



Land at Chester Road, Ellesmere Port

Cheshire West and Chester- Issues and Options Consultation

Prepared for the Landowners by Fisher German LLP

August 2025

Executive Summary

Land in Ellesmere Port

The land, hereafter referred to as the Land off Chester Road, Ellesmere Port, is submitted to Cheshire West and Chester Council on behalf of the landowner, the Hooton Estate, as part of the Local Plan Issues and Options consultation.

Situated between the settlement boundaries of Ellesmere Port and Bromborough, 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 Ellesmere Port.
- Placemaking- The land provides an opportunity to deliver a potential mixed commercial and residential scheme. Such an approach would generate local employment, provide a range of high-quality homes, and establish a sustainable, well-integrated community for residents.
- Community Investment – Potential to unlock funding for improved local services, green infrastructure, and sustainable transport connections.
- Comprehensive Masterplanning – A larger allocation enables cohesive placemaking, integrating housing, public open space, and community facilities into a balanced, sustainable community.



Site Location & Context

The site is located off Chester Road, Ellesmere Port and extends to c. 213.19 acres (c. 86.27 hectares) across several fields currently in agricultural use.

The site is owned by the Hooton Estate, who are committed to working with an experienced development partner to deliver a sensitively designed scheme that provides tangible benefits to the community, including enhanced facilities and new housing opportunities.

Boundaries & Surroundings

The site is located between the villages of Hooton to the north and Childer Thornton to the south. The land is bounded by the M53 to the north east and abuts New Chester Road to the west. Residential housing borders the western land boundary.

Access & Connectivity

The site is sustainably located with nearby access onto the M53 motorway, leading onto the M56 with onward connectivity into Liverpool and Chester. Hooton train station is located 1 mile from the site, allowing easy commuter access to the Wirral and Liverpool city centre.

Location

Excellent position in between Ellesmere Port and Bromborough, with close proximity to rail and car transport links.



Planning Policy Context

Local Plan Policies

The land is subject to the policies contained in the adopted Cheshire West and Chester Local Plan (Part One: Strategic Policies, January 2015) and Local Plan (Part Two: Land Allocations and Detailed Policies, July 2019).

The Local Plan (Part One) sets out the spatial strategy for growth, with Ellesmere Port identified as a key focus for sustainable development, regeneration, and housing delivery. Relevant policies include STRAT1 (Sustainable Development), which promotes development in accessible locations, and STRAT4 (Ellesmere Port), which supports regeneration and investment in the town.

NPPF Alignment

The National Planning Policy Framework (NPPF, July 2023) sets out the Government's objectives for achieving sustainable development, with a presumption in favour of development that delivers economic, social, and environmental benefits.

The site's location on Chester Road provides direct access to local services, employment opportunities, and public transport, aligning strongly with NPPF objectives for sustainable, well-connected growth.

SPD References

Development proposals for the site would be expected to accord with relevant Supplementary Planning Documents (SPDs) including:

Design Guide SPD – providing guidance on achieving high-quality, contextually responsive development.

Parking Standards SPD – ensuring appropriate levels of parking are integrated into the design in line with sustainable transport objectives.

Developer Contributions SPD – setting out the approach to infrastructure and community facility provision to mitigate the impacts of development.

Development and Allocations

The site is not currently allocated for development in the Local Plan (Part Two).

The land is free from significant environmental constraints, well-connected to the existing urban area, and within close proximity to public transport routes. Its location on a key approach into Ellesmere Port offers potential for a well-designed gateway development that can integrate with the existing community, deliver a mix of housing, commercial and contribute to meeting local and borough-wide growth needs.

Cheshire West and Chester Local Plan Issues and Options Consultation 2025

Site specific comments to support Hooton Station Growth options (Section 5.1)

SS 77 Which of the identified potential growth areas around Hooton station do you consider the most suitable?

While the current Local Plan consultation does not formally allocate land off Chester Road near Hooton station, this site represents a highly suitable and strategic option for residential growth. The site's location directly adjacent to Hooton Station and close to the M53 motorway corridor provides excellent sustainable transport connectivity, making it ideal for a high-quality, landscape-led residential extension.

Its size and position between Ellesmere Port and Bromborough offer a logical and deliverable opportunity to meet pressing housing needs within a well-integrated, walkable community. This site is uniquely capable of delivering a significant number of new homes, with the potential to exceed 2,500 dwellings based on typical residential densities, contributing meaningfully to the Council's housing targets while supporting local economic vitality through mixed-use development.

Cheshire West and Chester Local Plan Issues and Options Consultation 2025

Site specific comments to support Hooton Station Growth options (Section 5.1)

SS 78 Do you have any further comments about any of the potential growth areas identified around Hooton station?

The current identified growth areas around Hooton Station appear limited in scale and do not fully capitalise on the opportunity presented by the land off Chester Road. This site is available, owned by a single landowner (the Hooton Estate), and ready to deliver housing early in the plan period. Its omission from the growth options is a missed opportunity, especially given the Council's emerging spatial strategy that prioritises development near sustainable transport hubs.

Developing this site would align with national and local policy objectives for sustainable development, placemaking, and housing delivery. It would provide a well-designed, mixed-use neighbourhood that balances residential growth with green infrastructure, biodiversity net gain, and climate-resilient design principles. Moreover, it supports the regeneration and economic growth objectives for Ellesmere Port and complements recent housing approvals nearby, such as the 265-home development at Roften Works, demonstrating local demand and deliverability.

Cheshire West and Chester Local Plan Issues and Options Consultation 2025

Site specific comments to support Hooton Station Growth options (Section 5.1)

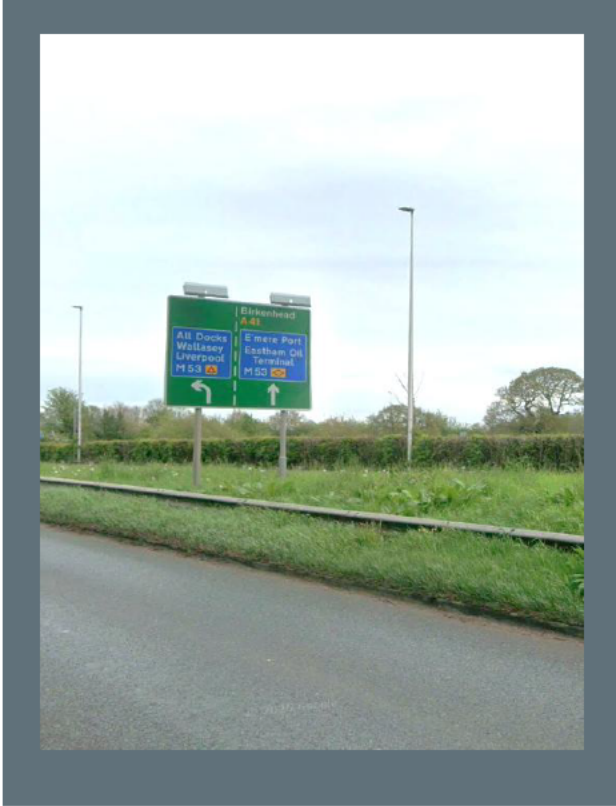
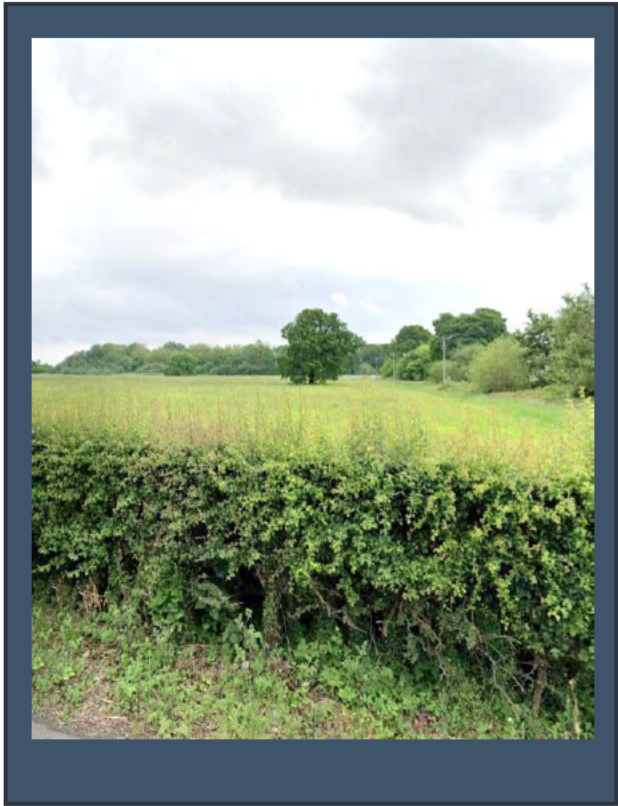
SS 79 Are there any constraints, including infrastructure provision, that should be considered for Hooton station when developing the new Local Plan?

The site off Chester Road is largely free from significant constraints. Sustainable urban drainage systems (SuDS), permeable paving, and natural flood management techniques could all be implemented and enhance biodiversity. Infrastructure considerations will include ensuring adequate access and connectivity to the M53 and local roads, which can be addressed through developer contributions and coordinated infrastructure investment.

Hooton Station itself is well positioned to support increased passenger demand, providing excellent rail links to Liverpool, Chester, and beyond, thus underpinning the site's sustainable transport credentials. Any development would also include the delivery of local community infrastructure and green space, support both the existing community and new residents while aligning with Supplementary Planning Documents related to design quality, parking standards, and developer contributions.

Site photos

Land at Chester Road, Ellesmere Port



Site opportunities

Excellent opportunity for residential and commercial masterplan

The site offers a unique opportunity to deliver a comprehensively planned mixed-use scheme that combines high-quality housing with complementary commercial, retail and community uses. This approach would ensure that development brings forward not just new homes but also supporting infrastructure, jobs, and services, creating a sustainable and balanced extension to the settlement. A masterplanned approach also allows for coordinated phasing, integrated design, and long-term stewardship of community assets.

Potential to Enhance Local Facilities

As part of a well-considered masterplan, the development could integrate new community facilities, commercial units, play areas, enhanced pedestrian routes, to benefit both new and existing residents. Improvements to local sports facilities could also be achieved.

Opportunities exist to connect with and improve existing footpath and cycleway networks, encouraging sustainable movement within the village.

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 scheme has the potential to create a distinctive new neighbourhood that reflects local character, integrates sensitively with its surroundings, and provides a well-designed, walkable, and attractive living environment. By prioritising design quality, green infrastructure, and a strong sense of place, the development would deliver a resilient and thriving community for future generations.

Strong Market Demand

Ellesmere Port 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.

Potential for significant allocation of housing numbers in one area

The site's scale means it could deliver a meaningful quantum of housing in one location, contributing significantly to the Council's housing land supply and the delivery of the Local Plan's objectives. Concentrating growth in this area would enable efficient delivery of infrastructure and services, while avoiding the piecemeal dispersal of smaller developments that place pressure on less sustainable locations.

Site constraint map

The site is largely unconstrained and represents a deliverable location for growth, except for its current Green Belt designation. Spanning over 213 acres, the land provides a flexible range of parcels that are largely free from physical or environmental constraints, allowing for a phased and adaptable approach to development.

Whilst certain fields contain areas of protected tree belts (TPOs), these features present an opportunity rather than a limitation. They could be sensitively incorporated into the design of the scheme, helping to define character areas, enhance green infrastructure, and deliver ecological and amenity benefits.

Through a high-quality masterplanning approach, any potential sensitivities can be addressed and mitigated by utilising natural planting boundaries, buffers, and landscaping. This would ensure that the development sits harmoniously within its setting, while reinforcing the site's environmental and recreational value for the wider community.



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 medium term (5-10 years), 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

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

Phasing

The site lends itself to a single master developer, who will be able to prepare the site and its parcels for development. Potential to integrate with existing settlement edge in a coherent, design-led manner.

Key Viability Points

Level topography minimises abnormal infrastructure costs.

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.

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.



Summary

Land at Chester Road, Ellesmere Port

The landowners are fully committed to bringing forward the site and welcome continued engagement with Cheshire West and Chester Council to promote and deliver its development for residential use.

The land at Chester Road, Ellesmere Port represents a logical and sustainable extension to the existing settlement boundary. It offers the potential for a phased scheme, ensuring that housing delivery can be aligned with infrastructure provision and local needs.

The site is well-located, contained, and largely free from significant development constraints, making it an appropriate and deliverable location for growth. A masterplanned scheme incorporating a mix of high-quality residential housing and complementary commercial uses would make a substantial contribution to the local economy and community facilities.

Allocating this land for residential development would deliver significant social, economic, and environmental benefits, supporting the long-term sustainability and vitality of Ellesmere Port.

The landowners look forward to working collaboratively with the Council to realise the potential of this site and ensure it delivers lasting benefits for the community.

Contact Details

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

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