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## 1 Introduction

**1.1** This draft Town Strategy for Poynton has been produced by representatives of the local community working closely with Cheshire East Council.

**1.2** Once finalised, the Town Strategy will feed into the Cheshire East Local Plan, which will set the planning policies in Cheshire East to 2030.

### National Planning Policy Framework

**1.3** The new [National Planning Policy Framework \(NPPF\)](#) encourages Local Authorities to have an up-to-date Local Plan in place as soon as possible. It says the purpose of planning is to help achieve sustainable development. 'Sustainable means ensuring that better lives for ourselves don't mean worse lives for future generations.' 'Development means growth...we must house a rising population...our lives and the places in which we live them can be made better, but they will certainly be worse if things stagnate.'

**1.4** The [National Planning Policy Framework](#) also says that Local Authorities should use their evidence base to make sure that their Local Plan meets the full objectively assessed needs for market and affordable housing in the housing market area. It identifies the need for planning to encourage and not act as an impediment to sustainable growth. Local Authorities should plan proactively to meet the development needs of business and support an economy for the 21st century.

### Local Plan

**1.5** The Local Plan will be the new Development Plan for Cheshire East. It will contain planning strategy, policies and site allocations. It will be accompanied by an Infrastructure Plan that will set out the transport, social (for example schools) and other infrastructure required to support development.

**1.6** The Local Plan will look at the social, economic and environmental needs of each town. It will help to deliver economic growth by identifying and unlocking development opportunities, and help us to co-ordinate the delivery of new and improved roads, public transport and utilities. It will help to improve our environment by setting improved design standards for new development; protecting nature conservation areas; promoting parks and open spaces; safeguarding heritage assets, such as Listed Buildings; encouraging the generation of renewable energy; and safeguarding the countryside by focusing development to the towns and larger villages.

**1.7** The Local Plan will consider how much housing is needed, including the mix of types and sizes of new homes. It will look at possible sites and consider associated needs for new and improved schools and community facilities. It will also consider the needs for other types of land-use, such as employment, retail and leisure uses.

**1.8** The [National Planning Policy Framework](#) is clear that at the heart of the planning system, there is a 'presumption in favour of sustainable development'. The Local Plan will enable the Council to guide this sustainable development to the most appropriate locations



in Cheshire East, and to make sure that all new development contributes to future infrastructure needs. However, there will be tough choices to be made about where development should go.

## Town Strategy for Poynton

**1.9** During 2011, Cheshire East Council sought the views of residents, workers, visitors and shoppers on what they most liked about their town or village and what they wanted to see improved. This was called the [Place Shaping Consultation](#). In Poynton, responses to the consultation indicated that the things people most liked about the town were areas to walk the dog, canal walks and country walks, the sense of community and the town centre as a whole. Traffic levels in the town, transport links to nearby towns or villages, outdoor sports and leisure pitches and job prospects and employment opportunities were identified as being of most need of improvement in the town.

**1.10** Following on from the Place Shaping Consultation, the Council has been working closely with the local community to develop this draft Strategy to guide the future planning of Poynton. Two workshops were held with a panel of representative stakeholders including Poynton Town Council, Cheshire East Councillors and other community groups.

**1.11** The workshops discussed how the Town Strategy should meet the future needs of the town to make it an even better place over the next 20 years. Figure 1.1 shows what was discussed at each workshop.



Figure 1.1 Content of Workshops

**1.12** This draft Town Strategy, as agreed by the Stakeholder Panel and by Poynton Town Council, sets out a Vision for Poynton, looking at what the town should be like by 2030. Following on from the Vision are a number of Objectives needed to realise the Vision, and a set of specific aims which add detail to the Objectives. The draft Town Strategy also identifies a number of possible areas that may be suitable for future development.



**1.13** This document has been published for consultation to seek the views of the local community, businesses and other stakeholders.

## 2 Next Steps

**2.1** Once all consultation responses have been considered, the Town Strategy will be amended as appropriate and will be used to inform the Cheshire East Local Plan. It is important to note that the Town Strategy itself will not introduce new planning policies, nor will it allocate any sites for development. Its purpose is to make sure that the views of the local community are properly taken into account when drafting the Local Plan.

**2.2** Any new planning policies or site allocations will be proposed through the Local Plan, taking into account all other background evidence (such as Housing Needs Assessment, Employment Land Review, Retail Study, Transport Assessments, Flood Risk Assessments, Sustainability Appraisals and others), national legislation, national guidance, and site-specific appraisals.

**2.3** The Local Plan will be made up of a number of key documents including the Core Strategy, Site Allocations Plan and Infrastructure Plan. Figure 2.1 illustrates the relationship of the Town Strategy document to the Local Plan. This highlights how the Town Strategy will provide a steer to the content and direction of the Local Plan.

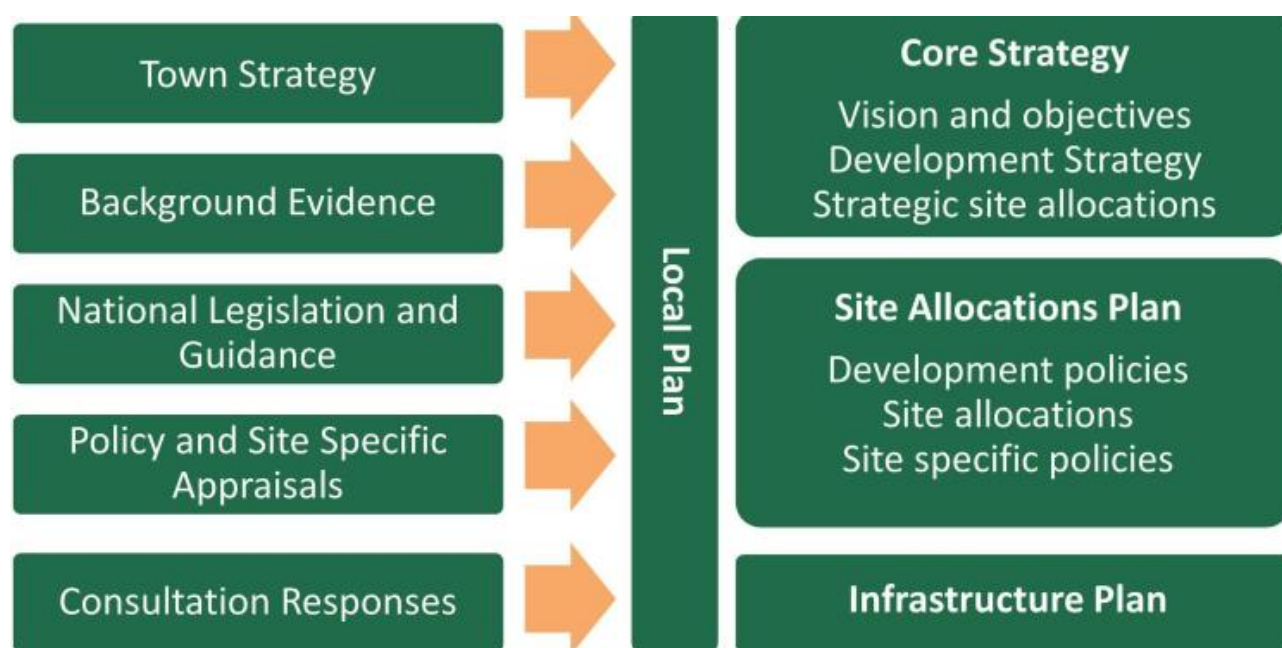


Figure 2.1 Relationship of the Town Strategy to the Local Plan

**2.4** There will be further consultations on the Local Plan including consultation on an overall development strategy for Cheshire East in autumn 2012 and consultation on the draft Core Strategy early in 2013.

**2.5** The Core Strategy and Site Allocations Plan will both be subject to separate Examinations in Public with a Government-appointed inspector. At the examination, the Council will need to demonstrate that all reasonable alternatives to the final proposals have

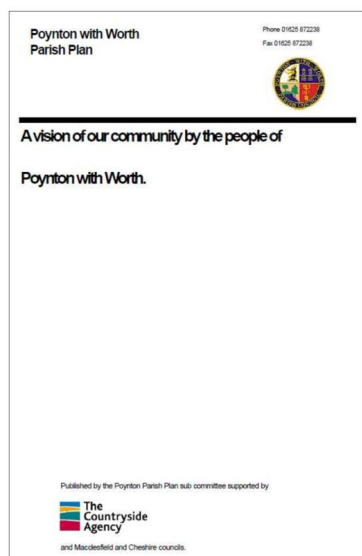


been properly considered. This draft Town Strategy and consultation responses received will form an important part of the Council's evidence in demonstrating that all reasonable alternatives have been considered prior to drafting the Local Plan.

**2.6** The Council aims to adopt the Core Strategy in early 2014 with the Site Allocations Plan following later.

## 3 Background

### Poynton with Worth Parish Plan



**3.1** The [Poynton with Worth Parish Plan](#) (Poynton Parish Plan sub-committee, 2006) has helped to inform the development of this Town Strategy. It addresses many of the factors that have an impact on quality of life including safety, youth engagement, transport, traffic, community and family life.

**3.2** The Parish Plan suggests that the community would like to protect the footpaths and public open spaces and that the appearance of the town is important with improvements to pavements, street furniture and lighting suggested. It recognises that there is a need for affordable homes, facilities for young people and for the promotion of disabled access provision. The implementation of the Woodford-Poynton Relief Road is identified as a key proposal along with the consideration of traffic calming measures.

### Supplementary Planning Document for Poynton

**3.3** The [Supplementary Planning Document \(SPD\) for Poynton](#) (Borough of Macclesfield, 2007) has also helped to inform the development of this Town Strategy. It contains several Objectives prepared within the context of the [Macclesfield Borough Local Plan](#) (2004) including Green Belt, open spaces, appropriate development for the town and affordable housing.

**3.4** The SPD requests that local employment and shopping uses should be preserved, that parking problems are not exacerbated by new development and that the environment and appearance of the town are protected. It also recognises that there is a need for affordable housing and that Poynton's heritage should be protected and preserved.



## Ambition for All

**3.5** [Ambition for All](#), the Cheshire East Sustainable Community Strategy for the period 2010 to 2025 sets out how, over the next 15 years, Cheshire East will continue to prosper. The activities outlined in the Strategy are intended to improve the quality of life of all the people of Cheshire East and contribute to the achievement of sustainable development. The Strategy provides a high-level vision for Cheshire East and includes:

- Nurturing strong communities, including the delivery of services as locally as possible and ensuring that communities feel safe.
- Creating conditions for business growth, including making the most of our tourism, heritage and natural assets and ensuring there is a good range of available employment sites and premises in all parts of Cheshire East with good transport links, to attract new and expanding businesses.
- Unlocking the potential of our towns.
- Supporting our children and young people.
- Ensuring a sustainable future by providing affordable and appropriate housing to meet future needs, by promoting energy efficiency and the use of renewable energy, by ensuring that all major developments are located with good access to local amenities, cycle and walking routes, by developing a green infrastructure plan to safeguard, manage and enhance our green assets, giving priority to the redevelopment of our vacant brownfield sites and by recognising the importance of mineral extraction to the local economy.
- Preparing for an increasingly older population including the provision of an adequate supply of suitable extra care housing.
- Driving out the causes of poor health, including investment in green infrastructure, to encourage active and healthy lifestyle choices.

## Ambition for All

Cheshire East's Sustainable Community Strategy  
2010 to 2025



## Corporate Plan

**3.6** The Council has prepared a [Corporate Plan](#) for the period 2010 to 2013. Key, relevant actions to deliver those objectives include:

- Maximise developer contributions to improve infrastructure, culture, leisure and green spaces.
- Meet targets in relation to the provision of affordable housing.
- Reduction in carbon emissions.
- Growth in the Cheshire East economy and the visitor economy.





## 4 Vision

### Vision

Poynton is a small town with a village feel. Its rural setting makes it distinct from the nearby Manchester conurbation. The Vision for the town is:

***"By 2030 Poynton will be a vibrant, prosperous and safe town, with good transport links to the surrounding areas, providing employment, housing and a range of shopping, education, healthcare, cultural, leisure and other services to the local area.***

***It will have a unique sense of place, building on its mining legacy of green corridors, accessible routes and open spaces and the surrounding countryside will continue to be within easy reach of the towns' residents and visitors. New development will recognise Poynton's heritage through well designed buildings and the town centre will be at the heart of the local community with high quality civic and public spaces."***

## 5 Objectives and Strategy

### 5.1 The Council and its partners will aim to:

#### Objective 1: Economy

- Provide an adequate supply of suitably located employment land and buildings in order to attract new businesses and allow existing businesses to grow at an appropriate scale.
- Promote the use of communication technologies to facilitate home working.
- Develop and promote opportunities for the visitor economy.

#### Strategy: Economy

- Deliver additional employment land to 2030 to provide informed, planned and controlled growth for a range of businesses.
- Encourage employment opportunities, support small and medium employers in the town and aim to retain young people and the working population.
- Support flexible working and investment in new communication technologies to allow home working, and to support businesses reliant on e-technology in the town.
- Encourage the development of small businesses.
- Encourage the development of a hotel in the town.



## Objective 2: Town Centre

- Enhance the town centre, through improvements to its appearance and the support of the existing retail provision.
- Create a town centre that is accessible for all.
- Create opportunities for mixed development.

## Strategy: Town Centre

- Support existing small retailers in the town.
- Encourage a variety of shops and retail outlets in the town.
- Retain and improve the town's public car park, including the provision of short stay parking.
- Investigate the provision of additional disabled parking to the rear of retail units on Park Lane.
- Maintain free parking in the town's public car park.
- Enhance the town's appearance and make sure that the town has inclusive access for all.
- Encourage residential use on upper floors in the town centre.
- Encourage a 'town centre first' policy for shopping, commercial and public offices, entertainment, leisure and other uses that attract many trips.
- Safeguard the function of the primary and secondary shopping areas and consider the appropriateness of the existing boundaries.
- Improve public transport links between the town centre and its catchment area.
- Encourage the development of mixed uses along London Road South.

## Objective 3: Housing

- Provide opportunities to live in good quality housing that is affordable, through a mix of housing types and tenures, including homes for the elderly and single younger people.





### Strategy: Housing

- Deliver in the order of 200 to 1,000 homes on new sites by 2030, in addition to sites that are regarded as housing commitments and those completed since the base date of the Cheshire East Local Plan, once this is determined.
- Provide a mix of housing types and tenures, including affordable and extra care housing for the elderly (potentially freeing up housing for younger people), to meet current and future identified needs.
- Encourage the provision of small, mixed-use housing developments.
- Encourage the improvement of existing housing conditions in the town.
- Investigate the identification of low density housing areas in addition to those already identified around Poynton Park and Towers Road.

### Objective 4: Transport

- Provide an integrated transport system that provides access for all, creating sustainable links in and beyond the town.

### Strategy: Transport

- Improve car parking provision at Poynton Railway Station and provide car parking facilities at Middlewood Railway Station.
- Improve railway links to Manchester.
- Encourage joint working with adjacent authorities regarding cross-boundary railway fare subsidisation.
- Investigate the provision of a shuttle bus between Middlewood Railway Station and the town.
- Deliver the re-aligned Woodford-Poynton Relief Road, prior to the commencement of associated development.
- Encourage safe transport, cycle and pedestrian links between facilities in and beyond the town.
- Retain present bus services and strive to improve them.
- Make sure that transport modes alternative to the car are accessible for all.
- Investigate the provision of traffic calming measures around the town.
- Develop a Transport Plan for the town and the rural areas.
- Review the amount of traffic flowing through the town.



### Objective 5: Community Facilities

- Deliver new or improved accessible leisure and youth facilities, open space and allotments.
- Make the best use of community facilities.
- Maintain the diverse range of cultural facilities in the town.

### Strategy: Community Facilities

- Provide additional children and teenager facilities, appropriate to their needs.
- Provide additional, high quality indoor and outdoor sports facilities and performing arts venues.
- Investigate the provision of a suitable site for a new town cemetery.
- Improve access to community facilities to enable them to be used by a wider range of people at different times.
- Redevelop and enhance existing cultural venues.

### Objective 6: Environment

- Preserve and enhance Poynton's historic and natural environment in its rural setting.
- Promote the use of a sequential approach to development through a brownfield first policy.
- Promote energy efficiency and the use of renewable energy in all developments.
- Enhance accessibility to the countryside

### Strategy: Environment

- Encourage the development of brownfield sites first, including the re-use of existing buildings or intensification of sites, in preference to greenfield.
- Other than the site(s) eventually allocated for development in the Cheshire East Local Plan, the Green Belt, footpaths and open green spaces within and around the town shall be protected from development.
- Encourage new development to support the rural nature of the town, including the conservation and enhancement of the landscape and sites of nature importance.
- Protect the town's wildlife and heritage.
- Encourage new development to use eco-friendly building technologies and processes.
- Investigate the identification of additional Sites of Biological Importance, for example at Mill Hollow and the former Park Pit.
- Consider the designation of a Conservation Area comprising the stone cottages at Coppice Road.
- Encourage accessible links for all between the town and the surrounding countryside.



## 6 Development Options

### Why does Poynton need more development?

**6.1** Through its Local Plan, Cheshire East has to make sure that there is sufficient land allocated for new homes, jobs, retail, leisure and other commercial developments. In particular, there is a need to make sure that there is sufficient housing to meet the needs of the town's current and future residents over the next 20 years or so. It is also important to make sure that sufficient affordable housing is provided for people who cannot afford to purchase market housing.

**6.2** Key factors influencing the need for new housing include:

- The population of Cheshire East is expected to grow from 362,700 to 379,300 by 2026 (Source to be inserted).
- The number of households is expected to increase by 24 per cent from 154,000 to 191,000 by 2030 ([Cheshire East's Strategic Housing Market Assessment, 2010](#)).
- The demand for affordable housing - across Cheshire East there is an identified need for 1,243 affordable homes each year.
- To ensure the managed release of sufficient land for development to meet the objectively assessed needs for market and affordable housing, in accordance with the requirements of the [National Planning Policy Framework](#).

**6.3** Poynton is surrounded by Green Belt and has few opportunities for development within the settlement and outside of the Green Belt. As such there have been relatively small numbers of homes built in the town in recent years. These constraints and the lack of recent development is increasing the pressure on the housing market, creating a latent demand and potentially increasing issues with affordability and access to housing. Therefore it is likely that new housing can provide benefits to local residents by:

- Providing the housing to meet the needs of the current and future community.
- Providing funding for infrastructure through the Community Infrastructure Levy.
- Stimulating the economy, by providing jobs in the building trade, generating additional spending power in the local community and by providing homes for people who come to work in the area.
- Supporting the continued vitality of the town centre and local services.

**6.4** Given the Government's intention to revoke the Regional Spatial Strategy (RSS), decisions on housing supply will rest with Local Planning Authorities without guidance provided by the framework of regional numbers and plans. While the housing requirement must be evidence-based and consistent with national advice, there will no longer be a requirement to conform to a top-down regional target. The housing supply numbers with the Cheshire East Local Plan will be based on a variety of evidence and information including the potential development options considered in this document, population forecasting, the [Strategic Housing Market Assessment](#) (SHMA) and the [Strategic Housing Land Availability Assessment](#) (SHLAA).



## What about the Green Belt?

**6.5** The [National Planning Policy Framework](#) (NPPF) states that 'once established, Green Belt boundaries should only be altered in exceptional circumstances through the preparation or review of the Local Plan'. As this document will feed into the Cheshire East Local Plan this is an opportunity to review the current Green Belt boundaries.

**6.6** The NPPF also provides some further details about what should be considered when defining Green Belt boundaries. This includes:

- Meeting identified requirements for sustainable development.
- Not including land which it is unnecessary to keep permanently open.
- Identifying areas of 'safeguarded land' between the urban area and the Green Belt, in order to meet longer-term development needs stretching well beyond the plan period.
- Ensuring that Green Belt boundaries will not need to be altered at the end of the development plan period.
- Defining boundaries clearly, using physical features that are readily recognisable and likely to be permanent.

## What are the options?

**6.7** In order to achieve the Vision for the town, a number of potential future development sites adjacent to the town have been identified and are indicated in Figure 6.1. These sites would accommodate around 2,800 homes and provide about 40 hectares of land for employment purposes by 2030. Table 6.1 provides a brief description of these sites and their potential for development.



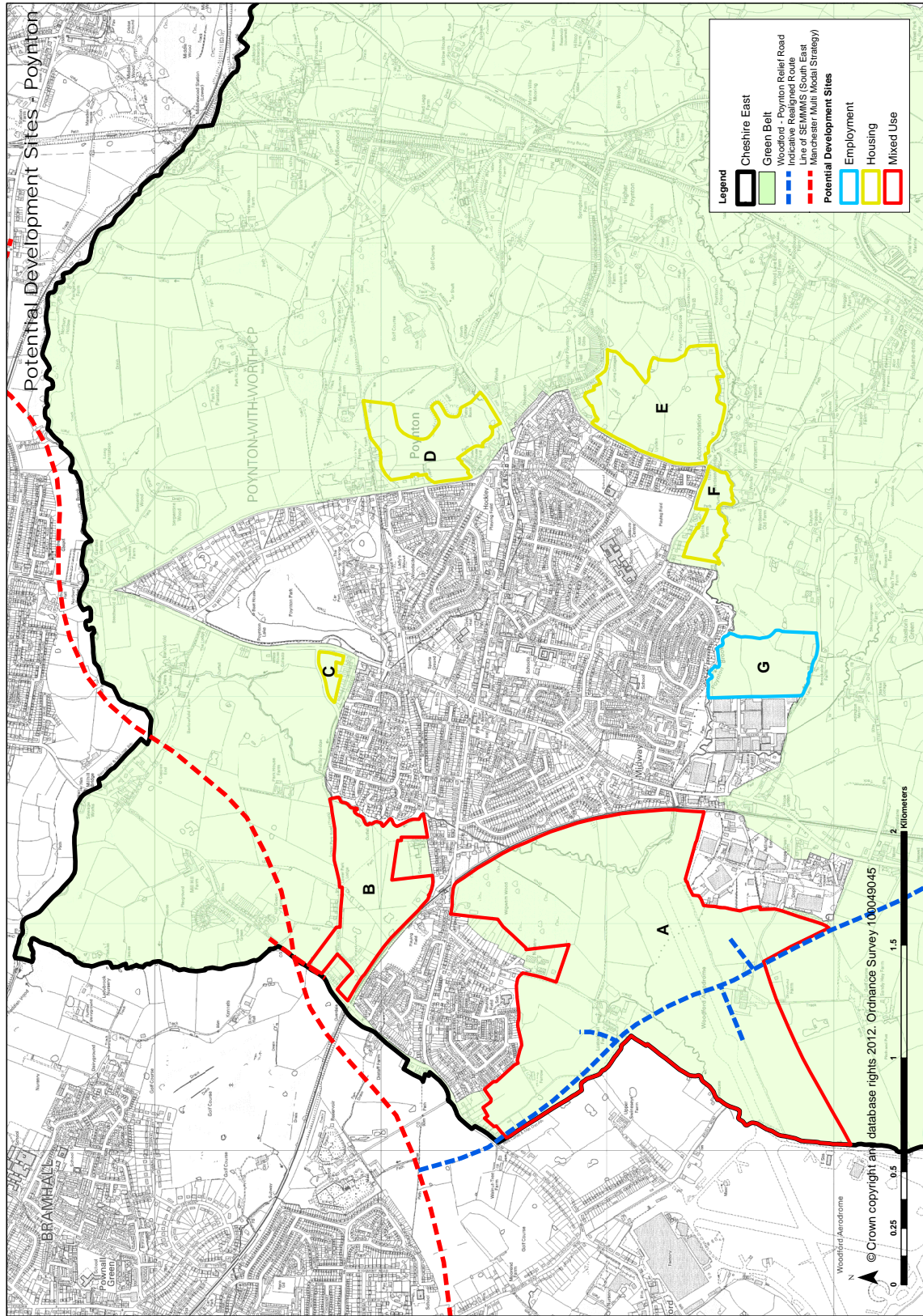


Figure 6.1 Poynton Potential Development Sites



**Woodford / Poynton Area**

**Legend**

- Cheshire East
- Green Belt
- Poynton - Woodford Relief Road Indicative Realigned Route
- Site A Boundary
- Options for focus of development

Map labels include: Woodford Aerodrome, Poynton Field, Long Furrow, Upper Swinney Farm, Midway, Adlington Estate, Hodge Green, Sheepfold Farm, Golf Centre, Woodford Aerodrome, Poynton Field, Long Furrow, Upper Swinney Farm, Midway, Adlington Estate, Hodge Green, Sheepfold Farm, Golf Centre.

Scale: 0 to 1.5 Kilometers

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**6.9** Figure 6.2 is provided for **illustrative purposes** to show where development **may be focused** on site A.

14





Site Reference	Potential Use	Comments
		<ul style="list-style-type: none"> <li>• 2 - Adjoining Adlington Industrial Estate</li> <li>• 3 - Adjoining the new Woodford Garden Village</li> <li>• Development could be focused in just one of these locations, or alternatively the same quantum of development could be divided into a combination of these locations.</li> <li>• Whatever option is pursued, the strategic objective for the site would be to retain a distinct green gap between Woodford and Poynton.</li> <li>• The development of this site is dependent on the construction of a re-aligned Woodford-Poynton Relief Road and access to the site would be off this road.</li> <li>• Development of the site would provide sustainable strategic links, including green corridors, to the Railway Station and town centre, encouraging the use of transport modes other than the car.</li> <li>• The site is currently undeveloped, with part formerly an aerodrome</li> <li>• Surrounding land uses include a railway line, industrial estate, residential and agricultural land.</li> <li>• Part of the site is adjacent to the current Poynton settlement boundary and the Cheshire East boundary with Stockport Metropolitan Borough Council.</li> <li>• The site: <ul style="list-style-type: none"> <li>• is crossed by public footpaths</li> <li>• is located within the Green Belt</li> <li>• includes a grade II Listed Building</li> <li>• includes a Nature Conservation Priority Area to the north-east of the site</li> <li>• includes a pond</li> <li>• includes overhead power lines</li> <li>• Poynton Brook runs through the site</li> <li>• contains a Site of Biological Importance - Wigwam Wood, which would be retained</li> </ul> </li> </ul>
B	<ul style="list-style-type: none"> <li>• Housing</li> <li>• Open space</li> <li>• Railway Station car park extension</li> </ul>	<p>Land at Lower Park</p> <ul style="list-style-type: none"> <li>• A mainly greenfield area used for grazing.</li> <li>• Part of the site is adjacent to the current Poynton settlement boundary.</li> <li>• Surrounding land uses include residential, a playing field, railway line, Poynton Brook, existing open space, a school and agricultural land.</li> </ul>



Site Reference	Potential Use	Comments
		<ul style="list-style-type: none"> <li>The site could deliver around 550 homes, 2.5ha of open space and 0.5ha for a car park.</li> <li>The feasibility of providing vehicular access would need to be investigated.</li> <li>Public footpaths cross the site, it is located within the Green Belt, there are some trees with Tree Preservation Orders, a grade II Listed Building and overhead power lines.</li> <li>There is potentially an underground oil pipe running through part of the site, which would require further investigation.</li> </ul>
C	Housing	<p>Land to the north of Vicarage Lane</p> <ul style="list-style-type: none"> <li>A vacant greenfield area.</li> <li>The site is adjacent to the current Poynton settlement boundary.</li> <li>Surrounding land uses include agricultural land with a proposed playing field allocation, residential, Poynton Park and a Site of Biological Importance.</li> <li>The site could deliver around 40 homes.</li> <li>The site is located within the Green Belt and there are trees with Tree Preservation Orders.</li> </ul>
D	Housing	<p>Land to the north of Middlewood Road</p> <ul style="list-style-type: none"> <li>A greenfield area mainly used for agriculture.</li> <li>Part of the site is adjacent to the current Poynton settlement boundary.</li> <li>Surrounding land uses include residential, a golf course and agricultural land.</li> <li>The site could deliver around 390 homes.</li> <li>Public footpaths cross the site, the site is located within the Green Belt and there are trees with Tree Preservation Orders.</li> <li>There is potentially an underground oil pipe running through part of the site, which would require further investigation.</li> </ul>
E	Housing	<p>Land to the west of Poynton Coppice</p> <ul style="list-style-type: none"> <li>A greenfield area mainly used for grazing.</li> <li>Part of the site is adjacent to the current Poynton settlement boundary.</li> <li>Surrounding land uses include residential, agricultural land and a Site of Biological Importance.</li> </ul>



Site Reference	Potential Use	Comments
		<ul style="list-style-type: none"> <li>The site could deliver around 670 homes.</li> <li>Public footpaths cross the site, the site is located within the Green Belt, there are ponds and trees with Tree Preservation Orders.</li> </ul>
F	Housing	Land to the south of Dickens Lane <ul style="list-style-type: none"> <li>A greenfield area.</li> <li>Part of the site is adjacent to the current Poynton settlement boundary.</li> <li>Surrounding land uses include residential, recreation, Poynton Brook and agricultural land.</li> <li>The site could deliver around 150 homes.</li> <li>A public footpath crosses the site, the site is located within the Green Belt and there are trees with Tree Preservation Orders.</li> </ul>
G	Employment	Land to the east of Poynton Industrial Estate <ul style="list-style-type: none"> <li>A greenfield area used for grazing.</li> <li>Part of the site is adjacent to the current Poynton settlement boundary.</li> <li>Surrounding land uses include an industrial estate, residential, existing open space, Poynton Brook and agricultural land.</li> <li>The site could provide around 12ha for employment uses.</li> <li>A public footpath crosses the site, the site is located within the Green Belt and there are trees with Tree Preservation Orders.</li> </ul>

Table 6.1 Description of Sites and Potential Uses

**6.10** The Stakeholder Panel took part in a ranking exercise to determine which sites they least objected to being put forward for development. It was found that the majority of the Panel would prefer to see the development of site A and for this area to be comprehensively master planned to include the Woodford-Poynton Relief Road, open space/sports/leisure facilities, housing and employment. They would like to see no development to the eastern side of Poynton.

**6.11** The new areas proposed (A to G) together with commitments, that is existing sites with planning permission, would provide about 2,880 new homes in the town by 2030. The commitments for the period 2010/11 (79 homes) are made up of five dwellings with full planning permission, 73 with outline permission at Vernon CP School and one under construction.



During the Local Plan Examination in Public, the Council will need to demonstrate that **all reasonable options have been considered** prior to drafting the Plan. We are keen to gather a wide range of views on all of these potential areas in order to assist this process.

It should be noted that the proposed areas (A to G) would be subject to **further appraisal** and **no decisions have been made** about their suitability.

**6.12** The Council is interested to hear the views of everyone, including residents, businesses, community groups and all other stakeholders, on these potential development sites and their suggested uses. Consultation responses received to this Strategy document and the outcomes of further evidence and assessment work will influence the scale of development for the town and the potential development areas that are included in the Local Plan. It should be recognised that other documents will also influence what finally appears in the Local Plan including evidence and assessment work - Transport Assessments, Sustainability Appraisal, Employment Land Review, viability studies and other assessment and evidence-based resources.

## Former Woodford Aerodrome Site

**6.13** From the responses to the consultation held in 2010 on the [Cheshire East Local Development Framework Core Strategy Issues and Options Paper](#) there were several suggested uses for the former Woodford Aerodrome site:

- A Freight airport and for it to be used as a relief airport in aviation emergencies
- Open space
- Sports and leisure
- Employment

**6.14** There is also a suggestion in the Poynton Parish Plan for the site to remain open and be used for agriculture or community purposes.

**6.15** As the Woodford Aerodrome site is within the administrative boundaries of both Stockport and Cheshire East Councils it has been agreed that both Councils will work together in the production of a Supplementary Planning Document (SPD) for the whole site. This will be subject to a separate consultation exercise. The SPD will need to have regard to the existing planning policies that are relevant to both Councils and it cannot change these or introduce new planning policies.

**6.16** The Local Plan process will look afresh at the needs of the town to 2030 and may revise existing policies, thereby allowing additional sites for development in the area and a realigned route for the Woodford-Poynton Relief Road.



## 7 Town Centre

**7.1** The enhancement of the town centre, making it accessible for all and creating opportunities for mixed town centre development are key objectives for Poynton. These could be delivered through a combination of actions such as delivering improvements to the public realm, supporting the town's retail provision by retaining/encouraging an independent retail presence and a Regeneration Strategy in the London Road South area.

**7.2** There is also a need to review the existing town centre and Primary and Secondary Shopping Area boundaries in line with Objective 2, potentially aiding opportunities for mixed development and helping to safeguard the function of the town centre.

**7.3** Poynton town centre has been split into different areas that will help to inform policies in the Cheshire East Local Plan. They reflect the nature of the existing development and how the Stakeholder Panel would like to see the areas developed and used in the future. Figure 7.1 shows the town centre areas and its boundary.

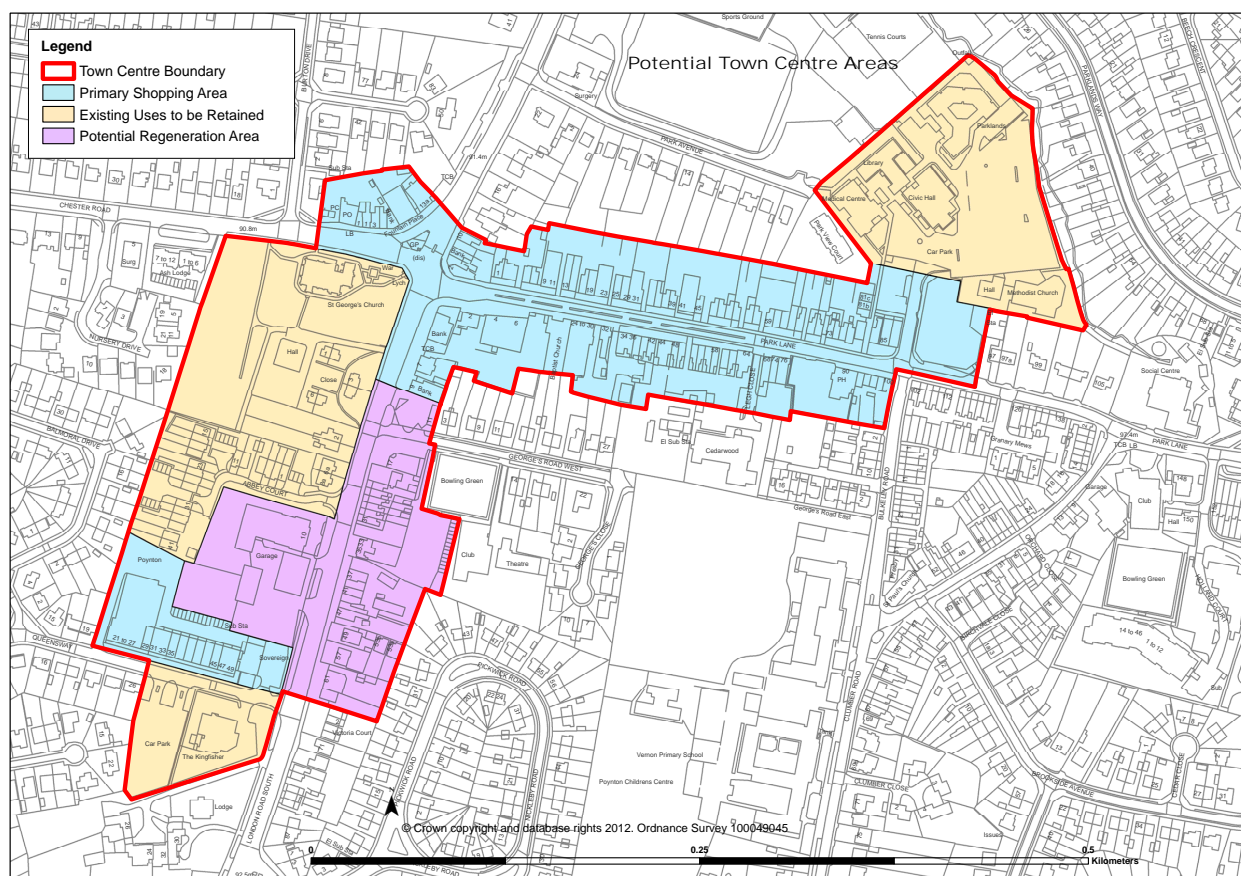


Figure 7.1 Poynton Potential Town Centre Areas



Area	Comments
Primary Shopping Area	<ul style="list-style-type: none"><li>This is the main shopping area in the town where the aim is to retain and improve the retail provision.</li></ul>
Potential Regeneration Area	<ul style="list-style-type: none"><li>Opportunities will be sought to regenerate the area and could include:<ul style="list-style-type: none"><li>A hotel</li><li>Retail with residential uses above</li><li>Serviced office space</li><li>The facade of the locally listed former cinema to remain and the building potentially refurbished and the cinema reopened</li></ul></li></ul>
Existing uses to be retained	<ul style="list-style-type: none"><li>This is assumed that the uses in this area will be retained, although any development proposals will be considered on their merits.</li></ul>

Table 7.1 Poynton Potential Town Centre Areas

## 8 Infrastructure Priorities

**8.1** The Community Infrastructure Levy is a levy that Local Authorities can choose to charge new developments in their area, which they can only spend on providing infrastructure to support development.

**8.2** It is important to consider the infrastructure required to support the development proposals and the relative priorities for phasing, that is, the order in which the infrastructure is delivered over the plan period. The Town Strategy should establish priorities to guide future investment in the town through the Community Infrastructure Levy (CIL).

**8.3** The Local Authority will publish a list of the types of infrastructure items required and their funding. Table 8.1 contains a list of potential infrastructure needs, identified by the Stakeholder Panel, to deliver the Vision and Strategy as proposed. This will help the Council in preparing its CIL charge. They are prioritised into three bands to identify their phasing priority and the infrastructure identified in each band is in no particular order of priority.

### Essential Infrastructure

- Re-aligned Woodford-Poynton Relief Road
- Public transport improvements including an express bus to Manchester and Stockport, a route to Hazel Grove and subsidised rail fares between Poynton and Manchester
- Improvements to Poynton Railway Station, including access by means other than the car, improvements to the footbridge and car park and the provision of cycle parking
- Improvements to Middlewood Railway Station including the provision of car parking facilities and a shuttle bus
- Refurbishment of existing cultural facilities and the provision of a high quality performing arts venue





### Essential Infrastructure

- Provision and improvement of cycle routes and footpaths to Poynton and surrounding areas, for example The Inclines
- Provision and improvement of open space, including accessibility to Poynton Pool and new open space in west Poynton
- New or expanded primary/secondary school, and/or affordable housing, and/or new or expanded medical facilities if required as a result of development in the town

### Important Infrastructure

- Improvement of play areas
- Provision of sports pitches and playing fields
- Renewable energy projects, excluding wind turbines
- Road network improvements, including road repairs and traffic calming measures
- New cemetery
- Improvement of teenage facilities, including the provision of a central meeting place
- Improvement of leisure facilities
- Statutory allotments

### Desirable Infrastructure

- Composting facilities
- Additional town centre parking facilities
- Disabled access improvements
- Public realm improvements, including street furniture, lighting and dog bin provision

Table 8.1 Potential Infrastructure Needs

**8.4** The resources received from the Community Infrastructure Levy are finite and are unlikely to cover all aspects that the Council and community may like. The Council, in the preparation of the Local Plan, should investigate the expected costs in infrastructure provision across the Borough, prepare a list of charges attached to development and set out how this should be spent.

**8.5** The list of priorities above will also be shaped by further evidence, such as Transport Assessments and other important assessments to make sure that the Local Plan is delivered.

**8.6** The consultation on the Town Strategy will seek views on the infrastructure proposals and priorities for the town.



## 9 Further Information

### The Consultation

- The consultation will be held between xx 2012 and xx 2012.
- An exhibition will be held at xx, between xx 2012 and xx 2012.

### Contact Information

- Email: [ldfconsultation@cheshireeast.gov.uk](mailto:ldfconsultation@cheshireeast.gov.uk)
- Phone: 01270 685893
- Website: [www.cheshireeast.gov.uk/localplan](http://www.cheshireeast.gov.uk/localplan)



## 10 Glossary

**10.1** This Glossary provides definitions of the uncommon words, terms and abbreviations used in this document.

<b>Affordable Housing</b>	Housing, whether for rent, shared ownership or outright purchase, provided at a cost considered affordable in relation to incomes that are average or below average, or in relation to the price of general market housing.
<b>Annual Monitoring Report</b>	A report submitted to the Government by Local Planning Authorities assessing progress with and the effectiveness of a Local Plan.
<b>Brownfield</b>	Previously developed land that is or was occupied by a permanent structure, including the curtilage of the developed land and any associated fixed surface infrastructure.
<b>Community Infrastructure</b>	The basic facilities, services and installations needed for the functioning of a community or society. It includes community buildings and halls, leisure facilities, education services, healthcare facilities and renewable energy installations.
<b>Community Infrastructure Levy</b>	A charge Local Authorities in England and Wales will be able, but not required, to charge on most types of new development.
<b>Community Strategy</b>	A strategy prepared by a Local Authority to improve local quality of life and aspirations, under the Local Government Act 2000.
<b>Conservation Area</b>	Areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.
<b>Core Strategy</b>	Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area, having regard to the Community Strategy.
<b>Development</b>	Defined under the 1990 Town and Country Planning Act as 'the carrying out of building, engineering, mining or other operation in, on, over or under land, or the making of any material change in the use of any building or other land.' Most forms of development require planning permission.
<b>Development Plan</b>	A document setting out the Local Planning Authority's policies and proposals for the development and use of land and buildings in the Authority's area. It includes Unitary, Structure, and Local Plans prepared under transitional arrangements.
<b>Development Plan Document</b>	Documents prepared by Local Planning Authorities outlining the key development goals of the Local Plan.



## **Employment Land**

Land identified for business, general industrial, and storage and distribution development as defined by Classes B1, B2 and B8 of the Town and Country Planning (Use Classes) Order. It does not include land for retail development nor 'owner specific' land.

## **Employment Land Review**

A review of the employment land portfolio within the Borough to form part of the evidence base for the Local Plan.

## **Green Belt**

A designation for land around certain cities and large built-up areas, which aims to keep this land permanently open or largely undeveloped. The purposes of the Green Belt is to:

- check the unrestricted sprawl of large built up areas
- prevent neighbouring towns from merging
- safeguard the countryside from encroachment
- preserve the setting and special character of historic towns
- assist urban regeneration by encouraging the recycling of derelict and other urban land

Green Belts are defined in a Local Planning Authority's Development Plan.

## **Greenfield**

Land, or a defined site, usually farmland, that has not previously been developed.

## **Infrastructure**

Basic services necessary for development to take place, for example, roads, electricity, sewerage, water, education and health facilities.

## **Infrastructure Plan**

National planning policy formally requires Local Authorities to demonstrate sufficient infrastructure exists, or will be provided, to support their strategies for new development as set out in their Local Plan documents.

## **Listed Building**

A building of special architectural or historic interest. Listed buildings are graded I, II\* or II with grade I being the highest. Listing includes the interior as well as the exterior of the building, and any buildings or permanent structures, for example wells within its curtilage. English Heritage is responsible for designating buildings for listing in England.

## **Local Development Documents**

These include Development Plan Documents, which form part of the statutory development plan, and Supplementary Planning Documents, which do not form part of the statutory development plan. Local Development Documents collectively deliver the spatial planning strategy for the Local Planning Authority's area.



<b>Local Development Order</b>	An order made by a Local Planning Authority extending permitted development rights for certain forms of development, with regard to a relevant Local Development Document.
<b>Local Plan</b>	<p>Through the Localism Act 2011 the Government refers to the statutory development plan as the 'Local Plan'. To reflect this it is proposed that in future the Cheshire East Local Development Framework will be renamed the Cheshire East Local Plan.</p> <p>The term is used to describe a folder of documents, which includes all the Local Planning Authority's Local Development Documents. A Local Plan is comprised of:</p> <ul style="list-style-type: none"><li>• Development Plan Documents, which form part of the statutory Development Plan;</li><li>• Supplementary Planning Documents</li></ul> <p>The Local Plan will also comprise of:</p> <ul style="list-style-type: none"><li>• the Statement of Community Involvement</li><li>• the Local Development Scheme</li><li>• the Annual Monitoring Report</li><li>• any Local Development Orders or Simplified Planning Zones that may have been added</li></ul> <p>Alternatively it is also an old-style development plan prepared by District and other Local Planning Authorities. These plans will continue to operate for a time after the commencement of the new development plan system, by virtue of specific transitional provisions.</p>
<b>Local Planning Authority</b>	The Local Authority or Council that is empowered by law to exercise planning functions. Often the local borough or district council. National parks and the Broads authority are also considered to be Local Planning Authorities.
<b>Nature Conservation Priority Area</b>	An area close to the built up area and given selective management; their nature conservation value could be enhanced.
<b>Open Space</b>	All space of public value, including public landscaped areas, playing fields, parks and play areas, and also including not just land, but also areas of water such as rivers, canals, lakes and reservoirs, which can offer opportunities for sport and recreation or can also act as a visual amenity and a haven for wildlife.
<b>Permitted Development Rights</b>	Permission to carry out certain limited forms of development without the need to make an application to a Local Planning



## **Place Shaping Consultation**

Authority, as granted under the terms of the Town and Country Planning (General Permitted Development) Order.

A stage in preparing new plans for places in Cheshire East. It looks at the challenges facing each town or village and ideas about how each place can be improved. It will then look at the options for the plan for each place. From this a Strategy for each town or village will be produced and the proposals will be incorporated into the draft Cheshire East Local Plan Core Strategy.

## **Previously Developed Land**

Land that is or was occupied by a permanent structure - excluding agricultural or forestry buildings, and associated fixed-surface infrastructure. The definition covers the curtilage of the development. The National Planning Policy Framework has a detailed definition.

## **Primary Shopping Area**

Defined area where retail development is concentrated.

## **Public Realm**

Those parts of a village, town or city, whether publicly or privately owned, available for everyone to use. This includes streets, squares and parks.

## **Regional Spatial Strategy**

A Strategy for how a region should look in 15 to 20 years time and possibly longer. They remain part of the Development Plan until they are abolished by Order using powers taken in the Localism Act. It is the Government's clear policy intention to revoke the Regional Strategies outside of London, subject to the outcome of environmental assessments that are being undertaken.

## **Renewable Energy**

Energy flows that occur naturally and repeatedly in the environment, for example from the wind, water flow, tides or the sun.

## **Secondary Shopping Area**

A retailing area, secondary to the Primary Shopping Area, that provides greater opportunities for a diversity of uses.

## **Simplified Planning Zones**

An area in which a Local Planning Authority wishes to stimulate development and encourage investment. It operates by granting a specified planning permission in the zone without the need for an application for planning permission and the payment of planning fees.

## **Site Allocations Plan**

Part of the Local Plan and will contain land allocations and detailed policies and proposals to deliver and guide the future use of that land.

## **Site of Biological Importance**

Locally important site of nature conservation adopted by Local Authorities for planning purposes.





<b>Statement of Community Involvement</b>	This sets out the processes to be used by the Local Authority in involving the community in the preparation, alteration and continuing review of all Local Development Documents and development management decisions. The Statement of Community Involvement is an essential part of the new-look Local Plans.
<b>Supplementary Planning Documents</b>	A Local Development Document that may cover a range of issues, thematic or site specific, and provides further detail of policies and proposals in a 'parent' Development Plan Document.
<b>Sustainability Appraisal</b>	An appraisal of the economic, environmental and social effects of a plan from the outset of the preparation process to allow decisions to be made that accord with sustainable development.
<b>Sustainable Development</b>	<p>A widely used definition drawn up by the World Commission on Environment and Development in 1987: 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.'</p> <p>The Government has set out four aims for sustainable development in its strategy 'A Better Quality of Life, a Strategy for Sustainable Development in the UK'. The four aims, to be achieved simultaneously are:</p> <ul style="list-style-type: none"><li>• Social progress that recognises the needs of everyone;</li><li>• Effective protection of the environment;</li><li>• Prudent use of natural resources; and</li><li>• Maintenance of high and stable levels of economic growth and employment.</li></ul>
<b>Town Centres</b>	Includes a range of different-sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a Local Authority's area.
<b>Transport Assessment</b>	An assessment of the availability of, and levels of access to, all forms of transportation.
<b>Travel Plan</b>	A plan that aims to promote sustainable travel choices, for example, cycling, as an alternative to single occupancy car journeys that may impact negatively on the environment, congestion and road safety. Travel Plans can be required when granting planning permission for new developments.
<b>Tree Preservation Order</b>	A mechanism for securing the preservation of single or groups of trees of acknowledged amenity value. A tree subject to a Tree Preservation Order may not normally be topped, lopped or felled without the consent of the Local Planning Authority.



## **Viability Study**

A report, including a financial appraisal, to establish the profit or loss arising from a proposed development. It will usually provide an analysis of both the figures inputted and output results together with other matters of relevance. An assessment will normally provide a judgement as to the profitability, or loss, of a development.