

ALTRINCHAM STRATEGY

Consultation Responses on the Draft Altrincham Strategy

April 2014

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This report presents the consultation responses made on the draft Altrincham Strategy, which was held between 17 February 2014 and 13 April 2014.

The report lists all responses to the Altrincham Strategy questionnaire made over the consultation period along with all additional separate representations received. The Council will take all questionnaire responses and representations received into account in preparing the revised Altrincham Strategy.

Part One: Draft Altrincham Questionnaire Responses

Question 1: Do you agree with the proposed vision and objectives set out in the draft Altrincham Strategy?

No.	Full Representation
1	Don't Know. I live very near to the suggested leisure and Altair development and am concerned about the impact on litter (which is already dreadful) and traffic/parking (which again is already a problem due to the football facilities at BTH).
2	Yes. Also need to think about on street parking and disabled parking.
3	Yes
4	Yes
5	Yes
6	Don't Know. This is getting so frustrating, the forward Altrincham group are not listening at all. These plans need to be much more ambitious, calling these plans a future market town is absolutely nonsense!. The plans lack substance and are just short term fixes, the vision will be outdated before its implemented. Altrincham town centre is one of the dryness, most boring places to be in the UK. The vision needs to focus on the demands of youth, i.e. what world will my boy be living in in 10 years, he certainly will not be shopping on the proposed high street!!. The reports make little mention of how two supermarkets dominate the retail offer in the town centre, in particular the TESCO superstore is absolutely brutal, the person responsible for allowing that development in the town centre as opposed to out of town should be in prison. There is nowhere near enough quality apartments in the town centre to make any of the suggestions viable. I think you are completely kidding yourself that business and retail will be successful in this town centre with so few affluent young people living in the area. I think there should be very creative use of the existing commercial buildings, turning them into ultra modern, highly desirable flats, real design pieces. Make the town a design centre! Altrincham should focus on a quality offering not streets full of pound shops. I actually think most of the building in the town centre and outlined in figure 1 that are not in use and post 1950s could be demolished and green parks and urban hang outs. Buildings such at house of fraser needs to be permanently demolished and replaced with landscaping and all of the other red brick buildings in this area.
7	No. It's all very vague and been done before. Is there no strategy for what type of consumer we need to attract? Who lives in Altrincham families / young couples etc and what are their needs?
8	Yes
9	Yes with more focus on transforming empty units especially along Stamford new road to residential homes. There are too many shops scattered around Altrincham on a large scale. With converting old buildings to shop units when there are already plenty of empty units, there should be more focus on converting empty run down units to residential homes.
10	Yes
11	No. There's too much emphasis on shops, not enough on residential and none on small businesses. Shopping is changing and there'll be far fewer on-the-street retail outlets and business rates income, So many shops have already failed due to high costs. The present appearance of Altrincham puts people off - it needs big visual improvements. increasingly retail businesses don't need a physical retail

	presence. Small non-retail businesses need small office studios, suites or workshops.
12	Yes. Possibly a bit ambitious and the lack of any additional funding is a worry.
13	Yes
14	Yes. Some of the strategy involves a number of things that were already in place e.g. the hospital. I also thought the original plans for redeveloping the Stamford Quarter was going to involve changing the current library and those parts of the horrible brown building which gives Altrincham a bad first impression.
15	Yes. We must retain all remaining historic buildings. Demolition many years ago of old buildings such as the library, swimming baths and Stamford Hall severely damaged Altrincham's credibility as an old historic market town.
16	Yes
17	No
18	Yes
19	Yes, with reservations - the problem of the empty units in the existing area has to be addressed.
20	No
21	Don't know. I'm in broag agreement, though have been disappointed with the arrival of superstores such as Tesco in the town centre, and would prefer to see small, independent shops, allowing Altrincham to recover it's individual character and support for small, local shopkeepers
22	No. Unrealistic given the existing poor planning /building mismatch and topography of towncentre which restricts significant and necessary redevelopment.
23	Yes
24	Yes
25	Yes
26	Yes
27	Yes. The vision for regeneration is a vital step for Altrincham, to turn around the decline of this town.
28	Yes
29	We would like to see an objective to protect the interests of people resident in proximity to the strategy boundary - in our case, New Street. Our concern is that successful implementation of the strategy should not adversely impact us by introducing additional traffic and additional demand for parking outside of the strategy boundary (the area within the boundary should be self-sufficient for car parking - and mention of car parking provision is conspicuously absent in the Strategy paper).
30	Yes. But the details should be outlined more. There is not enough information for people to decide.
31	No response.

32	Yes. I have some reservations, especially about costs, maintenance and traffic management. Is there a budget for this?
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Question 2: Do you agree with the proposed Altrincham Strategy area boundary?

No.	Full Representation
1	Don't know. Again, I have concerns about how close the Altair development is to my house.
2	Yes. But on street parking is also outside this boundary
3	No. We have written to the Town Centre manager about extending this along " Death Row" which is Ashley Road Altrincham from St Johns Church, running into Altrincham.
4	Yes
5	Yes
6	Don't Know
7	Don't know. Road names would help. I can't identify what the boundary is.
8	Yes
9	Yes
10	Yes
11	Yes
12	Don't Know. Why does there have to be a boundary?
13	Yes
14	Yes. There is nothing wrong with the boundary areas, the problem is getting businesses to fill them. There are way to many empty shops for such a wealthy area.
15	Don't know. I do not like the appearance of the office buildings. They do not fit with the image of an old market town however I do accept when/if fully occupied they would bring trade to the town centre. I do not feel that more office space is required. There are currently many vacant offices that should be filled before considering building more.
16	Yes
17	No
18	Yes

19	Yes
20	Yes
21	Don't know. I don't fully understand it. Why, for example, has the Cresta court Hotel been included?
22	No. Evening entertainment area intrudes into expensive residential area around Downs -car parking issues and late night nuisance objections likely from residents in this area.(already a crime hot spot on police crime map)
23	Yes
24	Don't know. Is there also an opportunity to develop the office site on the corner of St John's Road and Ashley Road.
25	Yes
26	Yes
27	No. The strategy area boundary conflicts with the vision set out in the draft strategy, which recognises Stamford Park and John Leight Park as key public spaces in Atrincham. This means they should be within the boundary and safe pedestrian access to them should be improved - both parks lie along major roads with a lack of safe pedestrian crossings particularly in case of Stamford Park linking it to the proposed nearby Altair development.
28	Yes
29	Only with the proviso that the area within should be self-sufficient for car parking (i.e. not introducing additional demand on areas around the strategy boundary) and that the Strategy needs to consider how access to Altrincham centre will be enabled without introducing unacceptable traffic volume.
30	Don't Know. Because the map does not show where the boundary ends. There is not enough detail on the map as to where anything is.
31	No response.
32	Don't know. The map provided is so blurred that it is impossible to see the boundaries.

Question 3: Do you agree with the proposed approach to the regeneration of Altrincham Town Centre as set out in the draft Altrincham Strategy?

No.	Full Representation
1	Yes
2	Yes but concerned with some of the shared roadway pedestrian areas like Poynton- Poynton is a village like Hale not a market town.
3	Yes
4	Yes
5	Yes
6	Don't Know
7	No, I totally disagree with the idea of building the hospital. Ill people don't want to go shopping.
8	Yes
9	Yes however more focus should be transforming empty units to residential homes. Young people and families would be attracted living in altrincham town centre with trams/trains on doorstep to Manchester City centre.
10	Yes
11	Don't Know
12	Yes. In principal yes, but I do worry about Altrincham becoming too 'spread out' - in particular the location of the already approved Altair development.
13	Don't Know
14	Yes
15	Yes. We've got to do something!

16	No. The plan is not aspirational enough. How about comparisons with other towns. What about the restrictive parking in altrincham.what about pedestrianisation of Stamford new road like Poynton.
17	No
18	Yes
19	Yes, with reservations - the problem of the empty units in the existing area has to be addressed.
20	No. The Altair development is a waste of money George street should be the priority
21	Yes. Broadly. Some of the architecture of the newer development is characterless and contributes to the loss of the unique, Victorian character of Altrincham. I'm not against modern architecture per se, but it should be in sympathy with the existing buildings.
22	No. "Boutique Zone" is secondary shopping area full of "pound stores/low cost shops" you will have to C.P.O. these before you can regenerate- at what cost- The Downs/Railway street area with the older buildings opposite new hospital more suitable.
23	Yes
24	Yes. The report states - "High quality public realm and green infrastructure will link Altrincham's key destinations effectively" I would definitely agree that the public realm needs improving as even George Street with the recent developments looks a mix of confused initiatives. I'd also like to see the walkways between shops, and those feeding into Goose Green improved as they're often very threatening.
25	Yes
26	Yes. There is no mention of affordable housing or different tenure types in the residential offer. The housing will need to meet the needs of those squeezed out of the housing market both for rent and sale by rising house prices and rents in a high value area.
27	Yes. However key to this development is commercial rates - viable shops, such as Thorntonsin Stamford Quarter have closed because landlords are preferring to have an empty space rather than see a decrease in value of their rentals. As a result motley only charity shops can afford to survive, and Altrincham is failing to retain commercial outlets.

28	Yes
29	Yes
30	Don't Know. Don't think much about these questionnaires. They are not suitable. Strategies are all very well but they need to be more understandable.
31	No response.
32	Yes. There will be prolonged upheaval and disruption for residents with no guaranteed success.

Question 4: Do you agree with the Town Centre Quarters identified in the draft Altrincham Strategy?

No.	Full Representation
1	Don't Know
2	Yes
3	Yes. The Market seems to be excluded from the evening and social area which may be a mapping error! Obviously, the market must open at night.
4	Yes
5	Yes
6	No. Anything more than 4 quarters does not make sense, the suggestions are laughable. How about one large quarter called park!
7	Yes
8	Yes
9	Yes
10	Yes
11	Yes
12	Yes
13	Yes
14	Yes. They make sense, but if you have people wanting to fill these shops that you believe should be suited to another 'Quarter' they should be given all the help they can to be encouraged to do this.
15	Yes
16	Yes
17	No

18	Yes
19	Yes
20	Yes
21	Yes
22	No. See 6, Leisure area!! - Sainsburys/tesco dominate and Altir will also be shops.This area is essentially Altrincham shopping centre in all but name and likely to remain so-these stores, together with Broadheath retail park are the reason why the town centre is in such a dire state.
23	Yes. There should be close consultation with the police to quickly identify troublesome venues in the Evening Quarter and cancel their licence as continual press coverage of incidents puts many residents off going into the town at night.
24	No. The Boutique quarter is too large, covering the southern end of George Street. At the present time, this area has general retail rather than boutique premises.
25	Yes
26	Yes.
27	Yes. Access to and from the cinema complex in Lloyd St adjacent to Goose Green should be incorporated into this strategy
28	Yes
29	We agree with the approach and the designations, but the boundary for the Evening Economy Quarter needs explanation and raises some concerns. It is not clear, and not explained, why this boundary includes areas of New Street (the residential flats, small commercial businesses). Is a redevelopment planned here? As residents of New Street, we are already unacceptably constrained with regard to car parking and would welcome redevelopment that would improve provision of parking places, whilst retaining the character of the street
30	No. Don't think that there should be Quarters. There is too much being said about young people and shops for the young but older people need to have their say.
31	No response.

32	Yes, mostly. I am nervous about the evening economy zone which encroaches on residential property. There is already a problem with parked cars which are left overnight, especially at the week-end. Presumably, their owners decide it is prudent to return home by taxi!
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Question 5: Do you agree with the development opportunities identified in the draft Altrincham Strategy?

No.	Full Representation
1	No
2	Yes
3	Yes. I am worried that the nominated partners may not be substantial enough to carry their developments through. The Altair scheme seems full of hot air and no action; the Stamford quarter operators, did I hear they went bust and reformed? Are these operators financially capable of getting these schemes going? Has anyone looked at their current balance sheets? If not insist you do. You will then know the answers to the above questions.
4	Yes
5	Yes. However, have concerns regarding the Altair development from an architectural perspective. Some planning in Altrincham has not been in keeping with the historical feel of the Town Centre. I think this historical feel makes Altrincham unique and would be an incentive to attract visitors if it is managed effectively, creating a 'Covent Garden' alternative to Manchester City Centre and the Trafford Centre.
6	Yes. Some good suggestions.
7	Don't know. It would have been helpful to know what the mixed use of the Altair development is. Plans seem to ignore outside developments such as Broadheath. Surely this affects what goes on in the town centre?
8	Yes
9	Don't Know
10	Yes
11	Yes
12	Yes, but funding needs to be available
13	Don't Know
14	Yes. My only real issue is the fact that at the Altair site you are going to put in more shops. What makes you think these will be filled? Is this not taking opportunity away from already empty stores?

15	Don't know. I agree that Altrincham does need further development. However, the planned development doesn't sit with my vision of an historic market town.
16	Yes
17	No
18	Yes
19	Yes
20	No
21	Yes. However, I would like to see more greenery in the town centre. It is widely known that trees reduce air pollution yet Altrincham has seen a marked increase traffic over recent years and no attempt to retain, improve or increase its green areas or number of trees.
22	Yes. Some of them ref residential- pull down the '60s old hospital annex and Edwardian building next door and do an "Arnolds Yard " development.
23	Yes. It's all very well identifying sites in briefing documentation but you must ensure that your planning department do not the act as an anchor against schemes coming to fruition. Altrincham is in fairly poor shape and needs rescuing NOW. The planning process needs to be speeded up and the endemic anti-development attitudes within the planning department must be swept away. The developers of Altair should also be given an ultimatum - either they have financing or they don't.
24	Don't know. Stamford Quarter - this needs completing beyond the Debenhams site, to provide a consistent retail outlook, ie the sites including WH Smith, House of Fraser etc need to be redeveloped to look the same as H&M, Next Debenhams etc. Is there also an opportunity to develop the office site on the corner of St John's Road and Ashley Road. Graftons - you've mentioned this within the report, but the development has already been completed. I can't see what new opportunities exist with the Graftons.
25	Yes
26	No. Have all development opportunities for residential been identified. Have the types of residents that you would like to attract into the town centre been identified e.g. families, young professionals, people in housing need.
27	Yes. While the work on Altair takes place it is vital that the Altrincham Leisure centre does not close and the community doesn't lose its sports provision.

28	Yes
29	In general yes, but it is not at all clear what the investment of £19m in the Altrincham Interchange will yield. We are also unconvinced that the Altair development is justified - Altrincham doesn't need to be everything to everyone.
30	Yes. To a certain extent.
31	No response.
32	Don't know. Not sure that they will materialize but it's a brave attempt to offer a solution.

Question 6: Do you agree with the proposals to consolidate high street retailers within a defined retail core and encourage the development of a new boutique quarter?

No.	Full Representation
1	Yes
2	No response
3	Yes
4	Yes
5	Yes
6	No. Happy with boutique quarter but would not have high street retailers, would take down most of that commercial stock.
7	No. You have to have high street retailers there in the first place before you can consolidate them. I can't see anything in the plan to encourage them
8	Yes
9	Yes. There is a need for more independent boutique shops similar to Chester/York.
10	Yes
11	Yes
12	Yes, this is essential if Altrincham is to succeed
13	No
14	Yes. This is what is needed, keep all those businesses together and then fill the empty ones with things other than shops. I'm not sure how you could achieve this, surely they all have leases and they aren't in other stores because they don't fit the companies' requirements?!
15	Yes. We definitely need more independent shops. I would visit Altrincham for this type of shop. I can go anywhere to shop in the major retailers. They have no charm/personality. We need shops/cafes that spill out into the street.

16	Yes
17	No
18	Yes
19	Yes. All these new areas will depend on people coming into the town WITH CARS, already a problem.
20	No. There are already a large number of existing vacant shops. We don't need new shops.
21	No. The existing shops are struggling. Why don't we support the shopping stock that exists already before increasing the number of units with no guarantee of success? I have doubts about the partnership with Nikal as I suspect their objectives are not those of Altrincham residents. It is important to have low retail rents and free parking.
22	Yes, but doubt your proposed zones will work - the two big supermarkets dominate the retail and they are not going to move from their sites.
23	Yes
24	Don't know. Agree with the concept of the boutique quarter, but for a boutique quarter the designated area is too large. I'd have thought that the Retail Anchor quarter would extend along the full length of George Street.
25	Yes
26	Don't know. This is a good strategy however is there potential to increase the residential offer within this area possibly utilising vacant retail premises for high quality residential accommodation. The private rental market is growing and this could be a good area in which to capitalise on that market.
27	Yes. These are two separate issues. A "boutique quarter" will only survive if commercial rates are affordable and both parking and pedestrian access are improved.
28	Yes. I feel it will give more customer choice and bring a little character to the Altrincham area.
29	We think so. Both Hale and Knutsford give local examples of how local business can thrive in a town centre.
30	No. I don't agree with The Boutique Quarter. Things should be more mixed up.
31	No response.
32	Yes. Some mix would make the shopping "experience" more interesting.

Question 7: Do you agree with the proposals to place Altrincham Market and the surrounding areas at the heart of future plans for the town centre?

No.	Full Representation
1	Yes
2	Yes but boutique retailers need on street parking for customers not loading bays.
3	Yes
4	Yes
5	Yes
6	Yes. Creation of a high end market is the best proposal, the existing offering is totally rubbish.
7	No. People don't want to shop at a traditional market anymore. If you want to focus on the market it needs to be done properly. The traders outlet near the downs is indoor and has very few visitors.
8	Yes
9	Yes. However more outdoor space is needed with grass and trees. There no where especially in the summer to sit outside. In Manchester they have Spinningfield and Castle field. More outdoor space is needed.
10	Yes
11	Yes, the market is vital and the main reason to shop in Altrincham
12	Don't know. It is remote from the Bus/Rail Interchange which is a concern, the trek through a derilict hinterland to get to the 'heart of the town centre' needs addressing.
13	Yes
14	Yes. Its the history of the town. As a person who's family have lived in the area since its insepction I would hope people are made more aware of the towns history.
15	Yes. You can't advertise Altrincham as an old historic market town if the market is not at the heart of the plans.

16	Yes
17	No
18	Yes
19	Yes
20	Yes, but the market Hall needs to remain as a market and not changed into yet another wine bar!
21	Yes
22	Yes. Build on the history of the 700 years of the town, use the old listed hospital as a museum for town history and tell story of the history of this very old hospital site as well. leave the library where it is.
23	Yes. The Market continues to underperform due to a lack of, or poor marketing. Residents need to be made aware of what is available.
24	Yes. Additionally, the public realm needs improving.
25	Yes
26	Yes
27	Yes
28	Yes
29	Yes
30	Yes. The people that are developing the market need to go and look at Bury Market and talk to. It has everything that people want and older people don't like change.
31	No response.
32	Yes

Question 8: Do you agree with the proposals to increase residential development within Altrincham Town Centre?

No.	Full Representation
1	Yes
2	Yes
3	Yes. However, this should not be a mass Flat Block approach as with the development on the corner of Railway street and Lloyd Street which looks like the supastructure of an Oil Tanker! Considering this is the entrance to Altrincham, the Planners need a wake up call! It is a consevation area and should be treated as such. This is poor planning control and more care is required, in future. Converting Office blocks into residential is surely the first option rather than building huge new blocks. The Graftons has converted to a Hotel so other Offices could be likewise encouraged to change use.
4	Yes
5	Yes
6	Yes, high quality flats only though.
7	Don't know. I don't think it will make much difference. The flats near Tescos haven't changed anything.
8	Yes
9	Yes. There are far too many empty retail units and it would be a good idea to adapt empty units to residential houses/apartments to attract people to the area. However close links need to be with Metro/Northern rail with amount of rubbish along rail line in altrincham. It is very off putting and would put people off to rent / buy in town centre.
10	Yes
11	Yes and it needs to be good quality and well designed. Trafford needs to ensure a far better standard than recent developments such as the oppressive dismal block by the lights at the bottom of the Downs.
12	Yes
13	Yes

14	Yes. People are always wanting to live in Altrincham, the more that can be made residential the less empty shop fronts there will be! Also the more people who live here the more amenities are required, so the more shops/restaurants will open and remain open.
15	Yes. I suppose it would bring life to the the centre at times other than shop opening hours.
16	Yes
17	No
18	Don't know
19	Yes, as long as there is affordable housing for people struggling with high costs elsewhere.
20	No
21	No. Traffic is far too congested in Altrincham and this would merely make it worse
22	Yes. If you cannot let the old McDonalds site (empty for 10 years) with heavy footfall past the door then frankly most of the secondary shopping areas are going to have to retun to residential unless you want more "pound shop" type operators and pawn shops /bookies in the town.
23	Yes. Again - speed up the planning process - the benefits are obvious - witness the renaissance of Manchester city centre over the last decade.
24	Yes
25	Yes
26	Don't know. It is important to increase the residential development within the town centre and also to ensure a mix of good quality accessible accommodation across all tenures. The residential offer should include affordable accommodation both to rent and buy which would capitalise on its central location access to services and good transport links in and out of Manchester.
27	No. Residential development is only possible with adequate parking provision and increase in school places. Lack of this will overload surrounding areas with illegal parking and increase pressure on school provision which is already oversubscribed.
28	Yes
29	We agree with any proposal that utilises currently empty buildings, but not the creation of new residential buildings, and only then if

	sufficient car parking is made available to cover the requirements of new residents.
30	Yes. But not too much.
31	No response.
32	Yes. 'Shared space' is costly to install & maintain – both in terms of keeping all the paving level and in keeping it clean – it will need to be <u>WASHED</u> weekly or monthly. Altrincham has a heavier 'footfall' than Poynton due to the school students who also drop litter & chewing gum. I am also concerned about the lack of parking dropping off space at the new hospital. My husband was provided (very efficiently) with a blue badge for the last few weeks of his life because he could not walk far and needed to attend Altrincham hospital for regular blood tests. To get a place where I could safely drop him off at the new hospital would involve more driving/petrol consumption/pollution than at present.

Question 9: Do you agree with the proposed public realm and movement improvements outlined in the draft Altrincham Strategy?

No.	Full Representation
1	No
2	No. Major concern of expense versus benefit. Lets get the John Lewis, Cheadle and Trafford Centre customers back in Altrincham soon - we can't wait 3 years.
3	Don't know. The Public Realm concept is fine but possibly incomplete. We think the " Death Row" which we mentioned above (Ashley Road from St Johns Church to Railway Street) should be included within the traffic calming measures intended for the same junction at the Downs. We call this area Death Row because of the fact that all businesses over the years have struggled to succeed. Traffic travel far too fast in this area and created an almost Industrial feel ; this is the principal entrance to Altrincham for many visitors and slowing traffic in this tree lined avenue would be easily achievable. The Shops would also benefit and probably prosper as they used to, when Altrincham was quieter. So please consider this proposal seriously.
4	Yes
5	Yes. I think other roads could either be pedestrianised or changed to one way only, such as Grafton Street and Back Grafton Street.
6	No. It's boring, buildings should be knocked down and replaced with urban hang outs, green spaces and art installations.
7	Don't know. Cycle spaces are only useful for workers, not shoppers. As a pedestrian I don't see a problem with access to shops as it is now.
8	Yes
9	Yes
10	Yes
11	Yes
12	Yes. We need so much more public realm, some 'green areas' would be nice too. e.g. The recently renovated Station Buildings on the corner of Stamford New Road and Moss Lane look excellent; but please can we knock down the old out building/warehouse in the courtyard and create a welcoming space for people arriving at the Interchange.

13	Don't Know
14	Yes
15	Yes
16	The traffic flow needs a thorough examination. Traffic movement should be routed away from the centre.try to remove bottlenecks.
17	No
18	Don't know
19	Don't know
20	Don't know
21	Don't know. The document does not describe what these are, though I agree with the sentiments expressed.
22	Yes. Fine in theory but the successful parts of the town (supermarkets /Broadheath retail) have level close by easy parking - these proposals discourage car access and whilst a good idea will I'm afraid drive shoppers away.
23	Yes. Oxford Road is a major exit route from Altrincham and is probably the worst road surface in the borough - It needs to be resurfaced as soon as possible especially as it is soon to be included in the Downs Conservation Area. I am a resident of Oxford Road and at times of heavy rain huge puddles pool in the road soaking pedestrians as cars pass - Visitors to the town remember these things and don't return.
24	Yes. Definitely agree, at the moment, it's a mix of failed initiatives and looks messy at best. Furthermore the walkways/ginnels between sites are threatening and often littered with graffiti and rubbish.
25	Yes
26	Yes

27	No. The "public realm" cannot exist in isolation. There needs to be adequate parking provision and safe pedestrian access in and out of the town centre. This means adequate pedestrian crossings at key roads: Moss Lane/Manor Road crossing, Moss Lane itself, Hale Road and Dunham Road near Old Market Place junction and further up Dunham Road, in Ashley Road and Stockport Road, and in Lloyd Street. Currently the town is fragmented and dominated by vehicles.
28	Yes
29	Yes, with some concern that through traffic may make great use of New Street as a shortcut to avoid Stamford New Road. Traffic calming measures must be implemented to counter this (e.g. 20 mph limit).
30	Yes. To a certain extent.
31	No. Shared space without traffic lights could be a disaster.
32	No.

Question 10: In what ways could we maximise the opportunities of Altrincham's key assets?

No.	Full Representation
1	No response
2	Look at on street/disabled parking. We have a lot of elderly residents who cannot walk far. Consider the need for multiple on-street loading bays, boutique businesses get one 30 minute delivery per week maximum, Give them cones to put out.
3	A lot of people have invested much time in the strategy. This can only be carried through with financially capable developers. Please check their viability. There are many large scale developers who would love to be involved if the present entrants, haven't the capital.
4	Improved parking
5	By making sure local landlords and business people are involved. I emailed Altrincham Forward last year and had no response from them. You need the support of everyone to make this happen.
6	Altrincham is starting right at the bottom Give up on unused buildings, give the place more space and Drive Supermarkets out of town, areas become free low cost car parks Liberal licensing laws Art museums Design centres High end colleges/universities Bike schemes.
7	There is very little in this plan that gives me any confidence that Altrincham centre will improve in the future. There is no direction in terms of what the inhabitants of Altrincham want, what the traders have found makes it difficult to be successful in Altrincham, whether we need to encourage businesses to set up offices in Altrincham, how all of the empty buildings are going to be filled, particularly around the new interchange, which is "the gateway" to Altrincham.

8	<p>Parking is a big problem, lots of people like to shop in Altrincham but choose other places due to free parking. Ideally there should be lots of cheap or free parking near the market on Saturday (not just Sunday) and maybe Tuesday as well (market day). Also, I gather the rents on George Street are prohibitive - There are many empty shop units at the end of George Street near Regent Road Junction. Not sure how landlords can be forced to reduce rents to allow independent shops to open businesses but maybe the council can help with other incentives. I notice there are bike rentals at the new interchange. With the upgrade of the Bridgewater canal towpath to cycle lane up to Broadheath is there a way to extend a traffic free cycle route into the town centre and encourage people to use it for leisure and commuting. This would also encourage people living in areas like Timperley to come into Altrincham by bicycle. By the way the events at Christmas - lantern parade and night markets were great. One thing I find lacking around Altrincham is a good bonfire night for the public. John Leigh Park or Stamford Park would be good venues.</p>
9	<p>Take advantage of traditional buildings to full effect even transforming to residential homes. Trams/trains easily accessible for people from other cities to visit Altrincham. First impression when arriving Altrincham for a lot of people especially visitors to area is very off putting. Stamford new road is very run down with empty units. The area needs tidying and cleaning to transform to residential living. Flowers and hanging baskets need to be put up to make the area look desirable and cleaning out rubbish along Altrincham metro/rail line.</p>
10	<p>Free parking in all of the town, scrap pay and display completely - the revenue created must be minimal anyway.</p>
11	<p>More pedestrianisation and more car parking outside the immediate centre. Minimal or zero parking charges, e.g. two hours free.</p>
12	<p>Accept that Altrincham CANNOT compete with The Trafford Centre and Manchester City Centre and concentrate on local retailers where possible selling local produce. Demolish the derelict 60/70s buildings that over power the town especially on Stamford New Road.</p>
13	<p>No response</p>
14	<p>Altrincham key asset is the wealth in the area. The question needs to be asked how the likes of Wilmslow, Alderley Edge and even Didsbury manage to fill their units with desirable shops (even brands) that we don't seem to get in Altrincham even the area is on a par with these areas, if not better (due to access and higher average house prices!).</p>
15	<p>By protecting and improving all historic buildings and spaces. DO NOT demolish any more of our history. It's been my opinion for years that we need many more small independent retailers. You can shop in the same old boring large retailers anywhere.</p>

16	Improve the parking . Remove the parking wardens who scare off potential visitors. They have been the death of altrincham combined with the trafford centre. Altrincham needs more niche shops and to develop the cafe culture. The town also needs better street cleansing. It looks scruffy and unloved.
17	It's incredibly frustrating that the council is spending tonnes of money on Altrincham, which already has a good selection of shops when Sale has just been abandoned to rot because of the proposed Asda.
18	No response
19	By providing proper transport links to discourage cars and not pricing small businesses out of the market
20	No response
21	Free parking, low commercial rents for retail units, more green spaces, fewer charity shops, pawn brokers, gold purchasers, and more individual retailers.
22	Concentrate on the old market areas as a vistor /leisure destination . accept that the main shooping area has moved to east of the railway line and encourage more commercial development in that area including commercial use on east side of oakfield road.more residential use in secondary commercial existing areas and evening entertainment southend George st./ Market st areas.
23	A one-stop database needs to be created in conjunction with commercial agents to highlight exactly what property is available and at what price. This could either be hosted by Trafford or on a separate website. Landlords should be encouraged to drop unrealistic rent levels and the council should consider reduced business rates or business rate free periods for any new incoming independent retailers maybe subsidised by the larger retail consortiums as footfall is key to everyone.
24	We firstly need to identify the key assets. At the present time there are discussions around the market area, but the historic quarter of Altrincham has a lot to offer as does the evening entertainment. Increased advertising of Altrincham as a retail and leisure destination, ie people travel to watch Man Utd, Man City etc - Altrincham is well located and well serviced to be a destination for these people to stay at overnight. We have a limited number of hotels. Additional hotels built would increase footfall and expenditure in the local economy. We're well placed for the airport and nearby motorways.
25	No response
26	Altrincham is a high value area with excellent communication links to city and attractive countryside.

27	<p>As mentioned above, Altrincham public spaces are fragmented and the town is divided by main roads, where drivers are heavily prioritised over pedestrians. Despite this preference for drivers, the town lacks parking which means shoppers who drive turn elsewhere. Those who walk might prefer to take the Metrolink to shopping areas and town centres that offer a better experience. Therefore the two key priorities to bring people into the centre are: a) accessible parking (the reason visitors to Altrincham are greeted first by an empty large shop front is that Argos has moved out of these premises in Stamford New Road due to poor access for drivers that limited its trade) and b) safe pedestrian access not only in the designated "centre" but to and from it along major routes. People drafting this strategy actually need to put themselves in the shoes of families and individual adults, young people and elderly residents walking into and from town. They will find themselves walking along main roads lacking crossings, dodging cars parked on narrow pavements and drivers speeding through traffic that give pedestrians only a short window of time to cross - not a good experience. Unless there is a coherent strategy of vehicle access and pedestrian links across town, the centre-focused strategy will fail. Secondly, it will also not succeed if retailers fail to thrive and there is a high turnover of shops due to unrealistic commercial rates - unless this issue is solved, the town will continue to be dominated by boarded up shop fronts. Since McDonalds and Pizza Hut in the "gateway to town centre" closed, their units have not been refilled and continue to stand empty, giving an immediate negative first impression of the town centre. The strategy will only succeed if the cause of this permanent exodus of retailers is addressed, and landlords are incentivised to retain commercial tenants for the long-term.</p>
28	<p>I feel a quarterly meeting of all key stakeholders discussing how we can maximise are strengths to benefit the local economy and educate customers would be a massive positive.</p>
29	<p>Let's make Altrincham Football Club integral to the Leisure Quarter development.</p>
30	<p>I think the empty shops should be filled before any new development and when the new bus station is built better bus service around the Hale and Timperley areas. I live on the Number 14 bus route and I can not get a bus back home after 14.10 pm (sic) in the afternoon. Plus there should be somewhere in the centre of Altrincham where older people can go like a community centre for crafting like knitting and a drink. There is nothing for people over 60 to go to.</p>
31	<p>Get rid of the eyesore YWCA before any other change. Altrincham will <u>never</u> "be a unique, attractive and vibrant" town whilst that ugly building stands on a major route into the town centre.</p>
32	<p>My main concern is that Altrincham needs to be <u>cleaner</u> – Stockport looks cleaner now with both buildings and pavements sparkling. My grand daughter famously said (aged 8) "Why is it so dirty here, Grandma?"</p>

Part Two: Other Comments Received on the Draft Altrincham Strategy

No.	Full Representation
33	<p>1. I think in para 1) The reference should be to the Charter of 1290 as the market probably existed before 1290.</p> <p>2. I`m not sure how traffic will be discouraged in Stamford New Road/Railway street when buses will be using it.</p> <p>3. Reference could be made to the easy access to fast mainline trains to London via Stockport</p> <p>4. Reference could be made to our easy access to Old Trafford for M.U.F.C and for Test match cricket and the easy transport facilities and the available hotel accommodation.</p> <p>Minor points.</p> <p>Encouraging cyclists, who are irresponsible and a danger to everyone is of dubious usefulness.</p> <p>I note my property is not within the zone and I`m not sure if that is a good or bad thing!</p>
34	<p>Shopping in Altrincham in the rain is unpleasant. Have you seen the lovely Victorian wrought iron and glass covered walkways of Southports shops. It would be wonderful to have a programme to gradually emulate that in Altrincham.</p>
35	<p>I have made this suggestion to many people on the council but no one has taken it up. The best aspect of shopping in Altrincham is when it is sunny, people flock to Altrincham to shop in the sun and get a coffee or whatever. When it rains Altrincham is a ghost town because people do not want to shop in the rain. What I am suggesting is a simple canopy system that runs through the precinct, preferably (but not essential) one that can be opened and closed depending on the weather. Altrincham is surrounded by three very affluent areas and whilst there are many reasons why Altrincham struggles (high rent and rates etc) when I was a kid it was a vibrant and wells used shopping area and I hope that one day it can return to its former glory.</p>
36	<p>I`m a local resident and I think your strategy document has a number of good features in it. If they can be brought to fruition they would certainly help in the regeneration of Altrincham town centre.</p> <p>Questions(and possible answers in some cases) I have, relate to some of the current issues that don't seem to be addressed in your document...</p> <p>1. Business Rates: I have no idea about how the rates for business premises work, but when the highly successful Goose Green delicatessen closed, citing the increase in business rates as one of the main reasons for closing down it concerned me that business rates in Altrincham were not mentioned in your strategy document. What is the strategy for business rates?</p> <p>The traders in the town, as they would!!!, are always complaining about the very high level of business rates imposed but when businesses actually close because of the level of rates, surely this needs to be looked at?</p> <p>Are the large number of empty retail premises in Altrincham also symptomatic of this?</p>

	<p>What would appear at face value to be one of the most desirable retail premises in Altrincham (What was the McDonalds by the traffic lights in the centre of Altrincham) has been empty for over 5 years and now has netting over it to stop pieces of the exterior from falling off!</p> <p>If no retail businesses have been persuaded to take this property for all that time then something is clearly very amiss, be it the business rates or the rental demands of the landlords(surely a landlord wouldn't want a property empty for 5 years plus?), again whilst your document is very good, it says nothing about this type of issue and what steps are to be taken to address it.</p> <p>2. Parking: I appreciate that the parking charges in Altrincham have been reduced in recent years, however the army of wardens patrolling the streets and car parks, armed with the latest technology to ensure that within 1 minute of exceeding your allotted time you receive a ticket and a considerable parking fine is still a major deterrent to parking in Altrincham. Why not allow say, a 10 minute grace period before imposing a ticket?</p> <p>It's not as if people are deliberately trying to save the difference between a 10p 1 hour ticket and a 30p 2 hour ticket, it's much more likely that the queue at the bank or shop they are attending was marginally longer than they had planned for and so exceed their ticket time by a couple of minutes. I agree completely that if someone buys a 1 hour ticket and is well over that time then a ticket is fair, but 1 minute over smacks of a regime whereby traffic wardens are rewarded by the number of tickets they issue rather than using some common sense.</p>
37	<p>I have lived in Altrincham the last 3 years having previously lived in Withington. I moved here due to the balance of connectivity to the city centre provided by Metrolink and the proximity to countryside for cycling.</p> <p>Here are my suggestions/comments.</p> <ol style="list-style-type: none"> 1) Before I moved to Altrincham I just thought the shops consisted of Stamford Road. I had no idea the pedestrian areas existed as I only passed through in a car. Consider improved marketing of less immediately visible areas? Town maps at major entry points? Advertising/listing boards for businesses on main car approaches? 2) I think Altair will be to the detriment of rebuilding the town centre as you will end up with Nandos, Burger King etc that will detract from nicer local offerings 3) If you are going to charge 10p for parking, why not just make it free? Still time limited though 4) Make main pedestrian areas more green. The regent road end of the high street is pretty depressing 5) Somehow try to create more of a bar/restaurant buzz in the evenings (similar to Alderley Edge and Hale). My friends and I would love to go out in Altrincham more but at times it feels outright threatening (especially round Nicholsons, Sookies). We default to going to city centre most times. With how affluent the area is, it seems like there is a real opportunity if encouraged appropriately 6) Try to improve Stamford Road, Regent Road junction (right hand turn filter lane?). Getting through town that way is a real pain.
38	<p>About a year ago I took some time to complete a questionnaire about the future of Altrincham. I recently read an article in the Messenger</p>

that said a consultation period was running until 13th April 2014 but I appear to have missed an opportunity to comment on your web site so am responding this way. Please pass my comments on to the people who are delaing with the Altrincham Strategy.

I am a resident of Altrincham since 1985. I enjoyed shopping in the town and shopped for everything locally including at the market. Not long after we moved here Sainsburys applied for an extension which was eventually granted but on condition that only the red bricks were used. Years later Tesco are allowed to build an industrial building a few yards away.

There is always room for improvement to make plesant areas to sit outside such as in Goose Green - no one is likely to argue with that. But it is not the answer to the town problems.

When I moved here the town was vibrant. I got to know many of the business owners. There was a stationery shop round the corner from Sainsburys - it was a great shop they sold everything to do with the office and what they did not have they would get it for you. The owner decided to close down when the Trafford Centre was being built. That was the start of the decline - gradually businesses closed. Some held on probably longer than they should have - Oddbins, Jaeger, Edinburgh Woolen Mill, Plants the jeweller.

You cannot build a massive Tesco, out of town stores with free parking at Broadheath, the Trafford Centre and adjacent out of town stores at Urmston coupled with massive M&S, John Lewis and so on in Wilmslow/Cheadle without stealing trade from elsewhere.

Last year I visited the town of Stamford in Lincolnshire. I had the privilege of walking through the town on market day. They do not have a massive supermarket in the town so businesses can trade successfully. It is the systematic build up of competition that has put an end to Altrincham. And it seems that it is not finished now and the internet is making things even worse.

I am guessing we cannot force closure of Trafford Centre, Broadheath, Tesco, stop the new Booths and so on. So what can we do that will end the empty shops and offices? My suggestion is relax the planning rules in Altrincham to make it affordable to convert many of the buildings for residential use. The one advantage we have is that people want to live here - so lets use that - build on our strengths rather than continuing with what is essentially the same losing strategy that has been going on all these years without success. Various new names for initiatives over the years but the same old strategy.

People involved in planning for this town need to accept the facts. There are far too many empty retail units and offices and it is bad for the town. It has been going on for years and rather than tackle that problem we are still seeing new retail units being created. One of the latest is in the block opposite what used to be McDonalds near the interchange. We are also building yet another supermarket in Hale Barns.

I hope a solution can be found, I am sad about the demise of Altrincham. But it will need to be radical and it will need to be one that can be under the control of Altrincham rather than external factors that we cannot control.

39	<p>Having read this article (http://www.messengernewspapers.co.uk/news/11015674.Have a say in Altrincham s future/) I would very much like to get involved in ensuring that the future of Altrincham is a successful one.</p> <p>I believe that the next 18 months are going to be crucial to Altrincham, there is no doubt that in the last year there have been glimmers of hope, created by Altrincham Forward, the new market operator and other individuals – however it is key that a plan is formed which is integrated, is best for the town (and not for individuals) and starts to focus on repairing and repositioning the Altrincham brand</p>
40	<p>Thank you for your consultation and seeking the views of United Utilities Water PLC in this process.</p> <p>We have no comments to make at this stage, but wish to be included in further consultations and where necessary, the future development of your Altrincham Strategy and supporting polices, to ensure we can facilitate the delivery of the necessary sustainable infrastructure in line with your delivery targets, whilst safeguarding our service to customers.</p> <p>We would like to be notified of your decision on whether to accept our comments and the future progress of the Altrincham Strategy.</p>
41	<p>Thank you for your email of 17 February consulting The Theatres Trust on the Altrincham Strategy document.</p> <p>The Theatres Trust is The National Advisory Public Body for Theatres. The Theatres Trust Act 1976 states that <i>'The Theatres Trust exists to promote the better protection of theatres.</i> It currently delivers statutory planning advice on theatre buildings and theatre use through the Town & Country Planning (General Development Procedure) (England) Order 2010 (DMPO), Articles 16 & 17, Schedule 5, para.(w) that requires the Trust to be consulted by local authorities on planning applications which include <i>'development involving any land on which there is a theatre.'</i></p> <p>Thank you for including the Garrick Theatre and the Little (Club) Theatre on page 10 as elements of your cultural offer. Altrincham is unusual as it has two theatres within the town. However, it is unfortunate that this is their only appearance in the document as it is not clear if either are within the artificial boundaries of the Leisure Quarter as neither are mentioned on page 18. Are these theatres part of your leisure offer and, if not, what is their role in the town's structure?</p> <p>We have usually found it to be the case that in many town centres dividing a town up after its various venues have long since been established is unsatisfactory as they do not neatly confirm to a particular boundary pattern.</p> <p>Both these organisations should also be part of a successful evening economy together with your restaurants, but are not located to be so. We suggest this is not beneficial to any significant component of the town that is regrettably located outside the quarters to which they should belong.</p>
42	<p>We agree that the strategy provides a framework to assist in realising the transformation of the town centre over the next 10 years and support future formal planning guidance for the town.</p>

	<p>Our comments refer to the references to transport, principally on pages 24 and 25, and additions that we feel would be useful to develop within the document.</p> <p>The strategy would be improved by a section which discusses transport access to the town centre by different transport modes. In particular, Altrincham Interchange, and the integration of bus, train and tram services and, through the hub, bicycles should be a key part of the town's future strategy and more reference needs making to this.</p> <p>Cycling does not seem to be referenced in the document, which seems an oversight given the investment Trafford MBC has put into this mode of travel. This includes significant improvements to the Bridgewater Way. A planned link from the route will provide a traffic free route into the town as an alternative to the A56.</p> <p>We welcome the proposals to address the imbalance between pedestrians and vehicles at key junctions. Greater Manchester's bid to the Local Growth Fund includes funding for minor works that will help Trafford to implement the Public Realm and Movement Strategy.</p> <p>Greater Manchester's strategies on issues such as this are stated within the statutory document, the Greater Manchester 3rd Local Transport Plan, which was produced in April 2011. Dominic Smith is the best contact within Trafford MBC to assist with this.</p> <p>Finally, we feel that the document could perhaps benefit to a reference to plans for delivery and servicing vehicles to access the town centre. A robust strategy on this issue is likely to have congestion, air quality, road safety and aesthetic benefits.</p>
43	<ol style="list-style-type: none"> 1. My first concern is the lack of reference to quality. The retail issue in Altrincham isn't just about a 20%+ vacancy rate but also the ever increasing number of betting shops, charity shops, cash/cheque shops all of which combine to drag the town down and turn off the surrounding residents. This is exacerbated by other average quality outlets like the bargain shop in the Grafton development and Wilkinsons. The overall impact of all this, including vacancies, is very significant indeed but is not recognized in this document. There are numerous places where reference to raising quality would be appropriate. 2. The vision should include reference to businesses as well. 3. The objectives should include reference to widening the scope of activities in the town to make it attractive to all age groups e.g. including cultural activities, community based activities, events, education and health based activities etc – the widest possible range of services and attractions for the community. 4. The lack of reference to Grammar Schools in the assets section is surprising. 5. Finally, the reference to the impact of internet shopping is, I suggest, much understated. The GVA Grimley report which underpins the Core Strategy refers to 5% of retailing being carried out through the internet in 2007 and that such activity would 'plateau' at 10%. The

	<p>Centre for Retail Research Report 'Retail Futures 2018' published in May 2013 estimates that non food retailing via the internet will be close to 40% of all non food shopping by 2020. The impact of that will be very significant indeed yet is largely ignored in this strategy. The DTZ report (Sept 2011) also underplays this vital issue. It really is important that this is recognized and grasped.</p>
44	<p>A single [Conservation Area] designation can help by way of future management, place-making and marketing. In your case the Altrincham Strategy presents the town as a single place containing a series of functional quarters but these differ from the 3 proposed Conservation Area boundaries which could add to any confusion. Single town or city centre designations are generally more understood by the public. It is interesting to contemplate if Altrincham town centre as a whole would still be considered to be a conservation area "at risk"?</p> <p>I have little to comment on the Altrincham Strategy other than to say that it could be strengthened if you were set out the tasks and actions necessary to enable you to deliver your objectives on page 6. The report could also usefully say more about the potential for conservation led regeneration and area based repair and enhancement. Northwich in Cheshire has recently secured Townscape Heritage Initiative to help address necessary fabric repairs and to support its independent retail sector.</p> <p>http://www.hlf.org.uk/news/Pages/Northwhichtownscapeheritage.aspx</p> <p>Other towns have successfully combined HLF funding with Business Improvement District or S106 programmes. I would be happy to meet with your regeneration colleagues to discuss heritage led regeneration opportunities if you think this would be helpful. In the meantime, the context of the following documents is worth considering.</p> <p>"The Changing Face of the High Street: Decline and Revival – A review of retail and town centre issues in historic areas, June 2013" http://www.english-heritage.org.uk/publications/changing-face-high-street-decline-revival/</p> <p>"Heritage Works – The use of Historic Buildings in Regeneration" British Property Federation, EH, RICS and Deloitte Real Estate." http://bpf.org.uk/en/newsroom/press_release/PR120207_Heritage_Works.php</p> <p>"Constructive Conservation – Sustainable Growth for Historic Places" http://www.english-heritage.org.uk/professional/advice/conservation-principles/constructive-conservation/constructive-conservation-sustainable-growth/</p> <p>And</p> <p>"Vacant Historic Buildings: An owner's guide to temporary uses, maintenance and mothballing" http://www.english-heritage.org.uk/publications/vacanthistoricbuildings/</p> <p>I hope the following advice proves helpful to you moving forward.</p>

45

Having reviewed the Draft Strategy it is requested that the following comments are taken into account as the Strategy is refined:

National Trust and Altrincham

The National Trust is a charity and Europe's largest conservation organisation with a current membership of 4 million people. With the support of our Parliamentary Act we are legally responsible for the protection of some of the most beautiful, historically important and environmentally sensitive places in England, Wales and Northern Ireland. This is made up of nearly 250,000 hectares of land, including 700 miles of coast and 300 historic buildings.

The Trust's interests include Stamford Estates Office, one of its Regional Hub Offices, situated in the Commercial Quarter (adjacent to the Market Quarter) as well as a number of covenants in and around Altrincham and the wider area.

Comments on the Draft Strategy:

Introduction

In the context of the wider area reference could usefully be made to Dunham Massey Estate given its importance both locally and to the Greater Manchester conurbation and beyond – in recent years it has attracted in excess of 500,000 visitors per annum and is a noted tourist attraction that in addition to being one of the Region's premier heritage sites is also significant for its contribution to the local economy and its social role, for example in providing volunteering opportunities. The importance of Dunham Massey to the Trafford area is specifically recognised in the adopted Trafford Core Strategy.

Vision

This is generally supported, although it is noted that Altrincham already has a distinctive character and the key will be to ensure that its distinctiveness and individuality is cherished and celebrated as part of a new future for Trafford's premier commercial centre.

Objectives

Generally these are supported.

Green Assets and Recreational Attractions

Whilst the reference in this section to Dunham Massey is welcomed, to refer to it simply as a 'recreational destination' significantly underplays its role, not least as a major tourist attraction. Recent investment in new visitor facilities, along with the well-received

	<p>'Dunham: Sanctuary from the trenches – A Country House at War' event (which has received national and international media coverage), continue to confirm its wider importance, not least for Altrincham's visitor economy as it attracts visitors from further afield.</p> <p>It is noted that the draft Strategy pays specific attention to the retail, office and residential sectors of the economy, but does not consider the contribution of the visitor economy.</p> <p><i>Altrincham's Heritage</i></p> <p>The inclusion of this section is welcomed, including the important cross-references to the latest Conservation Area Appraisals and noting some of the key views within the town centre. It would be useful if the full set of key views from the Conservation Area documentation was amalgamated onto a plan that was incorporated into the final version of the Strategy.</p> <p><i>Market Quarter</i></p> <p>The reference to various heritage assets is welcomed – in particular to the hospital site where the Trust has a particular interest as a result of its covenants. It is considered that development of the hospital site should respect its historic qualities as identified in the relevant Conservation Area Appraisal so that its heritage values are conserved and enhanced as required by national and local planning policies.</p> <p><i>Public Realm and Movement Improvements</i></p> <p>In general terms these improvements are welcomed.</p> <p>National Trust looks forward to being kept apprised of work to finalise the Strategy and of the work to implement its key proposals.</p>
46	<p>We support the overall vision and objectives of the Altrincham Strategy especially the strategy to 'link key town centre destinations through high quality public realm, and green infrastructure'. This will have a positive effect in regards to climate change, but also have wider social and environmental benefits.</p> <p>The adoption of above ground Sustainable Urban Drainage options, in the form of ponds, swales also potentially offers significant opportunity to improve the green infrastructure value of any new facility or amenity greenspace area if integrated within any overall open space strategy and provision of this within the borough.</p>