

APPENDIX 1

Consultation Report

Leek Town Centre // Draft Final Masterplan Report // June 2012



APPENDIX 1 - CONSULTATION REPORT

Introduction

- 1.1 BE Group, in conjunction with Taylor Young and Aecom, have been commissioned by Staffordshire Moorlands District Council (the District Council), Advantage West Midlands (AWM), and Staffordshire County Council (SCC) to produce a Town Centre Masterplan for Leek.
- 1.2 The Masterplan will inform the preparation of the Local Development framework (LDF) and will be adopted as a Supplementary Planning Document (SPD).
- 1.3 Consultation has formed a key part of the Masterplan process. National Guidance and the District Council's Statement of Community Involvement (SCI), adopted in 2006, promotes community involvement at every stage and area of planning, encouraging all sections of the community to take the opportunity to become actively involved in shaping Leek Town Centre. Early consultation allows the community to identify key issues and options for the Masterplan.
- 1.4 This report outlines the methodology and key findings of the consultation process. The aim was to engage residents,

businesses and relevant agencies to help shape the future of the development of Leek Town Centre.

- 1.5 As stated above the District Council has identified the intention to adopt the Masterplan as a SPD. This Masterplan has therefore paid due regard to guidance in PPS12 to provide an appropriate level of consultation. In the preparation of a Development Plan Document, such as a SPD, due weight has to be given to the community's views.
- 1.6 From the outset of the commission the ongoing engagement of a range of interested parties has influenced the Masterplan. It has informed the baseline assessment, the draft strategic objectives and emerging options, and has contributed to the option selection. It has also helped the understanding of the key issues the Masterplan has to address.

Methodology

- 1.7 In line with the District Council's SCI, the aim of the consultation process has been to engage a wide range of community, business and public agency representatives in each stage of the Masterplan production.

1.8 From the initial commissioning meeting with the District Council and AWM it was agreed that at each stage there would be a public consultation event and workshops to involve District Council Councillors; key Stakeholders and Leek Chamber of Trade. Engagement has therefore involved the following:

Baseline Assessment

- Town Centre Business Survey - 4th August 2009
- Public Launch, Market Place and Guild Hall – 5th August 2009
- Stakeholders Workshop – 2nd September 2009
- Councillors Workshop – 2nd September 2009
- Chamber of Trade Workshop – 8th September 2009

Design Options

- Councillors Workshop – 29th September 2009
- Stakeholders Workshop 29th September 2009
- Public Consultation, Market Place and Moorlands House – 14th October 2009.

Draft Masterplan

- Chamber of Trade Workshop – 19th November 2009
- Councillors Workshop – 2nd December 2009

- Stakeholders Workshop – 2nd December 2009
- Public Consultation, Getliffes Yard – 9th December 2009.

1.9 At each stage details of the public consultation exhibition material, as well as comments sheets/questionnaires, were put onto BE Group's website. This enabled them to be downloaded and feedback provided by either post or email. The exhibition boards were also left as unmanned displays in Moorlands House for two weeks at the Baseline Assessment and Design Options stages. The Draft Masterplan material was also exhibited at both Moorlands House and a vacant unit at the Smithfield Centre for a one month period.

Town Centre Business Survey

4th August 2009

1.10 BE Group approached 264 businesses in the town centre, of which 52 completed a survey that sought their views on what they felt were the good and bad features of Leek and how they considered Town Centre trade could be increased. The main findings of the survey are summarised in Appendix 1.

Public Launch

5th August 2009

- 1.11 The purpose of the launch was to raise awareness of, and engage residents in, the Masterplan process. Attendees were encouraged to contribute comments to the baseline assessment, including views and information on a number of topic areas.
- 1.12 In all 95 completed forms were returned to BE Group, comprising 307 comments. The topics attracting the most number of comments were the Arts Centre (20 percent) and Access (15 percent). An additional 15 percent of the comments related to the Retail Offer. Linked to these topic areas, the most frequently mentioned issues and opportunities were the desire to secure The Foxlowe for theatre/exhibition space; to increase car parking capacity; reduce charity shops and prevent out-of-town retail; invest in more pedestrianised areas, and address traffic congestion within the Town Centre. Appendix 2 contains the full schedule of comments.

Councillors Workshop

Stakeholders Workshop

2nd September 2009

- 1.13 The purpose of these two workshops was to explain the role of the Masterplan, the process and progress so far, to present the baseline findings and introduce the draft strategic objectives and emerging strategy themes. Both workshops discussed and collated comments on Traffic and Access, and the Opportunity Sites defined in the study brief.
- 1.14 The Councillors workshop was attended by District and County Councillors with an interest in, or responsibility for, Leek. The Stakeholders Workshop attracted members from Leek Town Council, local businesses and community interest group representatives.
- 1.15 Notes of the two workshops are included at Appendix 3.

Chamber of Trade Workshop

8th September 2009

- 1.16 The event gave the Leek Chamber of Trade an opportunity to comment on the initial baseline findings, as well as offer new ideas to consider as part of the Masterplan. The workshop

generated a number of specific concerns – the state of The Smithfield Centre; the impact of an arts complex development at Market Street West Car Park on the surrounding housing; poor signage around town; traffic circulation and limited parking around the south of St Edward Street. The workshop comments are set out in Appendix 4.

Design Options

- 1.17 Further workshops were held at the end of September to discuss the consultants' design options in terms of the overarching vision and strategy, and the fifteen opportunity sites. The latter comprise the 13 identified in the commissioning brief plus the Foxlowe and Premier Garage sites which emerged during the baseline assessment.

Councillors Workshop

Stakeholders Workshop

29th September 2009

- 1.18 The workshops tested the initial options for the Opportunity Sites and projects within the Town Centre. They gathered views, feedback and further ideas on these initial options and used the group discussions to inform priorities for Leek Town Centre.

- 1.19 Notes of the feedback are detailed in Appendix 5. Feedback from Councillors included advice on street parking and parking in relation to Market Place, as well as advice on traffic movements and congestion through the Town Centre. Stakeholders raised the issue of Town Centre congestion and drew attention to the lack of parking and the public realm strategy.

Public Consultation Event

14th October 2009

- 1.20 Council officers and consultation staff held the public consultation event on 14th October. This was widely advertised in advance through the local media and use of posters and leaflets. The event was attended by approximately 70 attendees, who were invited to comment on the draft options. The consultation material, was put onto BE Group's website, and also left as an unmanned exhibition at Moorlands House for a further two weeks period.
- 1.21 Some 49 completed questionnaires were returned to BE Group. Appendix 6 summarises the content, which shows the preferences for uses associated with each of the Opportunity Sites. Appendix 6 also sets out the sites scoring, based on

the top five site rankings of those who completed this element of the questionnaire.

- 1.22 The responses identified High Street Car Park and the Existing Foxlowe sites as the sites for priority action, followed by the Smithfield Centre & Bus Station, Compton Mill Area and Pickwood Road Area. The exemplar projects included in the Masterplan reflect these preferences.

Draft Masterplan

Leek Chamber of Trade Workshop 19th November 2009

- 1.23 This workshop presented the draft Masterplan to Leek's local businesses. Discussion centred around out of town retail development; key development sites and traffic flows. Feedback from the workshop is found in Appendix 7.

Councillors Workshop

Stakeholders Workshop

2nd December 2009

- 1.24 These workshops were used to present the draft Masterplan and to debate and agree the vision, regeneration objectives

and preferred options to be incorporated. Feedback from these workshops is detailed in Appendix 8.

Public Consultation Event

9th December 2009

- 1.25 This community drop-in exhibition was overseen by Council Officers and representatives of the Masterplan consultancy team. The exhibition material consisted of 9 boards which outlined the proposed uses for each of the opportunity sites, explained the criteria against which they had been tested, and invited comments for or against the proposals. The boards also included descriptions of proposed enhanced streets, new squares, access and movement, to invite comments on the proposed public realm and transport frameworks.
- 1.26 The draft Masterplan was left as an unmanned exhibition at both Moorlands House and The Smithfield Centre for almost 4 weeks following the drop-in event. Again it was available to be viewed on BE Group's website.
- 1.27 21 completed questionnaires were received, and these are summarised in Appendix 9. Appendix 9 also includes a summary of specific responses received from property owners, their advisers and other organisations.

Discussions with Key Property Owners

July 2009/February 2010

- 1.28 BE Group undertook a number of discussions with land and property owners in the Town Centre who are potentially key to the implementation of elements of the Masterplan. These included the public sector, businesses and private investors and their advisors.
- 1.29 The primary purpose of this consultation was to gather information specific to the land and property owners' future needs and aspirations. A number of issues and opportunities were highlighted and these were input into the Masterplan at the baseline, options appraisals and draft Masterplan stages.

Further Discussion

In september/October 2011 two further workshops were held with councillors and members of Leek Chamber of Trade with a view to streamline the document and clarify key proposals. The notes of these sessions is incorporated at Appendix 10 and 11 respectively.

Vision and Placemaking

The outcome of the 2011 workshops with councillors and The Chamber of Trade was the concern about the vision and lack of direction for the overall town. In response a stakeholder workshop was held and the notes are attached at Appendix 12. The resulting work incorporated back into the revised masterplan document.

1.0 SUMMARY OF KEY ISSUES

Enhancing the Retail Offer

- 1.1 The need to enhance the range and types of shops was highlighted with specific regard to children, young people and ladies clothing. Comments made included, *“More shops for young people, e.g. Next, Topshop,” “I go out of town to do my shopping because there is nothing for mature ladies and no children’s shops either”* and *“More national chains balanced with independent retailers in the town centre.”*
- 1.2 Independent retailers were recognised as a main attraction for visitors. *“Leeks range of local, independent shops is what makes it different from the average town centre, and what attracts visitors to the town. This should be protected – we do not need lots of big chain stores here”*.
- 1.3 There was concern about out-of-town retail development and its impact on the town centre. *“I believe Leek and the surrounding areas have enough supermarkets. The Sainsbury’s development would perhaps take people away from the town, rather than support local small trading”* and

“No more supermarkets outside the centre of town or the town will be dead in the centre” were some comments received.

- 1.4 Another common theme was the need to expand trading hours during the weekend as one consultee states, *“75 percent of shops close on Sunday, yet tourists come at the weekend”*.

Managing Traffic and Parking

- 1.5 Traffic movement through and around the town centre was a universally highlighted issue. Congestion generated by through traffic (especially HGV’s) and a poor public transport offer, were both highlighted. Typical comments were *‘needs a bypass to take through traffic out...’* *‘too much traffic in the Town Centre...’* *‘Improve public transport in and to Leek to reduce the reliance on the private car’*.
- 1.6 Businesses in particular expressed concern about the parking offer, specifically the need for more parking and improvements to existing facilities, especially as there are only two long stay car parks and most car parks are small.

Improving Links and Movements in and around Leek

1.7 Comments from the community and businesses alike suggest action is necessary to improve connecting streets, alleys and pedestrian flows between various locations. It is important to encourage pedestrian flows between St Edward Street, Derby Street, Derby Street, Silk Street and Market Place to create a better retail circuit. Solutions suggested including pedestrian crossings at Broad Street/St Edwards Street, Russell Street/Brook Street, and new crossings on Stockwell Street to connect with the Market place and the College. Better signage was also requested.

1.8 It was suggested that the Masterplan addresses links between the Town Centre and Brough Park which “*should be made more accessible, have the band stand refurbished and night time lighting introduced*”.

Enhancing the Townscape of Leek

1.9 There is a need to build on Leek’s heritage through its Conservation Area status, e.g. preserving the former mills and finding better uses for them, and “*retaining the beautiful buildings to retain the character*”. Another consultee stated, “*As a visitor to Leek we think the buildings character needs preserving above any other consideration*”.

1.10 Further public realm investment is needed, especially around the Nicholson War Memorial, Derby Street, Market Place and Pickwood Road. This relates to surface treatments, more public seating, greening in terms of street trees and flowerbeds. More public toilets are wanted beyond those at Silk Street and the bus station. Improvements are considered necessary to the existing pedestrianised areas of the town centre. Comments made include ‘*historic buildings are beautiful but the street scene is detracting from their setting*’...’*The War Memorial is isolated by traffic and unattractive shops*’...’*Pedestrian areas are not pedestrian friendly*’.

Broaden the Visitor and Cultural Offer

1.11 A common theme was the support for attracting and keeping visitors in Leek. More accommodation, cafes and restaurants are required. A hotel could also draw more spends into the local economy.

1.12 There is a strong desire for an Arts Centre which would include a theatre, exhibition space and heritage/museum facilities but there is strong opposition for its location at the

old Town Hall site with concerns around proximity to housing. There is strong support is for an Art Centre at the Foxlowe.

Opportunity Sites

- 1.13 The baseline conclusions generated views and additional information about the thirteen sites identified in the Masterplan brief. As a consequence two additional sites were introduced – Foxlowe because of its availability and strategic relationship with Market Place and Brough Park, and Premier Garage because of long-term importance as a gateway site to the Town Centre. The boundaries of all sites were clarified to reflect ownerships or inclusions of adjoining land or property.

Skillsmart Location Model

- 1.14 This research programme addressed Leek (and fourteen other towns in the West Midlands) with the objective of enhancing knowledge about retail skills and future challenges facing the independent retailer community. Findings reinforced conclusions gathered from the Masterplan such as: a good range of independent retailers; few national multiples or specialist shops; poor signage; low level of Sunday opening; limited tourism attractions and Town Centre promotion.

Conclusions

- 1.15 There was a generally positive response for the idea of Leek undergoing a transformation with support for the consultant team's proposals.
- 1.16 In summary the community agreed that although the range of independent shops contributed positively to the attractiveness of Leek, it needs to offer more in the way of ladies and children's clothing.
- 1.17 There was opposition against out-of-town retail given the potential impact of independent retailers. A major theme was additional and improved parking with improvements to traffic flow through and around the town.
- 1.18 The community felt strongly about retaining the Foxlowe as an Arts Centre due to its prominent location fronting Market Place. The need to preserve the character of Leek such as historic buildings and the need for more accommodation, cafes and restaurants were highlighted as important for attracting visitors to Leek.
- 1.19 The above key issues were taken forward into the Design Options, consulted upon and then incorporated into the Draft

Masterplan. They have formed the strategic objective, vision and regeneration themes for the Masterplan Strategy.

APPENDIX 1

LEEK TOWN CENTRE BUSINESS SURVEY

Town Centre Business Survey

A business survey was carried out to gather empirical evidence about the retail and commercial property markets in Leek, as well as to gain local traders' views of the Town Centre.

264 surveys were distributed by BE Group. Whilst distributing the questionnaire, consultants engaged with traders and explained the importance of local businesses' views in the Masterplan process. Those unable to complete a survey on the day were left a questionnaire and a pre-paid envelope to complete and return within two weeks.

The businesses consulted were located throughout the Town Centre; on Derby Street, St Edward Street, Smithfield Centre, Market Place, Haywood Street, Russell Street, Stanley Street, Getliffe's Yard and Sheep Market, as well as at both the indoor and outdoor markets. 52 businesses completed the questionnaires – a 20 percent response rate.

Survey Responses

Response	Number of Businesses	Proportion, percent
Questionnaire completed face-to-face	6	2.3
Questionnaire received in post	46	17.4
Questionnaire left – no response	212	80.3
Total	264*	100.0

* This includes market stalls
Source: BE Group, 2009

St Edward Street generated the strongest response. The remainder was fairly distributed across the Town Centre.

Business Location

Street	Number of Businesses	Proportion, percent
St Edward Street	8	15.4
Derby Street	6	11.5
Smithfield Centre	6	11.5
Haywood Street	5	9.6
Stanley Street	5	9.6
Getliffe's Yard	4	7.7
Market Place	4	7.7
Russell Street	3	5.8
Sheep Market	3	5.8
Other	8	15.4
Total	52	100.0

Source: BE Group, 2009

Analysis

Tenure

Notwithstanding the high level of independent traders in the Town Centre, less than a quarter of the businesses that responded are owner-occupiers. Leasehold premises dominate.

Business Churn

The rate of business churn is low with 51 percent operating in the town for over ten years. However there is a high proportion of newcomers with 15 percent having started up in the last year.

Ten businesses wish to move within the next two years, and three require bigger premises in Leek. Two shops are closing down due to retirement and lack of trade, and one requires a better position. Three did not state their reasons for wishing to move but one stated the evening economy is too quiet to support them. Of those wishing to relocate within the town, Derby Street and Market Street are the most desired locations, with moderate quality, leasehold premises being preferred.

Employment

The businesses surveyed employ 147 people (84 full time and 63 part time). Unusually, only 35 percent of the businesses employ part time staff, the majority employ full time staff.

The majority of businesses (84.6 percent) employ five or less staff, with 31 percent employing just one member of staff. This emphasises the strong role of small independent traders in the Town Centre.

Opening Hours

Businesses are generally open Monday to Saturday, usually from 9.00/9.30am to 5.00/5.30pm (although several hairdressers/salons stated they have at least one late night opening a week). Eight percent of businesses do not open on Saturdays. There is generally little Sunday trading, with only 10 percent stating they are open on Sundays. Market traders generally operate on a Wednesday, Friday and

Saturday in the Buttermarket (indoor) and on Wednesdays the outdoor market traders operate.

Customer Base

The survey emphasises the role of Leek as a core retail centre, primarily serving the needs of the town and villages immediately surrounding it.

The majority of businesses believe that the main customer base (approx 60-70 percent) are Leek residents.

The survey provides evidence that Leek Town Centre does however draw in customers from further afield. Important catchment areas include Stoke-on Trent, Congleton, Buxton and Cheadle. For more specialist items relating to the antiques trade some customers travel from as far afield as Manchester or London.

The Good Features of Leek

The most commonly identified features are the independent and individuality of the retail offer; the old historic market and the character of the town created by the ambience and architecture. A breakdown of all the responses (from the 40 businesses who answered this question) is provided in the table below. Some businesses gave more than one answer.

Good Features of Leek identified by Businesses

Good Feature	Number of businesses commenting
Independents and individuality	18
Market	13
Ambience/architecture/character	12
Range of shops	7
Friendly service and people	6
Facilities are within walking distance of each other	5
Eating out/cafes	3
Easy parking	3
Loyal customers	3
Well presented shops	1
Safe	1
Near to Peak District	1
Supermarkets	1
None	4
Total	78

Source: BE Group, 2009

The Bad Features of Leek

Concern about car parking relates to the lack of spaces, as well as expense and time limits. The number of charity shops and lack of retail choice, particularly for clothing, were also identified as key concerns. Responses are summarised in the following table. Again, some businesses gave multiple answers.

Bad Features of Leek identified by Businesses

Bad Feature	Number of businesses commenting
Car parking (mainly lack of)	26
Too many charity shops	16
Lack of choice, particularly for clothes	12
Empty shops and pubs	5
Unkempt image	4
Council	3
Traffic wardens	2
Expensive business rates	1
Distance of Post Office from Town Centre	1
Access to Town Centre	1
Declining market	1
Pedestrianisation of Derby Street	1
Town Centre management	1
Lack of interesting independent shops	1
Lack of support for small businesses	1
Lack of secure bike stores	1

Bad Feature	Number of businesses commenting
Non-retail taking prime positions	1
Too many independent shops	1
Impact of supermarkets	1
Lack of bus routes to Town Centre	1
Total	81

Source: BE Group, 2009

Trade and Footfall

Trade

Opinion is divided over how trade has changed in the last five years. Almost half feel that trade has decreased; conversely 25 percent feel it has increased. 27 percent feel it has remained static. A fall in footfall was noted in the Smithfield Centre, Haywood Street area, Getliffe's Yard, and the Buttermarket, Market Place Stanley Street stretching into the St Edward Street area. More positive views relate to trade during the last 12 months, which has experienced an improvement.

Suggestions to Increase the Number of Shoppers

Improved parking in terms of supply, reduced costs and location etc as well as advertising of Leek Town Centre are the most common suggestion. Others include bigger clothing brands and more events, markets and larger businesses.

Suggestions to Increase the Number of Shoppers

Suggestions	Number of businesses commenting
Improve parking (amount, provide free, at market, publicity of it, multi-storey)	26
Advertising of the Town Centre	12
Attract bigger clothing names	8
Provide more events and markets	7
Attract larger businesses	5
Better access to the Town Centre	2
Improve traffic congestion	1
Provide a cinema or theatre	1
Improve the market	1
Move the cattle market to Wednesdays	1
Attract higher quality shops	1
Reduce the number of charity shops	1
Reduce small business rates	1
Encourage better access for motorcycles	1
Attract a McDonalds or KFC	1
Improve maintenance of the Town Centre	1
Provide information boards/signs for each street	1
Reduced the number of events and street closures	1
Promote the town's history	1
Provide bigger retail outlets	1

Suggestions	Number of businesses commenting
Provide more shops for younger people	1
Promote Sunday trading	1
Provide a Park 'n Ride	1
Relocate the Post Office to the Town Centre	1
Total	86

Source: BE Group, 2009

Suggestions to Improve the Town Centre's Appearance

A wide range of suggested improvements were put forward by the survey respondents. Most common were the filling of empty shops; improved maintenance of the Town Centre in terms of tidiness and cleanliness and more flowers. Improving shops fronts, the Smithfield Centre and signage and information were also suggested.

Suggestions to Improve the Town Centre's Appearance

Suggestions	Number of businesses commenting
Fill empty premises/interim measures	11
Provide more flowers	7
Better maintain the town	6
Work with businesses to improve shop fronts	3
Provide better signage and information	3
Improve the Smithfield Centre	3

Suggestions	Number of businesses commenting
Support café culture e.g. wider pavements	2
Reduce number of charity shops	2
Reduce retail rents	1
Hold the farmers' market once a month	1
Improve the bus station	1
Demolish the Smithfield Centre	1
Improve the approaches/gateways to the town centre	1
Provide water displays	1
Increase pedestrianised areas	1
Improve seating	1
Total	45

Source: BE Group, 2009

Impact of Out of Town Supermarkets

In view of the emerging proposals at Churnet Works, businesses were asked to comment on their views about the impact of out of town supermarkets upon the Town Centre. Business opinion is mixed. 58 percent of those who answered the question were opposed, stating there would be far reaching negative effects on Town Centre retail trade.

On the other hand 28 percent thought that it could have a positive effect and draw more shoppers into the Town Centre. But this would only be if appropriate links are built with the Town Centre e.g. via a Park 'n Ride or better road routes. The remainder expressed no opinion.

Additional Comments

Around half the businesses made additional comments. These group to the following aspects:

- Reducing business and waste disposal rates for small businesses
- Pedestrianisation – opposition to further pedestrianised areas
- Use of a shuttle bus to bring shoppers to the Town Centre
- Avoiding the 'clone town' effect.

APPENDIX 2

**PUBLIC LAUNCH 5 AUGUST 2009
FEEDBACK OF COMMENTS RECEIVED**

Leek Town Centre Masterplan

Launch Day - Wednesday 5th August 2009

Market Stall 10am - 4pm: Approx. 50 people attended

Churnet Room, Moorlands House 5 - 7pm: Approx 20 people attended.

Total - 49 individuals completed comments forms on the day, 46 in post

Comment Category	Tally
Access - alleyways need improvement	1
Access - deliveries only before 10am or after 4pm	1
Access - disagree with by-pass	1
Access - important to consider/improve wheelchair access	1
Access - improve gateways to town	1
Access - improve pavements on Market Place	2
Access - improve public transport in and to Leek	2
Access - Leek needs a railway connection - especially if more house to be built	1
Access - more drop-kerbs for wheelchair users	1
Access - needs by-pass to take through traffic out of town centre	7
Access - too much traffic in town centre	2
Access - pedestrian crossing needed on Broad Street/St Edwards Street	2
Access - pedestrian crossing needed on Russell Street/Brook Street	1
Access - plan good links between St. Edwards Street, Derby Street, Silk Street and Market Place	1
Access - prevent traffic flow through Sheep Market and down Stanley Street	2
Access - signage to Wilkinson's area needed	1
Access - signage in general needed	2
Arts Centre - Foxlowe (theatre, exhibition space, heritage, community facility)	35
Arts Centre - not on Market Street/old Town Hall site	5
Arts Centre - Old Post Office	3
Arts Centre - Quick Fit	1

Comment Category	Tally
Attractions - Churnet Valley Railway, extend along canal basin	2
Attractions - need visitor centre and attractions in Canal Basin with shuttle bus to town centre	3
Conservation - better enforcement of conservation, no to plastic doors	2
Conservation - conserve the beautiful buildings/character of Leek	17
Conservation - must keep mills preserved/ find better uses for them	5
Employment - need for industrial starter units at Cornhill	1
General - adopt good quality, simple design	3
General - Ashbourne is better than Leek	1
General - Buxton is better to Leek	2
General - can we invite public to put forward creative ideas for sites, Dragon's Den style?	1
General - improve the main street	1
General - keep the town as it is, new things will spoil it	7
General - Leek needs to generate its own income, it is becoming a dormitory town	1
General - Macclesfield is better than Leek	1
General - more public seating is required - there is none!	1
General - need to attract more people to Leek	4
General - town centre boundary needs to be redrawn - it is too large	1
General - all areas in town centre should be eligible to shop front improvements grant	1
General - the library is good	1
General - consider eco-initiatives	
Leek - is attractive/has nice environment	5
Leek - is good for ...shops	6
Leek - could be a lot better	1
Leek - great little town	3
Leek - greening Leek is important (more trees on Derby Street)	4
Leek - needs some modern architecture/facilities	2

Comment Category	Tally
Leek - is Market Square and the Buttermarket	1
Leek - is a beautiful old market town	3
Leek - is better than Buxton	2
Leek - is better than Stafford/Biddulph	2
Leek - is good for a day out	1
Leek - is cared for	1
Leek - has an interesting history	1
Leek - is good for...antiques	1
Leek - is good for...farmers market	1
Leek - needs a museum/arts & heritage centre/theatre	17
Leek - needs somewhere to hold wedding receptions	1
Leek - needs a town hall, a focus	3
Leisure - move nightclubs to edge of town centre	1
Maintenance - drains are always blocked bottom of London Street	1
Maintenance - keep the town tidy	6
Market - has declined considerably	1
Market - increase market days	1
Market - keep the market as it is	2
Market - reduce market stall rental to encourage take-up	1
Market - improve quality and choice at Wednesday market	3
Market - needs more support from the Council	1
Market Place - cobble stones need filling in/replacing to prevent falls	2
Market Place - is the heart of Leek	3
Market Place - leave it alone	2
Market Place - no to bollards and proposed paving	4
Market Place - remove bollards at top of Market Place	1
Parking - do not reduce car parking	5
Parking - free parking for market traders	1
Parking - free parking on market days or until 11pm daily	1
Parking - High Street Car Park should be double decked	1
Parking - improve car parking	5

Comment Category	Tally
Parking - is good	2
Parking - is good value	1
Parking - is poor	2
Parking - need more (there are only two long stay car parks) (disabled spaces)	8
Parking - use main roads for car parking	1
Pedestrianisation - Car access to pedestrianised areas need better enforcement	2
Pedestrianisation - more needed	14
Public realm - the town needs plaques highlighting Leeks Historical Heritage	1
Public realm - more trees/flower beds in town centre	2
Public Toilets - access to Silk Street public toilets is hazardous	1
Public Toilets - more needed - there are only toilets at Silk Street and Bus Station	1
Public Toilets - need public toilets in Wilkinson's area	2
Retail - antiques cluster has declined considerably following 9/11	1
Retail - bigger swimming pool and gym needed	1
Retail - encourage attractive shop fronts	4
Retail - Leek has very friendly shopkeepers	1
Retail - more shops for young people, ladies clothing and children e.g. Next, Topshop	3
Retail - more shops needed	6
Retail - need to attract more specialist/independent shops	1
Retail - need to promote good quality, upmarket shops	1
Retail - no more charity shops	9
Retail - encourage small businesses to replace betting shops	1
Retail - no to out-of-town retail	8
Retail - support/concessions needed for start-up businesses and existing independents	2
Retail - the range of shops is very good	3
Retail - yes to out-of-town retail	2
Retail - small businesses should be supported	2
Total Comments Received	307

APPENDIX 3

**COUNCILLORS BASELINE WORKSHOP
STAKEHOLDERS BASELINE WORKSHOP
2ND SEPTEMBER 2009**

Leek Councillors Workshop – Key Comments

Attendees:

Cllr Patrick Burke	Leek East
Cllr Barbara Hughes	Werrington Washerwall
Cllr Gillian Burton	Forsbrook
Cllr Brian Johnson	Leek East
Cllr John Povey	Leek South
Cllr Ben Emery	Leek West
Cllr Margaret Lovatt	Leek North
Cllr John Fisher	Leek West
Cllr Sybil Ralphs	Bagnall & Stanley (Leader)

Traffic and Access

- Town centre congestion is perceived as a problem
- Pedestrian areas are not pedestrian friendly – especially Derby Street and Market Place
- St. Edward Street gets extremely congested at the top and the bottom – most people go through town or via Russell Street
- The crossing at Stockwell Street is inappropriately placed – most people cross informally at Market Place. There is no appropriate crossing for the College students
- Market Place should not be used for parking
- Have one very big car park rather than small dispersed parking areas
- Add another deck of car parking to some of the existing busy car parks
- Talbot Hotel car parking and adjacent space could catch gateway traffic but it may not be linked enough to the town – the area would need more attractive shops along here leading into town
- Wilkinson site car parking spaces could be improved

- A pedestrian suspension bridge could be located at the end of Union Street linking the leisure centre and Brough Park to the Town Centre
- To encourage the full use of the car park by the Council offices and increase car park demand, charges should be put on parking at the leisure centre (leisure centre users should get their car parking ticket validated on use)

Retail and Economy Issues

- 75 percent of shops close on a Sunday yet tourists come at the weekend – only one café opens on Sunday – even the few big names i.e. Boots and WHSmith close
- There is no demand for public transport
- Leek doesn't get enough investment and is lagging behind rival towns such as Macclesfield and Buxton
- Leek is missing: Sunday trade; pavilion gardens; benches on the high street; transport links; signage; night time entertainment, venues for entertainment
- Tourism is not pushed in Leek and there is nothing on offer
- Britannia's workforce, although only a short distance away, are not coming into Leek town centre – a shuttle bus link from here could encourage lunch time visits
- There is nothing for the College students to do
- There are not enough good quality products shops
- When it rains people come to Leek but the market traders do not
- A better quality market is needed
- Leek needs more hotels (and a venue to hold a wedding reception – there are none currently in the town)
- Linkages around town are unfriendly to both able bodied and disabled people.

Public Realm

- The War Memorial is isolated by traffic and unattractive shops, which could be improved

- Leek does not make use of the Grade 1 listed church to the south
- Brough Park is a missed opportunity: it should be made more accessible; the band stand should be refurbished; a better located pond is needed; and there is no lighting in the evening
- Leek has no “rainy day” entertainment
- More greenery is a must in Leek town centre – the historic buildings are beautiful but the street scene is detracting from their setting
- Few buildings (apart from War Memorial and the church) are lit up – this could be improved.

Stakeholder Workshop – Key Comments

Attendees:

M.A Stapleton	Leek & District Civic Society
J Russell	Leek & District Civic Society
Roger Warrilow	Leek & District Civic Society
Mike Cozens	TCC & Better Welcome Group
Julia Leonard	Leek College
Harmesh Jassal	North Staffordshire Regeneration Partnership
Faith Cleverdon	Leek & Moorlands Historic Building Trust
Robbert Craddick	Leek & District Historical Society
Anthony Abbott	Friends of Brough Park
John T Newall	Leek & Moorlands Historical Trust

Traffic and Access

- Lack of signage is a major issue and can create danger on Stockwell Street
- A multi car park could be built at California Mill
- Bus station is dreadful and needs improving, though it is in the right location
- The top and the bottom of St. Edward Street are the busiest junctions and where traffic congestion is a big issue
- Derby Street gives the impression of being a one way street because cars park on one side. However it is a two way and needs better signage
- Better access is needed from the old Woolworths building down through to the Wilkinson site where an M&S or a Next would be best located
- Public transport links are poor
- Parking is expensive and limited in scale
- Brough Park should be better accessed and signposted from the Town Centre
- Future use of Former Kwik-fit site should be as car park

- Existing car park adjacent to California Mill is perceived as unsafe
- Need for more effective speed reduction on Stockwell Street
- Parking at Wilkinson's is poorly used and the access is awful with a lot of pedestrian/vehicle contact – it should be redeveloped and better linked to Derby Street
- There should be a multi car park at both ends of town – one behind the War Memorial and one on High Street.

Retail and Economy Issues

- There are not enough modern shops to attract people to the town
- The retail offer should be for local residents, people who work but don't live in Leek and for visitors – a mix
- Tourism should be improved and there is a need to capitalise on the Antiques trade and the fact that Leek is a gateway to Alton Towers
- There is no room for more retail in the town centre
- Arts facility and cinema is lacking
- Leek is lacking tourist attractions and good marketing (the beautiful historic buildings are not obviously identified)
- More eateries are needed.

Public Realm

- Toilet facilities need improving
- The town should be pushed as a market town – with an improved Smithfield Centre; more greenery; better parking; activities in the park; more day time and night time entertainment
- Some believe the monument area to be the heart of the town centre – improvement is essential here – it is an important gateway and has links to all streets
- Derby Street is visually bland.

APPENDIX 4

LEEK CHAMBER OF TRADE BASELINE WORKSHOP

8TH SEPTEMBER 2009

Leek Chamber of Trade Baseline Workshop – 8th Sept 2009
Approximately 30 members in attendance

Comments

Sites

1. California Mill - Parking should be allocated for SMDC staff, coaches and market traders
2. Former British Trimmings Site – should be housing and extra care
3. Adams Food/Eaton House – food supermarket? employment land or housing?
4. Portland Street Mill – have employment space for start up businesses
5. London/York Mill Area – have small business start ups here
6. War Memorial Site – have better public squares here
7. The Smithfield Centre – is a bus stop with shops, there is no station; it needs improving!
8. Compton Mill – could there be a supermarket in town here and not out of town?
9. Pickwood Road Area – Introduce next, Comet and M& S here
10. Former Broad Street Garage Site – no comments made
11. Land to the rear of St Edward Street – no comments made
12. High Street Car Park – multi-deck car parking to be provided
13. Market Street West Car Park – Site is not big enough for arts complex and such a development would have a big impact on the surrounding housing; do not allow market traders to park here – could you develop on Market Street East instead?? Are pedestrians safe in this area?
14. The Foxlowe – The Foxlowe building itself should be an Arts and Cultural Heritage Centre with arts and crafts units to the rear of the site.

Public Realm

- There should be a link from Stockwell Street to Brough Park
- Give pedestrians priority in the following areas: Market Place, Sheep Market, Stanley Street, Western end of Derby Street, the Eastern end of Derby Street around the War Memorial
- Signage around town is poor
- Could you turn Market Street East Car Park into a public garden?
- Market Place – No cars, more Market related activities; have café culture surrounding Market Place.

Transport

- There is a need for a rail link
- Traffic circulation around town especially to Market Street West Car Park is bad
- Parking – there is limited parking around the south of St Edward Street.

General

- There needs to be more Sunday trading.

APPENDIX 5

**COUNCILLORS DESIGN OPTIONS WORKSHOP
STAKEHOLDERS DESIGN OPTIONS WORKSHOP
29TH SEPTEMBER 2009**

**Leek Town Centre Masterplan – Design Options
Councillors Workshop
29th September 2009**

Attendees

Cllr Patrick Burke	Leek East
Cllr Barbara Hughes	Werrington
Cllr Gill Burton	Forsbrook
Cllr Brian Johnson	Leek East
Cllr Margaret Lovatt	Leek North
Cllr John Fisher	Leek West
Cllr Henry Jebb	Brown Edge & Endon

Apologies: Cllr Gill Heath

Comments

Major Concerns

- **Leek and its relation to retail – what is your view on fringe supermarkets?**
- **Consultants answer:** Consultants will be speaking to Sainsbury's. Possible link trips from Sainsbury's into town may be limited due to distance and topography. Morrison's achieves only 12.5 percent link trips. Churnet Works is an out-of-town site (though there is no defined Town Centre in Leek). Retail Capacity Study suggests there is a need for increased retail. Some small towns have had success with out-of-town supermarkets. Sainsbury's could help make the town more competitive. Link trips from Sainsbury's could be encouraged by addressing linkages around the Town Centre as part of this Masterplan. There is no room/floorspace physically available in the Town Centre for white goods retailers, but Churnet Works could host these. Currently people are going out of town for white goods. Is it not better for people to stay in town to buy these products, even if only generating a small

percentage of link trips. Is it not better than losing footfall to competing towns? Initiatives such as a free bus service linking an out-of-town supermarket are not a long-term solution. Overall it should be remembered that the Sainsbury's proposal is not yet approved and there are other possibilities sequentially closer to the retail heart of Leek.

- **How can you ensure that this masterplan will not end up "on the shelf" like previous masterplans done in Leek?**
- **Consultants answer:** The final Masterplan will include an Implementation Strategy. All sites are scored (Early Win) by the possibility of funding; type (private/public); and reflecting consultations with landowners regarding their development plans and provide timescales. Recommendations made in the final report will advise the District Council on who could fund/partially fund potential projects.

Draft Vision

- Do not use the word "quality" in the draft vision
- This vision will not attract people to Leek
- Do not use the word "offer"
- Include the antiques market
- Include the heritage/architecture
- Use the word "unique"
- "An 800 year old market town"
- Leek is a "gateway" to Staffordshire Peak District and to Alton Towers
- Use "Queen of the Moorlands"
- Vision needs to be more "zippy"
- Use the term "Leek Town Centre" not "Leek"
- Vision should be more dynamic
- Vision should be controversial
- Vision should not be controversial
- Leek is not a clone - put this point across

- The beautiful surrounding countryside
- Brough Park
- Arts and crafts – do any market towns currently place focus on this?
- Silk heritage and mills
- Education should not be mentioned
- Education should be mentioned – it creates a sense of liveliness.

Public Realm

- Leek needs to re-invent itself as a market town
- It needs to have a pleasant surprise around every corner, e.g. Getliffes Yard
- It takes just two hours to walk around Leek which is an issue – if there were more interesting things on offer it would take longer
- Market traders park on visitor car parks and then complain of the lack of shoppers – this needs to be addressed
- There should be on-street car parking charges
- Coaches are also an attractive option for Leek.

Access/Movement

- There is need to investigate HGV movement and restrictions through the main junctions
- HGVs cannot get through the town without passing the War Memorial
- A relief road would help improve traffic in the Town Centre
- Traffic movements down Derby Street and up Market Street should be prevented
- Does the roundabout at the War Memorial have any purpose
- Traffic must be able to come up Fountain Street
- Ball Haye Street is the least busy in regards to traffic
- Stop the right turn up Mill Street

- Stop HGVs down St Edward Street – though this would increase journey length - what is most beneficial?
- There may be weight restrictions in place for HGVs on St Edward Street
- Leek needs a “real” pedestrian area, it is a “free-for-all” at present
- Pedestrianisation regulations are needed.

Opportunity Sites

- Should there be a top five sites? Could there be a top seven?
- How does an educational offer benefit the Town Centre?
- Very impressed with top five sites
- Delighted to see the Foxlowe as a potential arts centre site
- Silk Street Car Park and Market Street West should be considered together
- Pickwood Road Area – the passage way to Derby Street needs improving and better links are needed
- Pickwood Road Area – the view of Leek (roof tops) is lovely from here – take advantage of this
- The Smithfield Centre needs re-developing/improving – talk to owners about re-configuration
- The Smithfield Centre site boundary should include the adjacent road (used by buses)
- The bus station could go
- The bus station is very important – most agree
- Car parks adjacent to the White Lion present complicated site due to ownerships; different levels; may not be economically useful; it is always empty on a Saturday – talk to adjacent users about car park provision, loss and the impact this may have.

Leek Town Centre Masterplan – Design Options Stakeholder Workshop 29th September 2009

Attendees:

Faith Cleverdon	Leek & Moorlands Historic Building Trust
Cllr John Povey	Friends of Nicholson War Memorial
Joan Levitt	CSV and Norton House Centre
Mike Cozens	TCC & Better Welcome Group
M.A Stapleton	Leek & District Civic Society
John T Newall	Leek & Moorlands Historical Trust
J Russell	Leek & District Civic Society
Robbert Craddick	Leek & District Historical Society
Anthony Abbott	Friends of Brough Park
Graham Logan	Skillsbase (Leek College)

Comments

Major Concerns

- **Leek is not a clone town due to its number of independent retail outlets. But there are issues with out-of-town developments such as the Morrison's expansion and the possibility of Sainsbury's which will affect these outlets.**
- **Consultants answer:** Consultants will be speaking to Sainsbury's. Possible link trips from Sainsbury's into town may be limited due to distance and topography. Morrison's achieves only 12.5 percent link trips. Churnet Works is an out-of-town site (though there is no defined Town Centre in Leek). Retail Capacity Study suggests there is a need for increased retail. Some small towns have had success with out-of-town supermarkets. Sainsbury's could help make the town more competitive. Link trips from Sainsbury's could be encouraged by addressing linkages around the Town Centre as part of

this Masterplan. There is no room/floorspace physically available in the Town Centre for white goods retailers, but Churnet Works could host these. Currently people are going out of town for white goods. Is it not better for people to stay in town to buy this product, even if only generating a small percentage of link trips. Is it not better than losing footfall to competing towns? Initiatives such as a free bus service linking an out-of-town supermarket are not a long-term solution. Overall it should be remembered that the Sainsbury's proposal is not yet approved and there are other possibilities sequentially closer to the retail heart of Leek.

Draft Vision

- Vision needs to be less bland and more inspirational to get buy in for delivery
- This vision won't offend, but won't inspire either
- Everything is covered but nothing is attention grabbing
- The word "tourist" should appear rather than "visitor"
- SMDC lacks vision for Leek. If it at least has a vision, it doesn't matter how exciting it is
- A long, detailed vision is not needed
- An exciting vision is needed with an active Council behind it and pushing it forward
- The vision statement needs more energy.

Public Realm

- Parking should be maximised where the ground is flat, to favour the elderly; disabled; parents with prams
- One suggestion was to knock down Portland Street Mill due to lack of architectural merit – some disagreement amongst group – arguing that the mill provides space for employment for small businesses. This in turn encourages business opportunities and growth and encourages footfall for surrounding business and retail

- Site 11 – Land to the rear of St Edward Street should be used as parking not residential
- Sites for parking should be prioritised by most economically viable e.g. is decking possible at the site?

Access/Movement

- Rail would be a massive advantage to Leek
- The Masterplan should aspire towards the re-introduction of railway for Leek
- Leek should be a gateway for the West Midlands
- A one-way St Edward Street would not be viable – the idea has been tested before
- Consideration of a by-pass should be included in the Masterplan
- By-pass opportunities/routes could be missed leaving no viable option if the idea is raised again in the future
- There is major concern about HGVs travelling through town.

Opportunity Sites – Site Scoring Assessment

- The top five sites are not set in stone – it is up for discussion
- There are concerns that the Smithfield Centre is not in the top five sites
- Concerns for California Mill scoring – especially from educational point of view – should score higher. Need to recognise benefit for night time economy; commercial added value from business links and proposed incubator space; cultural added value.

APPENDIX 6

**DESIGN OPTIONS
PUBLIC CONSULTATION EVENT
14TH OCTOBER 2009**

Leek Survey Analysis
Preferred Options – Based on 48 Completed Questionnaires

49 survey responses
2 invalid, i.e. not answered

Site	Name	Potential Option/Use	Total Votes	N/A	Other	Suggested Other Use
1)	California Mill Area	Education	14	7	1	
		Offices	6			
		Arts & Education	28			
2)	Former British Trimmings Site	Residential (Extra Care)	11	5	5	Holiday Flats
		Residential (Traditional)	12			
		Extra Care & Traditional Residential	23			
3)	Eaton House & Surrounding Area	Retail	4	4	0	
		Employment (Industrial/Offices)	28			
		Employment (Industrial/Offices) & Residential	20			
4)	Portland Street Mill Area	Refurbished Employment (Industrial/Offices)	29	7	0	
		Refurbished & Extended Employment (Industrial/Offices)	12			
		Refurbished & New Build Employment (Industrial/Offices)	8			
5)	London Mill/York Mill Area	Hotel & Employment (Offices/Industrial)	19	3	3	Car park/multi-storey
		Hotel, Employment (Offices/Industrial) & Residential	19			
		Residential & Employment (Offices/Industrial)	12			
6)	War Memorial Area	Refurbished Leisure & Residential	16	7	11	Car parking and flats
		Refurbished Leisure, Residential & Retail	22			
7)	Smithfield Centre & Bus Station	Refurbished & Extended Retail, Bus Station & Car Parking	39	0	0	
		New Retail, Bus Station, Offices & Hotel	14			

Site	Name	Potential Option/Use	Total Votes	N/A	Other	Suggested Other Use
		New Retail, Bus Station & Leisure/Arts Centre	3			
8)	Compton Mill Area	New Offices & Residential with some Refurbished Retail	16	3	1	
		New Retail & Car Parking & Refurbished Residential & Office	36			
9)	Pickwood Road Area	Refurbished & Extended Retail & Car Parking	17	1	0	
		New Retail, Public Square, Offices & Extra Car Parking	34			
		Leisure/Arts Centre, New Retail, Public Square, Offices & Extra Car Parking	5			
10)	Former Broad Street Garage Site	Retail & Residential	21	8	0	Combination of preferred uses
		Car Parking	27			
11)	Land to rear of St Edward Street	Retail & Residential	12	4	12	Park (11) Car Park (1)
		Residential	20			
		Arts Centre	7			
12)	High Street Car Park	Car Parking	45	2	0	
		Residential & Car Parking	7			
		Leisure/Arts Centre	2			
13)	Market Street West Car Park Area	Arts Centre	4	5	11	Leave it as it is
		Public Square	10			
		Retail & Public Square	23			
14)	Existing Foxlowe Site	Arts Centre	43	0	1	Car park
		Offices & Residential	1			
		Leisure & Offices	12			
15)	Premier Garage	Retail & Offices	25	12	0	Combination of preferred uses
		Residential	19			

Leek Survey Analysis

Site Ranking

Site Ref	Name	Rank					Total	Top 5
		A	B	C	D	E		
		5	4	3	2	1		
1)	California Mill Area	III		III	I	I	27	
2)	Former British Trimmings Site	I		II	II	III	19	
3)	Eaton House & Surrounding Area			I	I	III	8	
4)	Portland Street Mill Area			I	I	II	7	
5)	London Mill/York Mill Area	IIII	III	IIII	IIII II		61	4
6)	War Memorial Area	I	IIII	IIII I		III	42	5
7)	Smithfield Centre & Bus Station	III	IIII IIII III	III	I	III	85	1
8)	Compton Mill Area				II	III	7	
9)	Pickwood Road Area	IIII	II	IIII	IIII III	III	62	3
10)	Former Broad Street Garage Site	II		II	II	I	21	
11)	Land to rear of St Edward Street	I	I		I	I	12	
12)	High Street Car Park			II		II	8	
13)	Market Street West Car Park Area	I				I	6	
14)	Existing Foxlowe Site	IIII IIII I	IIII		III	II	83	2
15)	Premier Garage				I	I	3	

Invalid – 29: Didn't answer; Gave all sites an A-E ranking; Gave one or two sites a ranking

APPENDIX 7

**DRAFT MASTERPLAN
LEEK CHAMBER OF TRADE WORKSHOP
19TH NOVEMBER 2009**

Leek and Cheadle Town Centre Masterplans

Notes of Meeting – 19th November 2009

Leek Business Group Workshop

Present:

Anne Morris (AM)	Chamber of Commerce
Patrick Redmond (PR)	C & D Architects
Bruce Daniel (BD)	Daniel & Hulme
Andrew Gilman (AG)	Avenue Interiors
Peter Duffield (PD)	Breckles Ltd
John Simcox (JS)	Electrichire Ltd
Ben Reeves (BR)	A. Huro Opticians/The Ashes Venue
Chris Birch (CB)	Picton Street Post Office
Mike Birch (MB)	Picton Street Post Office
Mike Cozens (MC)	Town Centre Coordinator
Robert McGuinness (RM)	Rum Associates
Julie Arnold (JA)	Caldon & Uttoxetter Canals Trust
Marc Briand (MBr)	Colloco
Lee Whittaker (LW)	Leek and Moorlands Historic Building Trust/Hudsons Chartered Accountants
Chris Taylor (CT)	CTC Architects
Victoria Heath (VH)	Pixie Crusade Ltd/Merchant Quarters
Perry Wardle (PW)	SMDC
Peter Crompton (PMC)	BE Group
Richard Green (RG)	Taylor Young
Ciara Sweeney (CS)	BE Group

	<p>Introductions</p> <ul style="list-style-type: none"> AM introduced meeting PMC introduced consultant team and stage of masterplan PMC reviewed draft masterplan public consultation key dates and locations
1.0	<p>Observations/Questions relating to Draft Masterplan Presentation</p> <ul style="list-style-type: none"> PW put emphasis on the word “Draft” Masterplan – indicating

	<p>the current stage of the project</p> <ul style="list-style-type: none"> PW explained that some of the proposed uses are deliberately controversial in order to generate a response from the public/stakeholders/businesses, etc PR stated the need to consider out of town developments and to clarify the reason for placing a theatre at the Smithfield Centre. It is important that the community arts team are involved in the entire process of this development BD – moving central car parking to the edge of town will be unfair to the elderly population. RG stated that Town Centre car parking will not be removed but managed better. There will be an overall net increase in spaces. The town survives on the main roads bringing people in – this must be recognised PMC explained that Aecom, SMDC and County Highways engineers are looking at traffic routes as an additional piece of work to this masterplan Should the former Co-op (Wilkinson’s) building be knocked down? Given its scale it could impact on various views around town. Similarly should there be a deck on High Street Car Park as this would affect the views of the church? RG – there are alternatives to knocking the former Co-op building down but as a long term plan, there are better opportunities for improvement. For High Street Car Park there are opportunities to cut into the ground to reduce the impact of the decked solution. Where will the bus station go? The bus station will remain at the Smithfield Centre but at the car park to the south. Car parking at the Talbot Hotel/White Lion will therefore be enhanced (decked) to make up for loss PR approves of the new development at the Smithfield Centre, believes it can be a great transport hub for Leek and compares it to the success of Macclesfield The former Co-op building should be demolished. It is awful – the ugliest building in Leek! The Pickwood area would be a great location for M&S, Waitrose and Next Pulling the old Co-op building down and redeveloping it will cost a lot of money – though there is profit to be made in retail
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<ul style="list-style-type: none"> • RG stated that there are a variety of long-term and short-term projects in the draft masterplan • CB – what can the Compton Mill site contribute to the Pickwood Road Area? It will provide improved links and routes • PR – live/work units at Compton Mill would be great. It could be retained as the antiques quarter. There could be a crafts/arts community centre here with industries selling goods to the community which would be linked by the new square • PR – Shoppers must be kept around the Smithfield Centre. There needs to be something that retains their interest in this area • PR – Are the Smithfield owners happy with this proposal to go ahead? PMC confirmed they are • Where will the trunk road traffic be diverted to if St Edwards Street becomes one-way? This is currently being tested. There are major issues at the northern end of St Edwards Street. Movement here can be shifted by changing movements at the bottom of St Edwards Street • Where are the statistics for the St Edwards Street one-way proposal? RG stated that research can only go so far in respect of timescales/budget, but AECOM transport engineers believe this can work • CB – What is being done to improve the shopping circuit around town? A number of links will be improved: Market St East – a café and small pavilion; a change in market operations – reconfigured internally • CB – can there be a link from Derby Street to the top end of the market? • Silk Street Car Park could be a public square • Have you tested sites within the town centre that could become major retail sites? Adams foods site has been tested in terms of: footfall; car parking; impact on adjacent uses and the residential community. Office use appears to be better suited here • A small Waitrose store would be more suited to the town than a superstore • Is there scope for 20 mph around town? It is proposed that Derby Street and Part of Russell Street will be 20 mph. This will include shared surfaces – removing curb areas, putting drivers ill at ease so they naturally slow down 	<ul style="list-style-type: none"> • PW highlighted that it is SMDC policy for supermarkets to be situated in the town centre. The council is not in control of who submits planning applications and what they are for • What is going to help, enhance and support the antiques cluster in Leek? Safeguarding and pedestrianising areas; improving traffic flows; and public realm will all contribute • Hotel testing is underway. Research is showing Cheadle may fill more bed spaces than Leek. BR stated The Ashes (new wedding venue) could fill a high number of bed spaces weekly in Leek. Consultants will investigate further • PR asked consultants to “think local” in delivering the masterplan – local developers, architects, materials should be used • AM – will the adopted masterplan be “cast in stone?” It will not, therefore it must be flexible • The masterplan will impact on the decision of planning applications and will have an effect on the development of the LDF document • The masterplan will advise SMDC on priority projects • AM – pleased with the project proposals being made but will expect a variety of views at public consultation days.
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APPENDIX 8

**DRAFT MASTERPLAN
MEMBERS WORKSHOP
STAKEHOLDERS WORKSHOP
2ND DECEMBER 2009**

**Leek and Cheadle Town Centre Masterplans
Notes of Meeting – 2nd December 2009**

Leek Draft Masterplan Members Workshop

Present:

Cllr John Fisher (JF)	SMDC
Cllr Henry Jebb (HJ)	SMDC
Cllr Patrick Burke (PB)	SMDC
Cllr Ben Emepy (BE)	SMDC
Cllr Andrew Hart (AH)	SMDC
Perry Wardle (PW)	SMDC
Richard Green (RG)	Taylor Young (TY)
Peter Crompton (PC)	BE Group (BEG)
Ciara Sweeney (CS)	BE Group (BEG)

Apologies: Cllr Margaret Lovatt SMDC

		Action
1.0	Introduction	
1.1	Introductions done and apologies noted. RG reviewed the current masterplan.	
2.0	Draft Masterplan Comments	
2.1	PW highlighted that the next stage will have costed against designs. The value of proposed new housings could be costing and contributions made towards public realm proposals.	
2.2	The proposals are very exciting but can they be a reality?	
2.3	Who are the interested developers? Travelodge; Gladmans; Sainsbury's; Tesco.	
2.4	What effect will Sainsbury's have on the High Street and Tesco have on the independent sector? Sainsbury's is more of a food store proposal than retail; will provide section 106 contributions; provides warehousing space for shops such as Topps Tiles to	

		Action
	relocate out of the town centre.	
2.5	What makes you think SCC Highways will do anything to help improve transport and access around Leek? SCC Highways has commissioned extra work - £15,000 for traffic modelling for the proposals in this masterplan – they are supporting it. SCC transport and strategy departments and engineers who design the junctions have all provided comment on the masterplan.	
2.6	The arts/leisure proposal at the Smithfield Centre is exciting but how can something of this scale work on such a small site and how viable is it? There is a developer interested. The developer didn't originally choose the Smithfield Centre but it was suggested and market testing has shown that this is the most preferred site. It is an expensive scheme due to the businesses with leases on site but it could work – the developer already has a similar model in operation. It is important to have big schemes in the masterplan in order to attract big developers. In terms of size, the masterplan has variety of schemes.	
2.7	Why are you providing office accommodation off Buxton if you say there is no demand? Provision will attract demand	
2.8	Why are you reclaiming parts of Derby Street for cars when it should be pedestrianised? You can not pedestrianise Derby Street as the shops will not have service access. The shops can not be serviced at specific times of the day because small independent retailers have no control over delivery companies.	
2.9	You have assumed the Foxlowe is gone for good. It should not be written off as the lease could fall through at any point in the ten year period of the masterplan. The Foxlowe is not written off – the draft masterplan shows re-use as offices and leisure. The proposed arts/leisure scheme would not fit within the footprint of the Foxlowe.	
2.10	Do not remove the roundabout at the War Memorial.	
2.11	The most crucial problem that needs addressing in	

		Action
	Leek is traffic and car parking – as this is currently being looked at in more detail by Aecom, figures won't be available for public consultation and the public will not be convinced!	
2.12	Market traders should not be able to use public parking – they should have loading bays.	
2.13	Please remove urban clutter.	
2.14	Please consider cycle lanes.	
3.0	Next Steps	
3.1	PMC reviewed public consultation date and process.	
4.0	Next Meeting	
4.1	Week commencing the 1 st March	

**Leek and Cheadle Town Centre Masterplans
Notes of Meeting – 2nd December 2009**

Leek Draft Masterplan Stakeholder Workshop

Present:

John Russell	Leek District Civic Society
Inspector Steve Masvirey	Staffordshire Police
David Twist	Staffordshire Police
David Akington	Staffordshire Police
Neil Holland	Staffordshire Police
Cllr John Povey	Friends of Nicholson War Memorial
Faith Cleverdon	Leek and Moorlands Historic Building Trust
Robert Craddick	Leek and District Historical Society
Julia Leonard	Leek College
Joan Levitt	Resident
Graham Logan	Leek College/Skills Base
Michelle Wallace	SMDC
Richard Green (RG)	Taylor Young (TY)
Peter Crompton (PC)	BE Group (BEG)
Ciara Sweeney (CS)	BE Group (BEG)

		Action
	have, not just on the core streets but beyond this. SCC Highways are contributing to funding of this work, due to its potential.	
2.3	Where will the diverted HGV traffic on St Edwards Street be directed? This is also being looked at through Aecom's extra work.	
2.4	Do you think the Sainsbury's proposal will undermine the masterplan? No. Sainsbury's proposal has scope to accommodate retail warehouse functions currently in the town centre. Those relocations would be beneficial to reconstructing of Pickwood Road	
2.5	Does the proposed leisure element at the Smithfield Centre include an arts/heritage centre? It includes a variety of uses – cinema, bowling alley, restaurants and a community theatre.	
2.6	This proposal looks considerably large. Is it the correct scale? Yes, it also includes the bus station.	
2.7	Where would the arts/leisure proposal visitors park, as the parking at The Talbot Hotel is not exactly adjacent? No but it is close by and encourages visitors to walk through the town.	
2.8	Does the arts/leisure proposal consider the younger people of Leek? Yes its proposal includes a cinema and bowling alley.	
2.9	What about the bus services? Improvements to the bus station should encourage improvements to the services also.	
2.10	An arts centre would draw in visitors from a catchment area including the surrounding towns and areas outside Staffordshire Moorlands.	

		Action
1.0	Introduction	
1.1	Introductions done and apologies noted. PMC/RG presented the draft masterplan that will go to public consultation on the 9 th December	
2.0	Draft Masterplan Questions, Answers and Comments	
2.1	How is the masterplan unique to Leek? By avoiding "clone town syndrome"	
2.2	How do these proposals fit in to the context of the rest of the town lying outside the study area boundary? Aecom are doing extra work on traffic management – looking at the impact the proposed changes might	

		Action			Action
2.11	How can you be sure public realm improvements would be a quick win? There are no easy wins. Public realm improvements would be relatively quick in comparison to other proposals.			College <ul style="list-style-type: none"> • Tourism • Heritage • The Market – some market towns no longer have markets but Leek has the Butter market, Trestle market, indoor and outdoor market 	
2.12	Are there plans to ensure optimum safety at proposed gateway car parks, e.g. CCTV and safety routes to and from the car parks, if you are proposing increased evening entertainment? Yes, safety is essential and will be considered in detailed designs.			Raise the profile of Leek; market/brand the town; set up a series of events.	
2.13	How do you ensure a consensus that the schemes will be delivered? Someone must take responsibility in taking the masterplan forward – e.g. a stakeholder or group of private and/or public sector individuals. It will need a committed and enthusiastic team and it will be a challenge. It can be done, e.g. Leyland Forward.		2.18	If this is a long term proposal a path for a by-pass should be considered. This is not within the remit of the work. Also a by-pass is not always a solution. Often a by-pass can mean that people will literally bypass a town altogether. Commercial development along a bypass can also damage independent businesses.	
2.14	Market Harborough had a masterplan with a public/private sector drive team behind it and changes to the town seen over the last five years are very encouraging. People on the team were very passionate. This is what Leek needs!		2.19	The California car park proposal will not work due to topography. A car park here could engage with Leek College and bring people down through a series of attractive levels.	
2.15	Removal of the roundabout and replacing with traffic lights will improve traffic direction but will not resolve volumes through the town centre.		2.20	What is being done to involve young people in the masterplan, and could there be an event organised where the consultants explain the draft masterplan to students? Leek College is willing to host an event during January, inviting also students from other secondary schools. Consultants could provide presentation if SMDC agree.	
2.16	The masterplan avoids using gimmicks or themes such as specific focus on the silk or antiques quarters as themes in general can lose popularity fairly quickly. This is a long term masterplan over ten years; therefore it has an overall mixed vision with no specific approach to certain groups.		3.0 Next Steps		
2.17	What assets do you think Leek should prioritise in capitalising? <ul style="list-style-type: none"> • The college - quality of a college can dramatically impact on a town, e.g. Kendal 		3.1	PMC confirmed public consultation programme for draft and final masterplans.	
			4.0 Next Meeting		
			4.1	Week beginning 1 st March, 2010	ALL

APPENDIX 9

**DRAFT MASTERPLAN
PUBLIC CONSULTATION EVENT
8TH DECEMBER 2009
FEEDBACK**

S72(p) Leek Town Centre Masterplan – Draft Masterplan Public Consultation – Questionnaire Analysis

Total Completed Questionnaires = 21

General Responses

Site Ref	Site Name	Proposed Use	Agree with Proposed use	Percentage in Support	Disagree with proposed use	Percentage not in support	Other (Y/N, Don't Know, Not Answered)	Percentage undecided, non-responsive or partly in support
1)	California Mill Area	Education and Business Incubators	15	71	1	5	Don't Know - 1 Not Answered - 4	24
2)	Former British Trimmings Site	Extra Care Residential	19	91	-	0	Don't know - 1 Not Answered - 1	10
3)	Eaton House & Surrounding Area	Office and Residential	18	86	-	0	Not Answered - 3	14
4)	Portland Street Mill Area	Employment (Industrial/Office) - Refurbishment/New Build	15	71	3	14	Not Answered - 3	14
5)	London Mill/York Mill Area	Hotel and Offices	17	81	1	5	Not Answered - 3	14
6)	War Memorial Area	Leisure and Residential Refurbishment and Additional Retail	11	52	7	33	Not Answered - 3	14
7)	Smithfield Centre & Bus Station	Retail, Bus Station and Leisure/Arts Centre – New Build	14	67	4	19	Not Answered - 3	14
8)	Compton Mill Area	New Offices and Residential with some Refurbished Retail	11	52	6	29	Yes/No - 1 Not Answered - 3	19

Site Ref	Site Name	Proposed Use	Agree with Proposed use	Percentage in Support	Disagree with proposed use	Percentage not in support	Other (Y/N, Don't Know, Not Answered)	Percentage undecided, non-responsive or partly in support
9)	Pickwood Road Area	New Build Retail, Public Square, Leisure and Extra Car Parking	16	76	1	5	Don't Know - 1 Not Answered - 3	19
10)	Former Broad Street Garage Site	Retail and Residential	16	76	4	19	Not answered - 1	5
11)	Land to rear of St Edward Street	Residential and Workspace	11	52	4	19	Don't Know - 2 Not Answered - 4	29
12)	High Street Car Park	Car Park	18	86	1	5	Not Answered - 2	10
13)	Market Street West Car Park Area	Retail (In connection with Butter Market and Trestle Market) and Public Square	13	62	5	24	Not Answered - 3	14
14)	Existing Foxlowe Site	Leisure, Offices, Heritage and Residential	12	57	7	33	Not Answered - 2	10
15)	Premier Garage	Retail and Offices	10	48	4	19	Don't Know - 1 Not Answered - 6	33

Explanations from people who disagree or partly disagree with proposed uses

Site Ref	Site Name	Proposed Use	Disagree with proposed use	Reasons for not agreeing with proposed use	Yes and No	Reasons why only agree with part of proposal
1)	California Mill Area	Education and Business Incubators	1	Car park needed - 1	-	
2)	Former British Trimmings Site	Extra Care Residential	-		-	
3)	Eaton House & Surrounding Area	Office and Residential	-		-	
4)	Portland Street Mill Area	Employment (Industrial/Office) - Refurbishment/New Build	3	Parking - 2 Too heavily congested - 1	-	
5)	London Mill/York Mill Area	Hotel and Offices	1	Wrong place for hotel - 1	-	
6)	War Memorial Area	Leisure and Residential Refurbishment and Additional Retail	7	Roundabout works perfectly well without traffic lights - 3 No residential development - 2 Not if memorial is affected - 1 No reason given - 1	-	
7)	Smithfield Centre & Bus Station	Retail, Bus Station and Leisure/Arts Centre – New Build	4	No arts centre here - 1 Offices not required - 1 Wrong location for bus station - 2	-	

Site Ref	Site Name	Proposed Use	Disagree with proposed use	Reasons for not agreeing with proposed use	Yes and No	Reasons why only agree with part of proposal
8)	Compton Mill Area	New Offices and Residential with some Refurbished Retail	6	Offices not required - 1 Heritage building – don't spoil - 2 No residential here - 2 No reason given - 1	1	Bridge not practical for older/disabled people – 1
9)	Pickwood Road Area	New Build Retail, Public Square, Leisure and Extra Car Parking	1	No reason given - 1	-	
10)	Former Broad Street Garage Site	Retail and Residential	4	Car park needed here - 2 Drive through/Mc Donalds/KFC - 1 No reason given - 1	-	
11)	Land to rear of St Edward Street	Residential and Workspace	4	Residential and car parking - 1 Could have better use than residential - 2 Don't want budget flats here - 1	-	
12)	High Street Car Park	Car Park	1	Leisure and car parking - 1	-	
13)	Market Street West Car Park Area	Retail (In connection with Butter Market and Trestle Market) and Public Square	5	Stay as car park - 3 No reason given - 2	-	

Site Ref	Site Name	Proposed Use	Disagree with proposed use	Reasons for not agreeing with proposed use	Yes and No	Reasons why only agree with part of proposal
14)	Existing Foxlowe Site	Leisure, Offices, Heritage and Residential	7	<p>A poor mix - 1</p> <p>Building should stay - 2</p> <p>Hotel/leisure use only - 1</p> <p>Should be Town Hall Theatre and leisure use only - 1</p> <p>No residential here - 1</p> <p>No answer given - 1</p>	-	
15)	Premier Garage	Retail and Offices	4	<p>Not required - 1</p> <p>Too far out of town - 2</p> <p>Could be child's play area - 1</p>	-	

Transport and Access Improvement Comments

Proposal	Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions	No Comments
Locations suggested for Car Parks	Ok - 6 Ideal locations for access - 1 Good idea - 1	Concerned plans will not meet parking demand - 1 Not enough parking, more needed - 1	Use Mason Mill as a multi-storey car park - 2	9
St Edward Street as One-way	Good idea - 3 Ok - 1	No - 4 The fewer one-way streets the better - 1 No, stupid idea - 1 No, wouldn't work, would double the lorries on other streets - 5 No, doesn't address the real problem - 2	Needs re-thinking (goods vehicles one-way?)	3
Changes to Road Junctions	Ok - 2 Agree - 4 Good idea - 1	Pedestrianising war memorial will infuriate drivers - 1 No - 1 No, Traffic lights would block up the town - 2 No, roundabout works fine - 2 No, doesn't address the real problem - 1	Needs re-thinking	4
Market Street as Two-way	Ok - 2 Yes - 1 Good idea - 1	No - 5 No, too narrow - 2 No way – would block up the town - 2	Works well as one-way - 1	5

Proposal	Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions	No Comments
		No, doesn't address the real problem - 1		
New Pedestrian Crossing Locations	Ok - 3 Yes - 4 Good idea - 2	No, fine where they are - 1 No, doesn't address the real problem - 2	Don't know - 2 Great for pedestrians, nightmare for motorists - 1 Crossing on Broad St would be good - 1	5
The Bus Station	Good idea - 5 Yes - 3	No, keep it where it is - 1 No, doesn't address the real problem - 2 No - 1	Hide bus station as terminus is ugly - 1 What's changing? - 1 Not sure about bus station facing Haywood Street - 1 Bus Station building shouldn't be too high - 1	5

Public Realm Improvement Comments

Proposal	Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions	No Comments
Removal of parking from Market Place and Market Street East	Good idea - 7 Ok - 1	No – more car parks needed, not less - 3 No, leave it as it is - 1 No, doesn't address the real problem - 2	Need more parking on the shopping street If it is used for events well yes, if it is just open space no -1 Leave it as it is – 1	3
Shared surfaces on Derby Street and Russell Street	Good idea - 5 Ok - 1	No, too much expense for no improvement - 1 No more pedestrianisation - 1 No, doesn't address the real problem - 2		8
Public Square at Pickwood Road Area	Looks good - 2 Ok - 2 Very good idea - 2	Not sure how this would work - 1 No, town centre has been done enough - 1 No, not needed - 2 No, doesn't address the real problem - 2	Better on Market Street West car park? – 1	7

Additional Comments

- 17 respondents provided additional comments

Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions
<p>Like the shared surfaces concept - 1 General improvements are good - 1 Consultants have done a great job - 1 Plans seem reasonable - 1 Tree planting and soft areas will greatly improve the look of the town - 1</p>	<p>Do not remove the roundabout as it will destroy the beauty of this area - 3 £50,000 wasted on a hair-brained scheme - 2 Large security cameras make the town look ugly - 1 The new Smithfield design looks too tall - 1 One-way St Edward Street won't work - 1</p>	<p>Some businesses are worried over losing trade if St Edward St is one-way - 1 Still concerned about traffic flows - 1 Please do not cause congestion with traffic flows at monument - 1 Good quality signage should be encouraged for shops - 1 Leek should have lots of new businesses but people won't let this happen - 1 We need a by-pass, not cheap solutions to traffic flows - 2 We don't need anymore flats in town - 1 Who will pay for the redevelopment of the Pickwood Road area (the focus area of the masterplan)? - 1 There should be a left turn when driving down Russell Street at the bottom - 1 Toilets under the roundabout will have to be excavated - 1 Set delivery times for shops should work, it has worked in other small towns - 1 Is a hotel viable - 2 Not sure Smithfield is right location for arts centre - 1 Pedestrian areas at the bottom of Stockwell St and St Edward St would be useful - 1 It would be better to incorporate large shopping centres in to the town centre - 1 Do not recommend anything that endangers Leek becoming a clone town - 1</p>

Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions
		Could the Talbot Hotel provide community arts space? - 1 Could there be a weekly/monthly art market? – 1

**Leek Town Centre Masterplan –
Councillors Workshop 8th September 2011
A Summary**

The aim of the evening was to streamline the document and clarify the key proposals.

The draft document has been developed by BE Group, officers will finish the document internally, incorporating feedback from both the Members workshop and Leek Chamber of Trade Workshop due to take place during October.

The Masterplan document was discussed section by section. The following comments will now be incorporated into the draft final document:

- **No changes** proposed to the **Executive Summary through to section 2 'Challenges and Opportunities'** except to reflect any changes that may be made later in the document
- **Section 3 'Consultation'** – Agreed that previous and proposed consultation (please see next steps at the end of this paper) was adequate. However, it was felt that the visual representation included in the last round of consultation was lacking and could be improved
Note: Staffordshire County Council will be consulting separately regarding the public realm and traffic changes
- **Section 4 'Vision and Strategy'** – It was felt that the Vision was neither ambitious nor unique enough for Leek. Members did not like the term 'gateway' as they felt that visitors and investors would interpret Leek to be somewhere to pass through and not stop. Some suggested it should be at the 'heart of'. The Arts and Crafts Heritage of Leek was also discussed and it was felt that it needed to be reflected in the vision somehow. It was therefore agreed that the Vision needed to be rewritten.

It was agreed that the Strategic Objectives be shortened to one sentence.

- **Section 5 'Options'** – Agreed to take out of the main document and attach as a separate appendix.
- **Section 6 'The Masterplan'** –

The main proposals for each of the 15 opportunity sites were considered, the following was agreed for each:

1. **California Mill** – consider its use as a leisure/entertainment facility
2. **Former British Trimmings Site** – no change

3. **Eaton House and Surrounding Area** – no change

4. **Portland Street Mill Area** – include Hotel use also

5. **London Mill / York Mill Area** – include live/work usage as well as hotel

6. **War Memorial including Talbot and White Lion** – no change

7. **Smithfield Centre and Bus Station** – agreed to take out the leisure facility from the site but incorporate the entire Smithfield Centre up to the Haywood Street and Ashbourne Road corner. Also to include 'enhanced bus station facilities'

8. **Compton Mill Area** – no change

9. **Pickwood Road Area** – no change

10. **Former Broad Street Garage Site** – no change

11. **Land to rear of St Edward Street** – no change, however concerns were raised regarding the frontage of the Post Office site on St Edward Street. The Post Office will be re-contacted and an upgrade of the frontage discussed as part of the public realm work for the St Edward Street area

12. **High Street Car Park Area** - no change

13. **Market Street East** – no change

14. **Fowlowe Area** – no change

15. **Premiere Garage** – no change

16. **Additional opportunity site – Big Mill, Mill Street** – Members would like to flag the site up as an area to consider in the Masterplan

The revision of pages 80/81 was agreed. This will be up dated to reflect the status of any planning application etc. in progress, prior to the next round of consultation.

Suggestion that the Masterplan should be 'investor friendly' and highlight the opportunities for investment clearly.

- **Section 7 'Development Principles'** – Agreed to cut and paste pages 98 – 115 into a separate appendix, as there is too much detail here for the main document

- **Section 8 'Transport Framework'** – agreed to break it down and describe as a list of proposals
- **Section 9 'Exemplar Projects'** – agreed to take out of the document
- **Section 10 'Making it happen'** – no changes proposed

The Next Steps....

- Leek Chamber of Trade Workshop
- Any agreed/proposed amendments investigated
- Amended document to Services Scrutiny Panel in November
- Consideration by the Cabinet in December
- Further round of consultation inviting formal representations (6 weeks during Jan – Feb 2012)
- Consideration of representations and suggested amendments considered by Services Scrutiny Panel
- Re-consideration by the Cabinet
- Adoption by Full Council

Leek Town Centre Masterplan

Leek Chamber of Trade Discussion 26th October 2011 Notes from the meeting:

The aim of the evening was to streamline the document and clarify the key proposals.

The Masterplan document was discussed section by section. The following comments will now be incorporated into the draft final document:

- **No changes** proposed to the **Executive Summary through to section 2 'Challenges and Opportunities'** except to reflect any changes that may be made later in the document
- **Section 3 'Consultation'** Agreed that there should be more consultation with the Chamber before the next round of formal public consultation goes ahead. It was felt that the visual representation included in the last round of consultation was lacking and could be improved
- **Section 4 'Vision and Strategy'** – It was felt that the Vision was neither ambitious nor unique enough for Leek. Members did not like the term 'gateway' as they felt that visitors and investors would interpret Leek to be somewhere to pass through and not stop. A number of phases to include in the vision were listed:

Sustainable
Historic market
Retail
Speciality shops
Niche
Employment
Enhanced office space
Tourism trade

It was agreed that the Strategic Objectives be shortened to one sentence.

- **Section 5 'Options'** – Agreed to take out of the main document and attach as a separate appendix. However it should be made clearer how those options were agreed upon within the main document. Clarity required on the suggested use for each site and the flexibility or the status of the preferred option for each site.
- **Section 6 'The Masterplan'** – The main proposals for each of the 15 opportunity sites were considered

No change was proposed to any of the sites other than:

California Mill – consider its use as a leisure/entertainment facility

- **Section 7 'Development Principles'** – Agreed to cut and paste pages 98 – 115 into a separate appendix, as there is too much detail here for the main document
- **Section 8 'Transport Framework'** – see comments below
- **Section 9 'Exemplar Projects'** – agreed to take out of the document
- **Section 10 'Making it happen'** – it was felt that more robust suggestions on how to take forward. Chamber members offered help with this in 'championing' the document and having input into the development briefs for each site.

The revision of pages 80/81 was agreed. This will be up dated to reflect the status of any planning application etc. in progress, prior to the next round of consultation.

Key points the chamber wishes to be addressed in the revised document:

- A strategy for growing the niche independent shops – how do drive the marketability of the town? Evidence of marketability is needed.
- Mechanisms are needed to draw developers into town:
 - Developers need to know what sites are acceptable to the Council and the public
 - Investment in quality public realm schemes and car parking
 - A maintenance of what Leek has – quality independent shops bring people in.
- Accessibility – could almost merit a stand alone section in the document to reflect the new traffic management proposals and car parking. It is felt that a parking strategy is needed to look at the overall policy of parking in the town including residential and parking permits. A more pro active delivery of parking policy needed to accompany this.
- The economic impact of Sainsbury's free parking and the road changes on the town centre needs to be included in the document. Members of the chamber offered help with analysing this impact.

