town centre with all the shops open more for children to do stop Dog's on all Parks.
- J. Hi. Just been for a great walk and coffee down at the Flash – lovely facilities and a nice circular route. Kids are doing well at school and doing plenty of sporting activities up at Knights Grange – excellent facilities. Out tonight to the Italian restaurant – difficult choice given the range now available down by the river. Tomorrow off house hunting fancy one of those new eco homes being built. Bye!!
- K. Hi, just returned from a visit to the museum – what a great place Winsford was and still is! It is Easter time and I visited the Salt festival – people came from all over and a

couple of bus loads from Europe. The flashes is beautiful and well used. Local children were all given balls to celebrate Easter a very quaint and particular Winsford event. Transport system has meant we could leave the car at home and visit the surrounding areas and enjoy the theatre and shopping. Have to go now – late for a local play in the excellent shopping centre!

L. Hi, Visiting Winsford this week...how great it is! The new shopping centre has all the latest designs but has an old town feel to it (similar to the Rows in Chester) and I was spoilt for choice! The market is thriving and includes a farmers market... they have events on that tie in with the monthly theme of the market – this week it was Victorian costumes. The transport has improved too; gone the speed bumps and the multitude of road humps. The buses are linked to nearby tours and cities so you can hop on, hop off and the station looks really pretty. Last night we tried one of the restaurants on the Flashes water front and while we ate we watched live music by a band who played on a narrow boat, followed by fireworks later. The kids went to the cinema and bowling alley so they had a great time too. Tomorrow we are going to an event that is being held by local charity – it is celebrating the changes in the town – there is a real sense of community spirit. There is so much going on it is hard to fit it all in a postcard so will tell you more when I see you!

M. Don't forget to plan to visit our new waterside front – amenities, facilities stretch from the old Vale Royal Lock up to and including the Flashes.

Parking is still an issue so you will need to come off peak

Traffic through the town is now ideal so access from the M6, should be easy

Your youngsters will find that we have full functioning activities / clubs most nights and throughout the school holidays to cater for most interests

This summer we have a full list of events/ festivals via W.T.C. website

Bonus – due to the size of the town with the additional housing – we now have a John Lewis! WUFC are now in the League!

## **APPENDIX K**

### **Stakeholder Workshop Friday 2 March 2012**

#### **Feedback from group discussion**

##### **Group 1**

###### ***Move the town centre – around to River***

Will help to link Over and Wharton

- Easier access to station
- Improved bus service to link residential and shopping areas
- Create opportunities for socialising eg shops opening later in evening and activities
- Business support/ incentives

###### ***Create Employment***

- More diverse range of job opportunities
- E.g. Hotels, shops, new businesses on industrial estates
- Garden centre
- Leisure e.g. Cinema/ cafes/ restaurants
- Nat Lane – regenerate

##### **Group 2**

1. Balance between green and urban development
2. Joined up shopping experience (old and new)
  - Both existing town centre and High Street
  - 2 tier - Independent shops (high street) Major shops (town centre)
3. Make better use of existing buildings
  - Concern about the number population of Winsford capable of supporting shops
4. Plan for small Industrial/ workshop type facilities for business
5. Promoting and rewarding Apprenticeship Schemes and Employers
6. Improving and Promoting the Flashes

##### **Group 3**

###### **Unite the town through:**

- All routes lead to town centre
- Redevelop water front cafes evening economy
- Community facilities – grow through use of existing buildings
- Transport links – Public – access the town - cycle routes, walking – safer routes to schools
- Housing – knock on effect too for Schools and Transport systems