

## Economic Development Group Meeting

Wednesday 15<sup>th</sup> April 2015

### Present

David Watson (Chairman)  
Anthony Bird  
Andy Pear  
Peter Bowers  
Peter Aston  
Tim McCloud  
Brian Hogan

1. The vision and objectives were reviewed and amended

### Vision

Deliver economic prosperity and wellbeing for the future benefit of the community of Congleton

### Aims

To make Congleton the business destination of choice by:-

- Securing sufficient serviced employment land to retain and attract high calibre businesses
- Improving the town centre offering to support the increased business and residential demand

### Objectives

- To achieve better than average job density for Congleton in comparison with the rest of Cheshire East
- Retain and attract high calibre businesses that offer a high job density
- Work with the local authority to incentivise the retention and attraction of quality businesses
- To work in collaboration with the local authority to create sustainable travel infrastructure
- Cheshire East to implement the required infrastructure to support the development of the employment sites
- Improve public transport to service the employment areas
- Encourage the use of renewable energy
- Long term plan to relocate the Green Island and Buglawton businesses to the new employment sites
- Create a specialist college in the town

- Encourage completion of the Public Realm Strategy
- Work with the local authority to incentivise the retention and attraction of quality businesses in the town centre
- Encourage high quality retail, leisure and accommodation within the town centre
- Increase focus on cycle and walkways within the town centre and surrounding areas

### Example Actions

- Develop a plan to create 2,737 new jobs currently required for Congleton to meet the Cheshire East average
- Develop a plan to create an additional 5,180 jobs by 2030 to match the addition of 3500 homes (This would meet the existing Cheshire East job density average).
- To designate unbounded employment sites to the north and west of Congleton. The north and west of the town will link directly to the link road and onwards to the motorway network.
- Review potential for use of Bosson's Mill as a textile college

### 2. Information to be used for the production of the leaflet

#### Vision

Deliver economic prosperity and wellbeing for the future benefit of the community of Congleton

#### Aims

- To make Congleton the business destination of choice by
- Securing sufficient serviced employment land to retain and attract high calibre businesses
- Improving the town centre offering to support the increased business and residential demand

#### Justification

- Current very low level of available vacant employment sites and none to support larger businesses
- History of businesses moving out of Congleton due to lack of availability of local premises
- Risk of losing existing businesses - no land to develop on
- Existing employment sites being redeveloped for housing
- Existing job density of the working age population in Congleton is 0.57 versus the Cheshire East average of 0.74
- 2,737 new jobs currently required for Congleton to meet the Cheshire East average
- Requirement for an additional 5,180 jobs by 2030 to match the addition of 3500 new houses. (This would meet the existing Cheshire East job density average).

- Current access to the existing sites is via residential areas and traffic congested junctions
- Residents forced to travel outside of the town to work
- The undeveloped land within the town boundary is green belt land to the east of the town

### Requirements

- To designate unbounded employment sites to the north and west of Congleton. The north and west of the town will link directly to the link road and onwards to the motorway network.

### 3. Employment Land Allocation

Considerable concern was expressed at the possibility of a large developer making a planning application for housing on land immediately above the Radnor Park Industrial Estate. If such an application was approved this would completely frustrate the plans to develop new employment opportunities and businesses to the area as well as inhibiting existing businesses ability to grow and expand in the Congleton area

### 4. Actions

- Invite David McGifford and Andrew Thomson as a matter of urgency to a group meeting next week to provide advice on a way forward **BH**
- Contact Michael Jones to arrange a meeting with the group **DW**
- Provide information on companies who have moved out of Congleton because they were not able to expand and identify jobs lost  
**DW/AB/AP**
- Produce a leaflet to outline the current position and dilemma **BH/TMc**
- Offer assistance to Somerford and Hulme Walfield **AP**
- Via Gladman's invite Laura Tilston to future meetings **BH**
- Circulate Link Road Planning Application **BH**

### 5. Date of next meeting

TBA

Brian Hogan

16.04.15