

Planning Policy
Cheshire West and Chester Council
Via email only: planningpolicy@cheshirewestandchester.gov.uk

29 August 2025

Dear Sir/Madam,

Re. Cheshire West & Chester Local Plan Issues and Options consultation (Regulation 18).

This letter is submitted by Gladman Developments Ltd (Gladman) on behalf of TATA Chemicals Europe Limited (TCE) and Inovyn Enterprises Limited (INOVYN) in response to the Issues and Options consultation on the emerging Cheshire West & Chester Local Plan.

The new Local Plan will create a single local plan document that updates and replaces all policies in the current Local Plan Part 1 and Local Plan Part 2. The new plan will set out how much development is required in Cheshire West and Chester over a new plan-period. It will include housing, retail and employment site allocations which will be required to deliver the identified level of development.

At the outset, we wish to express that we are entirely supportive of the Council bringing forward a new Local Plan. The Council's current development plans pre-date substantive changes in national planning policy and guidance and, together with changes in local circumstances and priorities, provide justification for the preparation of a new Local Plan. It is, moreover, fundamental to the operation of a plan-led system that the Council prepares and adopts an up-to-date Local Plan that can meet the development needs of the authority.

At this stage of the plan-making process, our comments focus specifically on the suggested policy approach to Northwich and our land interests at Winnington Works, directly correlating to ascribed questions where possible. We trust that our comments are of assistance to the Council in formulating a new Local Plan which is positively prepared, effective, justified, and consistent with national policy.

Question NO 1: Do you agree with the suggested policy approach towards Northwich, as set out in NO 1 'Northwich'? If not, please suggest how it could be amended?

We are in broad agreement with the proposed policy approach to Northwich as detailed within chapter 8 of the consultation document which confirms, amongst other matters, that the town will be a strategic focus across the plan-period for new development and regeneration.



Northwich and its adjoining settlements combine to form the third largest urban area in the authority. It has many services, community infrastructure and employment opportunities together with good accessibility to public transport. For that reason, it undoubtedly remains a sustainable location capable of absorbing a considerable proportion of both residential and employment growth. Accordingly, its position as a 'main town' in the settlement hierarchy is supported (Policy SS4 – Settlement Hierarchy).

Furthermore, and as the Council rightly acknowledge, the town has significant potential for the regeneration and reuse of previously developed land. Redevelopment of brownfield sites at Northwich is supported in national policy by NPPF paragraphs 11, 124 and notably 125(c) which states planning policies should “*give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs*”. Given the noteworthy increase in housing need it is inevitable, however, that expansion to the settlement utilising sustainable greenfield sites will also be required, complementary to the redevelopment of previously developed land, to ensure housing and economic development needs are met in full.

The suggested rationalisation of adopted policies STRAT5 and N1 to create an individual place-based policy is supported. The policy should be succinct, establish a positive vision and clearly articulate the strategy for the scale and location of growth at the town across the plan-period.

Question NO 2: Do you have any comments on the suggested key allocations/sites?

The Council's identification of Winnington Works (TATA) as a key allocation is endorsed and builds on its identification as a '*key regeneration area*' in Policy N2.B of the LPP2 in addition to Policy HOU4 of the Northwich Neighbourhood Plan.

In order to provide certainty Gladman request that Winnington Works is henceforth identified as a major housing led mixed-use **allocation** in subsequent versions of the new Local Plan, rather than a '*regeneration area*' as currently identified in the adopted development plan. It is crucial that any future allocation is sufficiently flexible and not overly prescriptive and, on this basis, Gladman welcome engagement with Council officers to agree the wording of the allocation policy.

As the Council are aware, Gladman submitted a planning application on the site (ref: 21/05070/OUT) supported by considerable technical documentation which validates that the site can deliver a comprehensive mixed-use redevelopment including residential, employment and community infrastructure. Key parameters from the submitted planning application are detailed below and should form the framework for the allocation policy:

- Up to 1,550 much needed new homes
- Mixed use local centre comprising retail, health, nursery and community uses
- Land for a two-form entry Primary School
- Up to 2,960 sqm of flexible employment space
- Up to 950 sqm of café, restaurant and / or public house floorspace
- Significant landscaping, public realm and amenity space

Given the parameters of the submitted planning application, which demonstrates the site as being a deliverable solution to meeting the development needs of Northwich, the following corrections are required to the Land Availability Assessment (LAA) (2025):

Site reference: 0865	LAA assumption	Correction Required
Gross Site Area	53.22ha	Gladman (in partnership with TCE/INOVYN) are promoting 54.21ha of the Winnington Works site for redevelopment.
Net Developable Area (Housing)	15.97ha	<p>The scheme is anticipated to provide a net developable area for housing of 28.1ha. This is a critical correction that needs to be implemented.</p> <p>From the available documents it is not clear where the assumption of a net developable area of only 15.97ha has come from, as it falls well short of the Councils own guidance as set out in Table 3.1 '<i>Residential uses – estimating net developable area – percentage assumptions</i>' of the LAA Methodology report.</p> <p>To reaffirm, as demonstrated through the submitted planning application, a net developable area of 28.1ha is achievable following analysis and detailed understanding of the site's opportunities and constraints.</p>
Density Assumption	40 dwellings per hectare (dph)	<p>The proposed dwellings will be developed at a range of densities. The southern and eastern residential areas will be developed at up to 40dph, while those in the south east, centre and west of the site will be developed at up to 45dph. The local centre and residential area immediately to the east will be developed at up to 50dph. The northern residential area will be developed at up to 95dph.</p> <p>The overall density of the development is anticipated to be 53dph.</p>
Estimated Residential Capacity	639 units	As demonstrated by the submitted planning application, the predominant land use is residential development, and this will accommodate up to 1,550 units .
Estimated Employment Floorspace	10,644 sqm	Following submission of the planning application, further technical work carried out has shown that the proposed employment development on Winnington Island is no longer viable. Accordingly, the site can now deliver up to 2,960 sqm of flexible employment space .

Summary

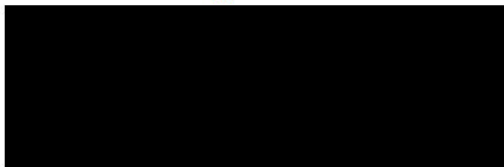
We are grateful for the opportunity to respond to the Issues & Options consultation on the emerging Local Plan for Cheshire West and Chester.

In summary, Gladman welcome the identification of Winnington Works as a key allocation and consider it will form a critical component of an updated and sound development plan for the authority. Gladman and the landowners remain committed to working with the Council and key stakeholders to

bring forward a vibrant, residential-led, mixed use neighbourhood on this strategically located brownfield site.

Should you have any questions in relation to this representation please do not hesitate to contact me.

Yours faithfully,



Senior Planning & Development Director | Gladman Developments Ltd.