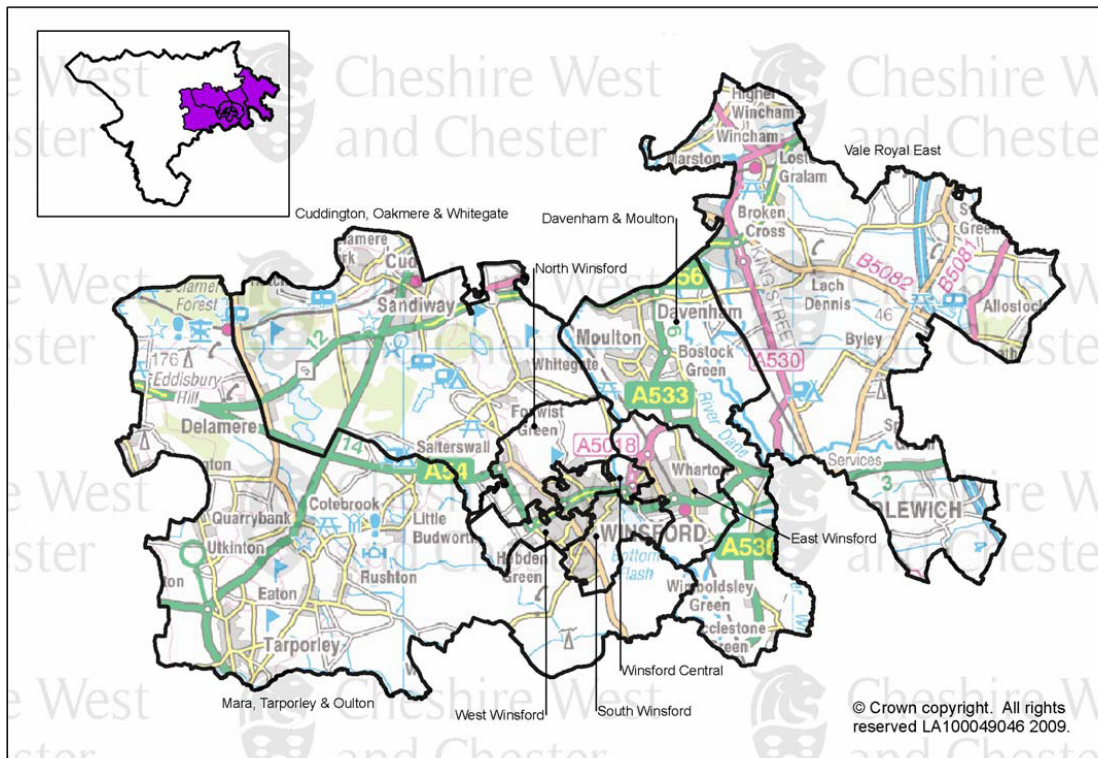


Strategic Area Asset Management Plan Winsford and Rural East Area 2011- 2012

Winsford and Rural East Area Map



Background

Winsford and Rural East is located in the eastern part of Cheshire West and Chester (CW&C). Winsford is the major town in the area, providing shops and services for people in the town and surrounding settlements. The surrounding area, known as 'Rural East' is characterised by open countryside, farmland, Green Belt and small villages.

The mix of rural and urban area in Winsford and Rural East means there is a wider range of issues facing the area. The urban nature of Winsford is

contrasted with the predominantly rural nature of the surrounding Rural East area. Winsford contains some of the most deprived areas in CW&C, whilst Rural East contains some of the most affluent.

Winsford and Rural East People

Winsford and Rural East had a population of 58,000 in 2007 (Cheshire County Council population estimates 2007), which represents about 18% of the population of CW&C. Winsford Parish had a population of 30,700 and Rural East had a population of 27,300.

The population of the area is expected to rise by about 3% between 2006 and 2016 according to Council forecasts.

Winsford and Rural East APB Priorities

The Area Partnership Board has four themes;

- Promoting a healthy population.
- Delivering positive outcomes for children and young people.
- Reducing worklessness.
- Delivering neighbourhood management in West Winsford.

Jobs and Enterprise

Unemployment rates for Winsford were consistently higher than for England but in Rural East unemployment was lower than in CW&C.

The unemployment rate for under 25s in Winsford and Rural East were higher than the Borough average. A lower proportion of the working age population is educated to degree level than in the rest of CW&C.

Average household income in the area is the same as for CW&C but about 4% above the average for Great Britain.

Area Portfolio

The commercial portfolio is actively managed to ensure market rents are obtained and the condition of the buildings maintained, so ensuring the highest possible financial returns which in turn contribute to the Council's overall funding.

The portfolio is a mixture of industrial units, supporting a large number of small and medium sized enterprises, offices and freehold industrial land on Winsford Industrial Estate let on long ground leases and generating an income totalling in the region of £1.56m. The Council also owns the freehold of Winsford Town Centre which is let to MAR (a developer) on a ground lease.

Small and fledgling businesses are catered for through Meridian House and Verdin Exchange which offer small units on flexible terms at inclusive rents.

The Council occupies 61 operational buildings in Winsford

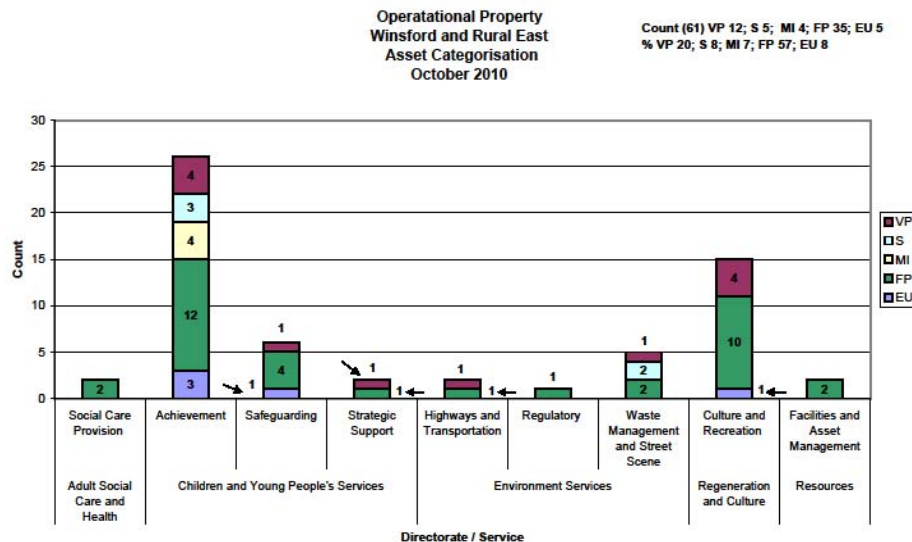
The buildings fall into the Directorates;

- Adult Social Care 2 (3%)
- Children and Young People 34 (55%) of which 25 are schools
- Community and Environment Services 8 (13%)
- Regeneration and Culture 15 (24%)
- Resources 2 (3%)

The buildings are mainly fit for purpose (57%) with 5 (8%) identified as being surplus to requirements and available for sale either now or when vacated.

The operational portfolio is shown in detail at Appendix 1

Asset Challenge Phase 1 was the assessment of the operational portfolio against set criteria to identify where services are using poor quality or inappropriate buildings. It also identified surplus properties and clusters of properties where rationalisation may be possible. The data has been used to inform the Corporate Asset Management Plan 2011-16.



Asset Challenge Phase 2 was carried out during 2010/11 to assess the non operational portfolio and to identify opportunities for improved performance and rationalisation. Assets were categorised in a similar way to Phase 1:

FP – good performing asset

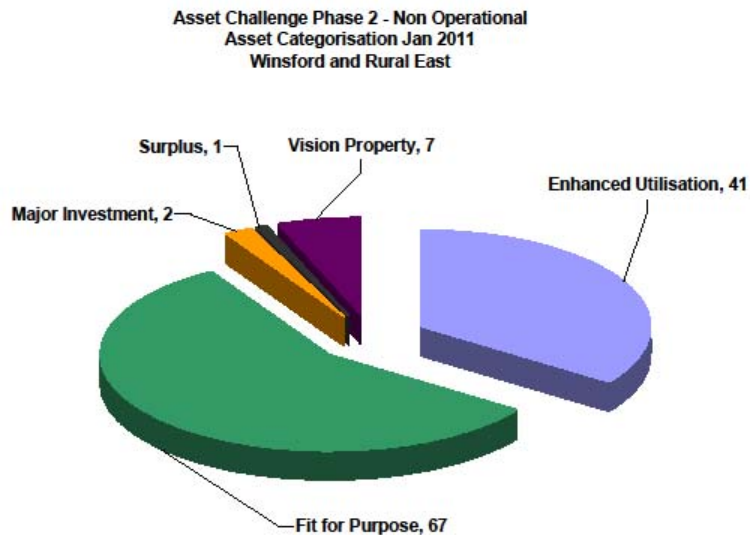
EU - modest performing asset, worthy of retention and would benefit from investment

VP – Poorer performing property requiring further renewal/investment

MI major investment needed, consider disposal

S – Poor performing asset, should be disposed of.

1 surplus property has been identified and further work will be undertaken to maximise the return. This will include consideration of the timing of any proposed sale.



Asset Challenge Phase 3 is the collection of property data from the Council's stakeholders; police, fire and ambulances services; PCT; colleges and Chester University. Much of this has been obtained and will be shared between the parties. The data will enable the identification of locations where delivery of a range of services could be improved by rationalising and improving existing properties.

Asset Challenge Phase 4 is the assessment of Council owned land, excluding car parks, to identify opportunities for improved service delivery and surplus assets.

Eleven categories of classification were used to provide an asset baseline.

Highways – land included within the footprint of the carriageway, footpath or restricted verge.

Other Highways – land used as highway verge which may have other potential

Parks and Gardens – includes urban parks, formal gardens and country parks

Natural and semi natural green spaces – includes publicly accessible woodlands, wetlands, wastelands

Amenity green space – informal recreation areas commonly found in housing areas

Provision for children and teenagers – areas designed primarily for play and social interaction.

Outdoor sports facilities – natural or artificial surfaces used for sport and recreation.

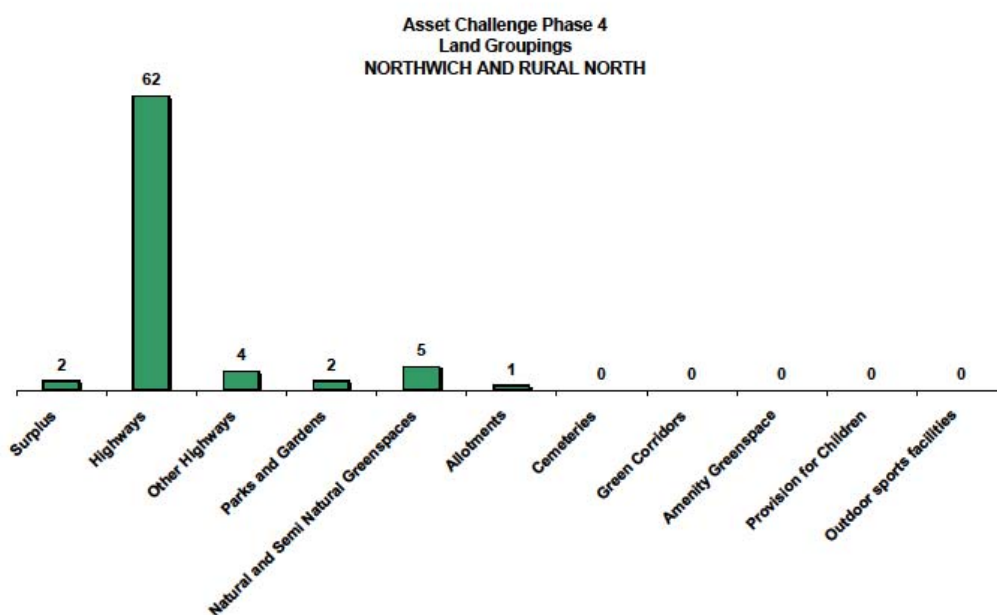
Allotments – may also include urban farms

Cemeteries and Churchyards – includes disused churchyards and other burial grounds

Green Corridors – includes towpaths, cycle paths, rights of way and disused railway lines.

Surplus – not needed for operational uses.

The results are shown in the graph below



Asset Challenge Phase 5 will consider property occupied by the third sector, the parameters of the assessment and the timescale are to be established.

Asset Management Priorities

Regeneration and Culture

- A review of leisure facilities including Knights Grange, Woodford Lodge and Winsford Lifestyle Centre reported to the Executive in September 2010. The review considered current facilities and identified how community needs are to be met over the next 25 years. The Executive agreed in principle to the establishment of a Community Interest Company (CIC) to deliver services. This will enable the Council to make a significant step change in relation to inward investment and delivery of state of the art leisure provision of regional significance and associated wider community benefits. The Executive will consider the details of the proposal in due course with a view to setting up the CIC early in 2011.
- A library review is currently being undertaken looking at the existing library provision and the potential for rationalisation, refurbishment or expansion of the library portfolio to improve the service provided to residents. The review is ongoing and is due for completion in early Summer 2011. It will include Winsford, Wharton, Tarporley (within Tarporley High School) and Sandiway libraries.
- Mid Cheshire College has vacated the Chappell Building and the Russell Building on the Verdin site and moved to the Learning Zone. This has created an opportunity to review how this group of buildings, together with the Verdin Business Generation Centre are used and how they should be developed in the future. In the meantime empty space will continue to be let. The Skills Academy and adult learning services have recently moved into the Verdin Exchange complex and discussions are taking place with a number of organisations who provide services to young people with a view to locating them here.
- The Council has submitted a bid to the Homes and Communities Agency for funding to investigate the suitability of sites for residential development and to carry out enabling works for sites prior to marketing them. Sites in Winsford and Rural East included in the bid are the former Leaf Lane nursery school; former Handley Hill Primary school subject to consultation on the Memorial Garden; waterfront site (New Road) and sites in Church St.
- The Winsford Strategy Group has been established to drive forward improvements to the town centre, uses for vacant sites/buildings and consider the Verdin group of buildings. Opportunities are being

investigated to develop Winsford Town Centre including the former Civic Hall and, working with Mar Developments, Winsford Cross shopping centre.

It is an officer group which will report its findings at the appropriate time.

- The Weaver Valley Partnership has been formed to regenerate the mid Cheshire towns of Northwich and Winsford. It will work in partnership to connect, transform and energise the Weaver Valley, capturing the area's unique spaces and places to drive forward an economic, environmental and social transformation of regional significance. The Partnership will be used to deliver the strategies of the Cheshire and Warrington Enterprise Partnership and will work with Cheshire East Council to include Middlewich in its proposals where appropriate.
- Companies on the Winsford Industrial Estate have voted to approve a proposal for the continuation of the Business Improvement District designation. It will provide approx £500,000 invested in a range of projects and services during 2011–16. The new services will include security guard services, CCTV, marketing and inward investment support, training and information services and the continued employment of an estate manager. The funding will come from a small increase in business rates for companies on the estate.
- Gadbrook Park industrial estate on the outskirts of Northwich is also a Business Improvement District. The designation is from 2009 – 14 and it's themes are; to create a safer and more secure business park; to create a greener and cleaner environment; a coordinated and supported business community and to create a sustainable business park.



Winsford Lifestyle Centre

Community and Environment

- The Council will continue to work with local communities and Area Partnership Board and use their priorities to inform it's asset management strategy.
- The community has identified a shortage of allotments in Winsford. The Council will work with the community and stakeholders to provide additional land for cultivation. The Council is working with Winsford Town Council to provide a small number of plots at Grange Primary School, Winsford.
- The Council is supporting an initiative to establish a Community Land Bank of parcels of land suitable for cultivation by local communities as part of its Sustainable Communities Strategy. It will work with communities to identify parcels of land and help to make them available for both long term and interim use. It will seek to establish a pilot scheme during 2010/1.

Adult Social Care and Health

- The Service will continue to support people to live an independent life as part of their local community. Where support services are based in buildings the aim will be to provide more modern facilities that can be shared as part of a wider community resource.

Children's and Young Peoples

- There will be a review of provision for vulnerable children, focusing on those with medical needs and those excluded from school.
- There will be a review of Youth Service provision which will include that provided at New Images Youth Centre, and the Rudheath Centre. The Council is considering changes to the provision of integrated youth support services for all young people aged 13 to 18 and for those aged 19 to 25 with a learning difficulty and/or disability.

The top priority is to ensure that services are organised around the needs of young people, their parents and carers.

The consultation document sets out proposals that describe the shape of youth support services, but a decision has not yet been made as to which organisations will be the selected provider.

- There will be a review of Outdoor Education Centres which will include Delamere Forest Outdoor Education Centre. This will start in Autumn 2010 and conclude in Summer 2011. It will consider provision across the borough and make recommendations for each Centre. The Winsford Marina building will be considered alongside this.
- Following a review of secondary education in Winsford an academy has been created based on Verdin High School and Woodford Lodge High School called Winsford E-ACT. It is operating temporarily from both sites but from September 2011 will operate only from the Verdin site. A bid for funds from central government to develop new buildings on the site of the former Verdin High School was successful and the Academy has been awarded £19.6m. Work is likely to start on site over Summer 2012 with completion scheduled for Sept 2013.

Woodford Lodge professional centre will close over the summer of 2011 and the facilities will be relocated to each of the hub offices.

Integrated Locality Working is a new way of delivering Children's Services which places the delivery of services in local communities, with a broad spectrum of help and support from a wide range of agencies. Some of the more specialised functions will remain centralised. This approach will offer improved services that result in improved outcomes for children and their families in all aspects of their lives.

CWAC is one of only 9 councils to be establishing Local Integrated Service teams in each locality for delivering local services in a more joined-up and cost effective way. This will be a radically new way of co-ordinating and co-locating local services, the priorities of this team will be determined by local communities' Neighbourhood Plans – hence the importance of releasing the potential within all local communities. Proposals include the possibility of devolving assets to local communities.

Resources

- The Council will implement the Workplace Strategy but will continue to occupy offices at Wyvern House where an improvement scheme to the lake has recently won an award.



Wyvern House, Winsford

Opportunities

- There are a number of initiatives linked with asset management that can help deliver measurable outcomes that will address some of the priorities identified by the Area Partnership Board.
- A number of Council owned sites are located in clusters in a small geographical area. These provide an opportunity to rationalise service delivery. The Council is working with partners and stakeholders to identify opportunities for joint working and co location. The Asset Challenge initiative identified a number of clusters in Winsford;
 - Winsford Town Centre
 - Winsford Academy West (Woodford Lodge)
 - former Winsford All Age School proposed site
 - Winsford Academy Town (Verdin High School)
 - New Road/Bradford Road sites
- Winsford Town Centre – the Council is working with MAR, the developer of the shopping centre of which the Council holds the freehold, to redevelop large areas and improve facilities. Mar has submitted a planning application for the development of an additional 20 retail units which was approved but it is unlikely to carry out works in the current economic climate. There is a need to deal with the vacant former Civic Hall which occupies a prominent location adjacent

to the shopping centre but which may be affected by any future improvements to the nearby road junction.

The Winsford Strategy Group will carry out public consultation to seek views on the future development of the town centre and use the consultation to produce proposals for the town centre. It will work with Mar and others to deliver them.

- Winsford Academy West (Woodford Lodge) - this includes the High School, sports centre, Hebden Green Special School, and the professional centre. There is a significant area of public open space nearby. Opportunities for redevelopment are being considered.
- Winsford Academy Town (Verdin High School) - this includes the high school and New Images Youth Club and will be redeveloped for the academy.
- Former Winsford All Age School - this includes the Verdin BGC, former Mid Cheshire College buildings, playing fields and nursery.
- New Road / Bradford Road Site - the Council owns two sites off New Road which form part of a larger area. A development brief has been drawn up and the sites are designated for residential development.

Stakeholder Priorities

PCT – the PCT has developed a Commissioner Investment and Asset Management Strategy to align their commissioning intentions and future plans for the primary and community care estate. This will ensure that world class commissioning competencies are reflected in strategic estates planning. The strategy will be developed within a collaborative asset management process that currently includes all the Council's other stakeholders and may be managed within the Local Strategic Partnership Framework. The PCT has the ability to direct new pharmacies to areas of poor provision.

Fire – the Council and the Fire Service are working in partnership to improve service delivery for residents.

Ambulance – the Council is working with the service to identify possible opportunities where partnering may improve service delivery.

Police – the Council is working with the service to identify possible opportunities where partnering may improve service delivery.

Mid Cheshire College - The Council works with the College to deliver priorities based around young people and worklessness.

The College has built new premises on Weaver Street in Winsford and transferred to it over the summer of 2010. It has vacated buildings on the High Street and surrendered leased premises to the Council.

Third Sector - There are likely to be applications from third sector organisations in Winsford for premises and there may be an opportunity to create a third sector hub. The location for this will be considered after a decision on the academy is made. The Council has granted a long lease of Winsford Neighbourhood Centre to Wincap to ensure continued use as a community centre. Wincap has carried out repairs and improvements to the building and this has resulted in increased use of the centre by different community groups running a range of activities.

Faith Sector – The Link up Faith Sector Audit 2010 provides a snapshot of all faith sector community projects in the borough. 16% of the borough wide projects are in Winsford and Rural East.

Office for Government Commerce (OGC) - CW&C is actively working with OGC to share property data utilising e – PIMS, an property data base of the Government Estate. This will help both parties identify potential efficiency opportunities.

The stakeholders' portfolio is shown in detail at Appendix 2.

Financial Implications

The financial implications of taking forward proposals will be considered. It is likely that most schemes will be delivered in conjunction with partners/stakeholders and that funding will come from a number of sources. Funding for proposals which are identified following Service Reviews in the libraries, leisure, and highways services reviews etc will be found from bids to the Councils Capital Programme, private sector development, grants and external funding.

The Way Forward

This Winsford and Rural East Area Asset Management Plan highlights some of the key facts, figures and demographics of the area and the priorities the Area Partnership Board will focus on over the next 12 to 18 months.

Increased localism and decentralisation, combined with reduced budgets, presents us with challenges and opportunities in equal measure. Property should not be considered simply as a cost that must be cut or transferred to achieve savings, rationalised and redesigned to follow the business. The public portfolio can be the foundation for better public services delivered more efficiently. Within the whole of the public sector in the area the reorganisation, restructuring and merging of organisations will determine the shape and design of the public portfolio for some time to come.

Winsford and Rural East Area Partnership Board has established delivery task groups responsible for addressing the key priorities. Action plans have been produced including details of the interventions, targets and outcomes.

The Area Asset Manager will work with the Area Partnership Board, local communities, stakeholders, third sector partners, private businesses and Parish Councils to help address and achieve these priorities by utilising the Councils property assets.

For further details please contact

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Asset Manager

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Appendix 1

Winsford and Rural East Portfolio 64 Properties		
Directorate	Property	Use Grouping
Adult Social Care and Health	Davenham Day Care Centre for Adults	Adult Day Centre
	Meadow Bank Lodge Day Centre	Adult Day Centre
Children and Young People's Services	Beeston Outdoor Education Centre	Other
	Byley Primary School	Schools
	Cuddington Primary School	Schools
	Darnhall Children's Residential Centre	Other
	Darnhall Primary School	Schools
	Eaton Primary School (Tarporley)	Schools
	Former Brook Farm School	Vacant Operational
	Grange Primary School	Schools
	Greenfield's Children's Centre	Children's and Family Centres
	Greenfield's Primary School	Schools
	Handley Hill Primary School Closed)	Schools
	Hebden Green Community Special School	Schools
	Lostock Gramam CE Primary School	Schools

	Moulton Primary School	Schools
	Oakland's School	Schools
	Over Hall Community School	Schools
	Over ST John's CE Primary School	Schools
	Overall Children's Centre	Children's and Family Centres
	Pinewood Children's Residential Centre	Other
	Sandiway Primary School	Schools
	Small Oaks Family Centre	Children's and Family Centres
	Tarporley CE Primary School	Schools
	Utkinton St Paul's CE Primary School	Schools
	Verdin Exchange, Drama Store	Other
	Wharton CE Primary (Junior site)	Schools
	Wharton CE Primary School - Infant site	Schools
	Wharton Children's Centre	Children's and Family Centres
	Willow Wood Community Primary School	Schools
	Wimboldsley Community Primary School	Schools
	Wincham Community Primary School	Schools
	Winsford High School Federation - The Verdin High	Schools
	Winsford High School Federation - Woodford Lodge HS	Schools
	Winsford High Street Community School	Schools
	Winsford St Chad's C of E Primary School	Schools
	Woodford Lodge Prof Centre	Other
Community and Environment Services	Davenham Highways Depot	Depot
	Dene Drive Public Convenience	Other
	Environmental Operations Depot (Road Three)	Depot
	High Street Public Conveniences (Tarporley)	Other
	Phoenix House (see also below)	Other
	Winsford HWRC	Household Waste Recycling Centre
	Winsford Old HWRC	Other
	Wharton Cemetery (formerly called Burial Ground)	Cemetery and Crematoria
	Winsford Market	Other
Regeneration and Culture	Dingle Recreation Centre	Leisure Facility
	Education Library Service Winsford, Woodford Park	Library, shared service
	Knights Grange Leisure facilities and Depot	Leisure facilities and Depot
	Little Budworth Country Park	Leisure Facility

	Nat Lane Training Centre	Other
	Wharton Library and Community Centre	Library
	Oulton Mill Picnic Site	Leisure Facility
	Sandiway Library	Library
	The Skills Junction Community Learning Centre	Community Facility
	The Marina Outdoor Activity Centre	Leisure Facility
	Weaver Parkway	Leisure Facility
	Weaver Valley Ranger Station	Leisure Facility
	Whitegate Picnic Site and Station House	Leisure Facility
	Winsford Central Library	Library
	Winsford Civic Hall	Civic Building
	Winsford Lifestyle Centre	Leisure Facility
Resources	Phoenix House (Office only not Depot)	Admin Building
	Wyvern House	Admin Building

Appendix 2

Stakeholders' Portfolio

Stakeholder		Address
Cheshire Fire & Rescue Service		Fire Station, Birch Heath Road, Tarporley, CW6 9UR
Cheshire Fire & Rescue Service		Fire Station, Sadler Road, Winsford, CW7 2BN
Cheshire Fire & Rescue Service		Headquarters, Sadler Road, Winsford, CW7 2FQ
Ambulance Trust		Sadler Road, Winsford CW7 2BN
Mid Cheshire College		The Learning Zone, High Street, Winsford
OGC	DEFRA – E	Shipbrook Rd, Northwich CW9 8NG
OGC	DH – NHS	Gadbrook Pk, CW9 7TW
OGC	DH – NHS	Gadbrook Pk, CW9 7TN
OGC	FC – FORE	Delamere Forest, CW8 2JD
OGC	FC – FORE	Delamere Forest, CW8 2JD
OGC	DEFRA – E	Road 3, Winsford, CW7 3SL
OGC	DWP - NOR	High Street, Winsford, CW7 2AH
OGC	MOJ - NAT	Woodford Lane, CW7 2JS
Cheshire Police Authority	Winsford PS	Collingham Way, Winsford, Cheshire, CW7 2WA
Central and Eastern Cheshire PCT		Danebridge Medical Centre (Sandiway Surgery)
Central and Eastern Cheshire PCT		High Street Practice, Winsford (in Dene Dr. medical centre)
Central and Eastern Cheshire PCT		Launceston Close Surgery, Winsford
Central and Eastern Cheshire PCT		Swanlow Medical Centre (in Dene Dr. medical centre)
Central and Eastern Cheshire PCT		Weaver Vale Surgery (in Dene Dr. medical centre)
Central and Eastern Cheshire PCT		Willow Wood Surgery (in Dene Dr. medical centre)

	OTHER SCHOOLS	
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Property Type	Address	Tenure
Secondary Education	Winsford E-Act Academy Verdin Campus Grange Lane Winsford	Academy
Secondary Education	Winsford E-Act Woodford Lodge Campus Winsford Cheshire	Academy
Secondary Education	Tarporley High School And Sixth Form College Eaton Road Tarporley Cheshire CW6 0BL	Foundation school
Primary Education	St Josephs Roman Catholic Primary School Woodford Lane Winsford	Voluntary Aided
Primary Education	Whitegate Church Of England Primary School Whitegate Road Winsford	Voluntary Aided
Primary Education	Davenham Church Of England Aided Primary School Charles Avenue Davenham	Voluntary Aided

Pharmacies

Winsford

Boots Uk Limited	5-7 Dingle Walk, Winsford, Cheshire,	CW7 1BA CW7
Ponda's Chemists Ltd	16 Queens Parade, Winsford, Cheshire,	1AE CW7
Asda Pharmacy	Dene Drive, Winsford, Cheshire	1BD CW7
The Co-Operative Pharmacy	Winsford Health Centre, Dene Drive, Winsford, Cheshire	1AT CW7
The Co-Operative Pharmacy	Primary Health Care Ctr, Bradbury Road, Wharton, Winsford, Cheshire	3GY CW7
Ponda's Chemists Ltd	7 Cheviot Square, Winsford, Cheshire	1QS

FAITH SECTOR

Results from the Linkup Faith Audit 2010

Spare capacity may be available for rent.

Faith Group	Postcode	Building available for community use	Spare capacity
St Wilfrid's Davenham	CW9 8NF	Ü	x
St John the Evangelist	CW9 7PS	Ü	x
URC, Over	CW7 1JE	Ü	ü
St Andrew's	CW7 1AB	Ü	ü
Moulton Methodist,	CW9 8PL	Ü	x
Tarporley Baptist & Methodist	CW6 0AG	Ü	ü
Chester Rd Winsford	CW7	Ü	ü
Christ church Wharton	CW7 3DR	Ü	x
Lostock Green Methodist Church	CW9	Ü	x
Shurlach Methodist	CW9 7JX	Ü	x
St John Over Winsford	CW7 2LY	Ü	x
Storehouse Church	CW6 9HH	Ü	ü

St Stephen's Moulton	CW9 8PA	Ü	ü
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Village and Community Halls

Allostock Village Hall	Chapel Lane, Allostock	Allostock	WA16 9LS
Bostock Village Hall	Bostock Green, Bostock	Bostock	
Byley Village Hall	Moss Lane, Byley	Byley	CW10 9NG
Cotebrook Village Hall	Stable Lane, Cotebrook	Cotebrook	CW6 0JJ
Cuddington & Sandiway Pavilion	Norley Road, Cuddington	Cuddington	
Darnhall Village Hall	Hall Lane, Darnhall	Darnhall	CW7 4HA
Delamere Community Centre	Station Road, Delamere	Delamere	
The Jessie Hughes Village Hall	Royal Lane, Eaton Holmes Chapel Road, Lach	Eaton	CW6 9XE
Lach Dennis Village Hall	Dennis	Lach Dennis	CW9 7SZ
Lostock Gralam Community Centre	Stubbs Lane, Lostock Gralam	Lostock Gralam	CW9 7PU
Moulton Village Hall	Main Road, Moulton	Moulton	CW9 8NU
Sandiway & Cuddington Village Hall	The Playing Field, Norley Road Cuddington	Sandiway	CW8 2LB
Sandiway (St. John's) Church Hall	Norley Road, Sandiway,	Sandiway	CW8 2JX
Tarporley & District Community Centre	High Street, Tarporley,	Tarporley	CW6 0AY
Utkinton Village Hall	John Street, Utkinton,	Utkinton	CW6 0LP
Whitegate & Marton Recreation Room	Lane, Marton	Marton	CW8 2BL
Willow Wood Community Centre	Bradbury Road, Winsford	Winsford	CW7 3HP
Winsford Civic Hall (closed)	Dene Drive, Winsford	Winsford	CW7 1AX
Winsford Knight's Grange Barn	Grange Lane, Winsford	Winsford	CW7 2PT

