

Land at Chester High Road, Neston

Cheshire West and Chester- Issues and Options Consultation

Prepared for the Landowners by Fisher German LLP

August 2025

Executive Summary

Land in Neston

The land, hereafter referred to as the Land off Chester High Road, Neston is submitted to Cheshire West and Chester Council on behalf of the landowners, Edwin Ruscoe and Irene Ruscoe, as part of the Local Plan Issues and Options consultation.

Situated close to the edge of the settlement boundary of Neston, the site is in a highly sustainable location, offering a logical and deliverable opportunity for future residential development. It is suitable, achievable, and available for allocation, with clear potential to deliver community and policy benefits.

Why Allocate This Site?

- High-Quality Homes – The land represents an opportunity to deliver a well-designed, landscape-led residential scheme that meets local housing needs and enhances the character of Neston.
- Community Investment – Potential to unlock funding for improved local services, green infrastructure, and sustainable transport connections.
- Affordable housing – The site could bring much needed affordable housing to the area.



Site Location & Context

The site is located off Chester High Road and extends to c. 18.04 acres (c. 7.30 hectares) across two fields currently in agricultural use.

The site is owned by a private landowner, who is committed to working with an experienced development partner to deliver a sensitively designed scheme that complements the village's character and provides tangible benefits to the community and new housing opportunities.

Boundaries & Surroundings

Eastern & southern boundaries abut Chester High Road and Raby Park Road.

The northern boundary adjoins open countryside, while the western boundary borders Neston High School.

Access & Connectivity

Cheshire West and Chester Council have retained a strip of land across the south eastern boundary of the site.

Access to a development could be provided by working with the Council or from further up Chester High Road or Raby Park Road.

Location

Excellent position on the eastern boundary of the Neston settlement, representing a logical and sustainable extension.

Close proximity to local amenities including shops, schools, healthcare, and community services.



Planning Policy Context

Local plan policies

STRAT 8 – Rural Area: Neston is identified as a Key Service Centre, supporting sustainable, locally appropriate development to serve community needs. Allocating this site aligns with policy intent by reinforcing Neston’s role.

STRAT 1 – Sustainable Development: The scheme must deliver balanced economic, social, and environmental outcomes, promoting resilient, functional neighbourhoods.

The land at Chester High Road, Neston, sits on the edge of one of the borough’s key service centres. Neston is identified in the Council’s Local Plan as a settlement that can accommodate growth in a sustainable way, supported by its strong range of services, schools, shops, employment opportunities, and transport connections. This makes it a logical location for new housing to meet future needs.

The site directly supports the Local Plan’s focus on delivering new homes in places that are well connected and can make the best use of existing infrastructure. It offers the chance to provide a mix of housing, including affordable homes, and to create new green infrastructure and open spaces in line with the Council’s wider objectives.

NPPF Alignment

The National Planning Policy Framework (NPPF) encourages growth in sustainable locations that have good access to services, jobs, and public transport. The land at Chester High Road clearly meets this test, being close to the heart of Neston while also offering space to design a high-quality new neighbourhood.

The site can deliver more than just homes: it can bring biodiversity improvements, new pedestrian and cycle links, and climate-resilient design features. This approach sits squarely with the NPPF’s emphasis on well-designed places that create long-term community benefits.

Development and Allocations

The site is not currently designated as an allocation in the Local Plan (Part Two), nor is it covered by a Neighbourhood Plan for Neston, meaning it presents a new, strategic opportunity for allocation. As a Key Service Centre, Neston’s growth needs are intended to be met through allocated sites and sustainable extensions. Proposing this site offers potential to positively contribute to housing delivery, affordable housing supply, and community infrastructure aligned with policy objectives

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Site specific comments to support Section 11 (Neston & Parkgate)

SS 53: Which of the identified potential growth areas around Neston and Parkgate do you consider to be the most suitable?

Although multiple growth options may be viable around Neston and Parkgate, the land off Chester High Road (NEP03) stands out as the most suitable. This parcel aligns closely with the adopted Local Plan's development strategy and is identified for housing under both Option B and Option C. Its proximity to a sustainable transport corridor further reinforces its appropriateness for residential use.

This site presents a logical extension to Neston's eastern settlement boundary, offering an opportunity for development that connects seamlessly with existing infrastructure. The site allows for high-quality design, open space, and a green-anchored neighbourhood, consistent with NPPF (2024) principles of good design, place-making, and environmental integration (Sections 2 and 11).

The site is adjacent to a listed building but allows for thoughtful development that respects heritage assets and preserves Neston's rural character and sense of place.

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Site specific comments to support Section 11 (Neston & Parkgate)

SS 54: Do you have any further comments about any of the potential growth areas identified around Neston and Parkgate?

The land off Chester High Road presents a particularly strong opportunity to deliver a landscape-led residential scheme that would enhance the character of Neston while meeting the borough's housing needs. Its position on the edge of the settlement makes it a well-contained and logical extension, capable of supporting high-quality development that integrates effectively with the existing built environment. The proximity to Neston High School and other local services allows for the creation of a walkable, well-connected neighbourhood, promoting sustainable travel patterns and reducing car dependency.

Furthermore, development of this site has the potential to support a range of wider community benefits, including the delivery of affordable housing, investment in green infrastructure, and the enhancement of active travel connections. The site offers an opportunity to create a distinctive, inclusive, and environmentally responsible place that contributes positively to the borough's strategic development goals. In the absence of current allocations or neighbourhood plan coverage, this site presents a proactive and deliverable option for addressing local housing needs in a sensitive and sustainable manner.

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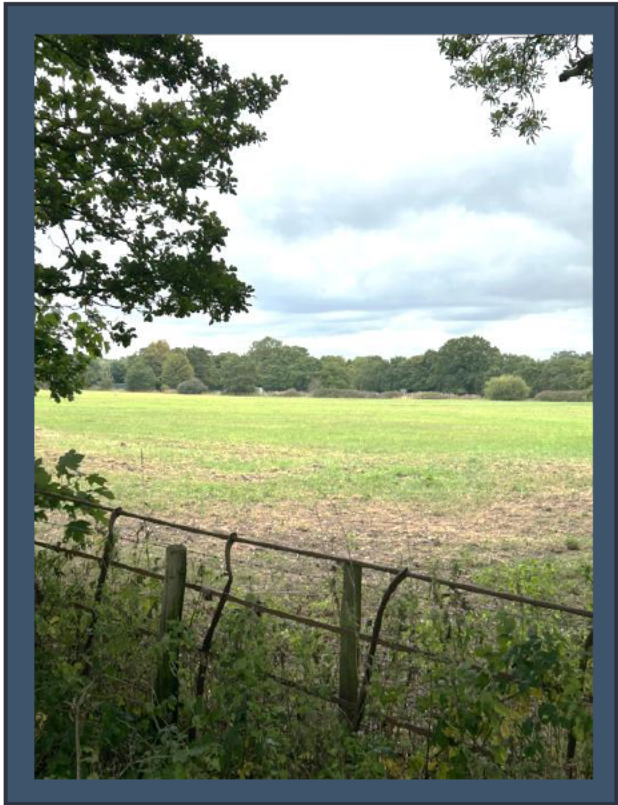
SS 55: Are there any constraints, including infrastructure provision, that should be considered for Neston and Parkgate when developing the new Local Plan?

The land is largely unconstrained in development terms. It is not affected by flood risk or tree preservation orders, nor does it contain any public rights of way. Although the site lies within the Green Belt, its location on the edge of the existing settlement and its clear, defensible boundaries makes it a strong candidate for a carefully considered release, consistent with national policy where Green Belt alterations are justified to meet identified housing needs. While a listed building is located adjacent to the site, any future proposals would be designed sensitively to respect its setting and preserve local heritage character.

Infrastructure provision in Neston is generally robust, with nearby access to schools, shops, healthcare facilities, and public transport. The site's location adjacent to Neston High School is particularly valuable, offering a sustainable opportunity for family housing within walking distance of education facilities. While localised improvements to transport or community services may be appropriate, these can be delivered through developer contributions and coordinated planning. The landowners are fully committed to bringing the site forward, and early engagement with the Council is welcomed to ensure successful delivery of residential development in a way that aligns with strategic infrastructure objectives and community needs.

Site photos

Land at Chester High Road, Neston



Site opportunities

Logical Extension to the Settlement

Located to the east of Neston's established residential edge, the site is enclosed by two roads, creating a natural and logical extension to the town.

Family Housing

The site lies adjacent to Neston High School, making it ideally suited for young families, whose children could attend the school without the need for a car journey.

This presents a valuable opportunity to promote sustainable travel within the town.

Public Open Space & Biodiversity Net Gain

A proportion of the site could be dedicated to accessible green space, creating a recreational resource for the community.

Strategic landscaping and habitat creation could deliver measurable Biodiversity Net Gain, supporting the Council's climate and ecological objectives.

High-Quality Placemaking

The site allows for a design-led approach that respects Neston's rural character while delivering a distinctive, attractive, and functional neighbourhood.

Potential to incorporate focal spaces, active street frontages, and integrated green corridors that enhance wellbeing and encourage community interaction.

Strong Market Demand

Neston has a well-documented housing demand, particularly for family housing, underpinned by its schools, amenities, and quality of life.

A new development could meet this demand in a planned and sustainable manner.

Affordable Housing Delivery

The scheme presents a prime opportunity to deliver affordable housing for local people, supporting housing choice and social sustainability within the village.

Site constraint map



The site is largely unconstrained in development terms, with the exception of its Green Belt designation. A listed building lies adjacent to the site, and any future proposals would be designed to respect and respond sensitively to its setting, ensuring that heritage considerations are fully addressed. The site is not affected by any major flood zones, nor are there any Tree Preservation Orders in place. Similarly, there are no Public Rights of Way crossing the site, further reducing potential constraints to development

Deliverability and Viability

Ownership & Control

The site is under single ownership, ensuring clear land assembly and no fragmented titles.

Timescales for Delivery

The site could be brought forward for development in the short to medium term depending on green belt release, aligning with early phases of the Local Plan period.

No known legal or physical barriers to commencing works once allocated and consented.

Market Demand Evidence

Neston is a sustainable rural service centre with demonstrated housing demand and limited new supply. Local market reports indicate strong interest from both local buyers and households, supporting viability.

Phasing

The site lends itself to a single developer, allowing swift housing completions to meet short-term housing needs. Potential to integrate with existing settlement edge in a coherent, design-led manner.

Key Viability Points

Level topography minimises abnormal infrastructure costs.
Access from Chester High Road is achievable with minimal intervention.

Sustainability & Design



Low-Carbon Design Principles

Homes could be designed to exceed current Building Regulations energy performance standards.

Potential integration of renewable technologies such as solar PV and air source heat pumps.

Sustainable Drainage (SuDS)

A masterplanned scheme could see the incorporation of permeable paving, swales, and on-site attenuation basins to manage surface water.

Measures to ensure no increase in off-site flood risk and potential to enhance local biodiversity through wetland planting.

Walkable, Connected Neighbourhood

The site is within short walking distance of Neston High Street, schools, healthcare, and community facilities.

Pedestrian links to Neston Town centre could be achieved via existing pavements down Raby Park Road and would encourage active travel.

Green Infrastructure

Integration of new public open space and tree planting would strengthen the settlement's green network.

Native planting would provide habitats and support biodiversity net gain targets.

Climate Resilience

Buildings and landscapes designed for future climate adaptability (shade provision, ventilation, and flood resilience).

Use of sustainable, locally sourced materials where possible.

Building lasting value, *together*

Summary

Land at Neston

The landowners are committed to the delivery of the site and welcome further conversation to promote and develop the land for residential use.

The land at Chester High Road is a logical extension to the Neston Settlement Boundary and could be developed as a single parcel, providing much needed housing in a relatively short time frame.

The land is well located, contained and largely unconstrained.

There are a range of services available in the settlement within walking distance of the site, which potential homeowners would benefit from

Allocating this land for residential development would enable significant benefits to the continued sustainability of Neston.

We would welcome dialogue going forward with Cheshire West and Chester Council to discuss delivering residential housing on this land.



Contact Details

If any further clarity is needed please use the below contact details

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