

Cheshire East Best in the North West



Council
tax frozen
for the
4th year
running

www.cheshireeast.gov.uk

Introduction from the Leader of the Council – Councillor Michael Jones

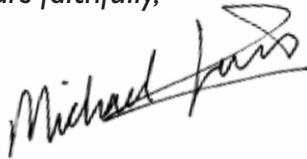
Dear Tax Payer,

As leader of your council I am pleased to report that the council has achieved some great success in the last year.

We are not complacent but enclosed are a broad range of achievements to illustrate that we are becoming the best council in the north west, including a reduction in adult and youth unemployment, both being the lowest rate in the region.

Your council is officially the best place to work and live in the north west and in 2014 we will reinforce this with more improvement to your roads and services.

Yours faithfully,



Councillor Michael Jones



**Cheshire East is
listed as the best
place to live in the
North West as
shown in the annual
Halifax Quality of
Life Survey**



Your Strong and Growing Economy

There's no better place to be in the north west right now than Cheshire East. This beautiful and uncluttered space offers all of us the chance of a bright future with its vibrant economy, its magnificent countryside, its enviable living and educational standards and its seemingly endless list of things to see and do.

And it's getting better, that's why we attract high levels of inward investment, making our economy bigger and stronger which in turn generates increased levels of income to be reinvested locally.

Your council recognises the important part it plays in the future of Cheshire East and is 100% committed to making sure we stand out as the best place to live, the best place to work and the best place to invest and do business.

The best place to live

It's no coincidence that when people move to Cheshire East they tend to settle here for the rest of their lives. The unique combination of great work opportunities, choice of house styles, friendly communities and breathtaking surroundings are enough to tempt anyone.

Looking ahead, there is an extremely strong housing offer across the authority. In the next five years, over 3,000 new homes have planning consent or are under construction with plans for 27,000 homes to be built by 2030.



I exploring Cheshire

From playgrounds to family trails;
from fascinating buildings
to beautiful gardens; from delicious
lunches to scrumptious cakes;
we've some fabulous days out - you
choose. Be free to explore with a
National Trust membership.

Join at one of places
nationaltrust.org.uk/northwest

National Trust



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**CONNECTING
CHESHIRE**

www.connectingcheshire.org.uk

We're bringing
96% coverage
of fibre broadband
to Cheshire East
by 2015



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13



Department
for Culture
Media & Sport

**SUPERFAST
BRITAIN**

openreach

a BT Group business



The best place to visit

Tourism is a vital and growing component of our economy, worth nearly £700m each year and providing nearly 10,000 jobs. We could take up the whole booklet talking about all our great places to visit, but just as a taster here are some of our finest:

Tatton Park

Tatton Park is one of the UK's most complete historic estates. It is home to a Tudor Old Hall,



a Neo-Classical Mansion, 50 acres of landscaped gardens, a rare-breed farm and 1,000 acres of deer park. Speciality shops, restaurant, tea room, adventure playground, events and educational programmes combine to make Tatton one of the most popular family days out in the north west.

Jodrell Bank

Home to the third largest steerable radio telescope in the world, offers us our closest connection with space and all the wonders it has to offer. Be amazed by this award winning tourist attraction.

“One minute
you can be looking
into the depths of
space at Jodrell and
an hour later
straight into the
eyes of a wild
deer” Resident

Canals, Cycling and Walks

Footpaths and cycle routes have been upgraded offering better surfacing, access and information points. Many routes take in the picturesque countryside between historic mill towns, miles of canals and undulating views towards the hills of the Peak District.

The canal system played an important role in our industrial heritage and was used to move salt, coal and silk. The canals, footpaths and cycle routes continue to play an essential role in our economy and can be enjoyed by all. The Middlewich Folk and Boat Festival takes place every summer with an estimated 30,000 visitors, along with 400 boats. To find out more visit www.midfest.org.uk



The best place to invest and do business

Cheshire East continues to be a fantastic place to do business. We contribute 6.6% of the region's economic output, significantly greater than our equivalent population of 5.3%; we have more businesses (17,700) than any other district or unitary authority in the north west and the rate of business start-ups is well above the north west and UK average.

In 2013 we saw a fall in unemployment across the Borough from 2.5% to 1.9%; this is the lowest unemployment figure in the north west and demonstrates our commitment to jobs and growth.

However, there is more to do and in particular we are focusing strongly on youth employment. Through major development and investment programmes, joint working with employers, schools and training providers, we plan to make major inroads in 2014 and beyond.

We have continued our track record of attracting new investment to the Borough, helping to secure £1.1 billion of new investment by Bentley Motors in Crewe and ensuring

a strong future for Alderley Park by transforming the site into a leading European Life and Medical Science Park. Added to this, there is new investment planned for the Astra Zeneca site in Hursfield, and the development of the Waters site in Wilmslow.



And we are committed to further growth, making Cheshire East an even more prosperous place. Home to many significant, national and international businesses, including Barclays, Siemens and Bentley, our vision is to attract further investment for a brand new HS2 Crewe Railway station, that will create a £1.5 billion rail investment and up to 60,000 new jobs - so watch this space!

Potential further
Government
investment of
£250million
for our highway
infrastructure

Plans to
develop a
major UK
BioSciences
technology
park



Our ambitious plan will put in place the new infrastructure to do this; creating 27,000 new homes and placing £25 million investment into our road network, to make major improvements in the condition of over 200kms of the Borough's roads.

To top it all, the Government have committed to invest £800 million in major new highway projects to make improvements across the borough, including the M6 Junctions 16 and 17 and A500.

Unemployment
rate is just
1.9%
compared
with the
national average
of 3%

Over
20,000
jobs delivered
between 1998
and 2008

Over
160km
of road
resurfaced or
dressed

There are
more businesses
in Cheshire East
than any other area
in the north west –
even more
than Manchester

HS2 Opportunity:
A brand new Crewe
Railway station by
2020 creating up to
60,000
new jobs
and £1.5 billion
investment

Cheshire East
is home
to almost
18,000
businesses

Over
56,000
potholes have
been repaired
since January
2013

Approximately
800,000
people visit
Tatton Park
every year.



Vibrant and Strong Local Communities

Every local community in Cheshire East is bubbling with activity, which brings local people together to improve their area and gets things done. We work closely with our communities, supporting them to become stronger and self-sufficient, with a sense of pride and neighbourliness. Cheshire East Council has moved towards commissioning out some of our services as part of our commitment to delivering quality and during a time of increased financial pressure, we have not only balanced the budget, we have safeguarded vital services.

We continue to bring public services together, improving the way services are delivered, and ensuring they go as local as possible. We give our communities the ability to influence future services and work with local people to ensure services and activities are provided where and when people need and will use them. This all helps to ensure we have better community safety and enforcement, better transport facilities and continued revenue and benefits support for those most in need within our communities.



"If you want to witness how strong and useful community spirit can be, check out the Treacle Market in Macclesfield"

A Baggs Resident





Independent living for all

Testament to our support for those less fortunate in our communities is the fact that only recently, Cheshire East adoption services in collaboration with Stockport, Tameside and Trafford councils, won the British Association for Adoption and Fostering 2013 Adoption Service of the Year award.

And thanks to targeted preventative activity, we have reduced the number of children in care by 10%.

We also provide care for over 5,500 adults 'day in day out' and give continual support to almost 2,400 others. Helping people to keep their independence and stay in their own home is an example of which we are rightly proud.

Our key aim being to facilitate people to live independent, healthier and more fulfilled lives.

"Adult Services has become a positive part of Olivia's life and she has benefited greatly from being a member socially, physically and mentally. Her health conditions have improved too."

Relative – Adult Service User

Cheshire East Council is responsible for delivering more than **500** local public services across an area of over 1,100km² for over 370,000 residents.

Youth crime down a third and service judged 'excellent' by inspectors

The total budget for the period April 2014 to March 2015 will be over **£750 million**

Over **1.5 million** visitors pass through the doors of our libraries each year

More children are being made safer due to increased awareness



CHESHIRE EAST REFLECTS

We are embarking on a four year programme of activities, events and development programmes to commemorate the First World War for the residents and visitors to Cheshire East. This is a collaborative programme bringing together all aspects of the Local Authority with local community groups, organisations and partners such as the Imperial War Museum North.

There will be opportunities to participate in a wide variety of events and activities across the Borough and for community groups to promote their own commemorative events.

To mark this occasion we have provided £100,000 to fund repairs and refurbishment of First World War memorials across the Borough.

www.cheshireeastreflects.co.uk



96% Broadband coverage by 2015

Cheshire East is leading the £31.4m Connecting Cheshire Project which is one of the fastest rollout projects of fibre broadband in the country, and will enable 96% of premises and another 80,000 new homes and businesses to access high speed broadband by March 2015.



Cheshire has a large number of small and medium sized enterprises and a high volume of business start-ups, which collectively contribute a substantial proportion of the regional economy. The rollout of more fibre broadband will act as a powerful economic driver for these businesses.”

Bill Murphy, Managing Director,
BT Next Generation Access

There's plenty to see and do in Cheshire East

Whether you're indulging in a stylish shopping spree or enjoying panoramic views across the Peak District, plan your perfect day in Cheshire East with the help of our websites.

www.cheshirepeakdistrict.com

Cheshire's Peak District has something to offer everyone. Sweeping vistas and dramatic skylines nestle alongside independent galleries, bijoux boutiques and cosy country inns.

www.cheshiremarkettowns.co.uk

From ancient wizards and shining locomotives, to Saxon crosses and Roman ruins, Cheshire's market towns offer a day out with a difference.

www.discoverthegritstonetrail.co.uk

The Gritstone Trail, a 35 mile route, is a mix of wild moorland, rocky outcrops, impressive peaks and breathtaking scenery. The trail is split into three parts and each part can be covered in a day by fairly fit walkers.

www.cheshiregardens.com

Cheshire is a horticulturist's paradise and boasts a wide range of Gardens of Distinction.

Providing you with the Life Skills & Education you need to thrive

Getting the best start in life is increasingly more important in today's fast-changing world. With a crucial role to play in the future of our children and young people, we are committed to providing them with the skills and educational support they need to realise their talents and abilities.

Education

Cheshire East offers first class education for all stages of learning. Our continuing objective of improving our Ofsted profile across the Borough has resulted in 87% of our primary and secondary schools being voted as 'good' or 'outstanding' – a percentage we aim to keep increasing.

There has also been substantial investment into educational facilities, with £70 million recently spent on improving the Crewe Campus of Manchester Metropolitan University, £74 million on the new South Cheshire College campus and £7.2 million on the fabulous food and drink manufacturing centre at Reaseheath College. A total of over £150 million in all.

Alice said:
"I'm absolutely loving my time at South Cheshire College and I'm learning so much about the media industry on my course. It's a great place to be."

Alice Shaw, 16
studying Creative Media Production





Artist impression of Crewe Lifestyle Centre



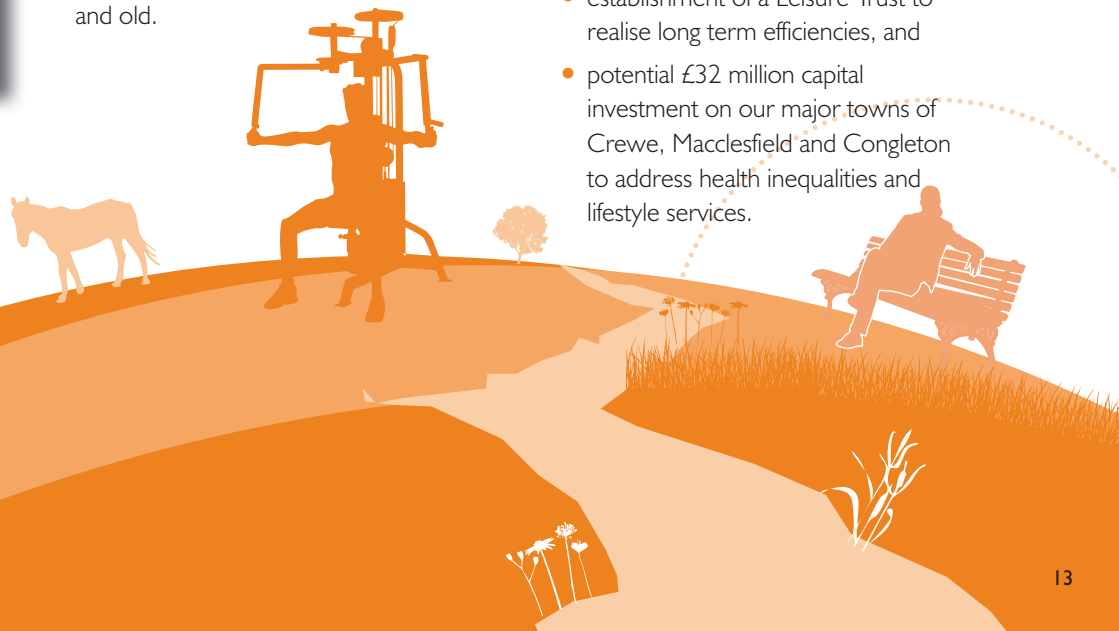
Leisure, & Public Protection & Enforcement

To support our commitment to improving people's health and lifestyle, we are investing heavily in all our leisure facilities. These include leisure centres, theatres and country parks. All of which contribute to the wellbeing of Cheshire East residents, young and old.

Priority Health Projects for the future...

This year and beyond, there is a large number of new initiatives in the making. The most important ones are:

- construction of the Lifestyle Centre in Crewe (capital investment £15 million)
- establishment of a Leisure Trust to realise long term efficiencies, and
- potential £32 million capital investment on our major towns of Crewe, Macclesfield and Congleton to address health inequalities and lifestyle services.



DOMESTIC ABUSE

Cheshire East Council is committed to addressing domestic abuse, working together with key partners to make victims safer and to ensure offenders face up to their behaviour.

If you, or somebody you know is living in fear please call the Cheshire East Domestic Abuse Family Safety Unit on **01606 363 532**.

Or the following 24-hr freephone national hotline: **0808 2000 247**.

No excuses. Be in control of your own life - not someone else's



Guidance on council tax phone scams

Trading Standards are warning residents to be aware of companies offering to help them get their Council Tax reduced for a fee.

The Government's independent Valuation Office (VOA) already offers this service free of charge and is issuing guidance to beware of companies that:

- Charge an up-front fee
- Insist you are definitely in the wrong band
- Claim they are from the council or VOA and ask for your bank details
- Claim you must be represented by an agent to challenge your band

The Council DOES NOT work with these companies.



If you have any concerns please contact:

Trading Standards 0300 123 5015 Valuation Office 03000 501 501 (to query your valuation band)

"I only used
Care4CE for
3 weeks but in
those weeks
my life improved
greatly.
Thank You"

We are tackling
domestic abuse
through multi-agency
working – operating
a 'whole family'
approach to
safeguarding
responsibilities

Focus on
promoting and
supporting better
health, wellbeing
and lifestyles through
choice and
personalisation

The Council
provides care
to an average of
5,500
adults

Targeted
preventative
activity has seen
children in care
reduced by 10%
in the last year

Regulatory
services dealt
with 2,050
cases in Q1
of 2013

We will be
leading a
conference for
Cheshire East schools
on cyber crime
and on drugs



You're living in a Green & Sustainable place...

This truly amazing place is blessed with a perfect blend of rural beauty and urban character, where vast, unspoilt countryside nestles next to colourful market towns. A place where you can stand marveling at the size and splendour of a Victorian Silk Mill and ten minutes later can be trekking through a forest. But this place needs looking after and that's why we must protect and enhance our uniqueness through sensitive development, strong environmental management; effective transport and waste disposal policies.



Recycling

Recycling is a good example of this commitment, and here's how we're doing so far...

- Over 200,000 bins are emptied every week in Cheshire East
- A recent survey showed that 94% of respondents were satisfied with bin collections
- Recycling rates exceed 50% of all waste, one of the best in the north west of England



Maintaining
the record levels
of waste recycled –
currently

54%



“Since the
new silver bins
were introduced,
I really do feel
like I’m doing my
bit for the
environment”



Improving our highways

With an over-riding objective of improving the Borough's environmental efficiency performance, we are determined to make significant improvements in road congestion, infrastructure and conditions, and have set aside £25 million for road resurfacing and maintenance alone.

Real savings will be made in reducing our carbon footprint, with improvements to street lighting, traffic signals and more efficient fleet vehicles.

We will shortly be introducing a highway permit scheme to ensure agencies undertaking roadworks are penalised should they overrun and cause unnecessary delays.



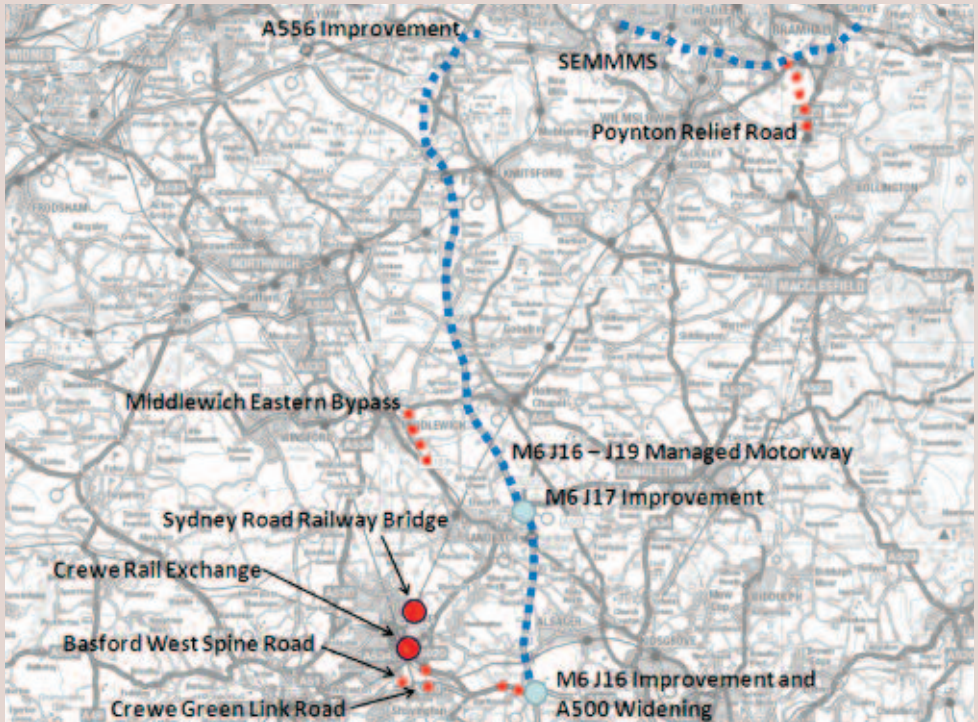
Changes
will be targeted
at energy generated
from waste – over
40%
is expected to be
diverted from
landfill by 2016

Reduce congestion
by introducing a
highway permit
scheme

Influence
external funding
through European and
Partnership organisations
eg £35 million
for broadband

Enhance rural
habitats along
roadside verges

Connectivity is key



Our transport and connectivity strategy is underpinned by a need to improve transport connections across the Borough. New projects are planned in all towns to address congestion issues, these include:

- Congleton Link Road
- South Macclesfield Link Road
- Improvements on the A51, A530 and A500



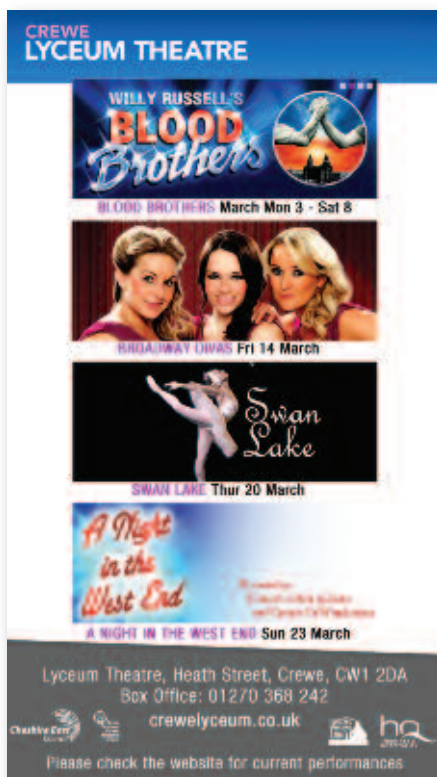
Living Well and Longer

Life expectancy in Cheshire East is higher than the England average and is rising at the fastest rate in the north west. In providing access to first class cultural, leisure and recreational facilities, we support people to live independent, healthier and more fulfilled lives.

With all our care services focusing on prevention, early intervention and physical and mental wellbeing, we are also helping to improve people's lives on a daily basis and that benefits everybody.

Our efforts to deliver home adaptations for older and disabled residents also contributes to improving lives and by continually upgrading all of our social services, we plan to remain the best for all time.

So make the most out of Cheshire East – it's yours, it's the best and it's getting better.





Join us at the Great
Garden Carnival...

RHS Flower Show Tatton Park

23 – 27 July 2014

Members' Day 23 July
Ladies' Day 25 July



Sharing the best in Gardening

Book in advance and save

0844 581 1320

rhs.org.uk/tatton

Follow us on   

RHS Registered Charity No: 222879/SC038262

THINK

ABOUT

Fostering & Adoption

The process
is quicker
than you think

There's
no upper
age limit

You may
have
children
or not

You can be
single or in a
relationship

All sorts of people
foster and adopt

You needn't
be a
homeowner



If you're motivated to promote the wide ranging needs of a child with enthusiasm and patience, have a spare bedroom and can provide a safe and nurturing home, you may be able to foster or adopt. If you're interested in older children, sibling groups or teenagers then we especially want to hear from you. And we're here to help, support and encourage you every step of the way.

Contact 0300 123 3223



Fostering www.spacesforfaces.co.uk *Adoption* www.four4adoption.co.uk

HOW TO CONTACT US



Worried about an adult or looking for support services?

If you have any concerns about the welfare or safety of an adult call **0300 123 5010** (8.30am - 5pm)



Worried about a child?

If you have any concerns about the welfare or safety of a child call **0300 123 5012** (8.30am - 5pm)



Looking for services that support families?

Call the Family Information Service on **0300 123 5033**



At all other times contact our

Social Care Out of Hours Team on **0300 123 5022**

Important numbers
Keep this safe

Or call our other essential numbers for specific information:

Social Care and Health	0300 123 5010
Waste and Recycling	0300 123 5011
Children, Schools and Families	0300 123 5012
Council Tax, Business Rates and Housing Benefits	0300 123 5013
Planning	0300 123 5014
Environmental Health and Licensing	0300 123 5015
Electoral Services	0300 123 5016
Housing	0300 123 5017
Leisure, Culture and Tourism	0300 123 5018
Births, Deaths and Marriages	0300 123 5019
Roads, Transport and Parking	0300 123 5020

Cheshire East Information Line

For general enquiries call **0300 123 5500** (8.30am - 5pm)

For emergencies out of hours call our Emergency Control Centre on **0300 123 5025**

Calls may be recorded for quality or training purposes. 0300 telephone numbers are designated for use only by public bodies and non-profit organisations. Calls to 0300 numbers cost no more than a national rate call to an 01 or 02 number and count towards any inclusive minutes in the same way as 01 and 02 calls. This applies to calls from any type of line including mobile, BT, other fixed line or payphone.

Cheshire East Council

Westfields, Middlewich Road,

Sandbach CW11 1HZ

Telephone 0300 123 5500

www.cheshireeast.gov.uk

