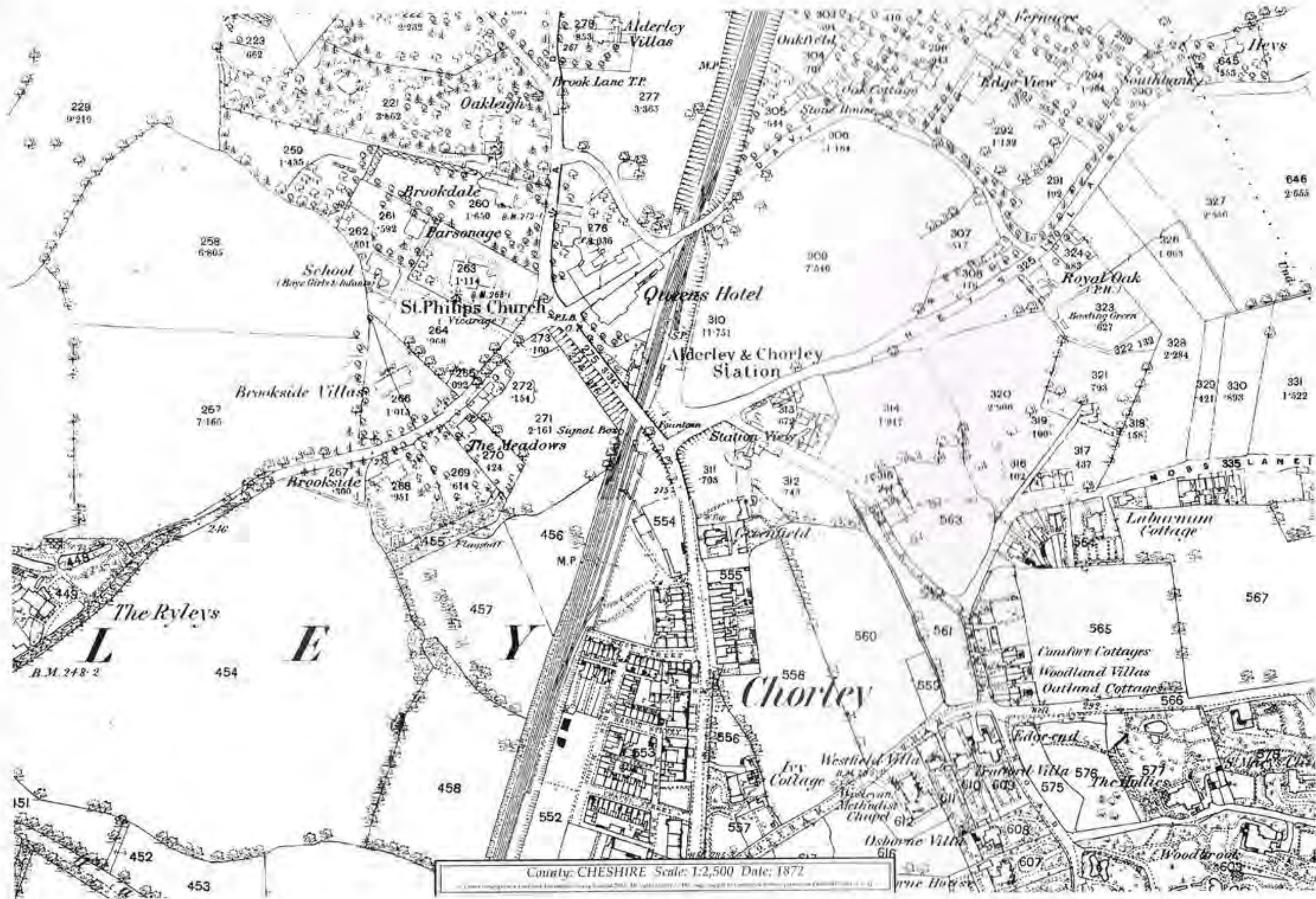


**Alderley Edge
Parish Plan
July 2010**



Contents

	page		page
Chairman's Foreword & Welcome	2	10. Environmental	13
Parish Council Comment	2	10.1 Green Environment	13
2. What Is a Parish Plan?	3	10.2 Housing & Development	14
3. Why Produce a Parish Plan?	4	11. Traffic & Transport	15
4. Our History		11.1 Road Use	15
5. Our Community Profile	6	11.2 Parking	16
We Love our Village!	7	11.3 Public Transport	19
6. Our Plan	8	12. Social & Community	21
7. How Our Parish Plan Was Produced	9	12.1 Local Facilities	21
7.1 Introduction	9	12.2 Services & Amenities	22
7.2 Survey Guidelines	9	12.3 Community Security	23
7.3 The Research Methodology	9	12.4 Child & Youth Facilities	24
7.4 Survey Analysis	10	APPENDICES	25
7.5 Time Frame	10	Alderley Edge Parish Plan: Action Plans	26
8. Acknowledgements	11	Built and Green Environment	26
9. The Vision	12	Road Use	28
9.1 To Protect & Preserve	12	Parking	29
9.2 To Improve & Create	12	Public Transport	30
		Facilities	31
		Services and Amenities	34
		Young People	36
		Security	38

Chairman's Foreword & Welcome Parish Council Comment

The reasons for a Plan and the detailed responses to the survey are set out in this document. Suffice to say, this is the culmination of many hours of effort, by over 45 of your fellow residents. The response rate and level of detail in the questionnaires returned, coupled with the feedback from two, well attended public meetings, allowed the volunteers to develop a set of well researched solutions to the issues you raised. The action plans are towards the end of the document. Some will be easy to develop and cost very little. Others will not. You, the residents, raised the issues. You have also devised the solutions. The key will now be turning these worthy plans into definitive actions.

Your Parish Council will adopt the document as an indication of the agenda, on which we would wish them to focus. However many actions will require residents to become involved themselves.

The overriding sense the Steering Group perceived from the completed questionnaires was one of pride, and a desire to nurture and improve the community we live in.

I personally wish to thank all the members of my Steering Group for the months of selfless effort they have all put into the production of this Plan. I further wish to thank the sterling work of the forty additional residents who came forward at the Open Day. They took the issues you raised and converted them into the action plans you see at the end of this document.

None of this would have happened without funding and gifts in kind. A full list of the generous donors appears at the end of the Plan.

I hope as you read the document, you are as excited by the results of the Plan as we are. Please get behind the Parish Council and the Steering Group. Help us to ensure our village of Alderley Edge continues to grow and prosper well into the future by volunteering for any of the actions that takes your fancy. Without your involvement this exercise will have been of limited use.

Nicholas Ridings

Alderley Edge Parish Plan Steering Group Chairman

This Parish Plan document is of tremendous value to the Council, it embodies the views of the stakeholders of the Parish. No longer can it be said 'where are you getting your priorities' or 'where do you get the mandate to move the Parish in that direction'. This plan removes any ambiguity of what Parishioners priorities are.

This plan and the following Village Design Statement give the council well reserched and documented evidence, to present to Cheshire East Council when looking for extra amenities, funding, priorities etc.

Additionally when looking for external funding to bring some of the action plans to fruition, this plan provides external bodies the view of the people and their priorities for their village.

I would personally like to thank everyone that look part, from the people that turned up to open events, people that filled in the questionnaire, the people in the working parties, but especially to the Steering Group ably chaired by Nicholas Ridings. Many hours have gone into this document over a long period of time, the tenacity of the Steering Group seeing it through.

This isn't the end, it's the start. The action plans now need picking up, developing and if at all possible implementing. Your Parish Council, your Steering Group, need your help to do this.

Paul Tomlinson

Parish Councillor Alderley Edge



2. What is a Parish Plan?

Communities everywhere are constantly changing. Central government has encouraged communities to take more control over local matters, to determine what is to be done in local neighbourhoods. While we cannot always prevent change, we should be able to influence it. Our Parish Plan can help our community to bring about desirable change: giving everyone the opportunity to influence the development of their surroundings; providing an opportunity for everyone to have a voice in local matters.

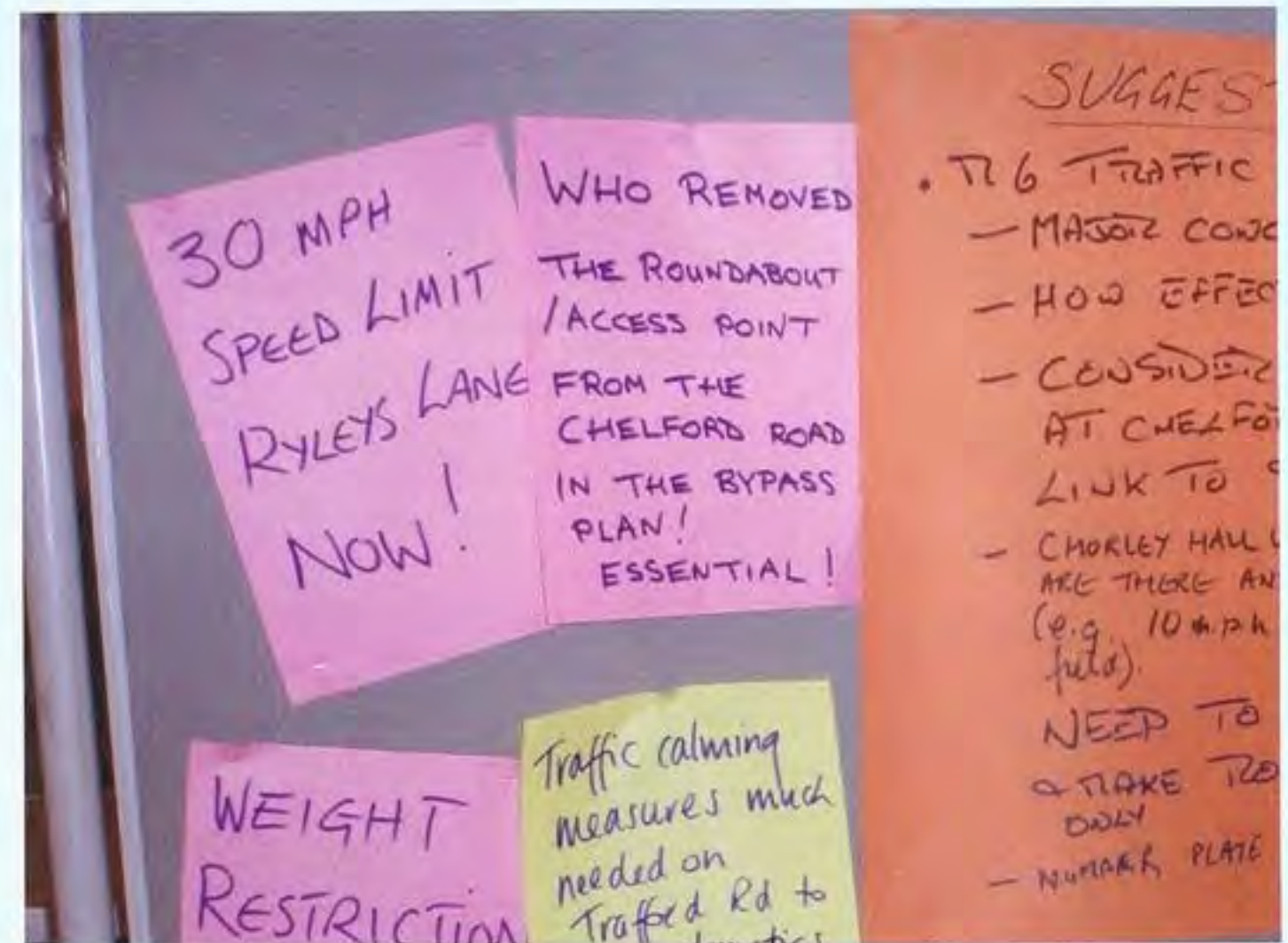
The key to the success of the Parish Plan lies in its local implementation. It should give a community the opportunity to address social, economic and environmental issues and initiate suitable remedies.

A Parish Plan is intended to be an evolving document, outlining how its community would like to develop over a period of years, including action plans detailing how developments can be achieved.

A Parish Plan should bring together the views, needs and opinions of the whole community, covering the relevant social, economic and environmental issues. There is no set format. It is up to each community to define the issues to be tackled by its own, unique Parish Plan.

Although Parish Plans have no legal or formal status in the Town and Country Planning System, the information they contain has the potential to influence a wide range of organisations and processes affecting the dynamics of rural communities. Ideally, they should complement local planning policies.

They should also be influential in local housing policies and land use strategies, as well as contributing to the way local services are managed and delivered. Above all, a Parish Plan is a statement of how a community views itself, what it values, and how it would like to develop in the future.



3. Why Produce a Parish Plan?

In July 2007 Defra (the Department for Environment, Food and Rural Affairs) published its report on the integration of Parish Plans into the wider systems of local government. This report looked at the development of Parish Plans, and how to integrate them into the local government system.

In November 2008 the Countryside Agency directed that Parish Plans, Village Design Statements and Supplementary Planning Documents should be supported and encouraged, identifying some of the wider benefits that parishes identified as arising from producing a Parish Plan

- *building community spirit*
- *unleashing hidden talents*
- *giving the Parish Council a fresh focus*
- *producing a valuable source of information and evidence*
- *encouraging new councillors to come forward*
- *forming new partnerships and links*
- *discovering new funding streams*
- *enhancing public recognition of the value of Parish Councils*
- *tangible results, such as new play areas, footpaths, wildlife reserves, a shop, a village hall, a recycling centre etc.*

In the Cheshire area, where over fifty Parish Plans have now been completed, tangible benefits have already been derived from undertaking a Parish Plan project. These include:

- *construction of a new playground*
- *creation of new village websites*
- *setting up a youth café in a local pub*
- *reinstatement of village events*
- *planning and implementation of a community shop*
- *reduction in village speed limits*
- *funding for street furniture, signage, seating etc*
- *representation of Parish Plans on the Local Strategic Partnership*

In addition to these specific benefits, there is also a much wider benefit to be gained from producing a Parish Plan in terms of planning 'land use'. If a community wishes to participate fully in the planning processes by influencing policy formulation and proposing improvements and changes,



it needs first to have a clear idea of its own demographic make-up, the strengths and shortcomings of current services and facilities and the opinions and attitudes of its residents and workers.

A well researched, informed and organised Parish Plan will provide all of this information and enable the community to put forward confident and constructive comments on a wide range of consultations, including not only land use planning, such as housing strategies and environmental action plans but also service planning, such as health and transport provision.

4. Our History

A Legacy of Ancient Industry and Legend

The Edge has seen extensive mineral extraction for upwards of four millennia. Before, during and after the coming of the Romans, mines under the Edge were worked for a variety of different resources. In the 19th Century the discovery of cobalt, needed by the nearby Potteries, made the mines of the Edge the most profitable in Britain. Though now no longer viable, the legacy of the mines nevertheless continues to shape the contours and hollows of the Edge.

The 'Legend of Alderley' has its origins in ancient oral history. Local author Alan Garner (who set his stories 'The Weirdstone of Brisingamen' and 'The Moon of Gomrath' around the Edge) has shown how the legend may have grown from early kingship rituals and subsequently become linked with stories of King Arthur. The King Arthur (or 'sleepers') myth is not confined to Alderley Edge, occurring throughout Britain and even Europe. But it is easy to see why a version of it came to be associated with Alderley, and particularly the Edge with its hollow sandstone hill riddled with mine shafts, tunnels and chambers.

Neolithic flints attest to early industry in the area. A beautiful bronze axe-head found in the ground at Common Carr Farm dates to the Bronze Age. A pot of coins found in a mine shaft on The Edge has been dated to 340 AD. A beacon built on the highmost elevation of the Edge, reputedly then visible from seven counties, was lit to warn of Spanish invasion in 1588. Bonnie Prince Charlie's forces passed over the Edge in 1745 on their way to Macclesfield and on to Derby. And in the 1840s the railway arrived, bringing the village that was to become 'Alderley Edge' into the modern era.

The Railway and the Villas

Prior to the railway, 'Alderley Edge' simply did not exist. There were parishes of Chorley, Nether Alderley and Over Alderley - but where the main road now passes through the village, there was just a highway named after the old Roman Road, 'Street Lane'. The place where Chapel Road, Macclesfield Road and Chorley Hall Lane converge was known, quite logically, as 'Street Lane Ends'. The railway company arrived and built a station bearing the legend 'Chorley for Alderley'. But later, fearing confusion with Chorley in Lancashire, they borrowed the name of the



nearby escarpment and re-branded the station 'Alderley Edge'. The railway then set about encouraging Manchester businessmen to come and live in the village, luring them by its pleasant rural surroundings and the promise of free rail travel for anyone building a home over a certain rateable value. To this day, the village is attractive to in-comers from Manchester and further afield.

Much of the 19th Century development of Alderley Edge took place on land owned by the de Trafford family. In 1938 the neighbouring Stanley family belatedly attempted to sell off large portions of their own estate. Included in their sale were, according to the auction particulars, 'many valuable BUILDING SITES including the famous ALDERLEY EDGE and WIZARD WOODS with glorious views.' But with the Munich Crisis and war imminent, the property market was sluggish. The sale was not a success, and the wooded crest and southern slopes of the Edge remained undeveloped.

Some years later the Pilkington sisters were able to broker an arrangement between the Stanleys and Cheshire County Council, resulting in the Edge being handed over in perpetuity to the safe keeping of the National Trust.

5. Our Community Profile

The 'modern' village was born on 10 May, 1842 with the opening of the railway station. The railway company encouraged wealthy industrialists to build mansions on the Edge to be serviced by tradesmen, servants and shopkeepers living at the bottom of the 400 foot escarpment. The buildings alongside London Road stand today as a reminder of the rapid 19th century development. Expansion has continued to take place and the parish has a current population of some 5,000 people.

Alderley Edge is situated some 15 miles from the City of Manchester, at the most southerly point of the Manchester conurbation. It is served by a good network of motorways: M6, M56 and M60; and is on a main railway line to Crewe, Birmingham and London. Manchester Airport is minutes away. The ease of commuting to other regions has made the village a very popular place for people to live. This has created a demand for schools, a public transport system and the usual financial and related services. Lately a network of restaurants and smaller eating houses has developed along London Road giving the village a holiday aura. This development has been accompanied by a marked decline in the number of local retailers.

There is little manufacturing in the parish. The largest local employer is the multinational pharmaceutical company Astra Zeneca with its research centre dwarfing the adjoining small parish of Nether Alderley. The village can be described as a dormitory suburb with a high proportion of retired people. Restaurants and wine bars grouped around London Road (the village high street) attract younger residents and visitors, transforming the village to a hub of nightlife.

A nationally recognised Music Festival takes place annually. The Festival Hall is a venue for many local events including a thriving monthly farmers' market. Ownership of the hall has recently been restored from the local authority to the Parish Council, and it is hoped that this facility will be of increasing benefit to residents. The local cricket club is well supported, and has facilities for cricket, hockey, tennis and squash racquets.

Alderley Edge is well served by its schools, including a very popular state primary and two independent establishments. Teenage children may attend secondary schooling in surrounding towns. The village has three churches, one small library, a post office and one of the country's oldest



scout/guide headquarters. The Alderley Edge & District Scout Band has achieved high acclaim and has won many trophies.

In short, Alderley Edge has an enduring appeal to residents and visitors alike. Its unique identity is dependent as much on its rural setting (wooded escarpment and encircling swathe of green belt) as by its village centre and distinctive Victorian architecture.

We love our village!

Alderley Edge continues to undergo change. Wine bars flourish and greengrocers disappear; restaurants and antique outlets replace fishmonger and book shop. Traffic density increases and parking becomes problematic for residents and workers alike.

But the vibrancy of the village is maintained. Its setting and its people, its legends and mystique remain. Some residents embrace change; others resent it - and so it has always been, with shifts in our modern circumstances echoing similar changes in times past.

Villagers walk through the village, recognising friends and stopping to chat. On the broad pavements flanking the high street, children walk to school, mothers meet friends, business people sip coffee over a meeting or relax over a glass of wine. This is still a village. Shops and folk. People who belong. Most of us who live here would not wish to be anywhere else. We are very happy to spin and eddy our way through the years right here, in our precious and much loved village of Alderley Edge.

Alderley Edge: the changing high street

	1928	1948	2006
Grocer	6	7	(1 supermarket)
Butcher	6	6	2
Sweets/tobacco/cake	8	4	1
Dress/outfit/milliner	6	8	6 'fashion'
Greengrocer/fish/game	3	4	0
Bank	3	3	4
Chemist	2	2	2
Jeweller	2	2	2
Stationer/book/news	3	2	1
Shoe/boot	3	4	(1 sports footwear)
Restaurant/café/bar	2	3	12
Estate agents	0	0	3
Travel agents	0	0	3
Wine	1	1	4
Ladies' hair/beautician	1	1	4
Charity shop	0	0	3
Interior design	0	0	2

Notes:

- Definitions approximated to changing times
- 'Minority' shops excluded e.g.:
 - 1928, one each: garage, car sales, cycle, riding academy
 - 2006, one each: engineering consultant, garden supplies, pastry cook, sun spa, bridal wear, antiques
- Independent traders have been hard hit in recent years by the opening of superstores on the nearby A34 bypass. Since the 2006 survey a Tesco Metro has opened in the high street itself.



6. Our Plan

The Alderley Edge Parish Plan was initiated by Parish Councillors who recognised that significant changes affecting village life were being driven by developments both internal and external to the village. The community of Alderley Edge is witnessing substantial changes affecting social and economic life, amenities, infrastructure, and the built environment.

the consultation

Preliminary soundings in preparation of the Plan revealed the concern felt by parishioners about the future of the village. Many are pessimistic as to the direction of events, fearing that villagers and their direct representatives have little influence.

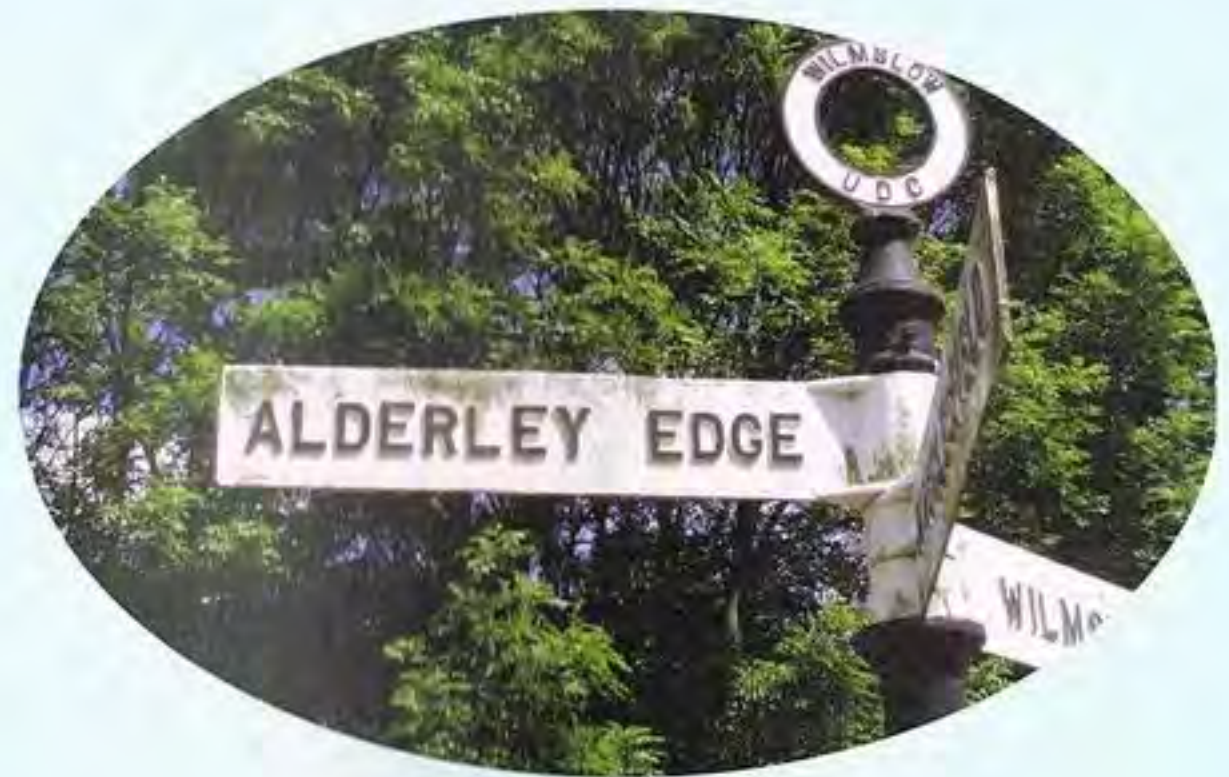
This first Parish Plan is prepared by stakeholders to document, preserve, and develop what is important to the preservation of our unique village identity. The Plan reflects extensive consultation involving well attended public meetings; also formal research, professionally designed and analysed, which yielded over 800 detailed responses from households and workers within the parish. The response to this survey was powerful. Our community has laid down clear guidelines for addressing the key issues facing Alderley Edge.

the process

The Parish Plan has been led by a Steering Group of dedicated parishioners, in close liaison with Parish Councillors.

The detailed Action Plans have been prepared by Working Parties of village residents and workers, led by and reporting back to members of the Steering Group. These have generated proposed solutions to the needs identified.

Some proposals will be directly incorporated in the initial Parish Plan, while others will form contributions to a subsequent Village Design Statement. The Steering Group will establish continuity of implementation throughout the project.



Our Mission

We, the people of Alderley Edge, have expressed our shared concern to preserve both the physical and the social attributes of this unique location and its immediate surroundings. It is we who have initiated, supported, and directed this strategy for the future of our village.

The aim of this Plan is to propose a number of practical steps desired by the people of Alderley Edge to protect and enhance our parish.

Subject to periodic review and updating, the intent of this Plan is that it underpin and co-ordinate developments affecting the parish: both contributing to enhanced amenity and preventing its loss.

'Thank you for giving us a chance to have our say.'
a parishioner

7. How Our Parish Plan Was Produced

7.1 Introduction

Following a public meeting in March 2007, a Parish Plan Steering Group was formed with the intention of developing first a Parish Plan and subsequently a Village Design Statement for Alderley Edge. Preparatory to both exercises, the Steering Group agreed to conduct a survey of parishioners' and stakeholders' views before the end of the year 2007.

Steering Group members were:

Nicholas Ridings (Chairman)
Ian Daglish
Godfrey Hall
Keith Lowe
Hannah Rathbone
Harold Smith
Paul Tomlinson (Parish Councillor)
Mike Williamson (Parish Councillor)
Yvonne Wrynych (Parish Councillor)

7.2 Survey Guidelines

In determining guidelines for the proposed survey, the Parish Plan Steering Group consulted widely including Parish Councillors, Cheshire Landscape Trust, and reports from other parish surveys.

Final agreed guidelines were to:

- offer participation to all living or working in the parish
- seek relevant & actionable information while ensuring that unexpected views / attitudes could be captured
- conduct separate surveys of adults (18+) and of young people
- make questionnaires as concise and clear as possible

It was decided that only minimal personal information would be requested (specifically: postcode of residence, for purposes of distribution analysis; and employment status).

Two key areas of known concern were traffic problems and building development. Attitudes to these were to be probed in depth. In addition, the Steering Group agreed to explore the topics of village facilities, local services & amenities, and personal security.

It was of particular interest to the Steering Group to stimulate spontaneous views on 'positives and negatives' of the village, to encourage respondents to 'lift' their vision above day-to-day matters to consider longer-term, 'visionary' aspirations. It was recognised that this would require 'open' questions, even though these would be more onerous to analyse and assess. (This proved to be most worthwhile.) A further benefit of 'open' questions in this context was that spontaneous comments yielded a more honest representation of respondents' views than 'closed' questions.

7.3 The Research Methodology

The following paragraphs are a summary of the full Methodology section of the Research report which can be read in full at:
www.youralderley.co.uk

The vehicle chosen for the survey was a printed, self-completion questionnaire. Sufficient 'open' questions were included to give respondents opportunities to express and explain their detailed views.

In the specific case of Housing and House Building, it was anticipated that a substantial number of respondents would be opposed to any further development. In order to probe beyond simple negative responses, this section encouraged all respondents to think about various forms of development by positing the hypothetical situation, '*If more housing has to be constructed...*'

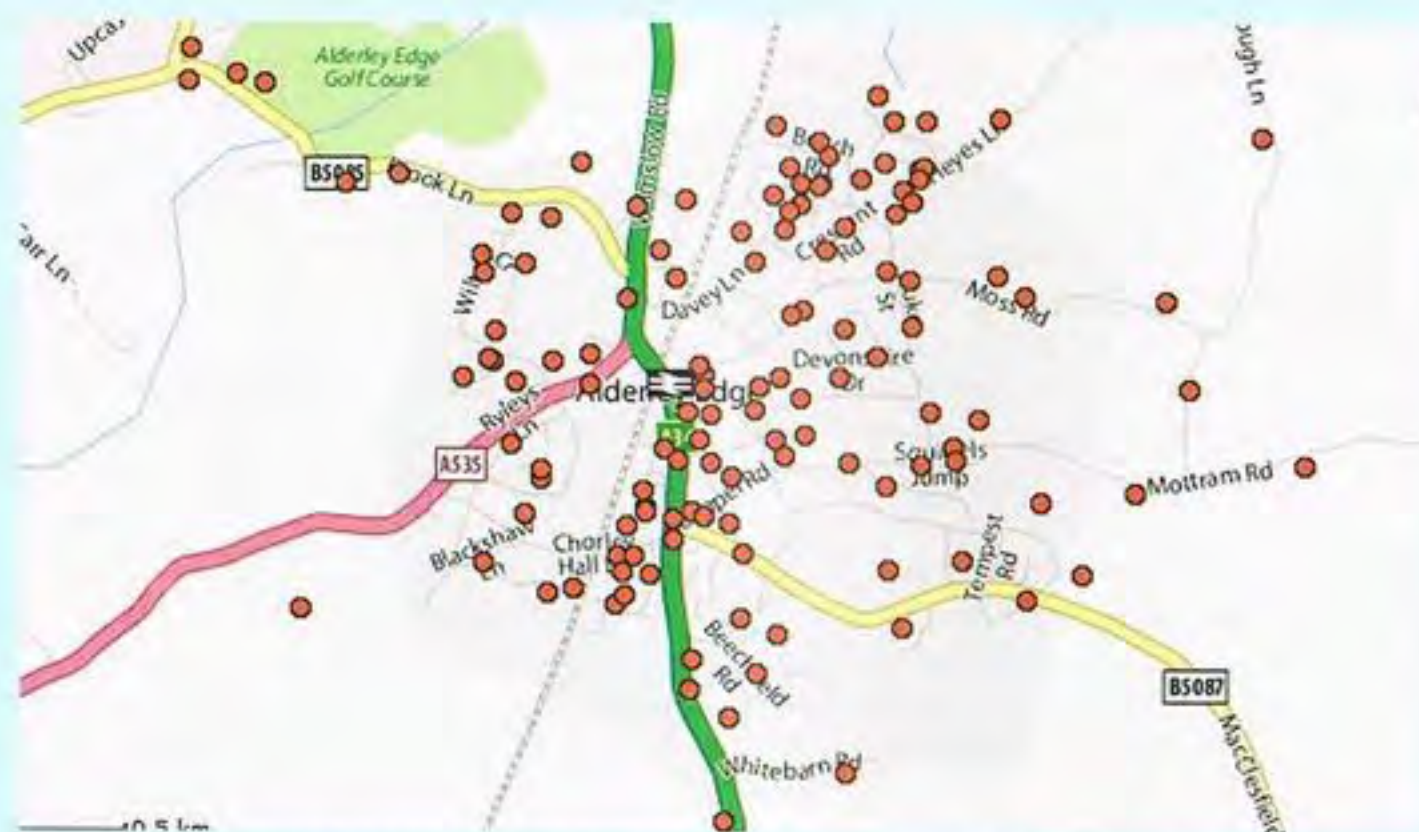
The four-page adult (Over 18s) questionnaire was distributed with an explanatory cover sheet and a reply-paid envelope attached. Distribution was by hand, with one set of questionnaire and attachments to every known household within the Alderley Edge Parish. Further sets were delivered to local businesses.

Approximately 2,600 printed questionnaires were delivered to dwellings and businesses in the parish. By the close of the survey in January 2008, a total of 817 had been completed and returned.

7.4 Survey Analysis

With early returns indicating a large response, the Parish Plan Steering Group agreed to place the analysis of the adult survey with an independent professional body: Alderley Marketing Ltd., whose Managing Consultant had already volunteered guidance on aspects of the questionnaire design.

The resulting report is therefore independent of the views of the Steering Group, and is presented as an objective review of attitudes and opinions of the parishioners and other stakeholders of Alderley Edge.



Questionnaires recieved from all parts of the village.

7.5 Time Frame

Public Meeting	Steering Group formed	March 2007
Questionnaire	Questionnaire designed	August 2007
	Questionnaire piloted	September 2007
	Questionnaire distributed	November 2007
Analysis	Results analysed	April 2008
	Survey report produced	May 2008
Working Parties & Action Plans	Residents' meeting held to discuss the report	June 2008
	Working parties constituted	August 2008
	Action plans developed	September 2008 to July 2009
Draft Plan	Summary distributed to residents	September 2009
	Open meeting held to approve the results	October 2009
Final Plan Launch	Parish Plan document published	July 2010

8. Acknowledgements

The Alderley Edge Parish Plan would not have happened without four important ingredients:

- Financial support
- Community support
- Dedicated time and effort by the Steering Group and Working Parties.
- Consultancy

The financial support was generously provided by:

- Cheshire County Council
- Macclesfield Borough Council
- Alderley Edge Parish Council
- The Alderley Edge Institute Trust

No less was the generosity of support received from interested Community groups, including:

- Free provision of meeting facilities by the Alderley Edge Union Club and the Alderley Edge Cricket Club.
- Printing provided by Mark Jones of Emerson Group Ltd
- Alderley Edge Scout Group for help in distribution.
- Time freely given by the Steering Group and Working Party members.
- Residents' participation in completing the questionnaire and the two Open Meetings.

Professional research facilities provided by:

- Alderley Marketing Ltd

The Steering Group is grateful to all those who have been involved in the production of this Parish Plan.

The Steering group would also like to thank the children of The Alderley Edge Primary school for their efforts in producing their drawings representing parts of the village. Several of which are used on the front cover and below.



9. The Vision

The following sections are a brief summary of the detailed, forty-seven page report on the Parish Plan Survey, which can be read in full at:

www.youralderley.co.uk

IMPORTANT NOTE: The Parish Plan Steering Group acknowledges a responsibility to reflect the key concerns and wishes expressed by parishioners, regardless of current funding availability or whether these be short term or strategic in nature.



9.1 To Protect & Preserve

As the initial question on the questionnaire, residents were asked about their vision for the village by giving their views on firstly 'What are the most important things about Alderley Edge to Protect and Preserve'. Responses were consistent and are summarized as follows:

The SOCIAL aspect:

- *'village life': character and atmosphere of a small village, within its present boundaries, distinct from Wilmslow, with its own thriving economy*
- *'sense of community': inclusive, avoiding social fragmentation*
- *shopping centre: the heart of a living village, its economic hub, capable of meeting residents' everyday needs*

The ENVIRONMENTAL aspect:

- *green belt and the Edge integral parts of village identity*
- *park and open spaces within village important*

The DEVELOPMENTAL aspect:

- *traffic: bypass & reduced congestion to protect village atmosphere*
- *preservation of historic building heritage*
- *prevention of inappropriate building development*

9.2 To Improve & Create

Secondly 'What are the most important things about Alderley Edge to Improve and Create'. Responses were also consistent and are summarized as follows:

1. SOCIAL

- *'community spirit': inclusive, respectful, vibrant, with shared social and cultural activities*
- *shopping centre: restore an important focus of village life*

2. TRANSPORT

- *bypass: completion demanded by a very large majority; with assurances of no development permitted along the bypass*
- *traffic problems: wide acceptance that bypass will not solve all problems*
- *parking: inadequate, more urgently needed to permit access to centre*

3. DEVELOPMENT

- *planning: more sensitivity to local needs; stop or strictly limit new building*
- *high street: enhance appearance, especially Clifton St and parade 'eyesores'*

10. Environmental

10.1 Green Environment

Alderley Edge is defined by its surroundings as much as by its heart. An overwhelming majority of parishioners (647, over 79% of questionnaires returned) were opposed to any encroachment of development onto the green belt surrounding the village. As part of the Vision for Alderley Edge, the green belt and the Edge were identified as integral parts of the village, along with the importance of retaining the park and open spaces within the village.

More than one in ten of all questionnaires received mentioned the importance to Alderley Edge of the surrounding countryside, expressed in a variety of ways.

Important to 'Protect and Preserve'	
	Number of Residents
The 'beautiful', 'rural' or 'semi-rural' surroundings, farmland, or 'green belt'	81
The parkland, open spaces, trees, and general greenery	44
The 'Edge' and its footpaths	31
The peace and quiet	30
The historic aspects	18
General cleanliness and tidiness	8
Conservation Areas	7
Sporting facilities	4
Total comments	223 (27% of 817 returns)

How important to keep intact the green belt surroundings



ACTIONS PROPOSED BY WORKING GROUP

- Register on master map important village characteristics (development, amenities, natural features, protections, etc.), record changes and make them web based.
- Prepare a Village Design Statement. This to include: appearance High Street; possible extension / creation of Conservation Areas; new development guidelines.
- Recognise development of green belt as non-negotiable; specifically, ensure Cheshire East authority prohibits any development on green belt around bypass.
- Preserve the park and other green spaces within the village
- Support and encourage local environmental groups (e.g., Edge Association, Cricket Club)

10.2 Housing & Development

This was predictably the most emotive topic covered by the Parish Plan survey.

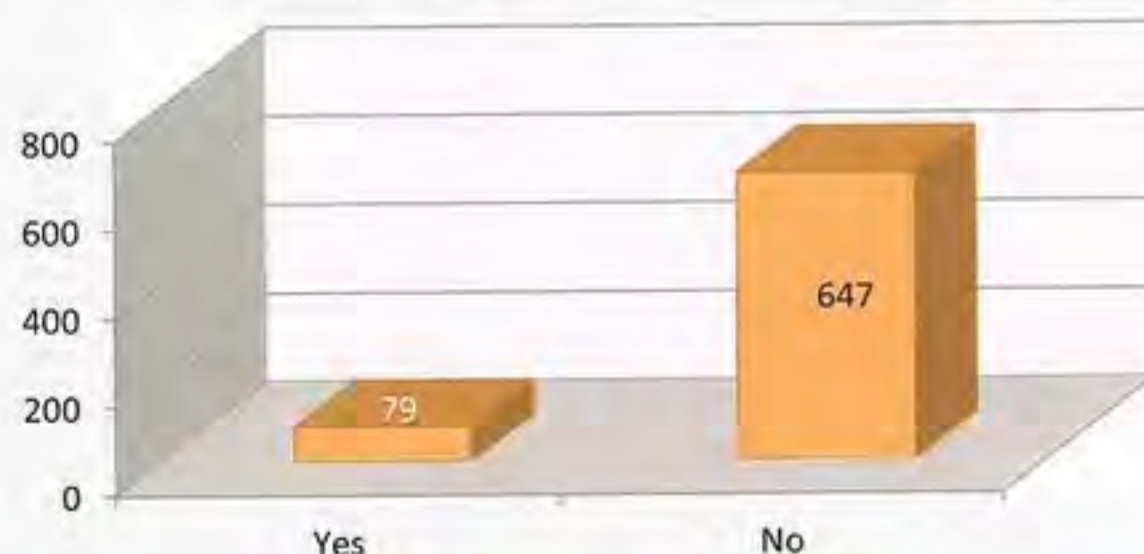
Parishioners were broadly opposed to *any* increase in the size of the village: in its boundaries, in its population, or in housing. 647 respondents objected to 'more housing constructed in Alderley Edge.'

A minority (79 respondents) would accept more housing. These mainly favoured the provision of 'affordable' housing, although with strict limits on location, style, and availability. Analysis of this sub-set of respondents revealed that most favoured replacement of existing buildings only, within the existing built up area, or else somewhere else away from the village itself or its green belt.

There were widespread fears that much new development is out of keeping with the style of the village, and that it may prove socially divisive.

There was particularly strong opposition to demolition of older properties characteristic of the village, and widespread resentment of the intrusion into the village of flats/apartments. 'No more housing' was supported by 79% of the questionnaires (with 10% agreeing to some, and 11% no response). 89% of the respondents said that if more *has to be*

Would you prefer to see more housing constructed in Alderley Edge



constructed, then it must replace the existing buildings only, and then only if new infrastructure is provided; there must not be any more flats or estates; there must definitely be no building on green belt. The minority agreeing to 'more housing' would do so only with similar, very strong conditions attached: generally permitting only 'affordable' family homes for locals.

Important to 'Protect and Preserve'	
	Number of Residents
architectural heritage	55
the village by preventing further development	48
No more flats or offices	14
Strengthen powers to limit development	10
The need for housing for the young	2
Total	129 (16% of 817 returns)

ACTIONS PROPOSED BY WORKING GROUP

- Secure local Authority agreement for strict enforcement of local planning guidelines (such as the existing, highly detailed yet largely unenforced 2004 'Alderley Edge Conservation Area Appraisal').
- Recommend extension/creation of Conservation Areas to include (e.g.) London Road.
- Seek appropriate protection for structures deserving Listed or Special status.
- Document and enforce vision for London Road (building standards, fascias, street furniture, signage & advertising).
- Document and enforce vision for housing mix in parish.
- Consider practicality of 'lower cost' housing schemes.
- Liaise/support local groups dedicated to preservation.

11.2 Parking

Parking was a major concern of parishioners, making access to their village centre difficult both for themselves and for visitors. Some difficulties are caused by parking in residential areas. Solutions were urgently demanded to the problems of residents', visitors', and workers' conflicting parking needs.

121 respondents felt that car parking was a priority for improvement: most of these demanded 'more parking', 'better parking', or simply 'parking'. Difficulty of access to the village was a concern, with the consequent loss of amenity for residents and loss of business for village shops. Some respondents also complained of difficulty parking in residential streets. Permits for residents were widely mentioned, either to protect on-street parking spaces outside homes or to allow free parking in the centre.

Very few responses within this section offered practical solutions to the perceived problem: two specified that underground or basement car parks be created; others specifically rejected building car parks over recreational parkland. Some concerned for availability of parking also mentioned the need for more enforcement of parking regulations.

Parking proved to be a highly emotive subject, covering three distinct areas.

Residents' Parking

Of the 440 questionnaires that included comments in this section, only 49 (11%) failed to express strong feelings (with 16 'not concerned', 25 feeling current provision 'adequate', and a further 8 content with 'no reduction' in car parking).

Among comments cited were inadequate planning requirements for off-road parking in new housing developments. Also concerns that parked cars, including those of village workers, were obstructing residential thoroughfares.

Two linked themes apply to the high street, particularly concerns that the demise of local shopping facilities has been linked with parking difficulty, with improved parking facilities a potential solution.

Respondents suggesting using playing fields or the Chorley Road football ground were slightly outnumbered by those opposed to loss of these amenities.

In summary, this is an unresolved but nevertheless vital concern to a great majority of parishioners.

Residents Parking	Number of Residents
Total respondents (some multiple comments)	440
Unhappy with present state of parking	295
More residents parking needed	90
Need residents' parking permits	76
Parking provision not needed	56
Inconvenience caused by parking in residential areas	22
Residents' parking permits should be free of charge.	19
Lack of enforcement	18

ACTIONS PROPOSED BY WORKING GROUP

Residents' parking:

- any new-build housing to have adequate off-road parking
- stop obstruction residential streets
- explore parking permits for local residents

Workers' Parking

Only 395 questionnaires (48% of total) included comments in this section. 20 of these stated that they had 'no comment' or were 'not affected'.

There was polarization between the interests of local residents and the views of the minority of respondents who were village workers.

Among solutions suggested were stricter enforcement (partially implemented since the survey was conducted), out-of-village parking, and mandatory provision of parking within commercial premises. Special mention was made that property developers' parked vehicles obstruct roads, and that limits should be imposed when granting planning permission.

Workers Parking	Number of Residents
Comments made	395
Create better provision	286
Existing provision for workers' parking to be inadequate	184
Parking could be eased	44
Dedicated parking 'away from the village centre'	43
should be properly planned and regulated	43
Visitors parking is adequate, satisfactory or OK	31
Stricter enforcement	22
No change or no more parking for village workers	14
better incentives and improved directions to existing parking	11
Underground parking for workers	10
The need for multi-storey parking	10

ACTIONS PROPOSED BY WORKING GROUP

Workers' parking:

- seek alternatives to present inadequate provision
- any new-build to provide adequate off-road parking
- improve (but not enlarge) Ryleys Lane car park



Visitors' Parking

380 questionnaires (46% of total) included comments in this section. For 53 respondents, parking for visitors was 'adequate', or 'OK'. For some of these there was 'no need' for more; some saw scope for improvement but overall availability was 'not too bad' so long as it was not reduced any further.

The majority, 207 respondents (54%) were critical of existing facilities: 'appalling', 'chaotic', 'need more space', 'not enough for us let alone visitors'. One in ten of this group feared the economic consequences of failing to provide adequate parking.

Respondents suggested a number of expedients to alleviate the problem of visitors parking. These included making more use of existing space, notably by redeveloping the park in front of Somerfields and the Parade, improving the Ryleys Lane car park, and by making the availability of parking by the Festival Hall more conspicuous.

Against the above should be set numerous pleas that existing recreational parkland should emphatically not be converted to car parking.

The last expedient suggested by residents was more availability of short-term parking (which was recognised by some to require enforcement and to have implications for residents' parking permits).

ACTIONS PROPOSED BY WORKING GROUP

Visitors' parking:

- more on/near London Road with optimized parking time
- medium-term parking accessible (and signed) around village
- better enforcement parking restrictions in evenings



Visitors Parking	Number of Residents
Comments made	380
critical of existing facilities	207
Parking for visitors was 'adequate'	53
more enforcement	18
multi-storey parking	6
underground parking	5
Visitors should stay away'	1

11.3 Public Transport

*R*ail Services and Station

458 questionnaires (56% of total) included comments in this section.

Of these, the greatest number were predictably in favour of better services, with the most common request being 'more frequent' and 'more reliable'. Of over 200 in this section, just over half applied to service in general, and just under a further third to the direct service to Manchester. The remaining requests for service improvement were evenly divided between: reliability and frequency to Manchester Airport; and connections with inter-city services, especially featuring restoration of a direct London service from Alderley Edge.

Common requests of those using the Manchester line were for greater reliability for commuters; and extended, reliable night time services from Manchester.

161 respondents indicated that the service was acceptable, ranging from 'satisfactory but expensive', through 'OK', to 'indispensable'.

40 adverse comments were made about the station, mostly concerning its shoddy appearance, its lack of manning (especially after dark), and other security-related concerns.

Rail Services, Station	Number of comments
More Frequent	220
More Reliable	207
Better service in General	110
Direct service to Manchester	60
Shoddy appearance of station	40
Do not Use	30
Better service to Manchester Airport	25
Restore direct service to London	25
Better night time services	20

ACTIONS PROPOSED BY WORKING GROUP

Set up 'Friends of Alderley Edge Station'.

- *improve appearance*
- *improve security / reassurance through better lighting, supervision*
- *consider disabled access*
- *consider toilet facilities*

Ensure regularity of rail services to Manchester, Wilmslow, airport maintained

Bus Services

To a smaller number of parishioners, improved bus services would be an advantage. 184 respondents desired an improved service. In particular: more regular and reliable destinations, with better timetable information.

Bus Services	Number of Residents
Comments made	374
Services are necessary	217
Service improvement needed	184
Improve regularity and reliability	125
'Not concerned' or 'indifferent' or 'don't use'	79
'Satisfactory', 'adequate', or 'good enough'	78
Improve Macclesfield Service (No. 130)	24
Wider range of destinations	22
Better information and timetable	7
Subsidised, cheaper or free fares	6

ACTIONS PROPOSED BY WORKING GROUP

- *set up joint working party between Parish Council and bus operators*
- *monitor and report on reliability and customer satisfaction*

Other Transport Challenges

Since transport was expected to be a major concern to parishioners, the questionnaire allowed for additional comments to be made on public transport.

By far the largest single concern raised was enforcement of parking regulations.

	Number of Residents
Need more traffic enforcement	15
Speed reduction, more traffic lights, new road junctions and one-way systems	15
School drop-off needs addressing	14
Increase in policing of traffic problems	7
Separate cycle routes	6



12. Social & Community

A strong theme of responses to the survey is the sense of community enjoyed and desired by parishioners. Fears for the future social cohesion of the village found expression both in fears of an increasingly segregated, 'us and them' society; and in the desire for more inclusive social amenities and recreational facilities. There were also indications that improved leisure facilities/suitable meeting places for the young would benefit the village.

The A34 and its traffic notwithstanding, London Road remains an important focus of Alderley Edge village life. In living memory the composition of the facilities in the High Street has changed greatly, and never more than in recent years. Many local facilities have been lost: greengrocers, fishmongers, book shop, ironmonger, etc. There is growing concern that with the loss of these facilities, Alderley Edge is ceasing to be self-contained as a social or economic unit.

There is a very strong concern for 'community'. For many, Alderley Edge is more than just a 'safe, pleasant place to live'. Here, 'village way of life' implies a wider social involvement: a sense of 'feeling part of a community'. The 'friendly atmosphere' referred to goes beyond mere personal security, implying levels of civility and neighbourliness. This shared sense of identity can cut across social groups creating 'a caring community for residents – old, young, rich or poor'. The strong sense conveyed is of more than an ideal, but a genuine feeling of shared interests, and of belonging to the living entity that is Alderley Edge.

Lastly, the more tangible heritage of Alderley Edge is a built environment strongly influenced by a distinctive style of villas, houses, terraces, and shops constructed since the creation of the village in the mid-nineteenth century. Conservation of this distinctive style is important to parishioners, both in preservation of the old and ensuring that the new be complementary rather than discordant.



Community: Social	Number of Residents
Comments made	652
Village Life important to preserve	404
Retain sense of community	126
Preserve village character	114
Preserve village atmosphere	87
Retain mix of 'local' or 'independent' shops	78
Preservation of a coherent community (events & facilities)	43
Remain physically separate from Wilmslow	37
needing to remain 'small'	22
Keep community spirit	16
No more or fewer eateries, cafés, or restaurants	14
Retain thriving, active, or vibrant economy.	13

12.1 Local Facilities

A particular concern expressed by many was the changing nature of London Road, the village high street. While market forces will inevitably influence the balance of retail and catering outlets (i.e., shops vs. wine bars and cafés), many parishioners were opposed to the further loss of shopping facilities.

The three most important requirements to promote a sense of community were:

- More 'useful' local shops
- Preservation of the village character and individuality
- Provision of social facilities for all walks of life

With regard to specific facilities, local residents' priorities were:

- *most important: accessible doctor, Post Office, railway station, chemist*
- *lower priorities: pub(s), restaurant(s), coffee/wine bars*

ACTIONS PROPOSED BY WORKING GROUP

Village shopping facilities:

- *explore ways to encourage more 'local' shops*
- *ensure preservation of the village Post Office*
- *general enhancement of London Road architecture, street furniture, etc.*

Work with "Friends of the Park" to develop:

- *enhanced general appearance*
- *better maintenance*
- *encouragement more uses / users*
- *improved access toilet facilities*

Business plan for the Festival Hall to encourage more uses / users

Parish Council and interest groups to champion village events:

- *Alderley Edge Music Festival*
- *farmers' market*
- *new village events e.g., revival of Rose Queen*

Allotments:

- *encourage new users*
- *consider new sites*

Welcoming visitors:

- *maintain / restore village name signage*
- *liaise with National Trust to promote village alongside the Edge*

Public information:

- *improved village notice board*
- *support local newsletters & websites*

12.2 Services & Amenities

Respondents were offered a list of local services and amenities and asked to indicate on a five-point scale, 'How happy are you with each of the following?'

Responses to this section spanned a wide range of opinions, with many respondents using the full width of the five-point approval scale.

The general appearance of the village was of concern to many parishioners, finding expression in complaints about unrepaired roads and pavements, obstructed and untidy pathways.

178 respondents accepted the invitation to enter comments on local services or amenities, and 44 of these also entered a second comment for 222 comments overall.

	Number of Residents	
	Very Unhappy	Unhappy
Total Responding	178	
Parking	18	7
Roads	18	6
Street Cleaning	14	9
Pavements / Footpaths	19	6
Sports & Leisure	15	4
Refuse	19	9
Security	9	2
Clifton Street Site	5	0
Others	12	6

ACTIONS PROPOSED BY WORKING GROUP

Refuse collection:

- *address problem of bins cluttering streets and pavements*
- *better facilities for business council tax payers (e.g., shops)*

Refuse disposal:

- *identify site for new waste collection centre.*
- *more dog waste bins*

Recycling: provide plastics & cartons facility

Street cleaning: more regular and more visible

Pavement and road maintenance: better and more regular

Tidying verges: encourage residents to fulfil obligations

12.3 Community Security

When prompted, the primary concern of parishioners was burglary, followed by vandalism, and by antisocial or threatening behaviour. Lack of visible policing and lack of confidence in reported crimes being actioned were also mentioned.

Respondents were asked their willingness to support enhanced security, it was not made clear whether 'Through Council Tax' implied incremental or existing levels of taxation. Hence, some of those *approving* this option as well as some *rejecting* it were similarly indicating their reluctance to pay any more.

For 30 respondents, a most important aspect of the village was peace and quiet: ranging from 'tranquillity' to personal security and 'law and order'.

40 adverse comments were made about the railway station, mostly concerning its shoddy appearance, its lack of manning (especially after dark), and other security-related concerns.

ACTIONS PROPOSED BY WORKING GROUP

Police liaison:

- *Improve communications with police / PCSO*
- *Improve publicity PCSO role / service*
- *Encourage more reporting*

Support neighbourhood watch schemes

Consider need for a village community action team to liaise with Police



12.4 Child & Youth Facilities

While the Parish Plan survey was explicitly directed to adults in the parish, a parallel survey of young people was attempted. This youth survey attracted very few spontaneous responses, the majority of returns coming via the cooperation of one single school. Given the width of that school's catchment area, the Parish Plan Committee felt that the young people of Alderley Edge and their needs were under-represented in the 2007 survey.

A highly motivated Working Group linked to the youth of the parish has developed a number of strategic options.

ACTIONS PROPOSED BY WORKING GROUP

- Set up youth working party, sponsored by Parish Council.
- Organise youth survey to complement main Parish Plan survey findings.
- Publicity for full range of youth facilities available.
- Involve youth in environmental projects (e.g., allotments)
- Organise after-school activities in liaison with schools and residents.





Alderley Edge Parish Plan: Action Plans

GLOSSARY OF ABBREVIATIONS: (Underline equals lead group)

CEC Cheshire East Council

CLT Cheshire Landscape Trust

PPIT Parish Plan Implementation Team

CPRE Campaign to Protect Rural England

EA The Edge Association

PC Alderley Edge Parish Council

VDS Parish Plan Village Design Statement Team

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
Built and green environment : Action Plans					
1	Create a record of the important characteristics of the parish	Create a map detailing the important characteristics of the parish. Publish document on www.alderleyedge.eu and elsewhere. <u>Review and update document regularly</u>	Document published	<u>VDS</u> EA PC	Short term
2	Preserve the character and atmosphere of the village centre	Prepare the Village Design Statement and update the Conservation Area Project. Examples to be included in the documents are: • Draw up guidelines for building standards and design and publish as part of the Village Design Statement • Create and submit a report to the Parish Council detailing the improvements and required renewal of street furniture. • Speak to the Parish Council regarding the control of signage & advertising banners. • Commission a competition for the design of a village statue or other central feature • Speak to the Parish Council regarding the planting of additional trees in the High street.	Documents published.	<u>VDS</u> EA Traders' Assn. PC CEC	Medium term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
3	Preserve & protect architectural and environmental heritage	Submit a report to the Parish Council recommending the extension of the Conservation Area to include London Road and other identified areas. Include in the Village Design Statement Submit a report to the Parish Council to register important individual structures / sites requiring protection.	Reports submitted and accepted	VDS EA PC CEC	short term
4	Requirement to address the housing mix within the parish. Planning decisions made locally, should be enforced and not overturned by authorities outside the parish.	Send a letter to the Parish Council to seek their assurance that they will continually represent the views of the people of Alderley Edge outlined in the Parish Plan at all planning decisions Ensure all planning applications are published to the community effectively Incorporate into the Village Design Statement a consideration of the practicality of 'lower cost' housing. Incorporate into the Village Design Statement the sentiment that local needs and views must influence all future planning decisions. Discuss with the Parish Council and Cheshire East planning authority how planning decisions can be better enforced.	Plan for housing provision incorporated into the Village Design Statement. Local planning decisions successfully published, enforced and not overridden.	VDS EA PC CEC	Short - Medium term
5	Preserve existing green belt, especially around the completed bypass.	Incorporate the views of the questionnaire respondents, into the Village Design Statement, to preserve the green belt. Specifically, include the promise not to allow development around bypass is upheld. Send an interim report to Cheshire East Council summarising the requirements of the respondents to the questionnaire.	Incorporate highlighted issues into the Village Design Statement. Report to Cheshire East County Council produced	VDS, EA PC, CEC CLT, CPRE	medium -long term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
6	Preserve green spaces within village, which are not part of the greenbelt.	Include on the map important characteristics of the parish.	Incorporate highlighted issues into the Village Design Statement	VDS, EA PC, CEC	medium -long term
Road Use : Action Plan					
8	Completion of the bypass will bring new road use issues to the village.	Conduct a traffic survey on through traffic after the bypass has opened.	Traffic survey conducted and findings submitted to Cheshire East Council Highways Department	PPIT/ PC/ CEC Highways Department/ Local Police	Short Term
9	Reduce the volume and speed of traffic in the village	Send a letter to Cheshire East Council Highways Department to request that they consider addressing the issues raised in the questionnaire and subsequent survey, including: • Speed limits including reductions to 20 mph where applicable. • Explore calming measures on London Road (cobble, parking bays, etc). • Change the priority of London Road from the current north south by use of suitable highway measures such as roundabouts. • Discourage motorway traffic from Ryley's Lane. • Explore solutions to schools time congestion such as walking bus from Ryley's farm	Traffic around the village travelling at a slower rate and lower levels than currently	PPIT/ PC/ CEC Highways Department/ Local Police	Short Term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
10	Improve the levels of protection for pedestrians.	Conduct a survey in conjunction with Cheshire East Council Highways Department, of pedestrian safety within the village. It should include the following issues raised in the questionnaire: • Enforcement of the one-way restriction on certain roads. (Stevens & Clifton Streets) • Re-site both the London Road pedestrian crossings to safer locations. • Monitor safety around the schools on Ryley's and Brook Lanes. Implement improvements once data is collected. • Extend cycle routes into village centre • Extend the cycle route on Wilmslow Road	Action plan to address the issues raised and a timetable for its implementation.	PPIT/ PC/ CEC Highways Department/ Local Police	Short term
Parking : Action Plans					
11	Overall	Parish Council to produce a strategy document to address parking issues raised within the questionnaire	Document produced	PC/ CEC/ Local Police force	Short term
12	Improve on street parking for residents	Request Parish Council to draw up the rules for issuing resident's parking permits.	Parking permits issued.	PC/ CEC/ Local Police force	Short term
13	Improve on street parking for visitors	Identify the areas to be deemed short-term parking on/near London Road Decide with Cheshire East County Council, how and where to provide free parking periods of up to 3 hours, to maximise the shopping experience, but minimise the risk of all day parking. Establish clear signage for visitors parking.	Areas identified Free parking set up Signage established	PC/ CEC/ Local Police force	Short term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
14	Improve parking for village workers	Conduct a survey of village worker's parking needs. Include in the strategy document an incentive for employers to encourage the use of alternative forms of transport. Mark out parking bays on the Ryley's Lane car park to maximise availability. Scope feasibility of park and ride scheme from Ryley's farm.	Survey conducted Production of a strategy document to address parking within Alderley Edge	PC/ CEC/ Local Police force	Short term
15	Improve disabled parking facilities	Conduct a survey of the percentage of disabled parking bays to total bays.	Assemble team to conduct survey	PC/ CEC/ PPIG	Short term

Public Transport : Action Plans

16	General enhancement railway station and surroundings	Set up "Friends of Alderley Edge Station". Provide the following list for their consideration: • Improve the general station appearance by regular painting, adding some soft landscaping including plants. • Create an improved feeling of security by revised lighting, increased staffing levels and an emergency phone line. • Install station clock and waste bins • Upgrade train arrival information with the provision of digital display boards. • Revise disabled access. • Provide toilet facilities. • Consider CCTV installation • Trial uses for the unoccupied buildings. Potential users could be a National Trust visitor centre or a part time newsagent. • Trial the installation of vending facilities • Meet up with other local station groups, such as Handforth, and swap ideas and experiences.	Set up of "Friends " organisation	<u>Friends of Alderley Edge Station/</u> Northern Rail franchise/ PC/ Handforth Station Friends Group/ Network Rail	Medium term
----	--	--	-----------------------------------	--	-------------

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
17	Update and improve the local bus services	Set up joint working parties of the Parish Council and Local Bus company to consider the following points: • Expand destination availability direct to Chelford, Prestbury and Congleton. • Install electronic display boards at each stop • Add link to electronic timetables on alderleyedge.eu and alderleyedge.com • Monitor and report on reliability & customer satisfaction	Joint Working Party active	PC/ CEC/ Local bus Company	Medium term
Facilities : Action Plans					
18	Upgrade and improve the use of the Park	Set the agenda for the "Friends of the Park" to consider the following topics: • Enhance the overall appearance. • Cost a part or full time warden • Increase number of dog waste/general bins • Trial a small, part time café in the park to encourage more use • Improve the maintenance of the facilities and planted areas • Encourage more uses by better publicity and organised events within the Park. • Improved access to the existing toilet facilities • Add activities and facilities for different age groups rather than just toddlers. • Redesign/clear shrubberies • Add more seating • Expand and improve the drainage on green areas for ball games.	Joint Friends and Parish Council team active.	"Friends of the Park"/ PC/CEC	Short/ Medium term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
19	Stop the loss of staple shops and enhance the village centre.	Set up joint London Road Action Group to develop more retail activity on London Road. It should consider: • Regular late nights/themed events • Limitation on numbers of similar operations. e.g. Cafes, bars, restaurants, charity shops • Consider moving non retail operations above the high street level such as solicitors • Promote London Road as a place to shop and invest. Link in with the shopper friendly parking changes as outlined in the Parking section. Trial "shop-local" campaign with incentives/loyalty card scheme. • Trial a community shop project. • Link in with Built Environment section's actions for London Road improvements • Review the adequacy of pedestrian and disabled access along the High Street	Joint London Road Action Group active	PC / CEC/ Traders Association/ VDS	Medium/ Long term
20	Increase the use of Festival Hall facility	Parish Council to publish business plan on the web site for the Festival Hall. Areas to consider: • Publicity of the facilities • Staffing including cleaning. • Hire charges • On line booking diary • Booking arrangements	Business Plan published and usage increases	PC	Short/ Medium term
21	Maximise the use of the local allotments	Parish Council to send a letter to Cheshire East Council to establish available allotments plots verses waiting list. Parish Council to consider additional sites Link with Youth Team's plans for a young person's allotment.	Achieve full utilisation of current resource and expand allotments to fulfil waiting list.	PC/ Local Allotments Society	Short/ Medium term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
22	Improve the initial image of the village for visitors.	Parish Council to consider the following issues raised by the Parish Plan survey: • Restore / renew village name signage • Increase planting of flowers in the village streets • Build links with National Trust to promote village alongside 'the Edge' • Consider use of empty building within the Station complex as noted in the Public transport section. • Create a competition to design a Village statue or feature.	Develop a plan that is incorporated into the Built Environment's plan where appropriate	PPIT/ PC/ CEC/ National Trust/ Northern Rail Franchise	Short/ Medium term
23	Increase the availability of public information on what is happening in the village.	PPIT and Parish Council to take a lead in this area and action the following points raised: • Support local newsletters and papers with regular updates and events. • Update the village notice board weekly with all the events happening in the village and the web sites and printed publications have similar updates. • Publicise the local websites, alderleyedge.eu and alderleyedge.com on the notice board. • Use list of activities and organisations within the village, as detailed in the Youth section, to encourage communication of their activities on the forums noted above.	Notice board regularly updated and the printed and electronic forums show increased detail of what is happening in the village.	PPIT/ PC /CEC	Short term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
24	Increase the number of large events happening in the Village.	Set up a Village Social Group to include representatives from all the active groups in the parish such as churches, schools, clubs, traders association and the PC. This group to take the lead and action the following points: • Support and publicise: the Music Festival, farmers' market, etc • Develop and action, plans for an annual event such as a Rose Queen festival or Park based event. • Make more of the Christmas light switch on with a better public address system and greater activity along the High Street. • Link in with annual events at the Alderley Edge Cricket Club, Parish school, Allotments Society and Churches.	Increase the number of regular events in the Village by 1 in year 1 and 2 in year 2.	Village Social Group/ PPIT/ PC / Mobberley and Knutsford Rose Queen Committees/ Alderley Edge Allotments	Short term
Services and Amenities : Action Plans					
25	Make the current refuse collection service less visually intrusive.	Parish Council to work with Cheshire East Council to action the following: • Solve problem of bins cluttering streets by educating bin men to return bins, and residents to become proactive. • Provide a better facility for business council tax payers (i.e. shops) so that the bins do not stay around so long and are not as visible.	Wheelie bins are less visible during the week and especially on collection days	PC / CEC / residents/ shop keepers	Short term
26	Improve the options for disposal of domestic waste.	Parish Council to work with Cheshire East Council to: • Develop a collection site for household waste which is closer than either Knutsford or Poynton. • Put up more dog waste bins • Promote council services for pick up of large items	New site set up in the local area. More bins available	PC/CEC	Short/ Medium term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
27	Extend the recycling facilities within the village	Parish Council to work with Cheshire East County Council to extend the current recycling centre to include a plastic and a juice carton facility. Parish Council to include a series of local swaps nights in the Festival Hall business plan.	Facility exists Included in published plan	PC/CEC	Short term
28	Improve the quality of street cleaning	PPIT to work with the Parish Council to review the current schedule of street cleaning and alter to cover the following: • More regular & visible cleaning including side streets • Add manual and more frequent cleaning in lieu of mechanical only	Aims achieved	PPIT/PC	Short term
29	Reduce the number of scruffy verges	Parish Council to work with Cheshire East Council to take a lead in this area and: • Set up a publicity campaign to encourage residents to fulfil their obligations. • Revise the maintenance schedule. • Encourage volunteer working parties through village organisations to organise litter picks. • Enforce builders/developers to reinstate after work has finished.	Enhance appearance of verges in the Parish	PC / CEC / Edge Association / Churches / Scouts	Short term
30	Better pavement and local road maintenance	Parish Council, in conjunction with Cheshire East Council, to review the current maintenance programme and: • Increase frequency of visual inspection of roads and pavements. • Provide and publicise on the web site a forum for residents to report issues and track the progress of the solution.	Public reporting/tracking ability active. Enhanced condition of roads and pavements	PC / CEC / Highways Department / Edge Association	Short term/medium term

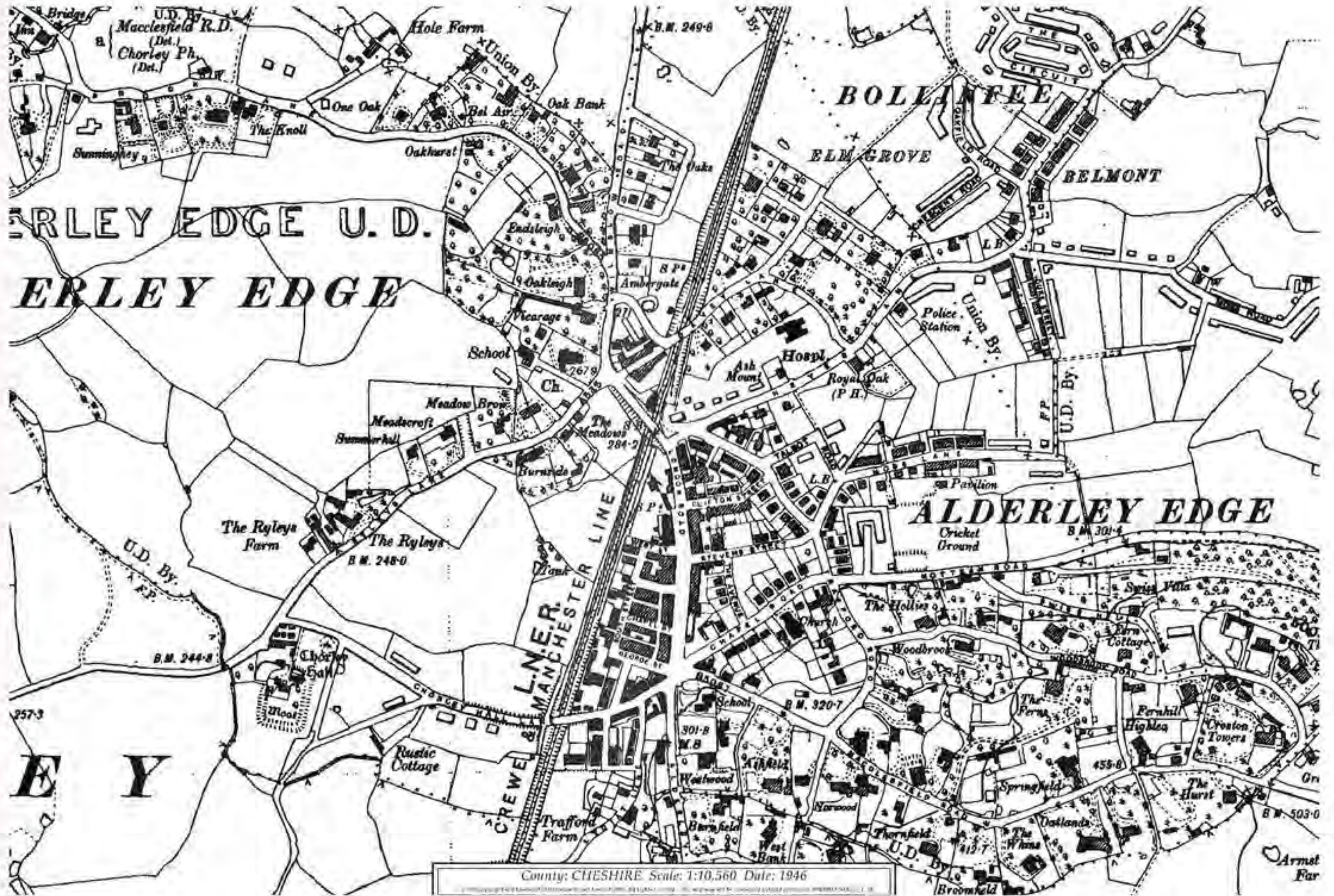
Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
Young people : Action Plans					
	General	Young People's Forum to be created, including a member of the Parish Council as sponsor, and tasked with the following actions.			
31	Create and distribute a new young person's questionnaire to survey attitudes, opinions and needs	Draft a new document aimed at 11 to 18 year olds in the parish. Liaise with local schools and colleges that have parish resident attendees and arrange distribution of questionnaires	Produce, distribute and evaluate 11-18 year old questionnaire.	<u>Young People's Forum</u>	Short Term
32	Generate greater awareness of the available activities for the village youth.	Create a list of current groups, clubs and teams that exist in the parish and publish on the alderleyedge.com/alderleyedge.eu web sites. Speak to the PCSO to establish current police youth partnerships. Visit local youth clubs, to establish the issues/ constraints/successes/failures they have experienced Create a questionnaire for each venue in the parish to establish the facilities they provide. Advertise and publish the results.	Details of groups and facilities publicised on the Cheshire East web site/ Wilmslow Express newspaper/On the Edge publication/ alderleyedge.eu/ alderleyedge.com websites	<u>Young People's Forum</u> PCSO/_ <u>Young People's Forum</u> <u>Young People's Forum</u> /Local youth clubs <u>Young People's Forum</u> <u>Young People's Forum</u>	Short Term Short Term Medium Term Medium Term Medium Term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
33	Involve the younger residents in environmental projects	Speak to the Cheshire East Council with a view to obtaining an allotment on either Beech Road or Heyes Lane, (or both), for parish youngsters to look after. Speak to the Parish Council about other related options such as flower planting or sponsoring a roundabout. Visit local schools and discuss the establishment of environmental projects. Plan activities such as tree planting, litter picks, and park tidying. Contact local companies, the Institute Trust and Parish Council to seek funding/contributions towards the necessary equipment	Viable allotment. Viable projects in progress	Young People's Forum / Allotment Society/ Young people/ PC Local Schools/ CEC	Medium term
34	Provide activities for our younger people to be involved in outside their school's influence.	Visit and speak to local press to ensure the positive activities of the youth get noticed and recorded Set up a local "Strategic Partnership" with the Alderley Edge residents so we can get feedback on the tasks the residents want tackled	Positive activities published. Establishment of a Strategic Partnership.	Residents/ Young people/_ Young People's Forum / PC /Older residents	Medium Term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
Security : Action Plans					
35	Review initiatives to improve the feeling of safety and security that already exists in the community	Parish Council to take a lead in this area and action the following: Establish a village community action team committee with Cheshire Police to address views expressed within questionnaire and request that resources are directed at the concerns raised Write to Cheshire Constabulary asking them to provide a representative on the Village Community Action Team Committee Write to the Highways and Parking Department to ask if they would consider providing a representative on the Village Community Action Team Committee Write to Cheshire East to establish the viability and implications of such a proposal and if any similar schemes exist elsewhere - Encourage support by community of the PCSO/community safety officer - Provide every household with a card-carrying emergency telephone numbers and their own postcode and map reference to assist in locating the property in an emergency. Consider a volunteer warden scheme to help vulnerable groups with home security and safety issues. Canvas the community for volunteers to become wardens Publish initiatives on the Alderley Edge Web sites	Village Community Action Team Committee established Volunteer warden scheme active	PC/ CEC / Cheshire Constab. / Highways and Parking / Community Safety / other communities operating similar schemes	Short/ Medium term

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
35b		Write a letter to Cheshire East Community Safety Department to obtain current information about the setting up of a homewatch and speedwatch initiative. Write a letter to current homewatch and speedwatch groups to obtain information from them in relation to best practice Canvas the community for volunteers to start up homewatch and speedwatch initiatives Improve communications with police / PCSO by addressing the following actions: • Improve publicity PCSO role / service • Encourage more reporting by the public • Exploit the eyes and ears of the parking wardens and make them part of community safety • Consider CCTV installation or strategic mobile installations in consultation with Cheshire police at crime hotspots • Improve communication to public regarding positive aspects and initiatives regarding crime and disorder issues			

Ref	Issue Raised By The Survey	Action	Measurement	Who	Timescale
36	Reduce instances of anti social behaviour in the village.	Village Community Action Team and Young Persons Working Group to organise and support events in order to explain the impact of such behaviour on the victims and to develop a greater sense of community across peer groups.	Events organised	<u>Village Community Action Team</u>	Short /Medium term
	Reduce instances of anti social behaviour in the village Parks.	Village Community Action Team and Young Persons Working Group to organise and support police visits and interaction with local schools and groups attended by young people. Write to Cheshire East Parks Department to obtain current details of byelaws and legislation relating to parks and open spaces. Establish with them who is responsible for enforcing such legislation.	Police visits and events organised. Letter sent and response published at organised events above and within the community	Young Persons Working Group Cheshire Police CEC Cheshire East Parks Department	



County: CHESHIRE Scale: 1:10,560 Date: 1946

