



Appendix

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This Appendix contains the supplementary material which provides a comprehensive understanding of all the Baseline Analysis work undertaken for the Northwich Development Framework.

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NDF Study Area

Northwich Development Framework is a data-led document with a robust baseline analysis that considers people, place, environment, transport and movement, economy, and housing.

The research conducted covers the study area for Northwich Town Centre, as indicated in the plan opposite. The NDF concentrates on the Northwich Town Centre core, with 5 focus areas:

1. Barons Quay Riverside,
2. Lower Witton Street and Weaver Way,
3. Upper Witton Street (The Plaza) and Tabley Street,
4. The Bullring,
5. Weaver Square.

Key

- Northwich Development Framework study area
- Northwich Town Centre core
- Focus areas



Northwich Development Framework Study Area plan

Context

Northwich has significantly changed over the last 10 years and continues to evolve and grow, this chapter captures planning and policy background.

Opportunity and Key Project Sites

Cheshire West & Chester have identified Northwich's Opportunity and Key Project Sites, illustrated on the plan, and highlighted for future development potential;

The Key Project and Opportunity Sites in Northwich are;

1. Weaver Square 1.80 ha (CW&C owned)
2. Winnington Hill 0.24 ha (Part CW&C owned)
3. Barons Quay 5.64 ha (CW&C owned)
4. Tabley Street (Former Northern Dairies LTD) 0.53 ha (Private)
5. The Old Dairy Site 0.17 ha (CW&C owned)
6. Library 0.23 ha (CW&C owned)
7. Unit corner London Rd 0.12 ha (Private)
8. Victoria Bridge Site 0.19 ha (Private)
9. CW&C Car Park 0.19 ha (CW&C owned)
10. Leicester Street Old Depot 1.23 ha (CW&C owned)
11. Riverside 1 0.51 ha (Part UU, Condate and Innoyn)
12. Victoria Infirmary 1.67 ha (Private)
13. British Waterways 1.21 ha (C& RT ownership)

N.B Any development or investment proposals on the opportunity sites identified should be informed by a thorough policy and constraints review if not already allocated in the Local or Neighbourhood Plan.

Key

 Northwich Development Framework study area

 Northwich Town Centre core

 N 2 Northwich Regeneration Area - Local Plan designation

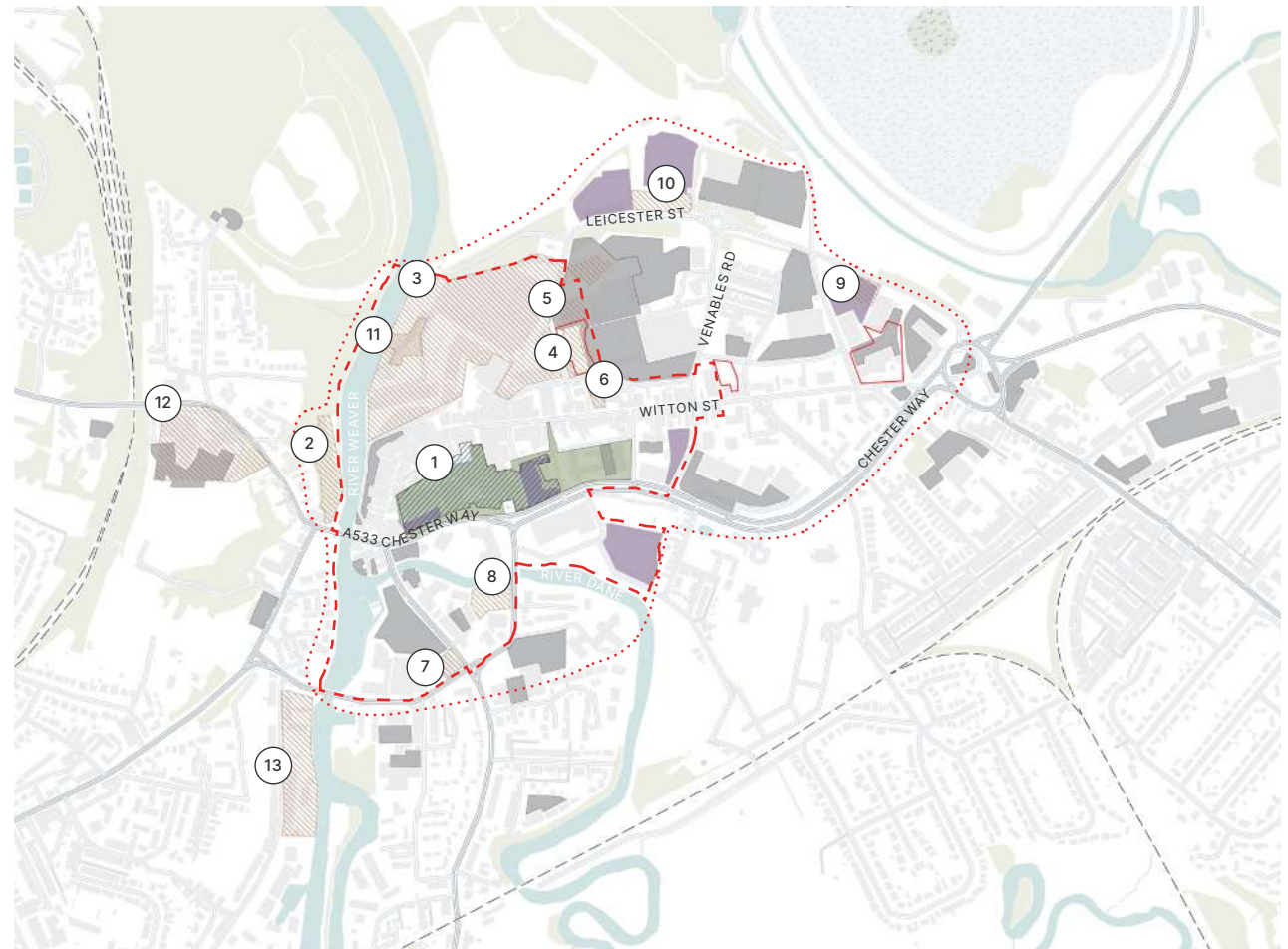
 Existing surface car-parking (privately owned)

 Existing surface car-parking (Cheshire West and Chester)

 Key projects and Opportunity Sites

 Active (approved) planning applications

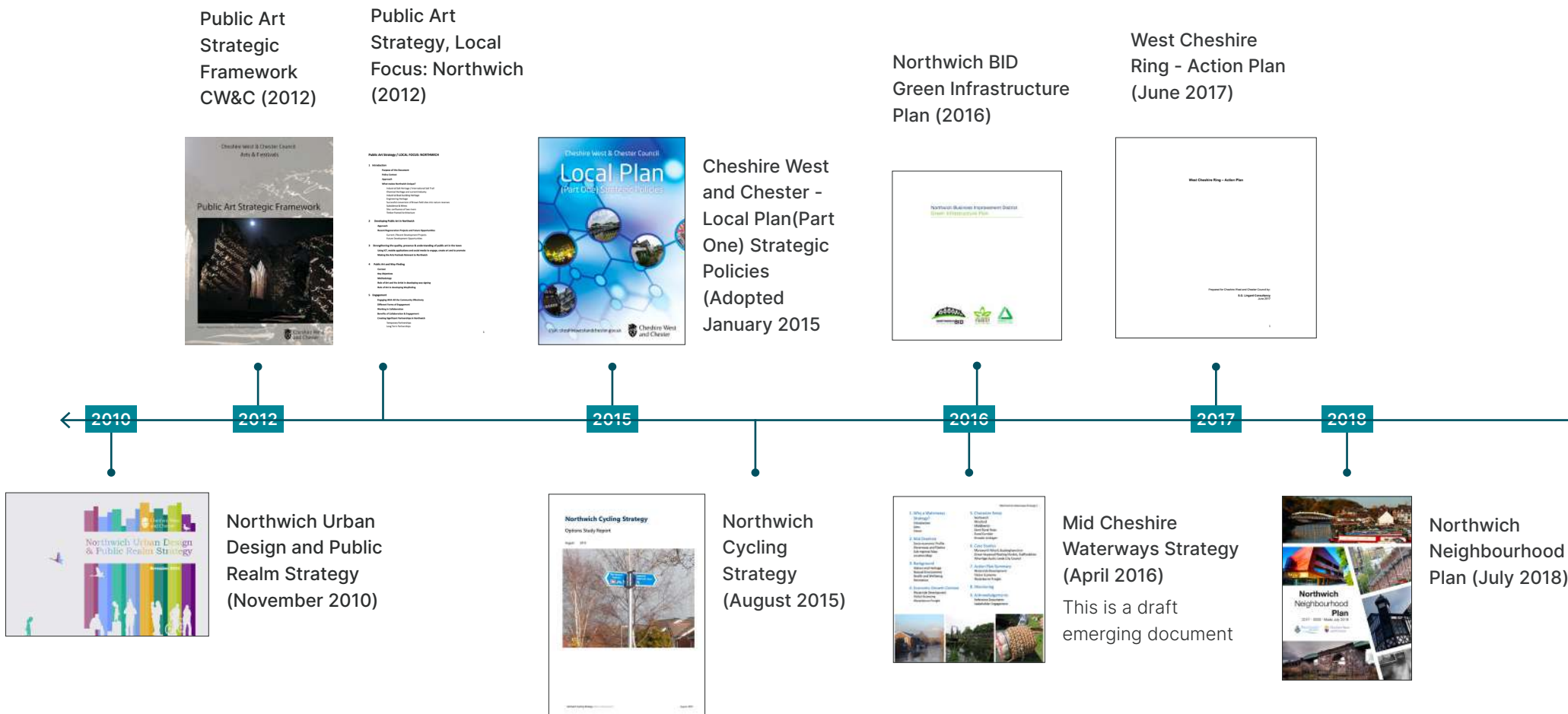
 Weaver Square

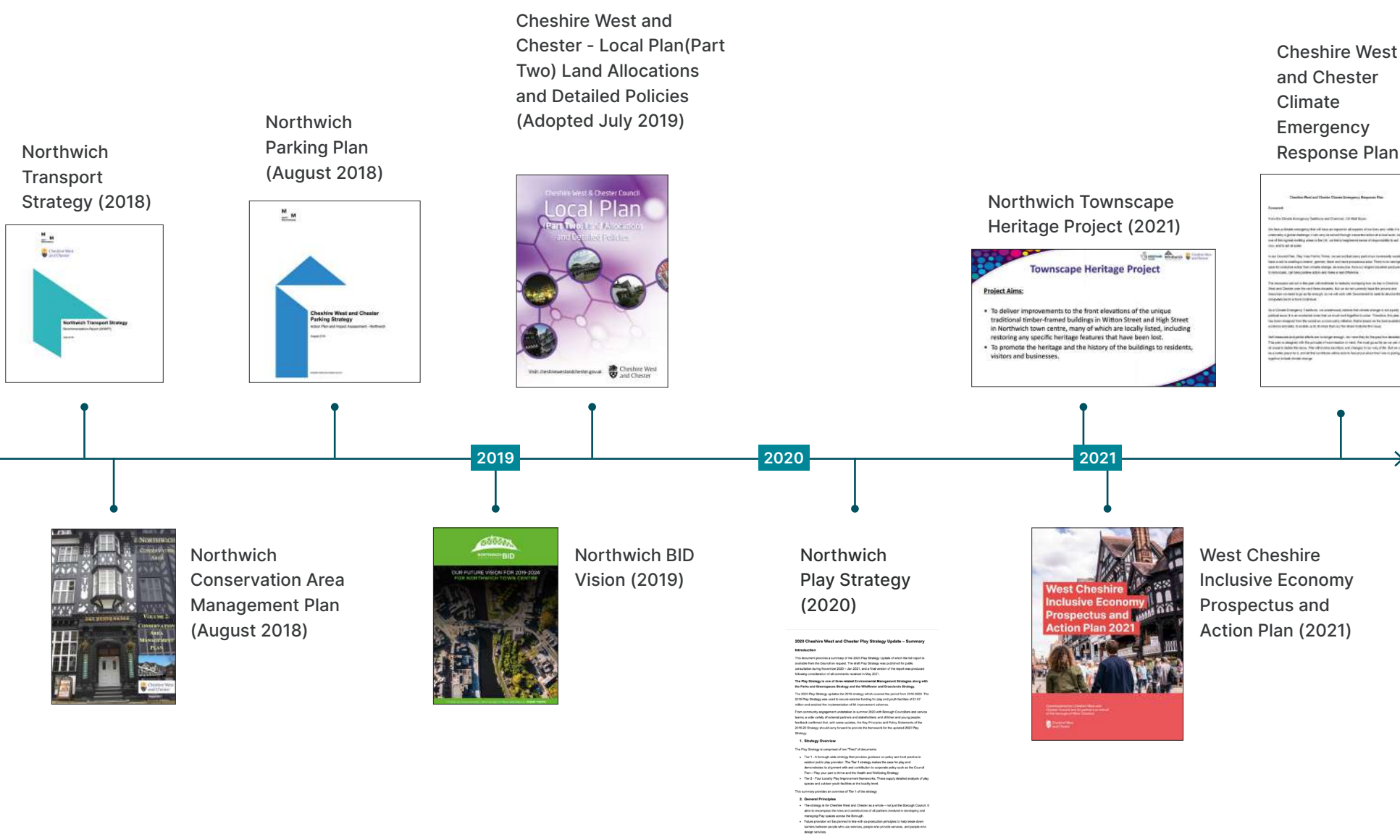


Northwich Opportunity and Key Project Sites



Policy Background





Northwich Transport Strategy (2018)

Northwich Parking Plan (August 2018)

Cheshire West and Chester - Local Plan (Part Two) Land Allocations and Detailed Policies (Adopted July 2019)

Northwich Townscape Heritage Project (2021)

Project Aims:

- To deliver improvements to the front elevations of the unique traditional timber-framed buildings in Witton Street and High Street in Northwich town centre, many of which are locally listed, including restoring any specific heritage features that have been lost.
- To promote the heritage and the history of the buildings to residents, visitors and businesses.

Cheshire West and Chester Climate Emergency Response Plan

Response

Cheshire West and Chester Council (CWC) has adopted a Climate Emergency Resolution in 2019. This has led to the development of a Climate Emergency Response Plan (CERP) to address the climate emergency and to reduce the Council's carbon footprint. The CERP is a key document in the Council's climate change strategy and sets out the Council's commitment to reducing greenhouse gas emissions and to promoting sustainable development. The CERP is a living document and will be updated as the Council's climate change strategy evolves.

Northwich Conservation Area Management Plan (August 2018)

Northwich BID Vision (2019)

OUR FUTURE VISION FOR 2019-2024 FOR NORTHWICH TOWN CENTRE

Northwich Play Strategy (2020)

2020 Cheshire West and Chester Play Strategy Update - Summary Introduction

This document provides a summary of the 2020 Play Strategy Update of which the full report can be found on the Council's website. The 2020 Play Strategy was adopted by the Council on 15th October 2020. It is a key document in the Council's play strategy and sets out the Council's commitment to providing high quality play opportunities for all children in the town. The 2020 Play Strategy was developed in partnership with the play sector and the community and will be reviewed in 2024.

West Cheshire Inclusive Economy Prospectus and Action Plan (2021)

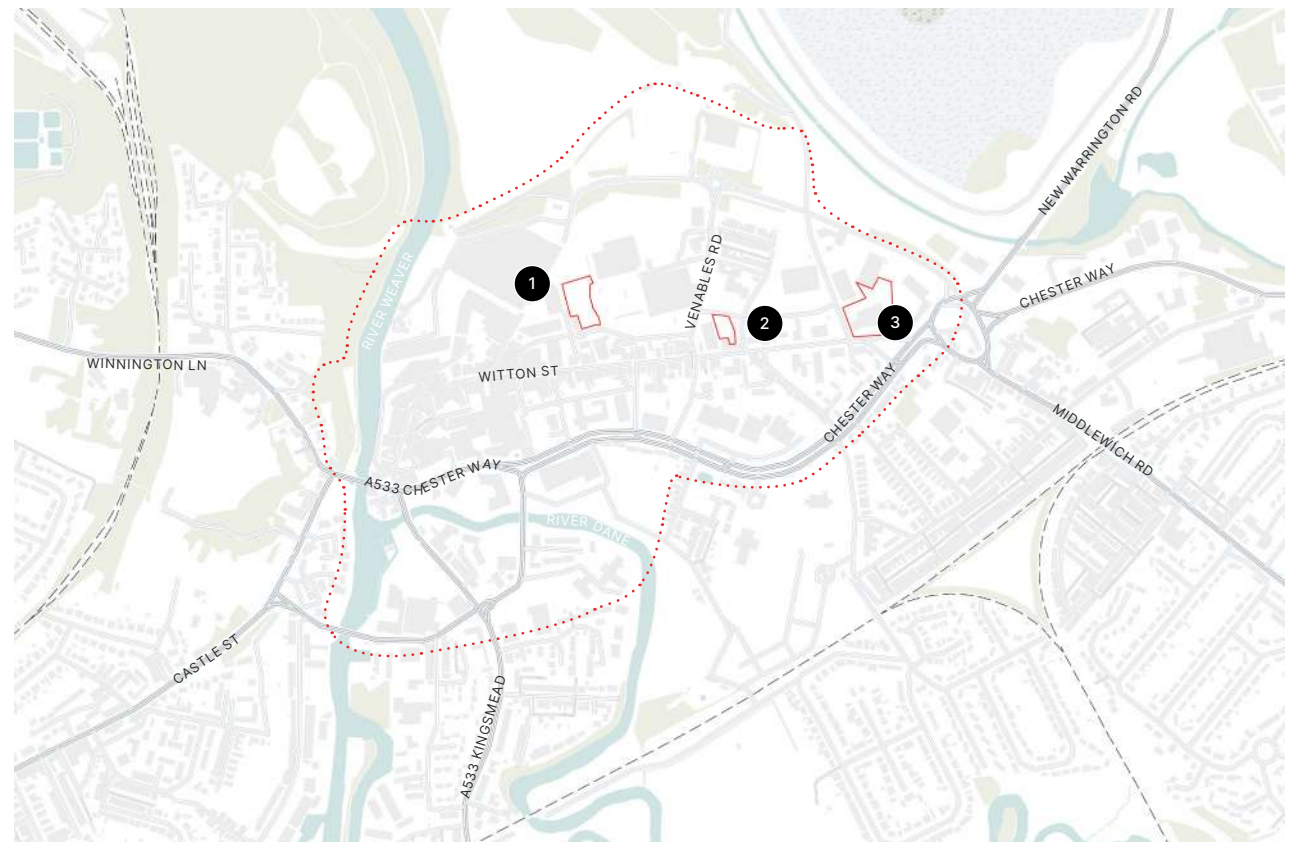
Approved Planning Applications

An analysis of the approved planning applications within Northwich Town Centre gives an understanding of future land uses and proposals.

- Key
- Northwich Town Centre boundary
 - Active (approved) Planning Applications



1. Tabley Street development proposal



Approved Planning Applications (as of November 2022)

1. **Reference: 21/01438/FUL**

Address: Land Adjacent To Labour Hall Tabley Street Northwich Cheshire
 Description: Erection of a 3 storey residential development with associated car parking, landscaping and external works.



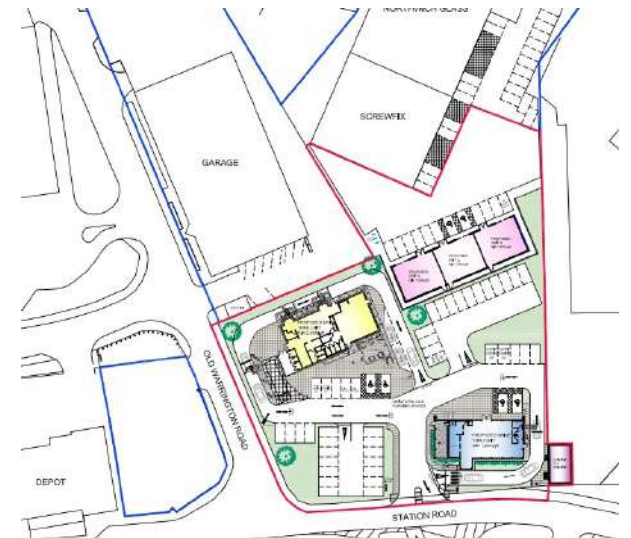
2. **Reference: 21/01860/FUL**

Address: Car Park Opposite Plaza Bingo Club Albion Road, Northwich CW9 5BH
 Description: Erection of a 3 storey apartment block comprising of 9 no. apartments with associated landscaping.



3. **Reference: 22/03738/FUL**

Address: Land Off Station Road and Leicester Street Northwich CW9 5LR
 Description: Erection of a coffee shop with drive thru facility, erection of a restaurant with drive thru facility, three business/industrial units, new access, parking provision, landscaping and other associated works including the demolition of buildings and change of use of existing building to commercial, business and service (Class E) use.



Consultation Statement

Through the progression of the Development Framework, consultation with various stakeholders, including Sir John Deane's Sixth Form students and Cheshire West and Chester Officers, was undertaken. This chapter includes all the consultation feedback.



Northwich Town Council



As part of the engagement process, the project team carried out an initial stakeholder meeting with Northwich Town Council.

The aim of the workshop was to gain a greater understanding of Northwich and to identify the key issues and opportunities facing the Town Centre. The meeting was also able to capture the views from previous workstreams in Northwich over the years.

Opportunities and issues regarding the Town Centre were discussed and the feedback has been grouped in the following themes:

Weaver Square

- There should be a mix of uses and pop-up shop, as there is already a strong retail offer in town. Past discussions regarding a health care hub.
- Opportunity for a thriving market, emphasising Northwich as a historic market town.

Inclusive and Accessible

- People with disabilities should be considered, and the town should be more inclusive; moving around easily without obstacles such as bollards, upstands and kerbs should be possible. Visual impairment should be considered as well.
- Water fountains, toilets and changing areas should be provided in the Town Centre.

Community and Events

- Northwich BID events are good community attractions as they are successful in bringing footfall to the town.
- Opportunity for partnerships to create more social events.

Families and Community

- The Town Centre should be family friendly. There are not enough free and/or outdoor activities. There is opportunity to create more music, entertainment and interactive play targeted to all types of families.
- Opportunity to create cycle routes into and around town, connecting into wider context, including greenspaces and residential neighbourhoods.
- Opportunity to display and promote history of Northwich and heritage assets, with potential for history/sculpture trails, interactive boards and play.

Green Space and the river

- Enhance relationship between Northwich Town Centre and green spaces, improving cycling and walking connections. Opportunity to introduce more parks and play areas.
- Activate and improve access to the rivers, as they are Northwich's biggest asset. Opportunity to improve frontages to the river and incorporate water taxis

Barons Quay

- Issues with occupancy rates. Requires smaller units to be more successful and better filled.
- Opportunity to incorporate other uses, not just retail offer.

Investment

- Weaver Square project needs momentum and investment.
- There are small and good quality shops in the centre of Northwich, how local trade can receive more promotion needs to be considered.
- Businesses require support during a financially difficult period. Covid and the economy should be considered.

Housing

- Affordable and/or council housing is needed in the Town Centre, especially for young people.
- Housing needs to be mixed use and sustainable to be successful in the Town Centre.

Health

- Potential to include community centres that offer help for deprived people, as well as psychological wellbeing.
- Opportunity to promote existing events and steering groups for care and volunteering.

Transport

- Public transport connections need improvement. Night-time services should be included to support events and night economy in the Town Centre.
- Potential to promote active travel, improving cycle and walking connections in the Town Centre.

Buildings

- The town should be an attractive destination including leisure offer.
- The Town Centre is too big and needs to be more compact.
- Buildings on Chester Way, including the Police Station, Northwich Business Centre and the Delivery Service building are unattractive and should be demolished. New development overall should be high quality.

Innovative technologies

- Northwich has a place in history – a place of scientific discovery. Tata chemicals developed processes, scientific discoveries.
- There is potential for the relocation of technology and for Northwich to become the centre of 'Green reprocessing' and even for the whole of Cheshire. There is potential for 'green employment opportunities.
- Pollutants on the river should be considered.

Cheshire Police



On October 21st a meeting with Cheshire Police Crime Protection Team took place.

With this meeting, it was key to collect information regarding criminality and anti-social behaviour in the Town Centre.

Anti-Social behaviour in the Town Centre

- Particular issues with young people around McDonald's, Asda escalators, Odeon cinema. Rough sleepers located in Barons Quay car park, stairwells and Café.
- Shops abuse, including cycles in shops, and some physical damage to shops.
- Issues with high speed, there is a need for traffic calming measures.
- Lack of night time economy, dark and empty streets during night hours.
- There is a reduction in crime during periods when there are night-time activities, such as Christmas.
- There is a lack of services/leisure/facilities suitable for younger members of the public. Youth hubs, outdoor cinemas and increasing part-time jobs would tackle ASB problems.
- Opportunity to activate 'dead' spaces in the Town Centre to avoid anti-social behaviour.

Design Proposals Considerations:

- Issues with fragmentation of Town Centre, it needs to be joined together as part of high level guidance.
- Important to take into consideration the 7 attributes for safer spaces, as well as adhering to Secure by Design Guide principles. Engagement with the local Designing Out Crime Officer at the earliest opportunity can offer support to this.
- Potential to increase natural surveillance that could feed into the development framework.

Barons Quay



As part of the engagement process, stakeholder meetings with local businesses was key.

Night-time economy

- Reduced offer for night-time activities, currently there are 2 restaurants and the Odeon.
- Hospitality is struggling due to employment issues and lack of night-time activity. Businesses need more support; more staff and more marketing
- Opportunity to create catchment of affluent communities.

Transport

- Poor bus routes, few rail connections, and lack of walking/cycle connections to the train station.
- There is an issue with transport particularly at night-time, workers are not able to arrive or leave at night which causes issue for recruitment.
- Transport links need to be improved to increase footfall and employment.

Youth and education

- Potential for partnerships between Barons Quay and schools, to create projects throughout the year and promote employment for the youth, including career fairs.
- There is a need for activities and spaces for the Youth, including play/leisure, entertainment, sport, games, meeting places.

Businesses and employment

- Cleaning and security jobs are difficult to hire for due to lack of transport
- In 2022, retail (big high street brands) is more prosperous than food and beverage/hospitality.
- Barons Quay to be filled, space should be subdivided to allow for different types of retail to take over empty units.
- Weaver Square needs to offer a different offer to Barons Quay.

Footfall

- Significant footfall decline after Covid, most customers (600,000) make use of big supermarkets, and a smaller proportion of people (200,000) use Barons Quay and the high street,
- There are 4 'big' events in Northwich Town Centre, including the Piña Colada festival, Krazy races, Christmas extra, and the artisan markets.
- Potential to increase the number of festivals to 2 events each month to increase footfall in town.

Town Centre

- Need for a variety of land-uses for different demographics, local and unique offers.
- Flooding issues need to be addressed.
- Town Centre needs safe, clean spaces.

Northwich BID



The team has also met and consulted with members of the Northwich Business District.

The aim of this consultation was to gain a greater understanding of Northwich through the lenses of local traders and to discuss the key issues and opportunities they identify in the Town Centre.

Members from Northwich BID were also asked to score Northwich on each component of the Place Standard Tool. Findings on this analysis can be found on section 3.2 of the Northwich Development Framework document.

During the meeting with members of the BID, the following opportunities and issues were identified:

- Need to recognise the untapped potential of Weaver Way. The river is a key asset that is not utilised to its fullest capacity to improve the Town Centre's aesthetic and create a more pleasant pedestrian experience along the river.
- Weaver Square should be a priority redevelopment site. It conveys a negative impression to individuals passing through the Town Centre. There is a lot of untapped potential for this site.
- Public transport:
 - Access between the Town Centre and the station needs to be improved including a highlighted route. Lack of bus timetable and lack of night time services.

Sir John Deane's Sixth Form



As part of the social value approach, we have worked closely with Sir John Deane's Sixth Form College to understand and thoroughly research the opportunities in Northwich Town Centre.

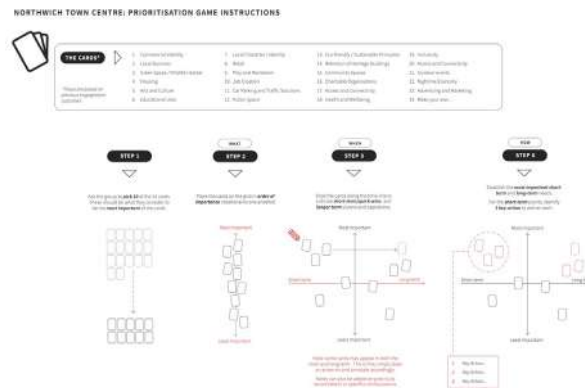
We engaged with students to take part in individual and group research tasks such as mapping journeys to and from Northwich Town Centre, highlighting any areas of constraint and/or opportunity along their route.

Students were also asked to score Northwich on each component of the Place Standard Tool. Findings on this analysis can be found on section 3.2 of the Northwich Development Framework document.

The engagement work that had been undertaken to date had revealed a long list of aims, objectives and aspirations for Northwich. Whilst all of these objectives will be important to the future success of the project, not everything can be delivered at once.

The Prioritisation Game helped establish where the most important and shortest term opportunities were for Northwich Town Centre.

The purpose of this activity was to collectively determine the priorities for the project and to consider how these might be delivered. The workshop consisted of 5 students from Sir John Deane's Sixth Form College. The results are discussed on the next page.





Play and Recreation

Students advocated for better provision of recreation, play and leisure within the Northwich Town Centre. Some suggestions included more opportunities for arts and culture within the local area; climbing walls within Barons Quay (whether inside or outside), a makerspace, access to the River Weaver for water sports, and outdoor music events and performances from local schools and extracurricular groups.

Students advocated for an improvement in how events are communicated in Northwich, including better branding, marketing and promotion of such events for all ages on social media and other advertising opportunities.



Retail

There was general consensus that there is a need for an improved retail offer in the Town Centre, extending beyond popular clothes shops (for youths) and including alternative retail opportunities.

Students felt there was potential for individual shops to be promoted, including charity shops and independents. Further, there were suggestions that younger generations are interested in buying second hand items, for example; clothes, furniture and unique items, in addition to new products, and local produce.

Students suggested that promoting these types of businesses will have a positive social and environmental impact, as well as helping attract visitors into Northwich to shop for items different from what's in their local area.



Job Creation

It was felt strongly that Northwich suffers from reduced opportunities for part time 'starter' jobs, which is further enhanced by the public transport issues which affect their experience of the Town Centre during the day and night.

Suggested solutions to these problems were discussed, and there was agreement that regeneration of the Town Centre as well as improved public transport services are vital for job creation and to preserve the Town Centre activity through the day and night.

Apprenticeships were also mentioned as an alternative opportunity for young people not wanting to head to University, and advocated for a youth-focused platform were they could be connected to work opportunities specific to Northwich. There was discussion about green apprenticeships and jobs in the Town Centre, learning about the River Weaver and River Dane and surrounding green assets.



Inclusivity

Students felt there is a lack of inclusivity and provision for youths in the Town Centre. They complained of there being no places available to go, and a general lack of social and free spaces and amenities where people can socialise in their daily life, during the day and night.

There were suggestions of the opportunities for Northwich to become a dementia-friendly Town Centre, and to invest in promoting spaces for social groups, such as moms meet-up groups.



Public Transport

Students felt that the Town Centre was confusing to move through, including driving around lanes in one way direction.

There were opinions on the train station, and how it looked run down and unwelcoming. They suggested it needed an improved arrival experience, including wayfinding and marketing, to attract visitors into the Town Centre and signpost to green assets and events.

There were also comments related to transportation prices, mentioning that it was cheaper to visit Chester than Northwich via public transport, and therefore less attractive for them to spend time in Northwich Town Centre.

Students also highlighted the reduced bus services from Northwich Town Centre during night-time hours, and how there were limited options to go home after work. This clearly affected their experience and autonomy in the Town Centre, as they have to depend on car use and/or family members picking them up.



Northwich Town Centre Baseline

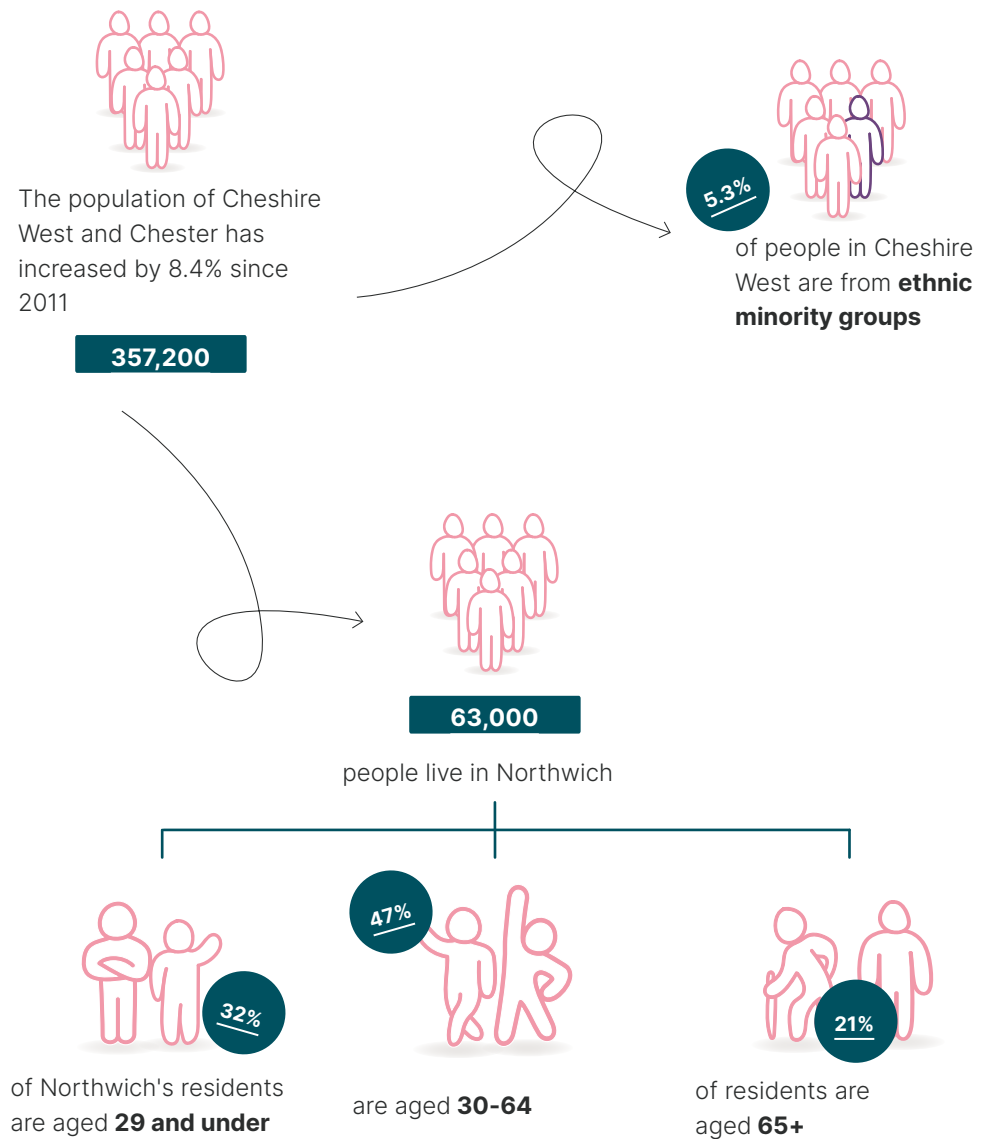
This chapter incorporates all the baseline analysis undertaken for the Development Framework.

People

An extensive information gathering exercise has been conducted to fully understand Northwich as it is today.

This has included: assessing available baseline data; speaking to stakeholders, businesses and Sir John Deane's Sixth Form College students in Northwich. This has been conducted through stakeholder presentations and workshops and engaging with Cheshire West & Chester Council Officers, Town Councillors and local ward Councillors.

This section explains our understanding of Northwich which has informed the key priorities, the overall vision and the proposed development framework for the town.



Demographics

Northwich is home to c.63,000 residents. Over 47 percent of the population in Northwich are between 30-64 years old, with a high number of people over 65 years old. Only 32 percent of the population are aged 29 and under. The median age in Northwich is 38 years old.

Education

There are several Primary and Secondary Schools in Northwich, with Witton Church Walk and Victoria Road Primary School within walking distance of the Town Centre. Sir John Deane's Sixth Form College serves Northwich, and is considered Outstanding according to the Ofsted rating.

70.6 percent of children age five resident in Northwich have achieved a good level of development, compared to 71.6 percent of children aged 5 in Cheshire West and Chester.

Health

Northwich suffers from adverse health outcomes with a greater proportion of Northwich residents in general poor health (6.73%) than the population of Cheshire West and Chester as a whole (5.5%) and the average in England (5.4%). Life expectancy across Northwich is calculated as:

	<u>Females</u>	<u>Males</u>
Northwich	82.6 years	79.4 years
Cheshire West and Chester	82.8 years	79.7 years
Cheshire	82.4 years	79.1 years
England	83.3 years	79.8 years

Office for National Statistics, 2019

At the youth level, more Northwich children at reception years have excess weight compared to the same in Cheshire West and Chester.

Crime

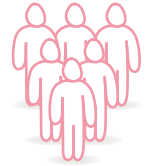
Northwich Town Centre is generally a safe environment to be dwelling in and passing through. Anti-Social Behaviour hotspots include outside McDonald's, the ASDA escalators and the Odeon Cinema during the day. These spaces are sheltered and free, encouraging groups of youths to congregate in these areas.

There have been reports of some issues of rough sleepers in the centre of Northwich. They have been located in the Barons Quay car-park and stairwells.

There is opportunity to encourage positive experiences for youths to get involved with, in the Town Centre, through the year and in an expanding night-time economy. As well as potential to connect into the work done by the local Warrington Youth Zone.

Connections between the surrounding towns and villages including Winnington Village should be positively encouraged with improved lighting, wayfinding and beautiful spaces for recreation and dwell.

New development in and around Northwich Town Centre should follow the Government's seven attributes for safer spaces and Secure by Design.



206,500

people of working age
(16-64) living in Cheshire
West and Chester

Economy and Employment

Northwich is an attractive location for businesses and industry to be supported and expand their offer to wider, strategic locations.

Occupation in Northwich

The Health industry accounts for the greatest number of jobs (65,850). The Professional, Scientific & Technical, Business administration & support services, Transport & storage (including postal) and retail industries contribute to a large number of employee jobs.

There are over 900,000 well trained (level 4 +) and economically active people across the range of commuting distances from Northwich identified in the town.

Office space

Northwich presently doesn't cater for flexible office spaces. With the future residential growth in the Town Centre, there is opportunity to encourage a live-work community within the centre of Northwich, encouraging activation of the streets and spaces through the day and into the evening.

Unemployment

Northwich is above (5.4%) the average rate of unemployment compared to Chester West and Chester which is at 3.6%. These unemployment rates need to be addressed through the re-training and up-skilling of the residents within Northwich which in turn facilitates the economic success of the Town Centre. There is opportunity to broaden the range of businesses within the Town Centre of Northwich, which support the growth and identity of the town.

There is potential to improve adult education offer in Northwich to address this e.g. through an expanded Northwich Workzone offer, potentially linked to the Job Centre, similar to the model offered in neighbouring Winsford.

Green jobs

There is potential to expand the employment offer with green jobs, provided by the opportunity to 'green-ify Northwich' by the regeneration of the River Weaver and River Dane.

TATA Chemicals is practising and further exploring ways to become a 'green re-processing plant' which recycles its waste into useful products which can be utilised in other countries. There is potential for TATA Chemicals to educate and encourage the young workforce with these new technologies.

Apprenticeships

Apprenticeship opportunities with local businesses should also be more actively encouraged and advertised. There is the opportunity to include facilities to promote training opportunities for local people. Up-skilling the local workforce will expand the existing business base and create a more diverse range of businesses who are seeking home grown talent.

Economically active

Cheshire West and
Chester 70.2%

Unemployment Rate

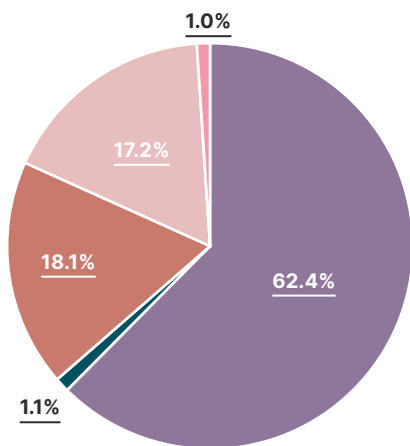
Northwich 5.4%

Cheshire West &
Chester 3.6%

Housing

Households and Living Environment

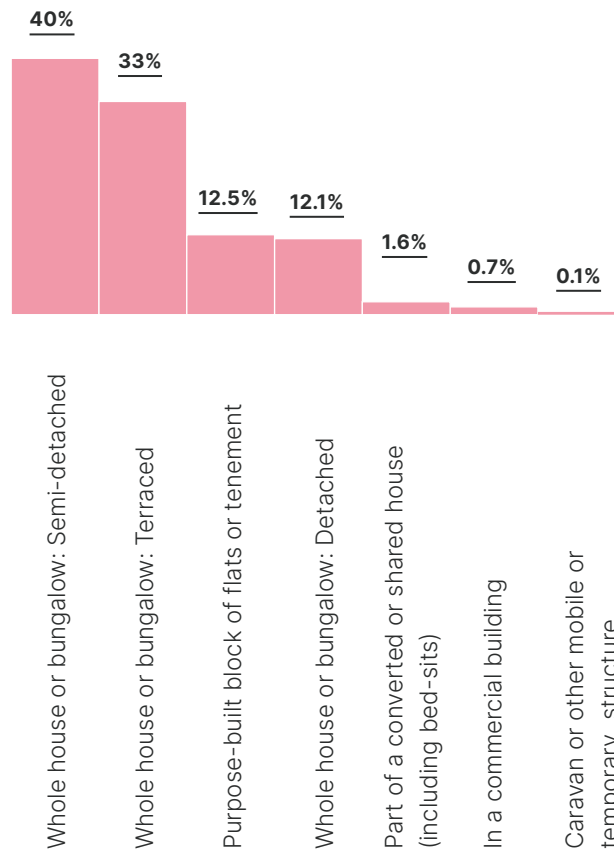
There are nearly 9,000 households within Northwich, with 63.5% of these being either Owned or in Shared Ownership. 17.2% of tenures within Northwich are rented privately and 18.1% are socially rented. The remaining 1% are living rent free.



- Owned
- Shared ownership
- Social rented
- Private rented
- Living rent free

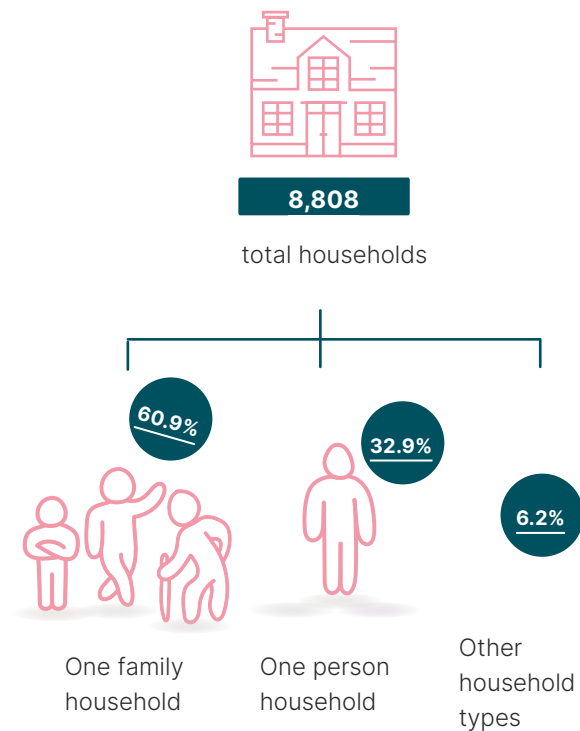
Census 2011, Nomis

The majority of the housing types are semi-detached and terraced housing (73%) with 12.5 percent of people living in apartments and 12.1 percent in detached houses.



The average property price in Northwich is £273,808 (Zoopla, 2022), which is lower than Cheshire (£278,000) and England & Wales (£340,000).

32.9% of Northwich residents live alone, which is higher than CW&C (32.7%) and England (31.5%). In Northwich, 10.9 percent of the population living alone are aged 65 and over.



Strategic Locations for Housing Growth

The Cheshire West and Chester Local Plan has a requirement for 22,000 new dwellings to be built in the Borough between 2010 and 2030.

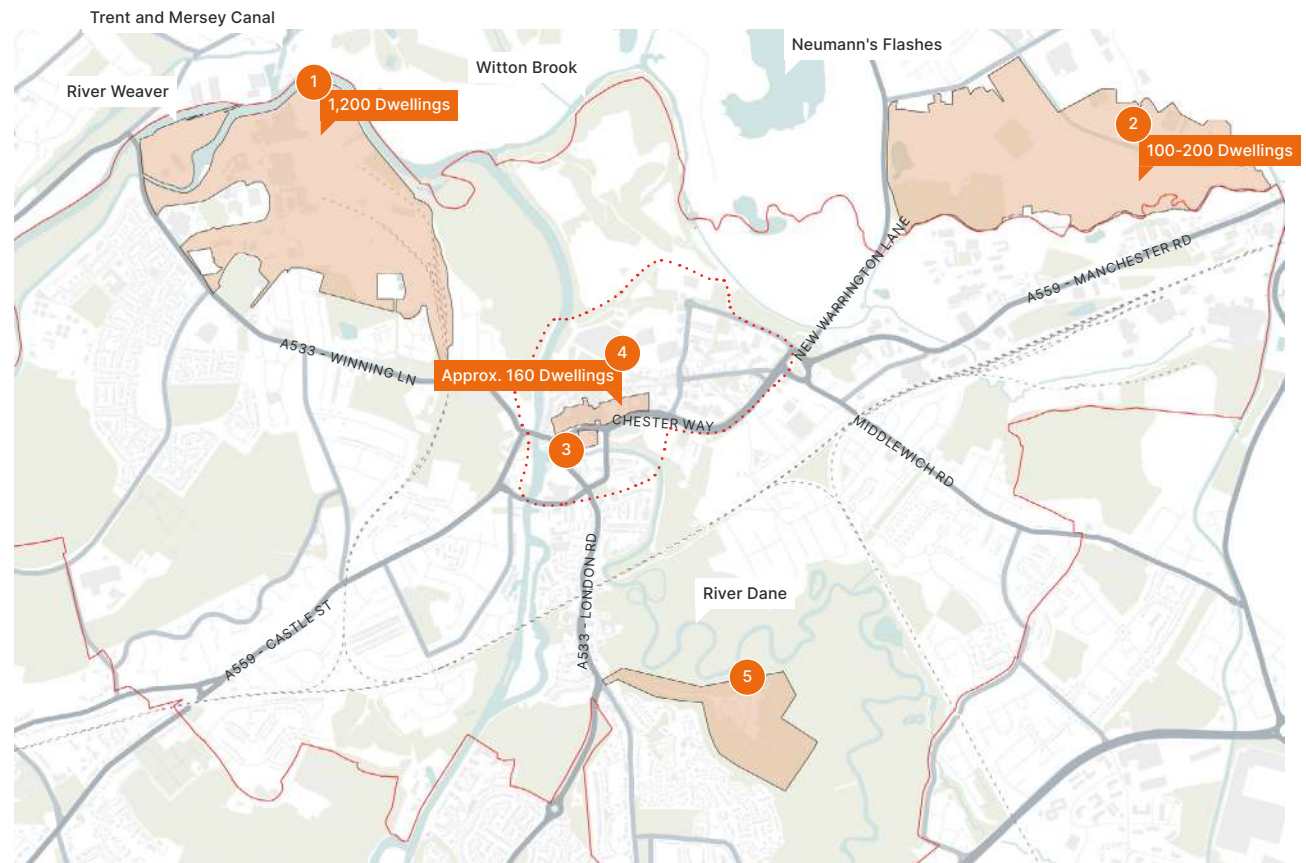
For Northwich, this amounts to 4,300 dwellings of which 3,648 have been completed, including the Winnington Urban Village.

There is potential for additional housing growth in Northwich on sites including, but not limited to: TATA Chemicals (subject to planning), Weaver Square (subject to planning), Wincham and Rose Meadows. These would incorporate roughly 1,560 new dwellings. This equates to 3,744 extra people (2.4 persons per household) in Northwich, (5,208 in total new dwellings which equates to 12,499 people). This accounts for the following;

- increased footfall to Town Centre;
- a greater requirement for social infrastructure facilities;
- requirement for improved public transport connections to new areas of development, into Northwich Town Centre and;
- enhancement of active travel routes into and around Northwich to create a sustainable place.

Key

- Northwich Town Centre study area
 - Northwich Civil Parish Boundary
 - Wider Housing Growth sites;
1. TATA Chemicals (1,550 no.)
 2. Wincham (100-200 no.)
 3. Waters Cross (70 no.)
 4. Weaver Sq. (160 no.)
 5. Rose Meadow (227 no.)



Northwich Housing Growth



Transport and Connectivity

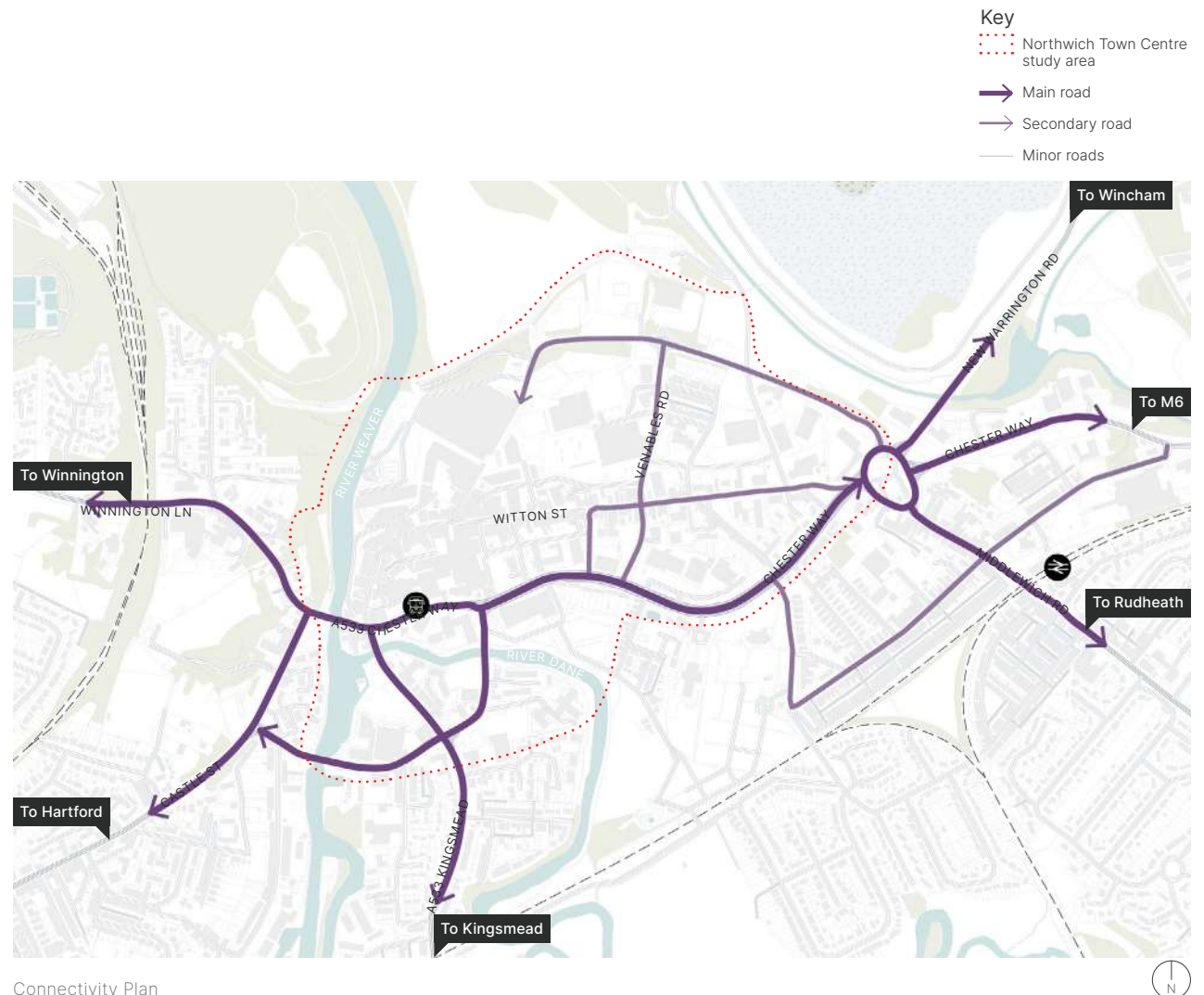
Northwich is well located in the North West. Travel to Chester and Manchester are possible through Northwich Train Station, located 15 minutes walking from the Town Centre.

Connections by active travel are not obvious between the Town Centre and the train station.

A bus service is available on Chester Way, including services to and from Chester, Crewe, Frodsham, Knutsford, Frodsham, Rudheath, Sandbach, Warrington, Weaverham, and Windsford. There are issues with bus transport in terms of accessibility, reliability and night-time service.

Traffic in Chester Way and the bus stops on Weaver Square congest and create a barrier to pedestrian movement in the area. Heavy traffic in Venables Road isolates pedestrian movement on Witton Street.

There is potential to improve the public realm in Chester Way and the bus terminal to promote active travel. It is key to create an improved pedestrian environment in the Venables Road and Witton Street junctions to enhance connectivity from Northwich train station into the Town Centre.



Commuting from Northwich

Northwich's strategic location provides employment opportunities for all types and sizes of businesses to connect into the nearby cities of Liverpool, Manchester and Chester, along with Warrington and Crewe town centres.

The surrounding villages of Weaverham, Antrobus and Plumley and towards Winsford are accessible by car.

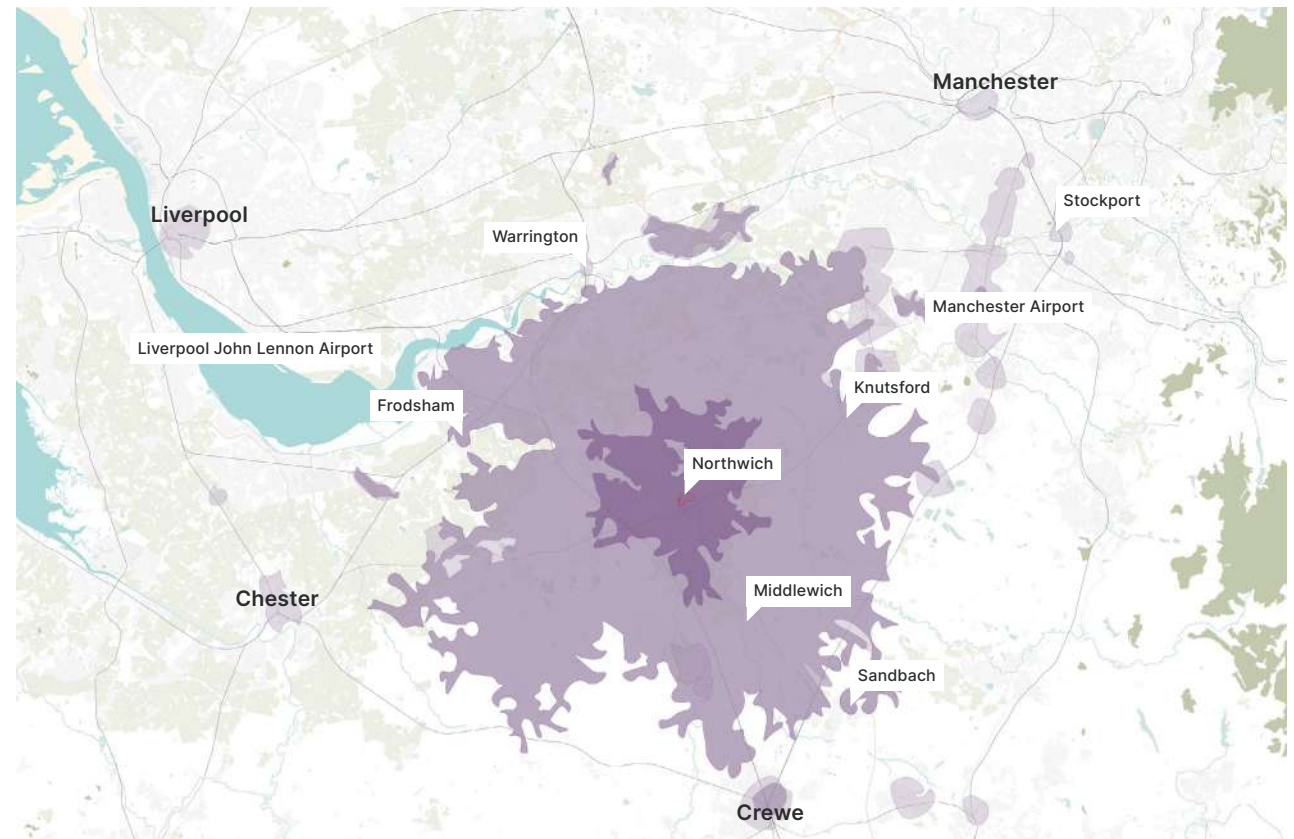
Further afield are the towns of Runcorn, Frodsham, Altrincham, Knutsford, Sandbach, the edge of Crewe, Winsford and Middlewich, which are accessible by train and car within a 30-45 minute commute. Crewe provides opportunity to quickly access London.

The cities of Liverpool and Manchester and Stockport Town Centre are within an hour commute of Northwich. These large cities and larger towns provide access to other national cities and provide opportunity for employment within larger businesses.

Access to personal transport

Households with 1 or more car or van **71%**

NAR Data (ONS - 2011 Census)



Commuting distances from Northwich

Land Use

Northwich Town Centre is composed predominantly of commercial activity, including retail and F&B, large supermarkets and leisure and retail at Barons Quay.

Residential areas are located mostly to the periphery of the Town Centre, where Chester Way acts as a barrier. Some residential pockets exist within the Town Centre, on Venables Road and Church Road.

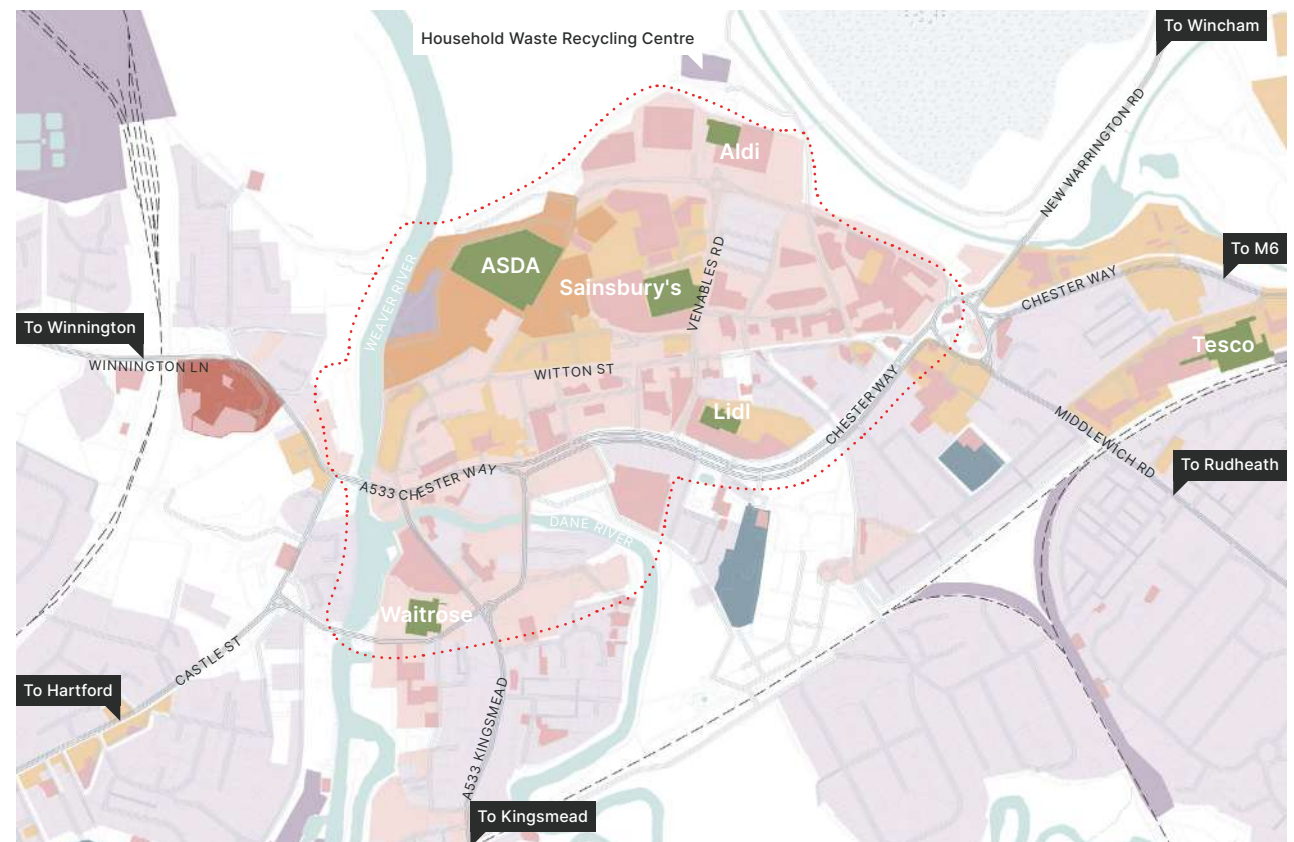
There is a strong presence of light industrial and warehouse-style retail to the east of Northwich, towards the Chester Way roundabout.

Due to the commercial and retail oriented character, there are numerous large surface car parking sites within the area, creating a sense of looseness, rather than a compact Town Centre.

There is potential to create a compact Town Centre with the consolidation of large footprint retail and parking space. This will also help improve and attract local retail offer. Introducing housing in Weaver Square and to the east of Venables Road, will help increase footfall and activity during afternoon hours in the Town Centre.

Key

- ⋯ Northwich Town Centre study area
- Supermarkets
- Car parks
- Schools
- Hospital
- Industry
- Barons Quay
- Commercial
- Residential
- Retail and F&B



Land use plan



Town Centre Facilities

Northwich Town Centre is well provided with local and chain retail offer.

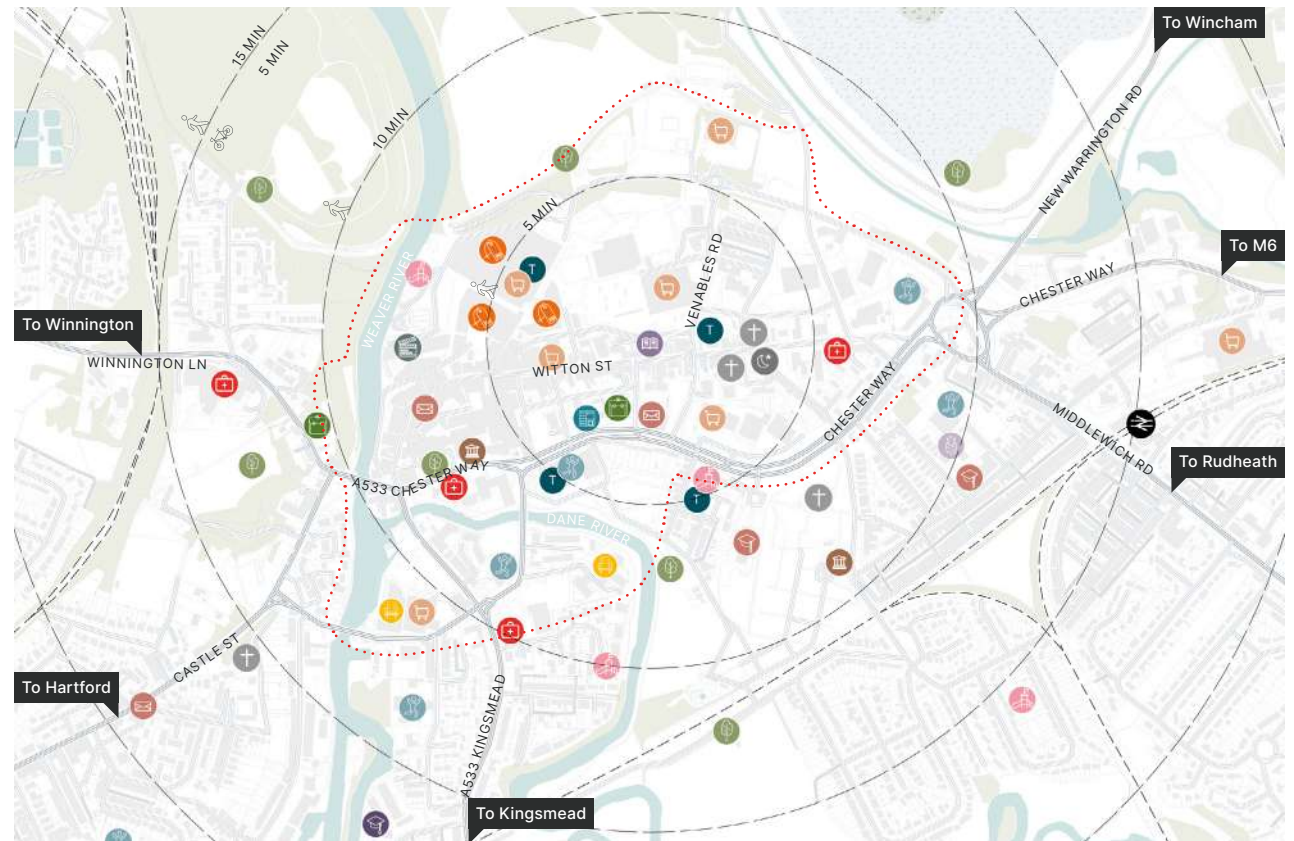
There is an overprovision of large chain supermarkets and retailers within the Town Centre. Community, leisure, and healthcare facilities are within walking distance of the Town Centre. Two primary schools, Victoria Road and Witton Church Walk are within 10 minutes walk from the Town Centre, and Sir John Deane's Sixth Form College is located 15-20 minute walk away. There is reduced facilities for office space, as well as spaces for children's recreation.

Northwich Train Station is located within a 15 minute walk, nevertheless, due to the lack of arrival, wayfinding, and poor walkability of Middlewich Road and Chester Way, access to the Town Centre is challenging. There is opportunity to improve the arrival to from Northwich Station to attract people to the Town Centre.

Introducing uses such as flexible office space, play, culture, leisure and improving the night-time economy will help attract different demographic groups during different times of the day. Introducing a leisure hub/hire centre would active the river and encourage cycling in the Town Centre and the woodlands, and the practicalities of this should be explored.

Key

- Northwich Town Centre study area
- Train station
- Church
- Mosque
- Nursery
- Primary School
- Sixth Form College
- Healthcare
- Supermarket
- Leisure centre
- Park
- Playground
- Library
- Offices
- Post Office
- Barons Quay
- Civic
- Cinema
- Police station
- Care home
- Public Toilets



Facilities plan

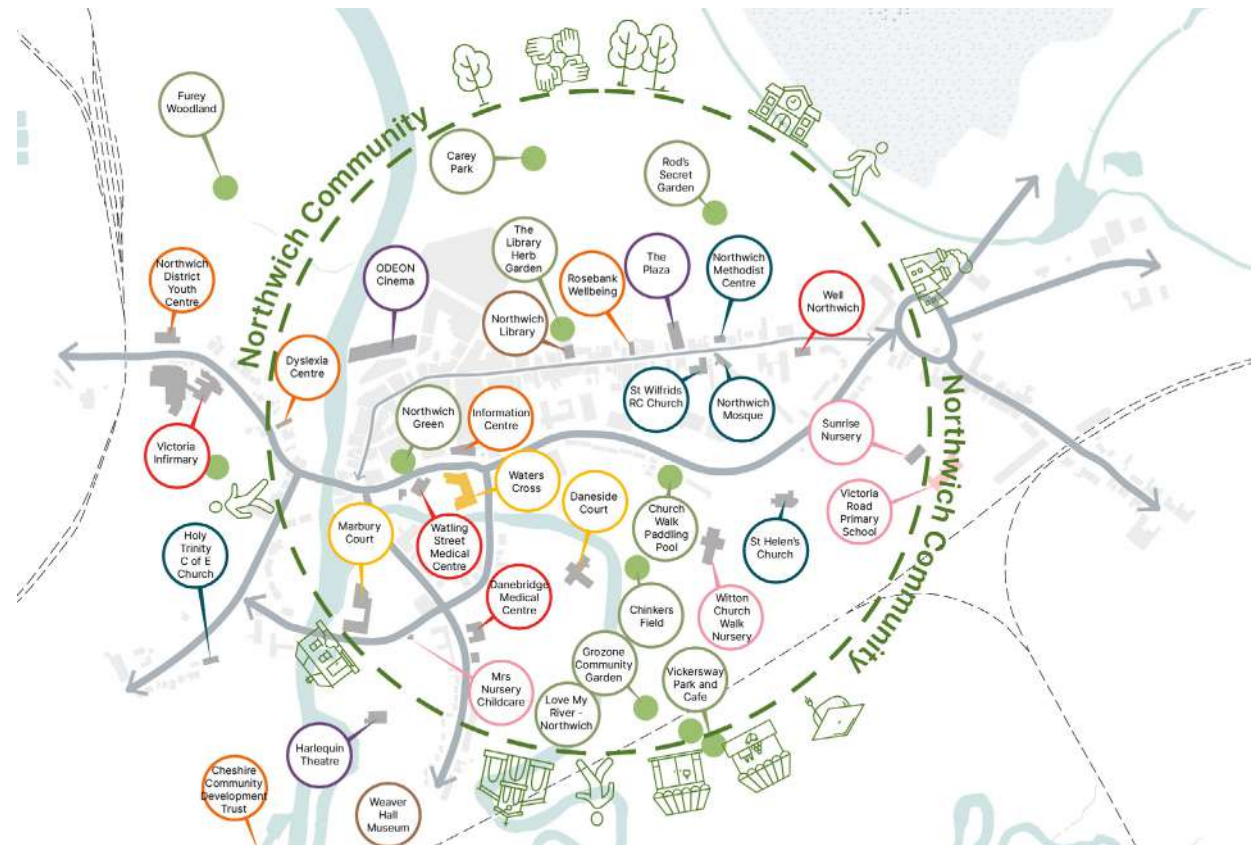


Community Infrastructure

Northwich has a strong, engaged community that contribute to the Town Centre's success.

These community groups are varied, and include religious, educational, and social institutions, cultural spaces and charitable organisations, amongst others.

Several local groups work together in projects across the Town Centre, including Northwich BID. A clear example of these relationships is the yearly entry of Northwich in Bloom, where the BID and community organisations, supported by the Town Council, submitted several projects across Northwich to increase greening and animate the streets of the Town Centre.



Community Infrastructure



Building Heights

Northwich Town Centre is composed primarily of low rise buildings up to 2 storeys high.

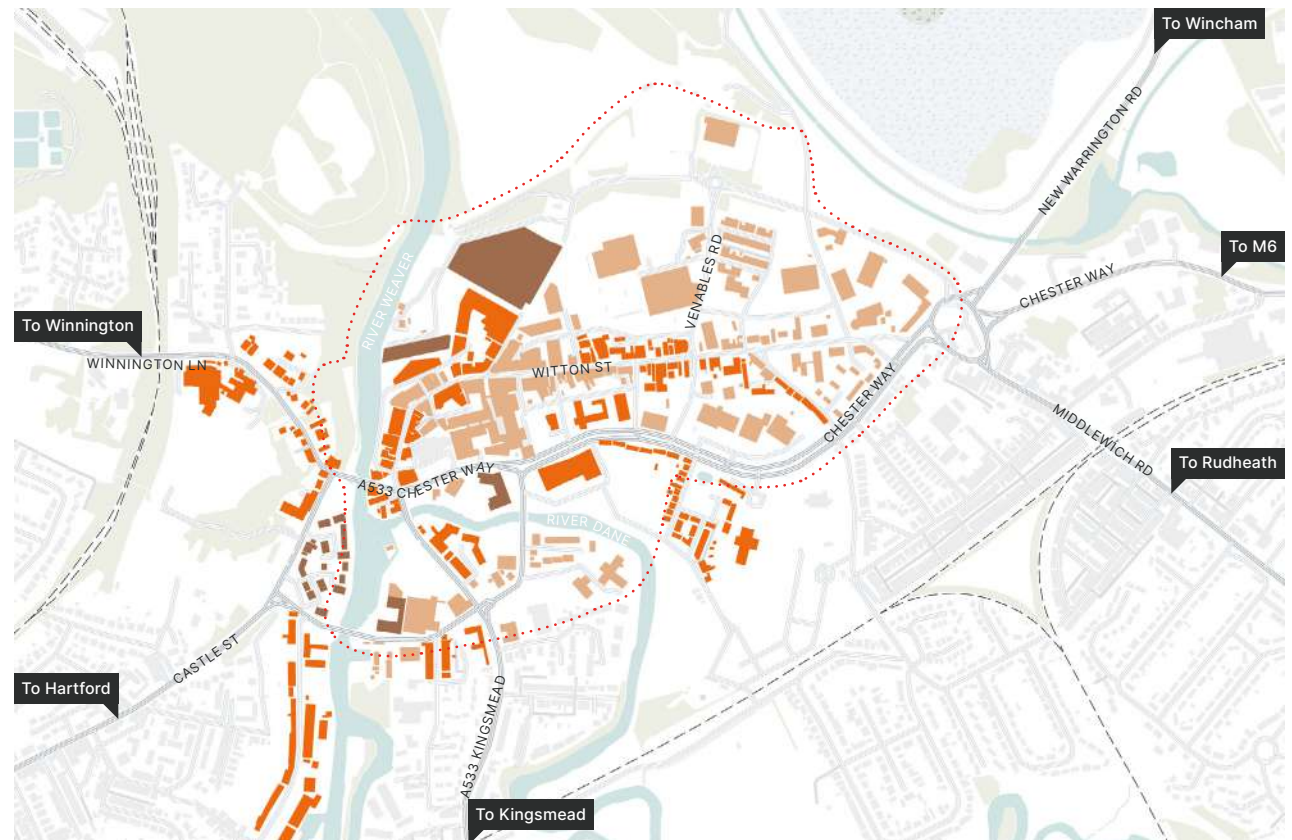
Traditional timber-framed buildings go as high as 3 storeys, mainly concentrated in the Bullring area of Witton Street and Chester Way. Other up to 3 storeys high zones are located between Tabley Street and Venables Road.

New development, including Waters Cross, the Odeon Cinema and the Asda building at Barons Quay range between 4 to 5 storeys high.

Thorough analysis of building heights needs to be conducted to assess new development, particularly near heritage buildings, to avoid negative impact on the historic parts of the Town Centre.

Key

- Northwich Town Centre study area
- 1-2 Storeys
- 2-3 Storeys
- 4-5 Storeys



Existing building heights



Active Travel

Northwich is served by train and bus transport. Nevertheless, connections from the train station into town are not clear, and bus services are poor, particularly during night-time hours.

Witton Street is a predominately pedestrianised street, and Barons Quay benefits from a pedestrian only zone.

Cycle and pedestrian connections to nearby green areas are within close proximity. Access to these is challenging due to barriers to movement, such as Chester Way and the Odeon Cinema building, as well as a lack of wayfinding and signage in the Town Centre.

There is opportunity to create leisure cycle routes connecting to Northwich Woodlands and other green parks in the area, and commuter routes connecting from the train station and adjacent settlements to Northwich Town Centre.

Introducing a leisure hub/hire centre would encourage active travel in Northwich, and its recommended that the practicalities of this should be explored.

Key

- ⋯ Northwich Town Centre study area
- Water
- Green space
- Trinline
- Ⓜ Train station
- Bus route
- Bus stops
- B Bus hub
- Footpaths
- Cycleways
- Bridleway
- Pedestrian only zone



Active travel plan

Green and Blue Infrastructure

Northwich is located at the confluence of the Weaver River and the River Dane, and links fields and parks on the south to Northwich Woodlands.

Regardless of its closeness to green and blue assets, there are few green spaces within the Town Centre.

Ashton's and Neumann's Flashes are also located within close proximity of the Town Centre.

Connecting the green assets to the Town Centre is key, as it will bring benefits to the development and footfall in Northwich. Improvements in terms of accessibility, pedestrian and cycle links should be considered.

Relationship with the blue infrastructure presents another opportunity. The River Weaver has potential to be intervened in a way that would benefit the population.

Key

- Northwich Town Centre study area
- Water
- Flashes
- Recreational green spaces
- Cemetery
- Fields
- Brown field
- Allotments
- Woodland
- Public Open Space
- Sports



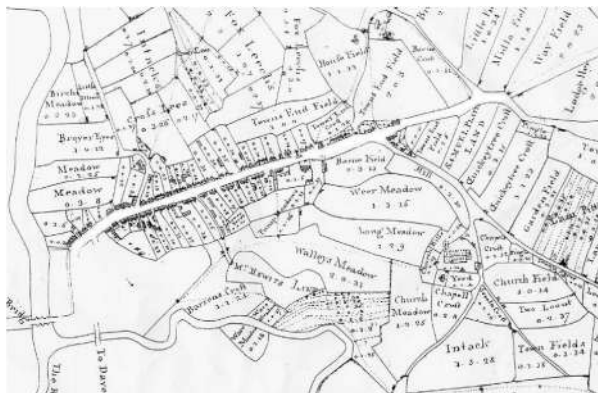
Green and blue infrastructure plan

Green assets

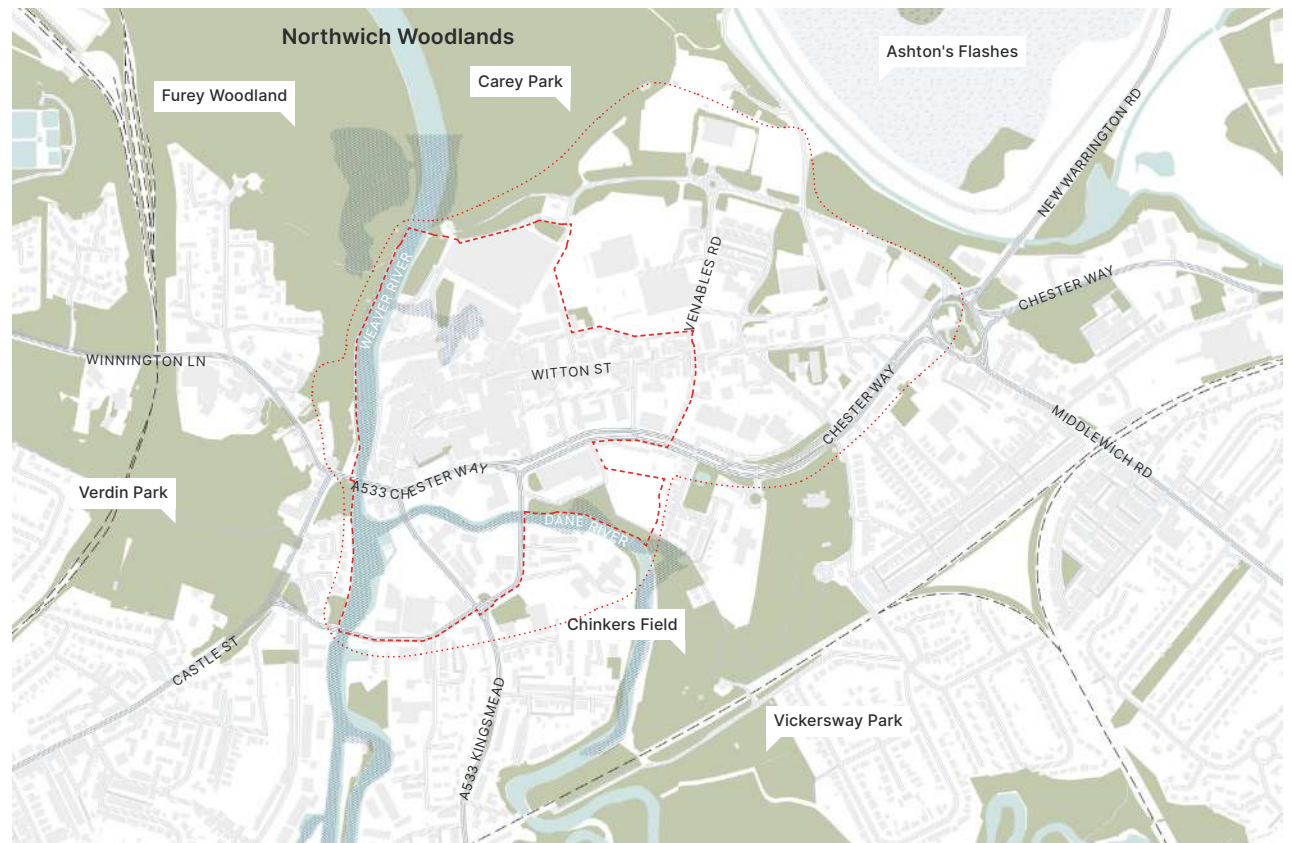
The settlement of Northwich developed as a largely linear settlement back from the riverbanks and away from the floodplains.

The map below shows most of the surroundings of Witton street as open meadows. The former industrial areas along the Weaver were largely cleared and are part of the Northwich Woodlands.

It is key to enhance connections to the existing green assets and riverbanks. There is potential to reinterpret the historic meadows through the introduction of greenery and SuDS.



Extract of Map of the Manor of Witton by Billington 1721



Green assets plan

Car parking

There is a wide and varied offer of private and public car parking in Northwich. Surface car parking accounts for 12 hectares in a 15 minute walking distance from the Town Centre.

In addition, Barons Quay multi-storey car park offers 900 parking bays, including parking for blue badge holders. Parking fees in the Town Centre range from £0.20 to a max. of £3, with several car parking sites being free of charge.

These large surface car parks are in stark contrast to the dense grain of the historic Town Centre.

From a sustainability perspective there is a need to reduce the reliance on the car and this should be achieved through improvements to active travel routes and public transport in and around Northwich Town Centre. There is, however, also an opportunity to reflect on the overall car parking provision in the Town Centre as it may be possible to release some land for development without hindering business helping to achieve a modal shift. This should be explored with Town Centre partners to encourage walking and cycling, making sites available for future development opportunities.

The table below, taken from the Cheshire West and Chester Parking Strategy 2018, indicates the occupancy rates, prize and capacity of the car parks located in the Town Centre.

An up to date assessment of the car parking conditions in Northwich Town Centre was undertaken in 2022 as part of the NDF. Please refer to the Car Park Analysis section of this document for further information.

Car Park Site	Occupancy Weekday (%)		Avg Length of Stay (hrs)	Occupancy Saturday (%)		Avg Length of Stay (hrs)	Permitted Length of Stay (hrs)	Current Control	Capacity
	Avg.	Max.		Avg.	Max.				
1. Market	99	100	4.3	67	71	4.0	4	Max. £3	32
2. Victoria Club	80	92	1.4	87	93	1.6	3	Max. £3	98
3. Watermans	89	96	5.2	88	97	3.5	14	Max. £3	71
4. Barons Quay	65	79	3.1	64	74	3.2	4	Free	900
5. Memorial Court	87	94	3.3	69	78	3.2	4	Free	212
6. Verdin	83	92	5.7	80	92	4.5	14	Max. £3	26
7. Cumberland Street	82	100	3.1	86	100	3.2	14	Max. £1	17
8. Old Depot Site	36	45	6.9	6	12	3.2	-	Free	28

Car parking provision and usage in Northwich Town Centre

There are 8.3 hectares of surface car parking in the Northwich Town Centre study area (not including Barons Quay multi-storey car park). In comparison, that equals to the same size as 11.6 football pitches.

This area is what 8h of surface car park looks like

11.6 x



Victoria Club car park

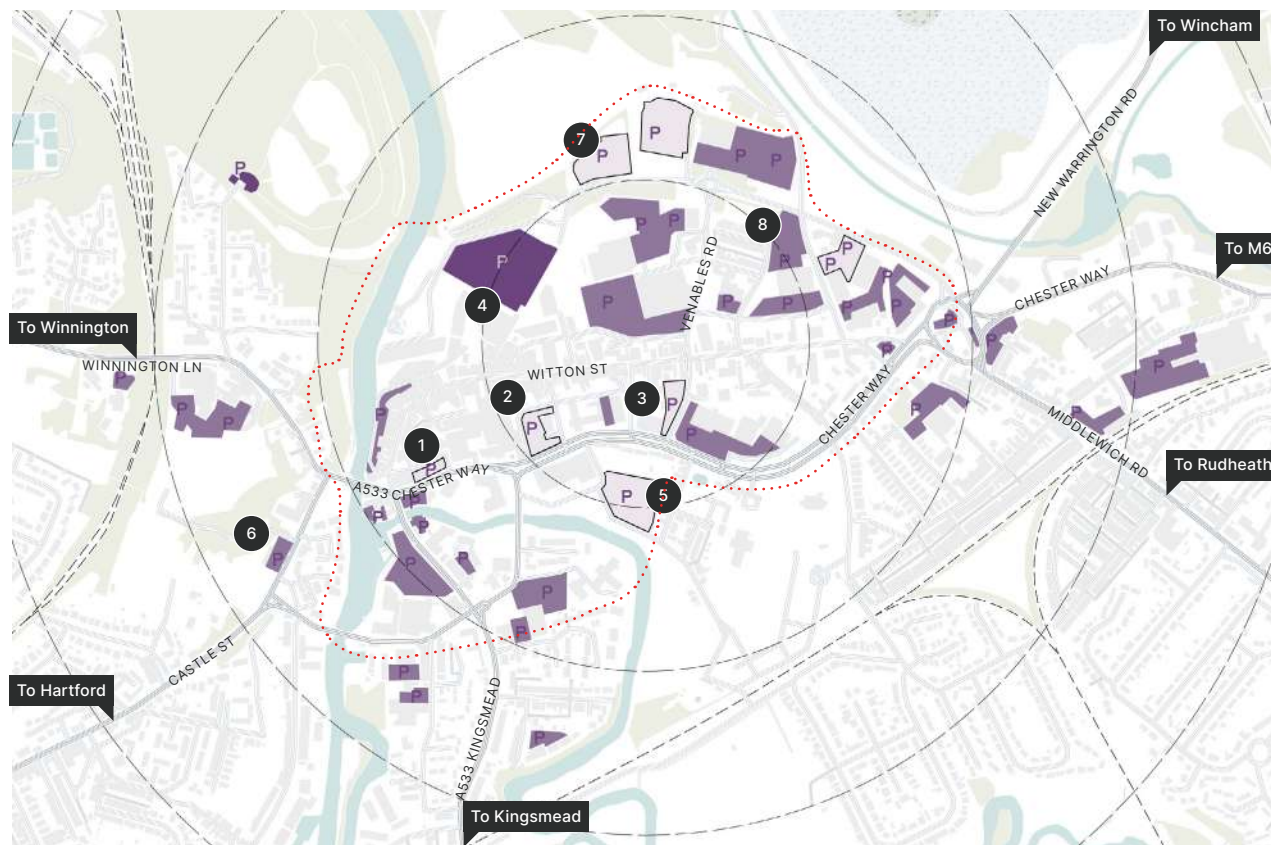
Key

Northwich Town Centre study area

Surface car parking (privately owned)

Surface car parking (CW&C owned)

Multi-storey car parking (Barons Quay / ASDA)



Car parking plan

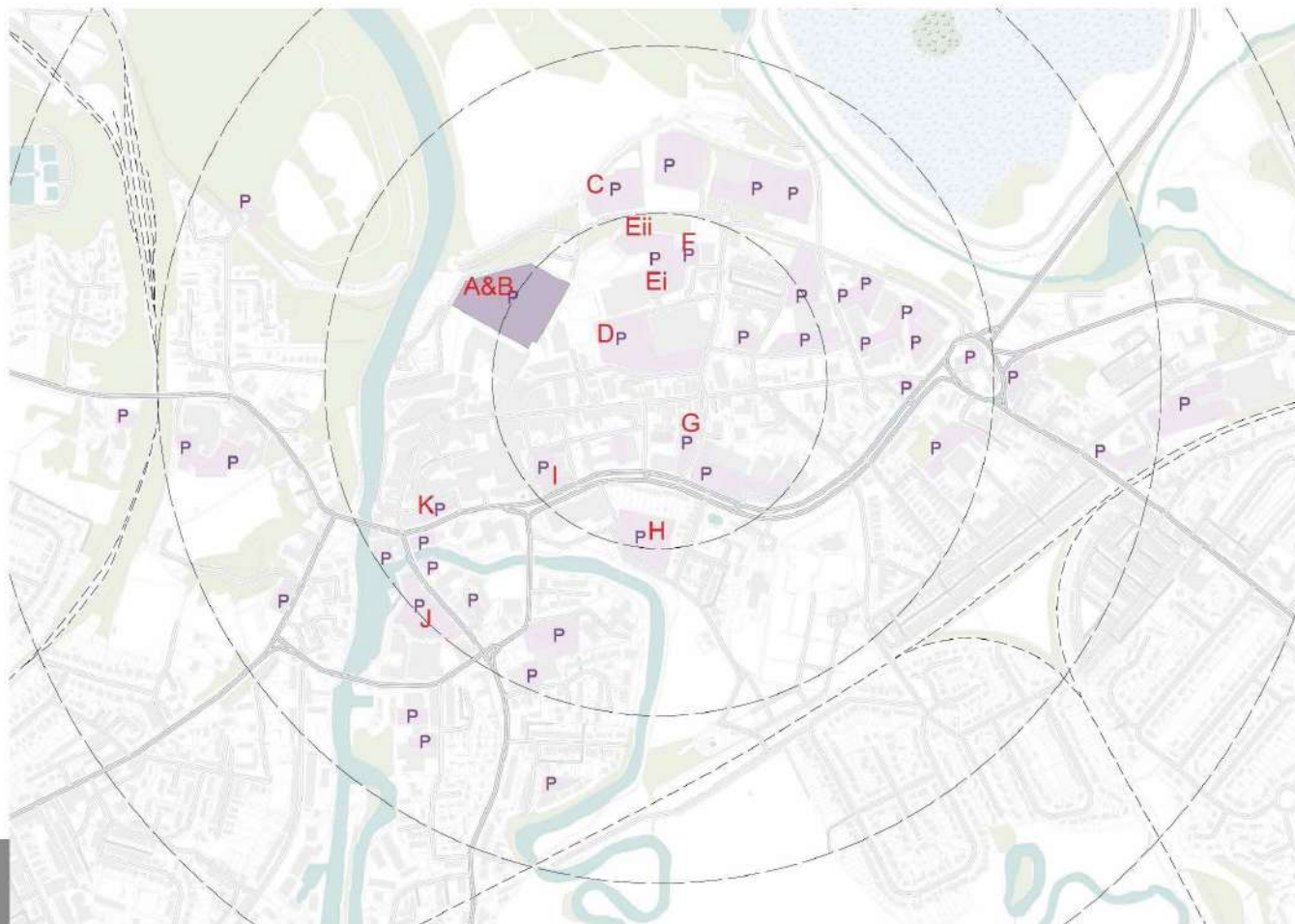




Car Park Analysis

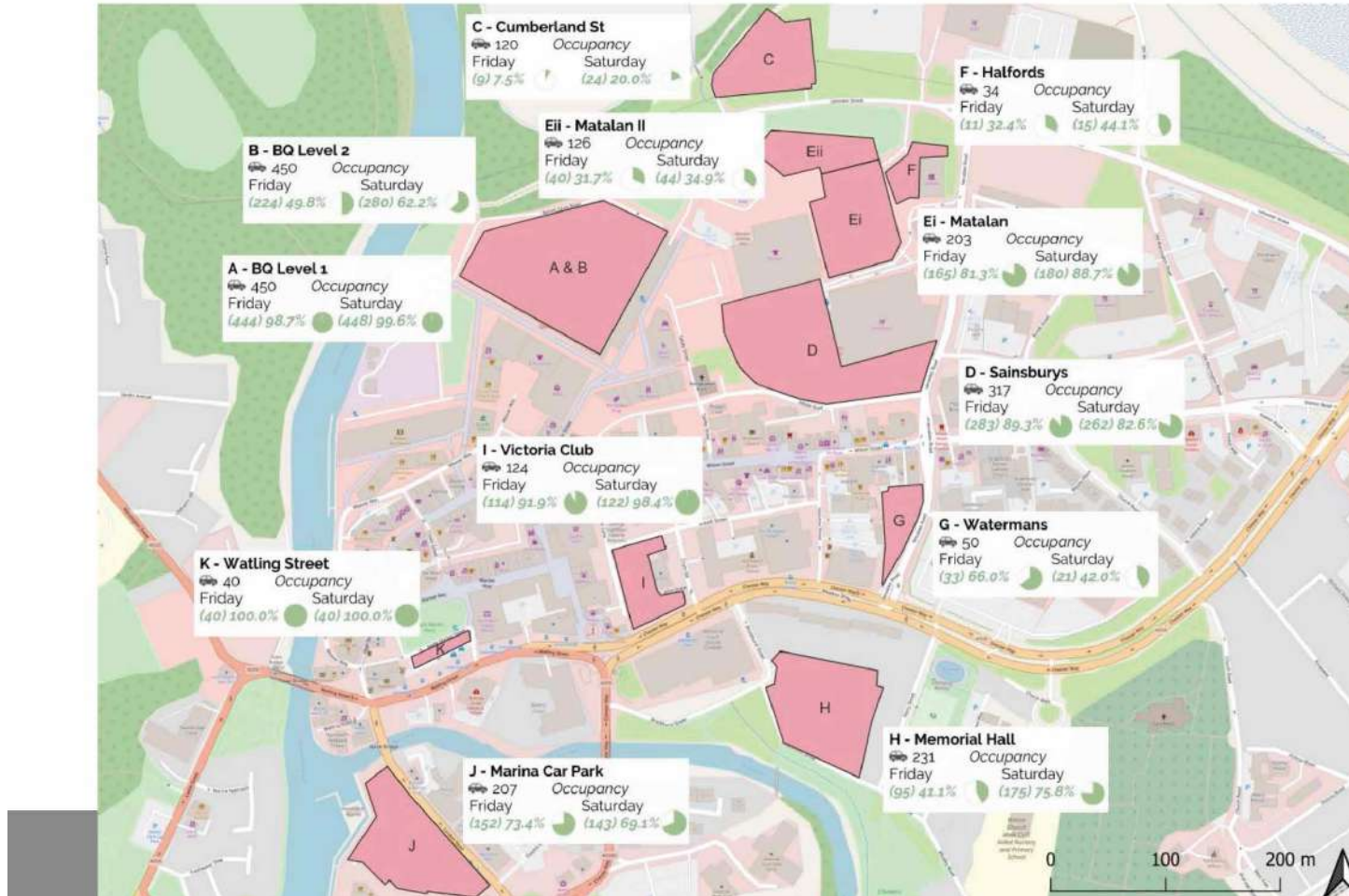
As part of the Development Framework and the GPS Data undertaken, there was a car parking analysis of Northwich Town Centre. This chapter includes the findings from this analysis.

Car Parks



A	BQ Level One
B	BQ Level Two
C	Cumberland Street
D	Sainsburys
E	Matalan
Eii	Matalan II
F	Halfords
G	Watermans
H	Memorial Hall
I	Victoria Club
J	Marina Car Park
K	Watling Street

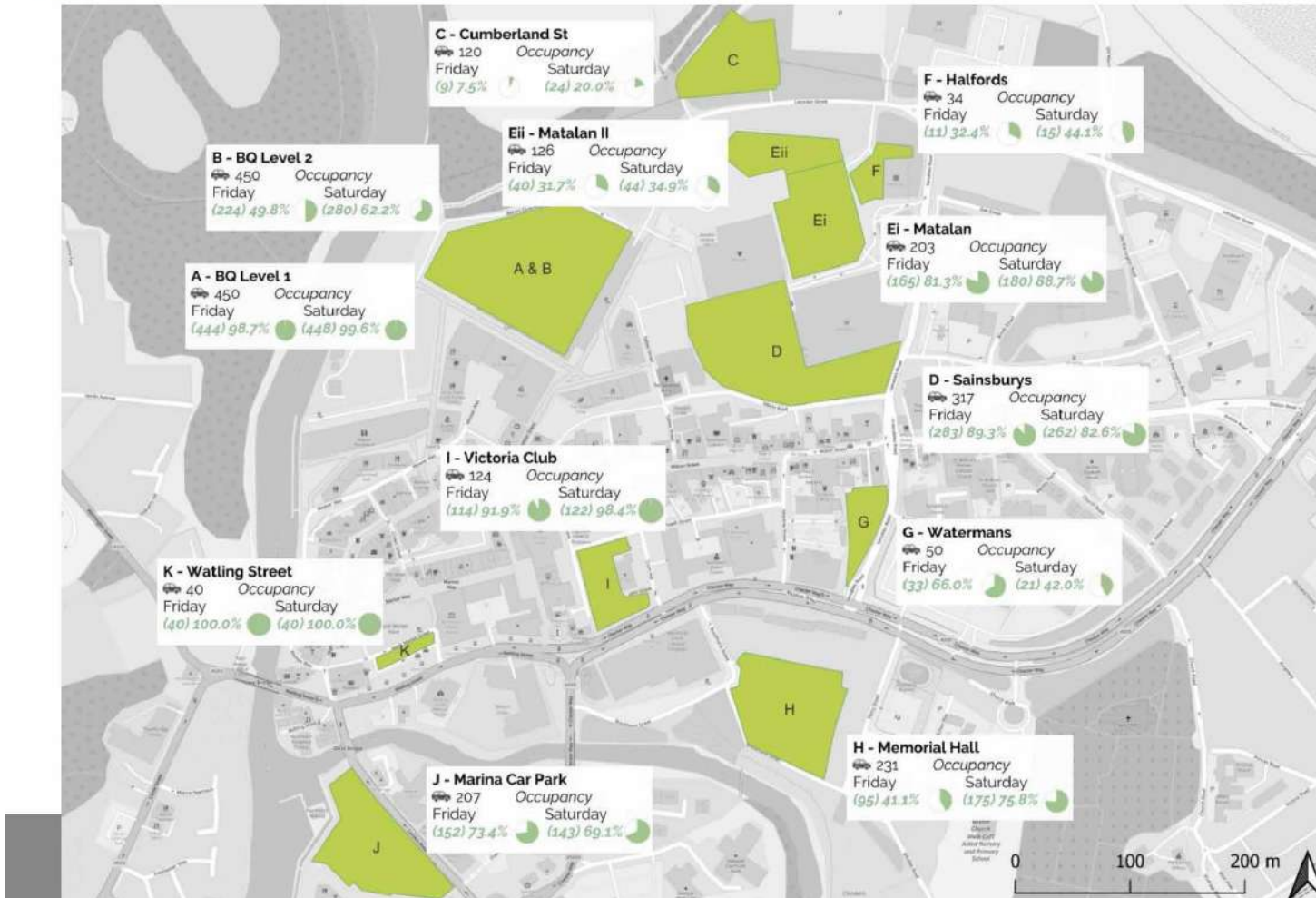
Car Parks Occupancy



- Friday 25th Nov 12:00 PM (noon) survey
- Saturday 26th Nov 11:30 AM survey

Obs: car park capacity is approximate and is a snapshot

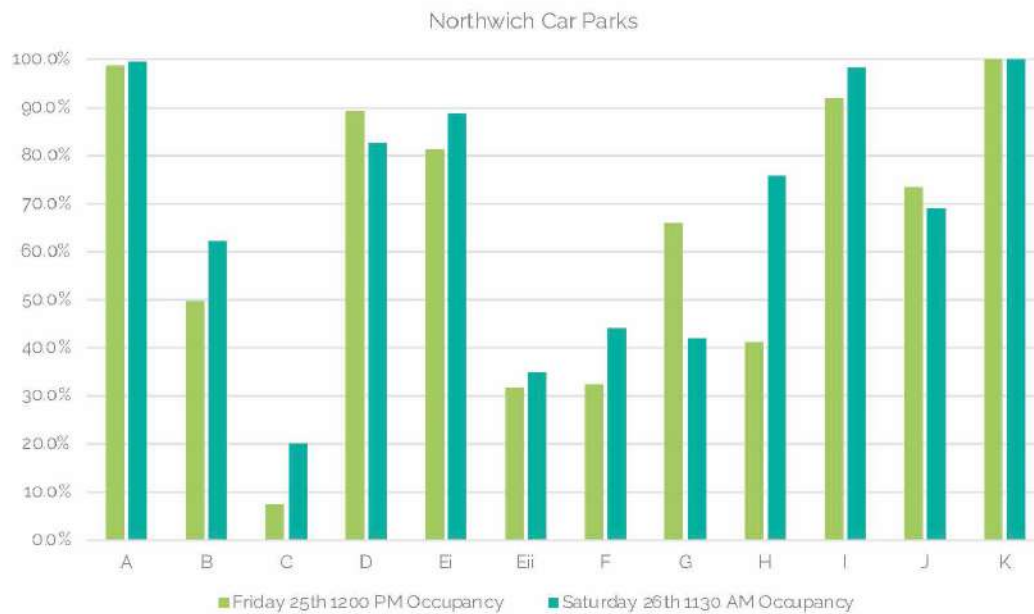
Car Parks Occupancy



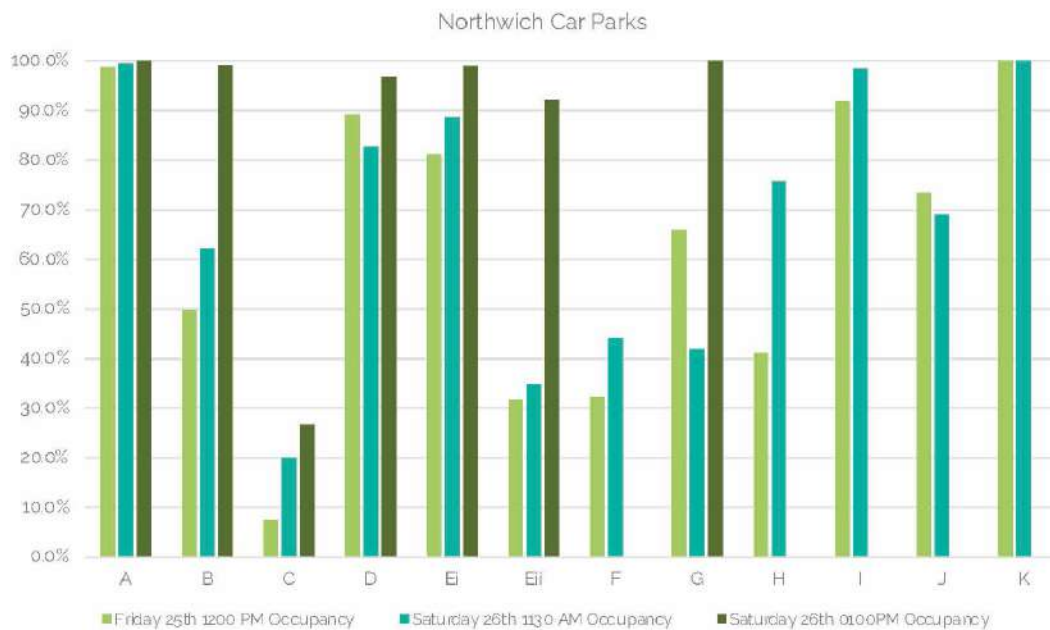
- Friday 25th Nov 12:00 PM (noon) survey
 - Saturday 26th Nov 11:30 AM survey
- Obs: car park capacity is approximate

* Northwich's main Christmas event, the Christmas Lantern Parade, is on the 26th November, with the light switch on event and fireworks display with activities also in the day time. This is important to note, as there is capacity in several car parks in Northwich despite major event.

Car Parks Occupancy



Car Parks Occupancy

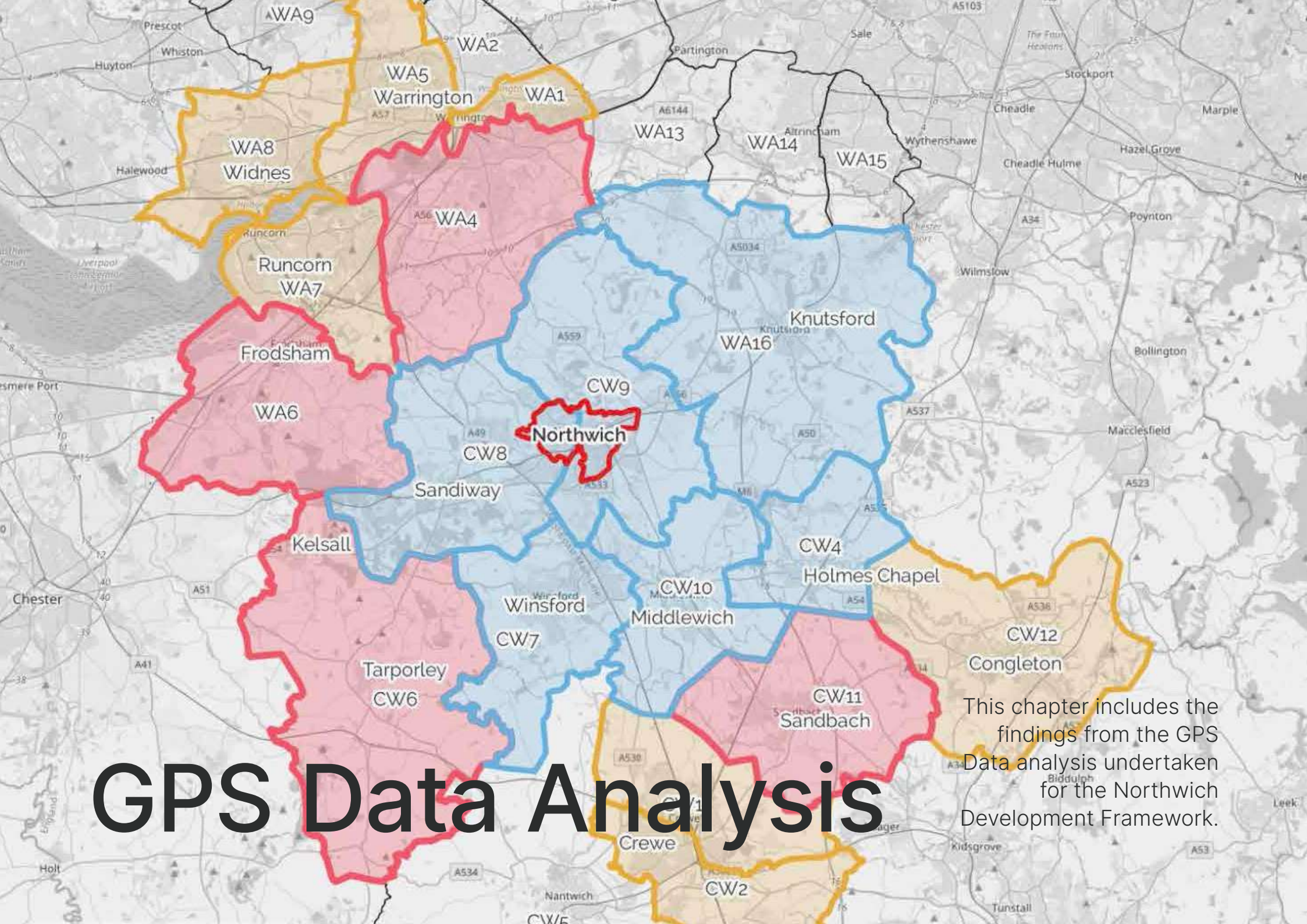


Note: Data of Saturday 26th Nov 01:00 PM survey not available for car parks F, H, I, J and K

Car Parks Occupancy

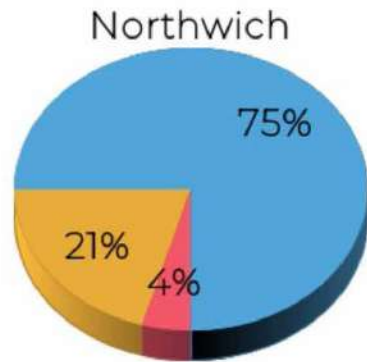
Ref	Name	Capacity	Friday 25th Nov 1200 PM		Saturday 26th 1130 AM		Saturday 26th 0100 PM	
			Occupied	Available	Occupied	Available	Occupied	Available
A	BQ Level 1	450	444	6	448	2	450	0
B	BQ Level 2	450	224	226	280	170	446	4
C	Cumberland St	120	9	111	24	96	32	88
D	Sainsburys	317	283	34	262	55	307	10
Ei	Matalan	203	165	38	180	23	201	2
Eii	Matalan II	126	40	86	44	82	116	10
F	Halfords	34	11	23	15	19	-	-
G	Watermans Car Park	50	33	17	21	29	50	0
H	Memorial Hall	231	95	136	175	56	-	-
I	Victoria Club	124	114	10	122	2	-	-
J	Marina Car Park	207	152	55	143	64	-	-
K	Watling Street	40	40	0	40	0	-	-
	Total	2352	1610	742	1754	598	1602	114

Note: Data of Saturday 26th Nov 0100 PM survey not available for car parks F, H, I, J and K



GPS Data Analysis

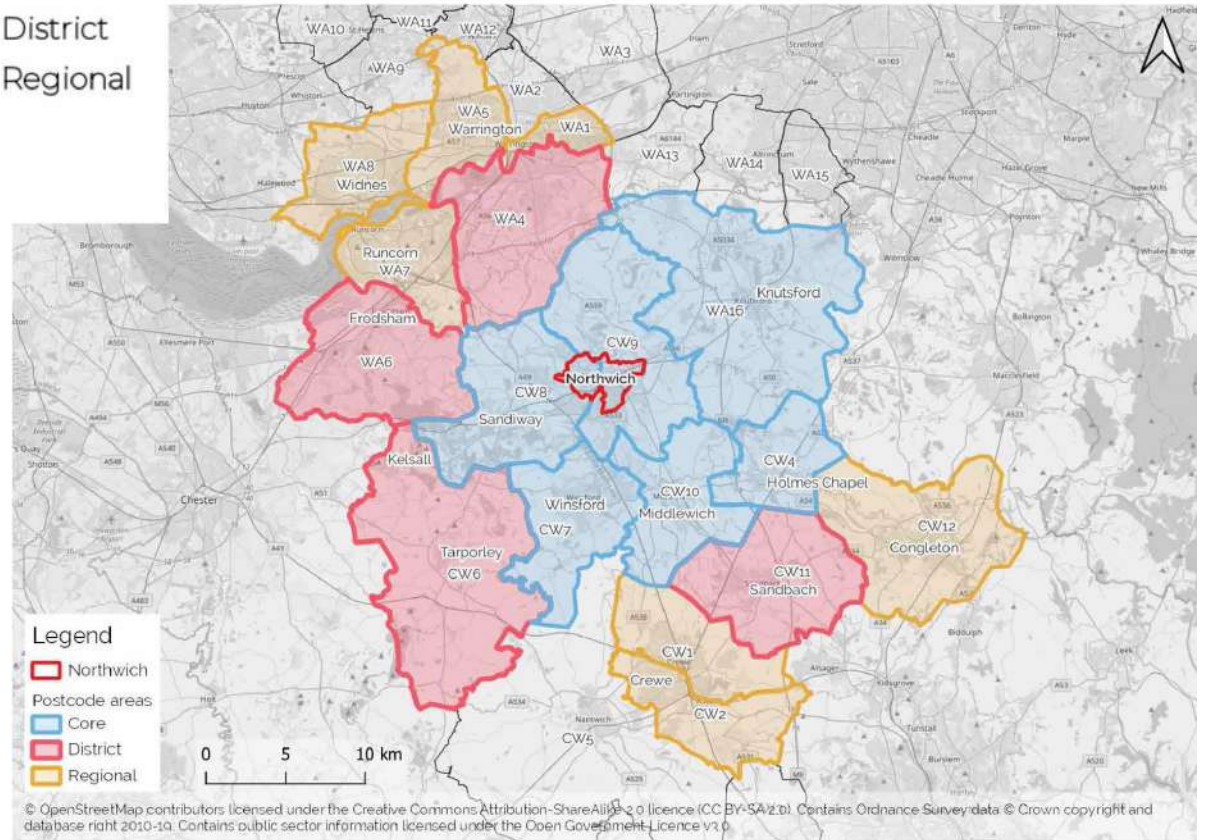
This chapter includes the findings from the GPS Data analysis undertaken for the Northwich Development Framework.

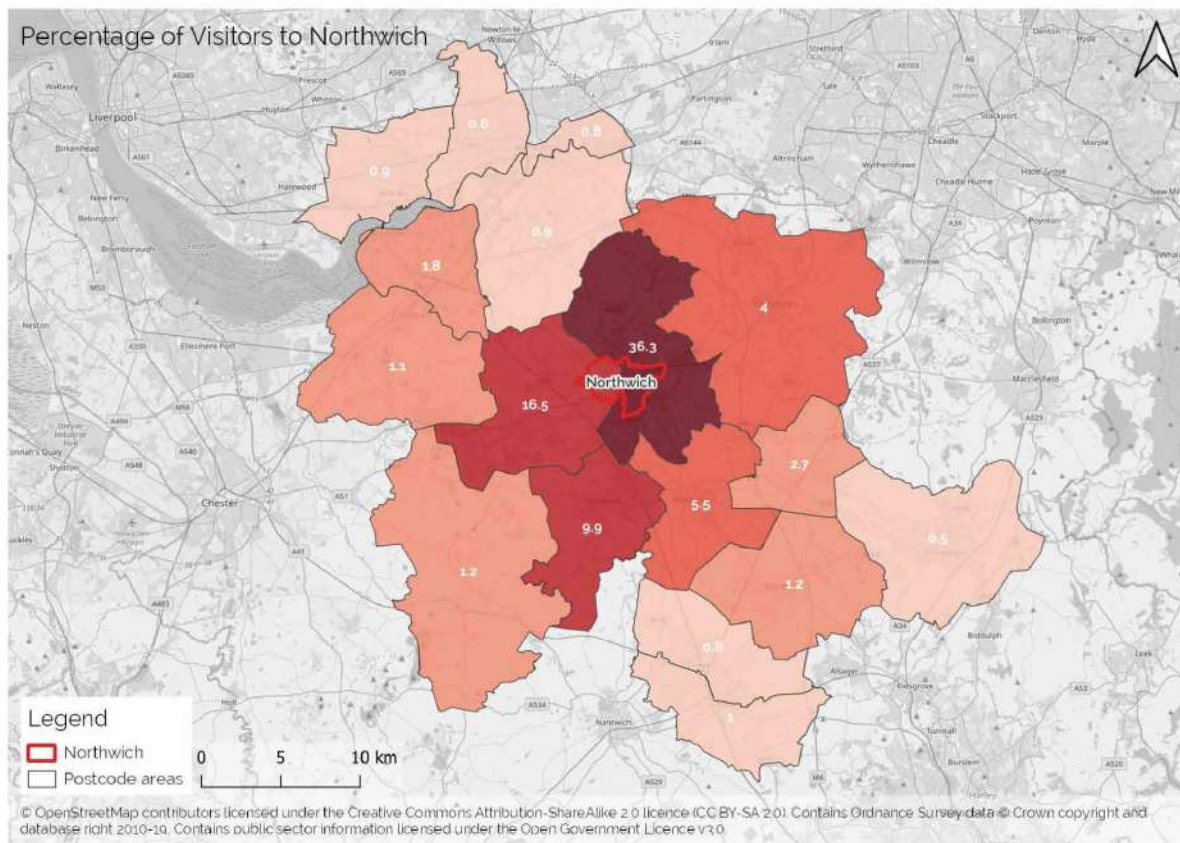


MONTH: 9	YEAR: 2022
Catchment	Footfall
Core	461,743
District	27,353
Regional	126,472
	615,567



Origin of Visitor





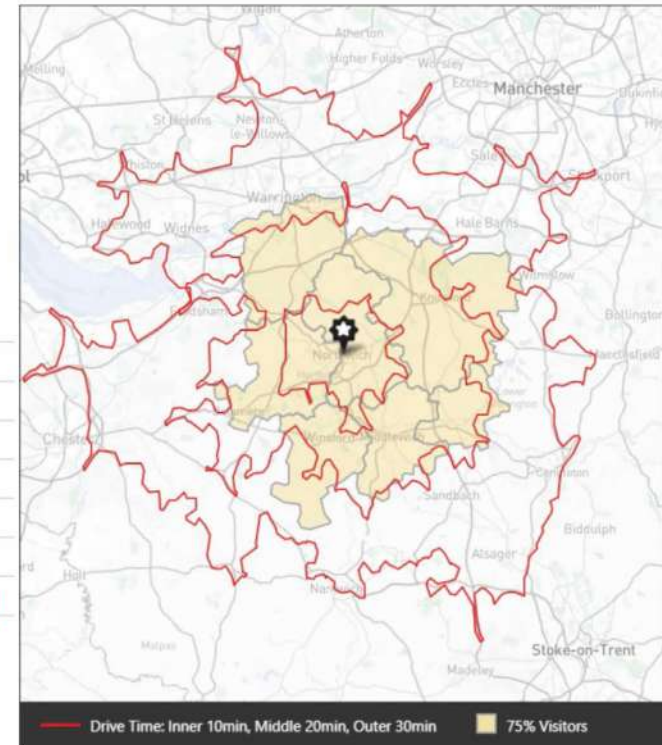
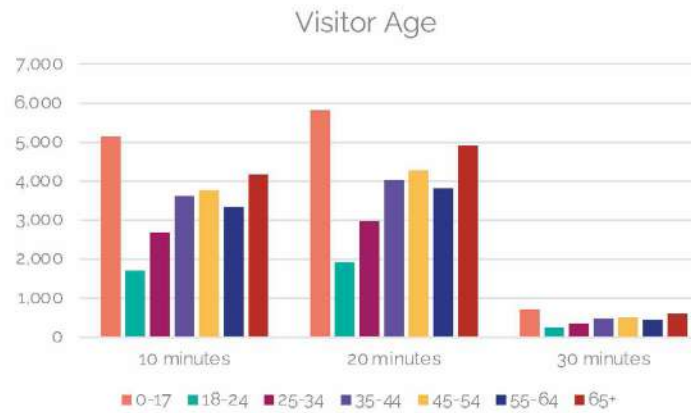
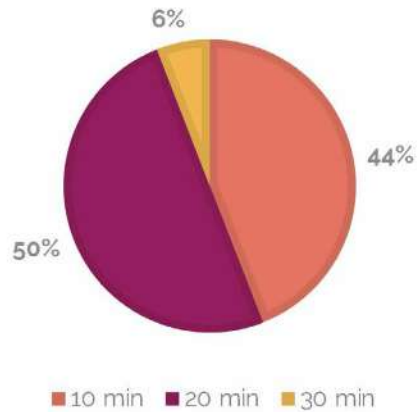
Origin of Visitor

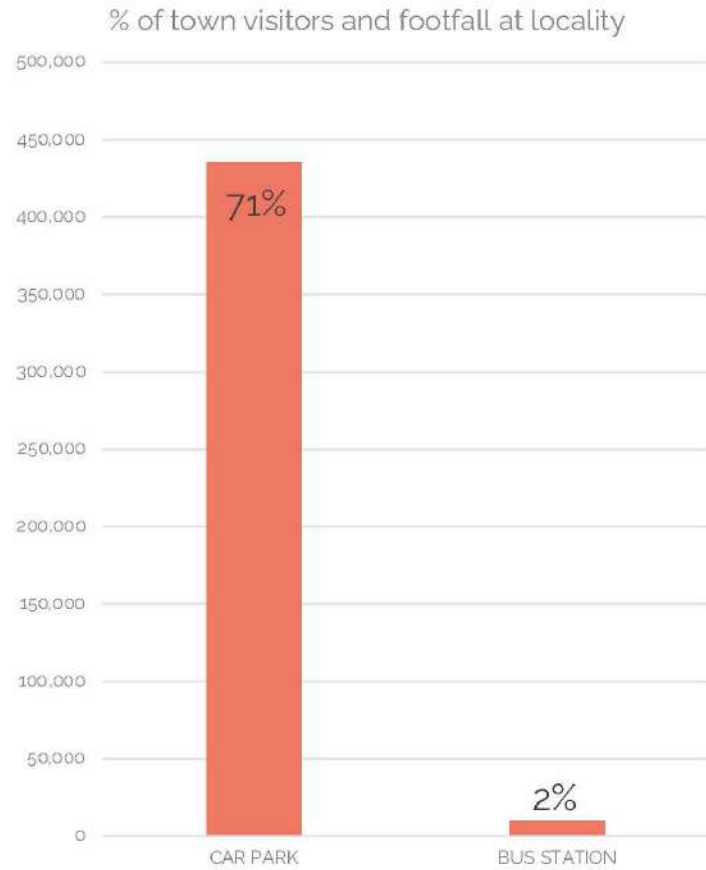
Core	% visitors	Count
CW9	36.3%	223,153
CW8	16.5%	101,827
CW7	9.9%	61,205
CW10	5.5%	33,852
WA16	4.0%	24,915
CW4	2.7%	16,791
District		
CW6	1.2%	7,583
CW11	1.2%	7,312
WA6	1.1%	6,770
WA4	0.9%	5,687
Regional		
WA7	1.8%	10,833
CW2	1.0%	6,229
WAB	0.9%	5,416
CW1	0.8%	4,875
WA1	0.8%	4,875
WA5	0.6%	3,791
CW12	0.5%	3,250
Postcodes of origin greater than 0.5%		85.8% 528,364

Visitors to Northwich

During September:

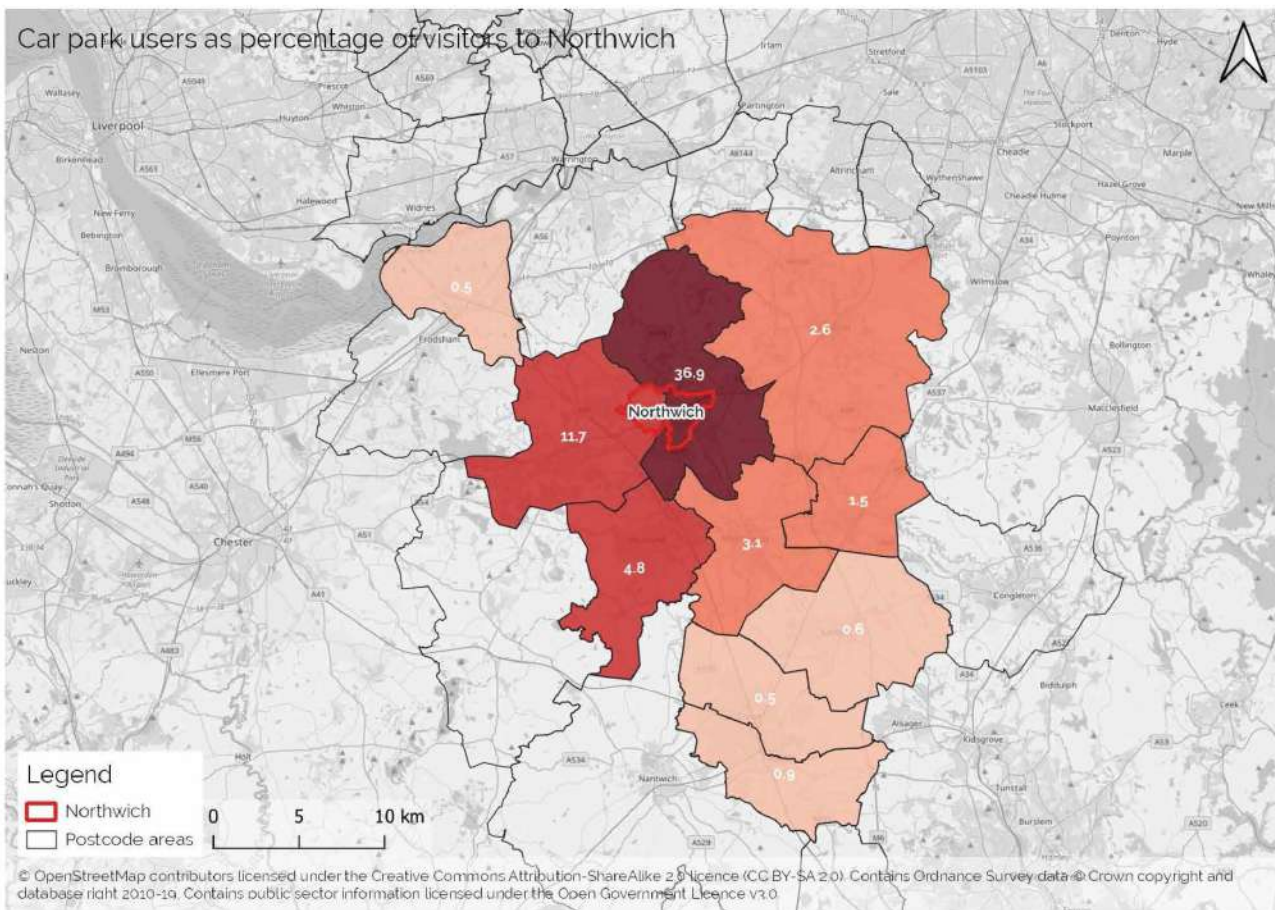
- Of the potential population of 35,873 living within a 10 minute drive, 24,380 made trips to Northwich
- A further 27,679 living within a 20 minute drive and 3,262 living within a 30 minute drive made trips to Northwich





How visitors arrive

The remaining 27% likely arrive by active travel or train

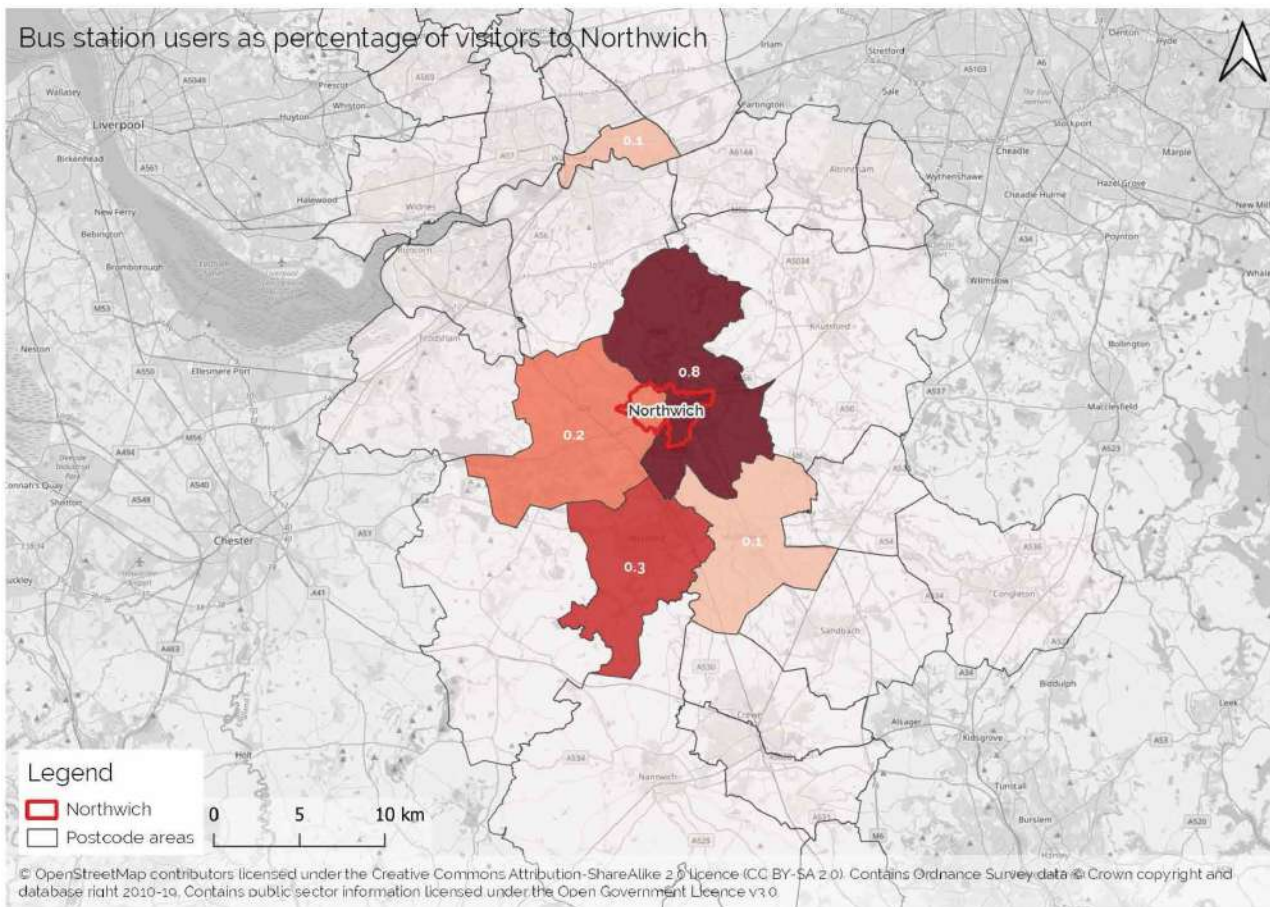


Car park use

Top 10 postcodes using Car Parking Facilities

CW9	36.9%	227,267
CW8	11.7%	72,083
CW7	4.8%	29,793
CW10	3.1%	18,959
WA16	2.6%	16,189
CW4	1.5%	8,987
CW2	0.9%	5,786
CW11	0.6%	3,940
CW1	0.5%	3,263
WA7	0.5%	3,078

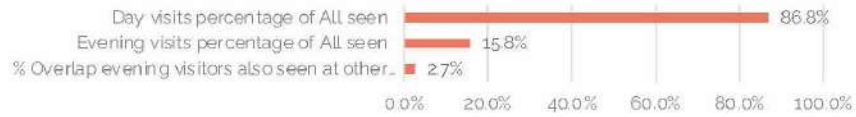
Bus station users as percentage of visitors to Northwich



Bus station use

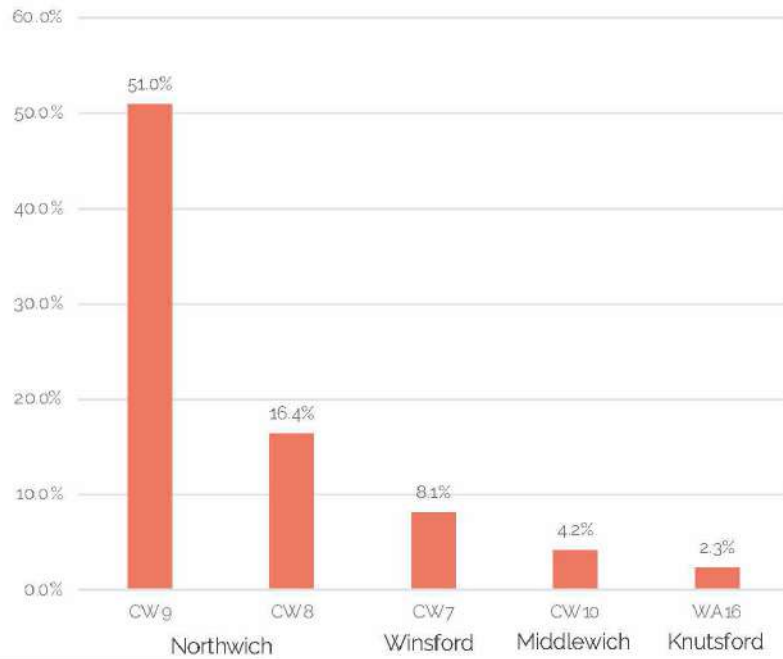
Top postcodes using Bus Station		
CW9	0.8%	4,986
CW7	0.3%	1,539
CW8	0.2%	1,231
CW10	0.1%	492
WA1	0.1%	308

Visits to town centre

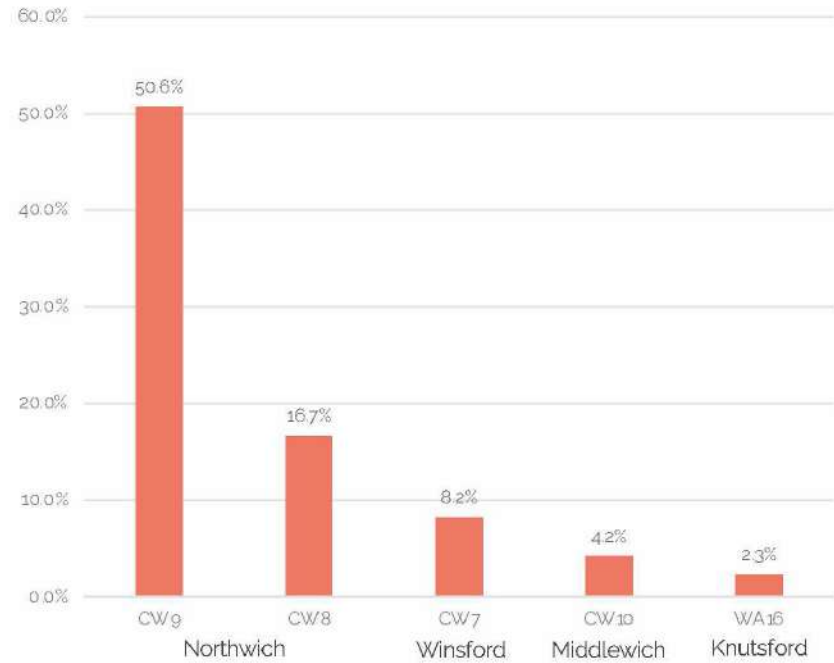


Footfall 24hr & daytime

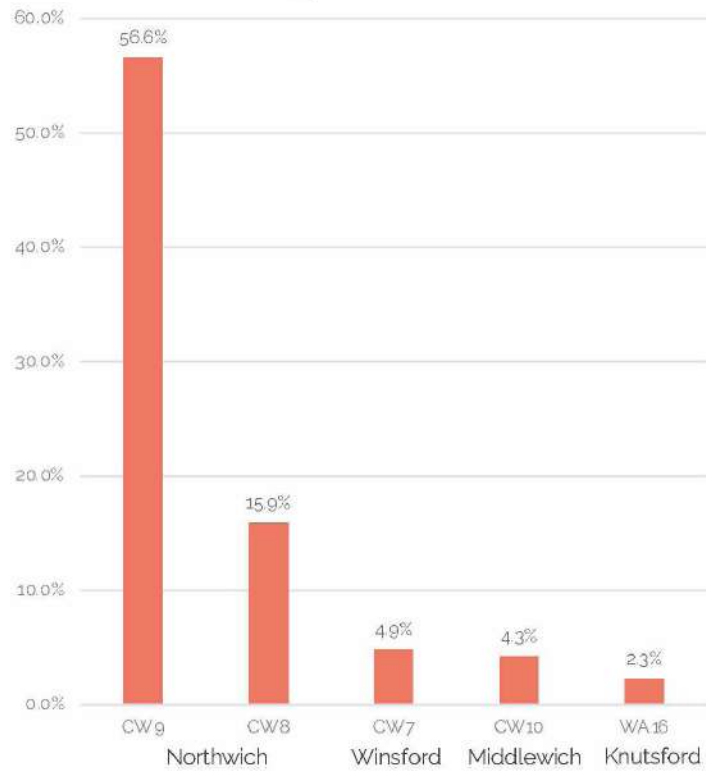
% of all seen (24hrs) – top 5 postcodes



% of day visitors (8am – 6pm) – top 5 postcodes

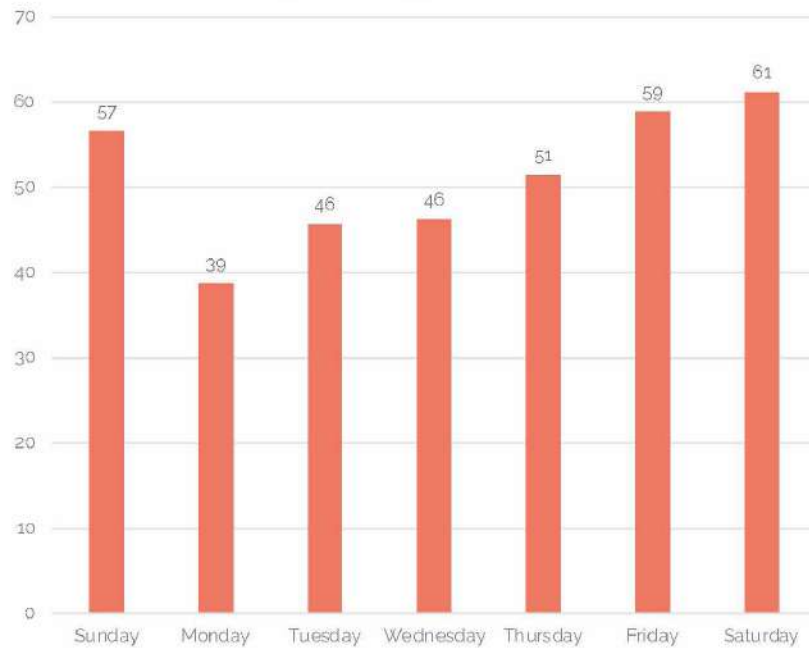


% of evening visitors (6pm – midnight) – top 5 postcodes

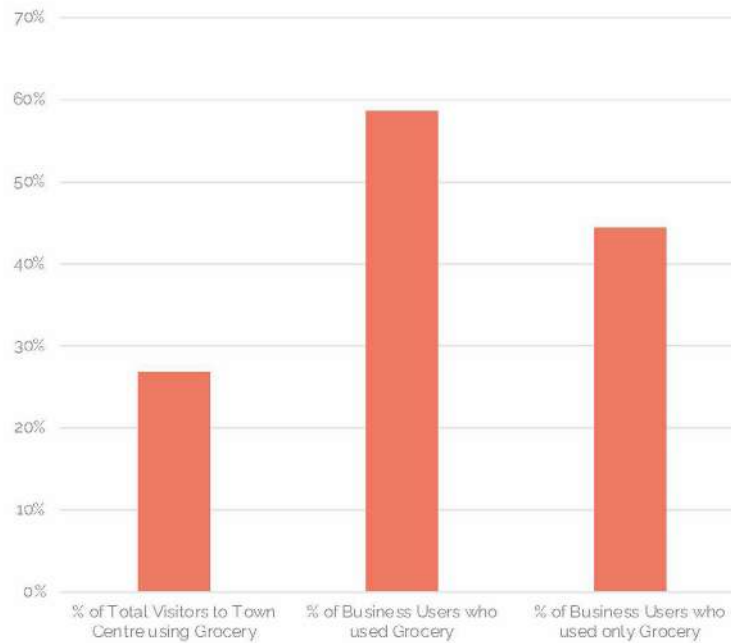


Evening footfall & dwell times

Average Evening Dwell (minutes)



Evening Activity

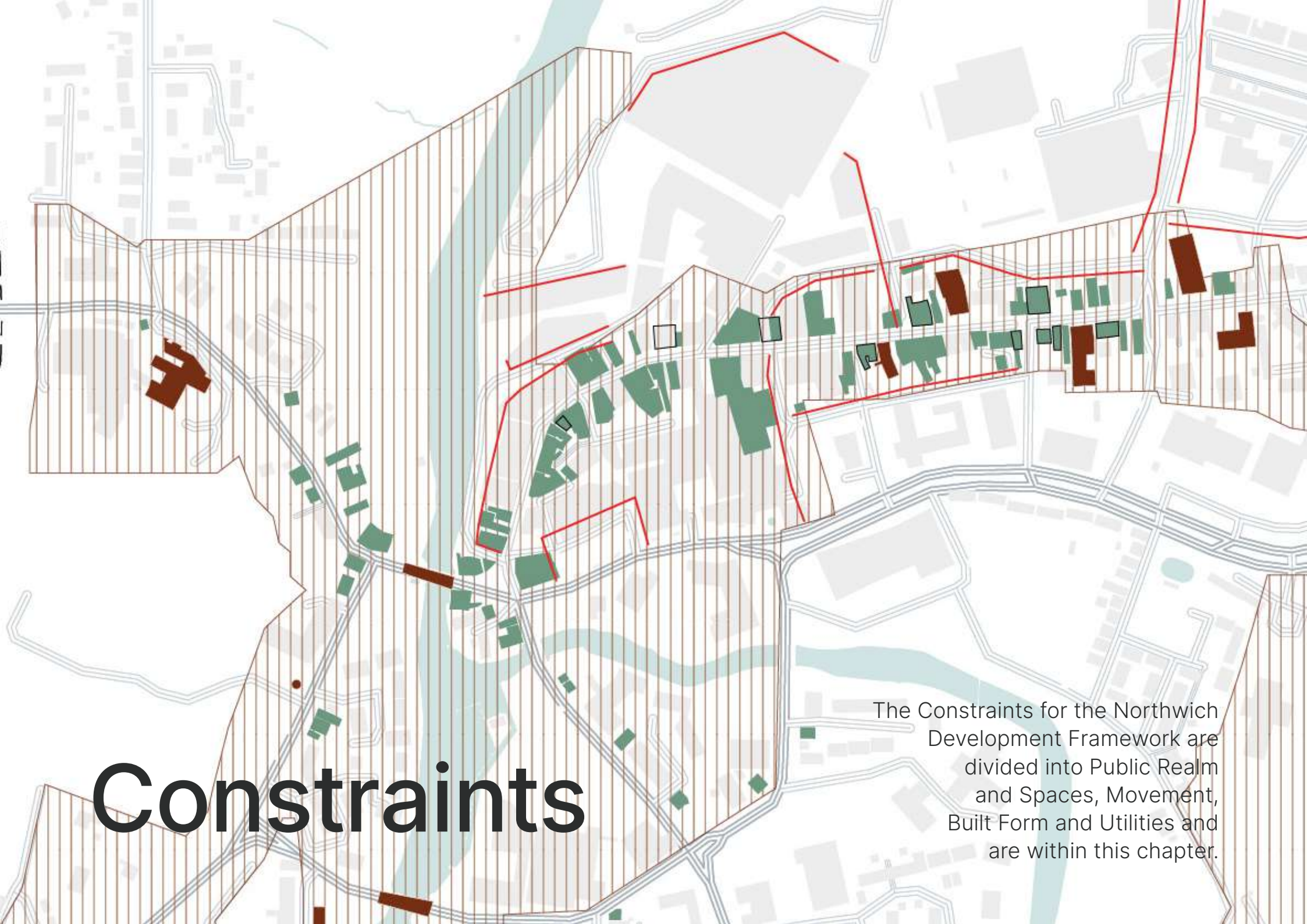


Grocery Visits in Northwich

During the baseline analysis stage of the project, it was identified that a more in-depth capture and study of the available GPS data could be undertaken as a next stage beyond the current scope and programme of the current project.

The following list identifies the nature of the additional information which could be extracted from the GPS data:

1. Retail Foodstore Car Parks – how people flow from the supermarket car park
2. Flow from Northwich Memorial Court to Witton Street
3. The use of the various crossing points along Chester Way
4. Bus interchange – movement flow to and from this transport node
5. Linked Trips – e.g. Visit Asda and go to bank, post office etc.
6. Green space connectivity – Carey Park, Neumann's Flashes, Verdin Park and Vickersway Park, Weaver Square, Pontoons, Space Outside The Bullring Bar
7. Chester Way – movement flow from and to Venables Road, Crum Hill, Timber Lane, Witton Street
8. Weaver Square access
9. Hot spots – identifying the busiest and quietest parts of the town
10. Key Town Centre destinations



Constraints

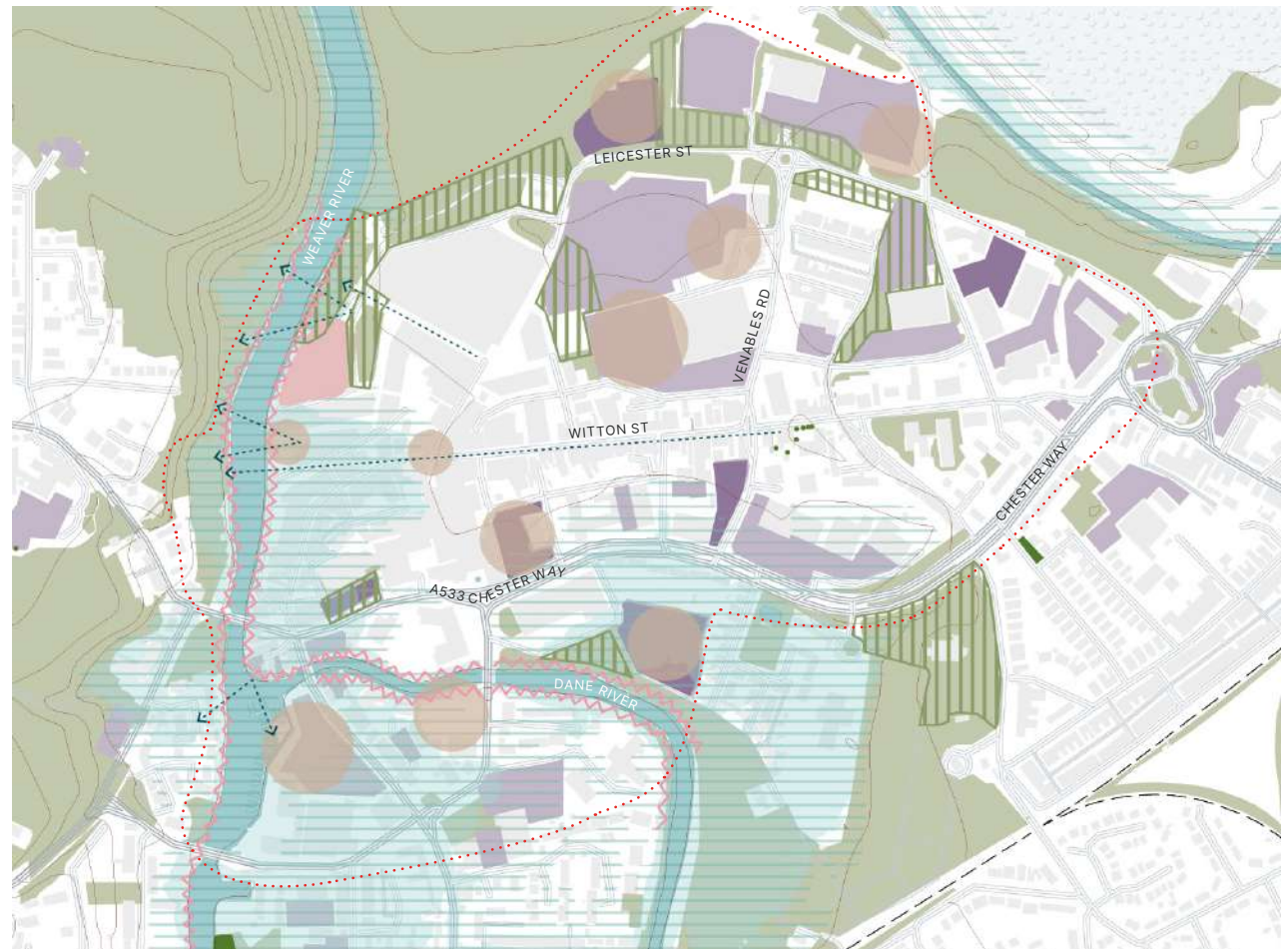
The Constraints for the Northwich Development Framework are divided into Public Realm and Spaces, Movement, Built Form and Utilities and are within this chapter.

Public Realm and Spaces Constraints

- Underutilised, poor quality green space on the gateways to Northwich's larger green assets (Carey Park, Verdin Park, Furey Woodland and Chinkers Field).
- Poor quality public realm as a result of blank frontages and presence of extensive surface car parking.
- Extensive surface car-parking within Northwich Town Centre
- Lacking positive interface with the edges of the river.
- Buildings in Barons Quay block views to green space and the Weaver River.
- Flood risk from the River Weaver and River Dane, on Weaver Way and south of Chester Way.

Key

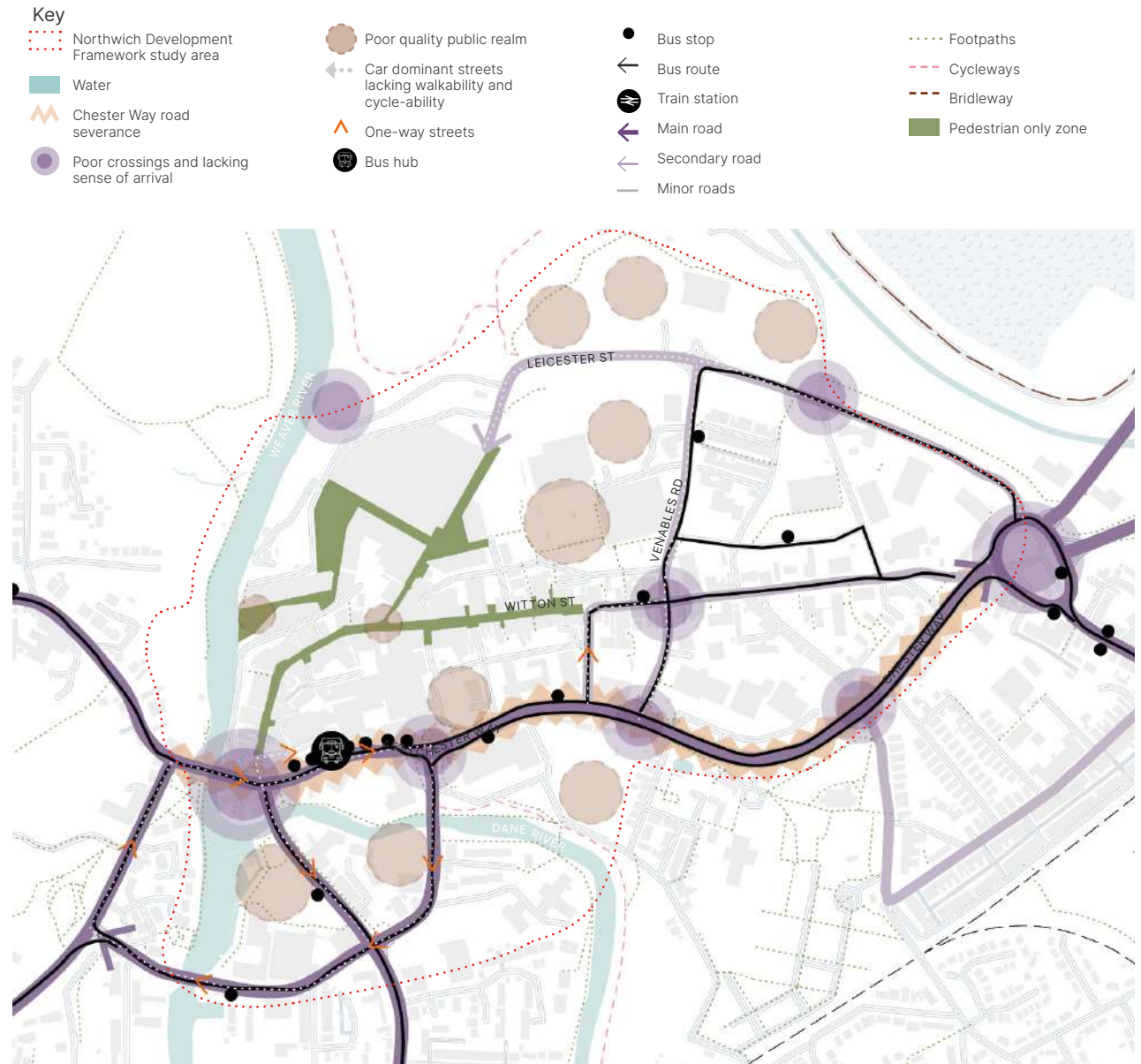
	Northwich Development Framework study area		Flood zone 3		Urban void
	Water		Poor quality public realm		Lacking interface with river edges (backs of buildings)
	Green space		Underutilised green space		Views
	Contours		Existing surface car parking		Tree Preservation Order
	Flood zone 2		Existing surface car parking (council owned)		Tree Preservation Order - Areas, Groups, Woodland



Landscape Constraints plan

Movement Constraints

- Northwich is well served by a train and bus network within the locality. However the bus network does not have frequent enough services which access surrounding destinations including Chester and Liverpool
- Bus and car traffic in Chester Way acts as barrier to pedestrian movement.
- Witton Street is a predominately pedestrianised street, and Barons Quay benefits from a pedestrian only zone.
- Poor crossings and heavy car traffic isolates pedestrian movement.
- Access to green space is challenging due to barriers to movement, such as Chester Way and the Odeon Cinema and a lack of wayfinding.

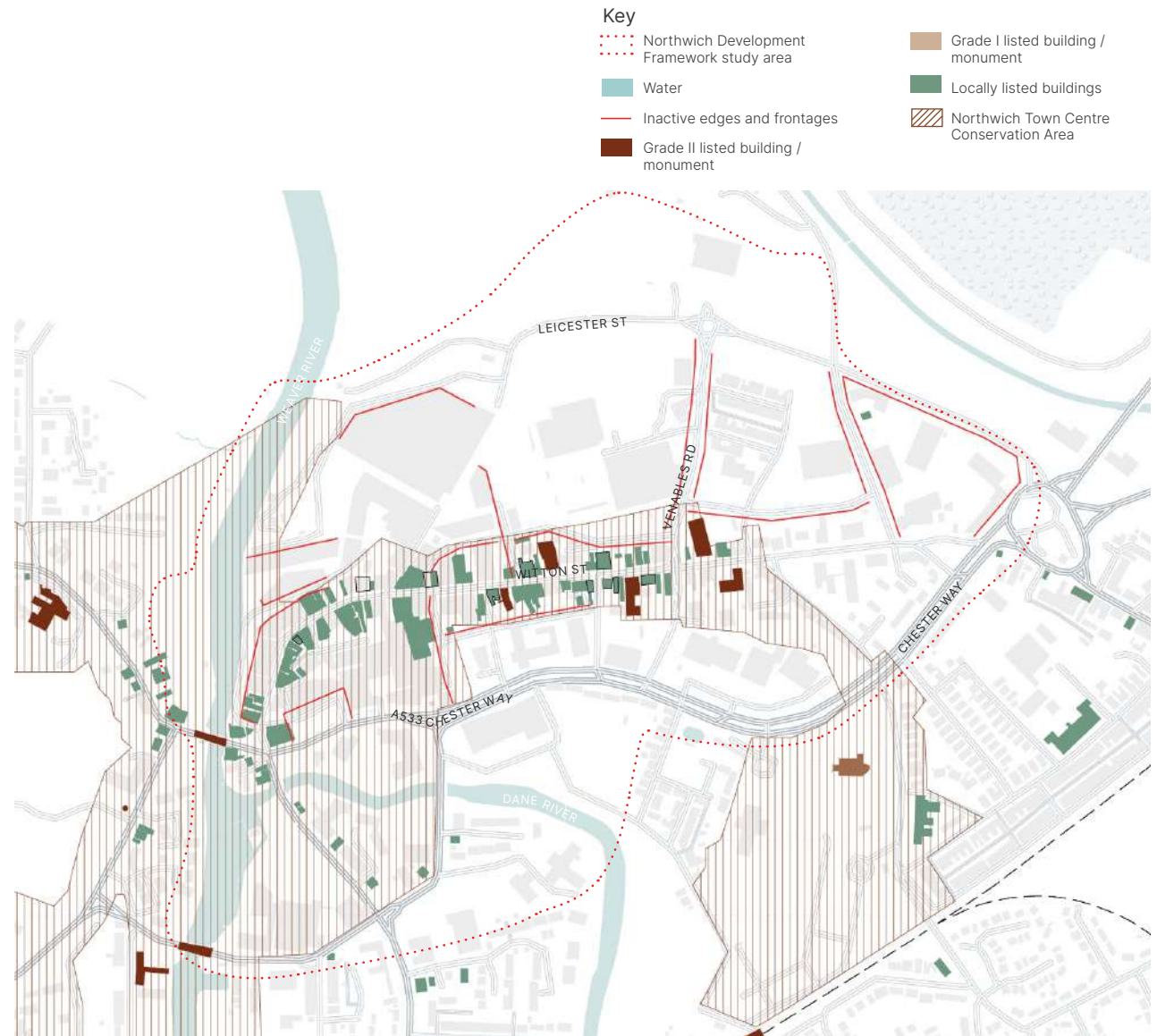


Movement Constraints plan



Built Form Constraints

- The Northwich Town Centre Conservation Area covers a significant part of the Town Centre, concentrating on High Street/Witton Street, the river banks, the Verdin Park area, Castle Hill, St. Helen's Church and London Road/Leftwich.
- Several Grade II Listed buildings are located within the Town Centre boundary, mostly on Witton Street.
- There are also locally listed buildings, including the Bull Ring and Witton Chimes Pub.
- There are several alleyways with blank frontages on Witton Street, which are detrimental to the pedestrian experience.




Built Form Constraints plan


Utilities Constraints

- Gas, water and electricity utilities follow the street pattern of the site.
- Overhead power line to the north of Leicester Street
- Several substations in the Town Centre.
- Storm balancing tank, sewage works and pumping station located in Barons Quay, next to the green space and facing the waterfront.

Key

 Northwich Development Framework study area


 Water


 Gas mains


 Water (clean)


 Sewage


 Electric substation

 Overhead electricity line

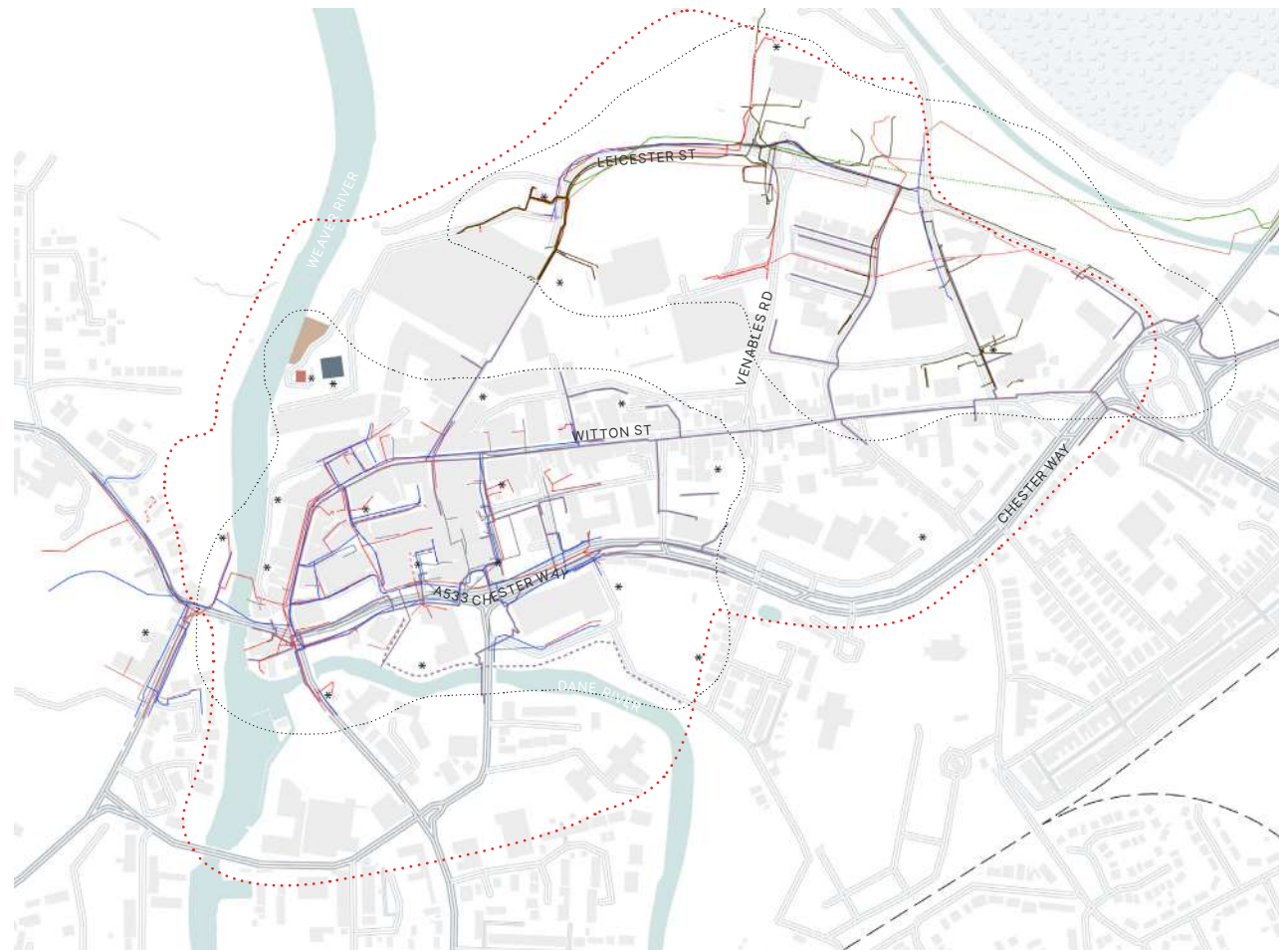
 Electricity line

 Sewage works

 Pumping station

 Storm balancing tank

 Utility study areas



Utilities Constraints plan



Leeds

+44 (0)113 824 6413

Liverpool

+44 (0)151 363 1230

London

+44 (0)207 253 5678

Manchester

+44 (0)161 928 9281

Standish

+44 (0)145 360 7080

