

# CW&C vision engagement

## What we are doing

Cheshire West and Chester council and Create Streets have been undertaking consultation to develop a Design Code for the borough since August 2024. Design codes are a collection of design principles which helps define what good development and high-quality public streets and spaces look like. A code sets out exactly what is expected of applicants in a clear and visual manner. This leads to the creation of more attractive and sustainable places within existing communities that local residents are more likely to support and treasure.

## So what do I do?

The full survey need not take more than 10 minutes. The survey is broken down into two parts. Please ensure you submit your response at the end. Your answers can be as long or short as you like.

**Part 1. Vision.** There are five emerging vision themes Cheshire West and Chester borough in 2030. We'd like you to select which of the five is more important to you and if you think there is anything important that we are missing.

**Part 2. Visual Preference Survey.** We will show you a selection of images of streets and buildings with three very short questions for each image. To help inform what future development in Cheshire West and Chester should look like, we'd like to know whether you think these examples are an appropriate or inappropriate guide for new development in the borough.

This is split into two sections:

*Part 2a: Built form.* There are twenty-two examples of buildings (shops / offices) from Cheshire West and Chester and around the UK.

*Part 2b: Streets.* There are nine examples of streets from Cheshire West and Chester and around the UK. We'd like to know what you think of these examples as places to live, not just to move through.

**This online survey will be open for one month and run until Friday 20th December.**

You can read our privacy statement [here](#)



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## Part 1 - Vision Questions

**Please press 'submit' at the bottom of the last page to submit your responses**

Question one - Looking at the five emerging themes below for a Vision for Cheshire West and Chester in 2030, which is the most important for you? Please select one option.

- ☐ 1. A borough which promotes and protects the prosperity, health and liveability of our city, towns, villages and countryside to the benefit of present and future communities.
- ☐ 2. A borough where it is easier and more attractive for residents to travel sustainably and affordably (across all modes), with cleaner, greener and safer streets.
- ☐ 3. A borough where new homes are part of diverse neighbourhoods that are well-integrated with our existing communities to support equality, community cohesion and sustainable lifestyles.
- ☐ 4. An environmentally sustainable and climate resilient borough, where water, trees and greenery are woven into existing and new streets and public spaces to complement the built environment.
- ☐ 5. A borough with beautiful, functional and popular new homes with locally distinctive buildings and streets that reflect the best of local architecture and materials.



Question two - What is your vision for Cheshire West and Chester? Are there any aspects in the emerging vision (from the statements above) that you really like or dislike?

Your answer



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## Part 2a - Visual preference survey - Buildings

Thinking about the images of buildings below, how appropriate do you think these examples would be for a new development in Cheshire West and Chester? This section of the survey will take between 5 and 10 minutes. If you are short on time, please answer question 1 only for each image.

**Please press 'submit' at the bottom of the last page to submit your responses,** even if you have not answered every question.



## Building 1



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer



**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 2



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate





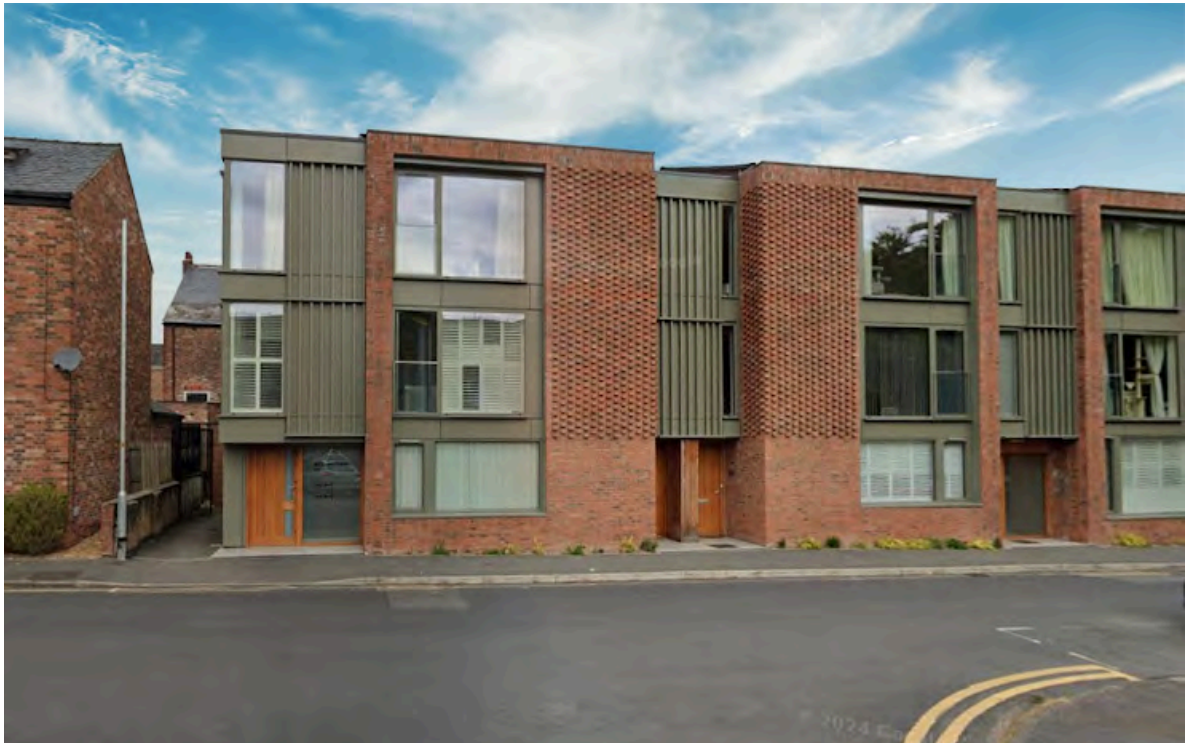
Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 3



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location





## Building 4



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer



**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 5



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate



Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate**, is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 6



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location





## Building 7



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 8



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate



Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 9





How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location



## Building 10



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 11



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location





## Building 12



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer



**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 13



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location





## Building 14



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer



**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 15



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate



Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 16



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location





### Building 17



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 18



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location





## Building 19



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer



**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 20



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate



Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Building 21



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think development like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location





## Building 22



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer



**If you selected appropriate,** is there a particular location you think development like this would work well:

☐ Town centre location

☐ Urban location

☐ Suburban location

☐ Rural location



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## Part 2b - Visual preference survey - Streets

Thinking about the images of streets below, how appropriate do you think these examples would be for a new development in Cheshire West and Chester? **We'd like to know what you think of these examples as places to live, not just to move through.** This section of the survey will take up to 5 minutes. If you are short on time, please answer question 1 only for each image.

**Please press 'submit' at the bottom of the next page to submit your responses,** even if you have not answered every question.





### Street 1



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer



**If you selected appropriate, is there a particular location you think a street like this would work well:**

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Street 2



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate



Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think a street like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Street 3



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think a street like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location





#### Street 4



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer





**If you selected appropriate, is there a particular location you think a street like this would work well:**

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Street 5



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate



Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think a street like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

#### Street 6



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think a street like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location



## Street 7



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer





**If you selected appropriate,** is there a particular location you think a street like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Street 8



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate





Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think a street like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location

### Street 9



How appropriate is this example for new development in Cheshire West and Chester?

- ☐ Appropriate
- ☐ Inappropriate

Why exactly? What do you think is appropriate or inappropriate about the image above?  
Please leave a comment.

Your answer

**If you selected appropriate,** is there a particular location you think a street like this would work well:

- ☐ Town centre location
- ☐ Urban location
- ☐ Suburban location
- ☐ Rural location



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End of Survey

Thank you for taking the time to complete this survey. Your responses will help inform what future development in Cheshire West and Chester should look like.

Do you have any other comments you would like to add?

Your answer

