

Local Plan Representations

For Bloor Homes | 25-252

Cheshire West and Chester Local Plan – Issues and Options



Project: 25-252
Site Address: Land west of the A54, Winsford
Client: Bloor Homes
Date: August 2025
Author: John Coxon

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1. Introduction

- 1.1 This statement sets out the representations of Bloor Homes to the Cheshire West and Chester Local Plan Review: Issues and Options consultation, specifically in relation to the land west of the A54, Winsford.
- 1.2 The site falls within the existing settlement boundary, and forms part of an allocation in the Winsford Neighbourhood Plan (WNP) for employment use ('Site O5: Land to the west of Oakmere Road and north of the existing employment land'). The site is assessed in the Land Availability Assessment (LAA) under site reference 0284.
- 1.3 We propose the site as an allocation in the new Local Plan for a residential development of approximately 100 dwellings. Bloor Homes welcomes the opportunity to work collaboratively with the council and key stakeholders throughout the Local Plan preparation process.
- 1.4 These representations are accompanied by the following plans for the proposed development of the site by LDA Design:
 - Site location plan (Appendix **EP1**)
 - Opportunities and constraints plan (Appendix **EP2**)
 - Indicative capacity plan (Appendix **EP3**)
 - Indicative access plan (Appendix **EP4**)
- 1.5 These representations firstly address strategic policy matters and questions within the Issues and Options consultation (Sections 2 & 3), before turning to questions SS 32 and SS 33 and our proposed allocation of the land west of the A54, Winsford (Section 4).



2. Response to Section 5: Spatial Strategy

Question SS 5 - Do you agree with the suggested policy approach towards the settlement hierarchy, as set out in SS 4 'Settlement hierarchy' above? If not please suggest how it could be amended?

- 2.1 We agree with the identification of Winsford within the top tier of the settlement hierarchy. The settlement is a sustainable location for new development, in terms of population, services, employment opportunities and sustainable transport options. Winsford should accommodate a significant level of development as part of meeting the overall development needs of the borough.

Potential growth areas: Winsord growth options

Question SS 32 - Which of the identified potential growth areas around Winsford do you consider to be the most suitable?

- 2.2 Bloor Homes is promoting the land west of the A54, Winsford for residential development. The site appears to fall just to the east of growth option WIN06. Further details of the proposed allocation are provided in Section 4 below.

Question SS 33 - Do you have any further comments about any of the potential growth areas identified around Winsford?

- 2.3 Please see our response to question 3.2. Bloor Homes is promoting the land west of the A54, Winsford for residential development (see Section 4 of these representations).



3. Response to Section 9: Winsford

Policy WI 1: Winsford

Question WI 1 - Do you agree with the suggested policy approach towards Winsford, as set out in WI 1 'Winsford' above? If not please suggest how it could be amended?

3.1 Draft Policy WI 1 states:

“Key sites and land allocations will be identified to deliver strategic development needs for new housing and employment development (linked to 5 'Spatial strategy' of the new Local Plan). Local Plan (Part Two) policies W 1 and W 2 will be retained accordingly and updated as needed to reflect allocations that have been completed and/or require a new approach, and either retain, replace or identify new employment land allocations to meet borough wide needs.”

- 3.2 These representations propose the allocation of the land west of the A54, Winsford for residential development. The site falls within the existing settlement boundary, and is allocated in the WNP and Policy W2 of the Part 2 Local Plan for employment use ('Site O5: Land to the west of Oakmere Road and north of the existing employment land'). However, there is no prospect of the site coming forward for employment use, there is a significant housing land supply shortfall, and the site is being promoted for housing by Bloor Homes. Therefore, a new approach is required. Further details of the site and the proposed allocation are provided in Section 4 of these representations.

Question WI 2 Do you have any comments on the suggested allocations/sites?

- 3.3 Please see our response to question WI 1. These representations propose the allocation of the land west of the A54, Winsford for residential development (see Section 4 below).



4. Land west of the A54, Winsford

- 4.1 Bloor Homes is promoting the land west of the A54, Winsford as an allocation for residential development of approximately 100 dwellings.
- 4.2 The site is assessed in the LAA under site reference 0284. The site falls within the existing settlement boundary, and forms part of the allocation in the WNP for employment use ('Site O5: Land to the west of Oakmere Road and north of the existing employment land').
- 4.3 These representations are accompanied by the following plans for the proposed development of the site by LDA Design:
- Site location plan (Appendix **EP1**)
 - Opportunities and constraints plan (Appendix **EP2**)
 - Indicative capacity plan (Appendix **EP3**)
 - Indicative access plan (Appendix **EP4**)
- 4.4 Further of details of the site and the proposed allocation are provided below.

Site description

- 4.5 The site is located to the north of Littler Lane and to the west of Oakmere Road (the A54), on the western side of Winsford. The site has an area of approximately 5.0 hectares.
- 4.6 The site comprises a single field used for agriculture, bordered by trees and hedgerows. There is an existing agricultural access in the south-western corner of the site. There are overhead power lines running through the site, from the junction of Littler Lane / Oakmere Road to the western side of the site.
- 4.7 Adjacent land uses include the A54 with housing development beyond to the east, Littler Lane with the Cheshire Police Headquarters beyond to the south, and agricultural land to the west and north. The field immediately to the south-west of the site also falls within the employment allocation ('Site O5').

The proposed development

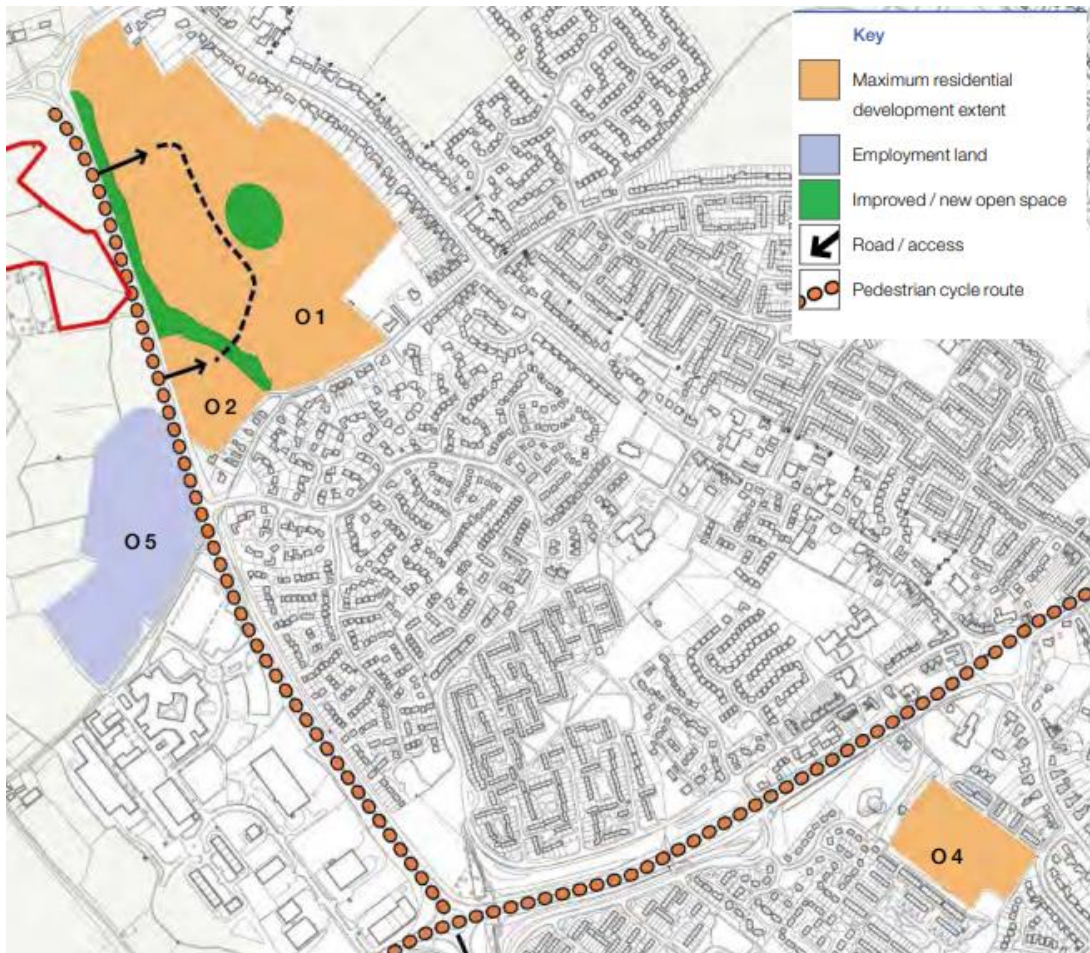
- 4.8 The site is proposed as an allocation for residential development.
- 4.9 These representations are supported by an opportunities and constraints plan (Appendix **EP2**) and an indicative capacity plan (Appendix **EP3**). The indicative capacity plan demonstrates that the site can



accommodate approximately 103 dwellings, together with open space and green infrastructure. This includes a significant area of open space to the west of the site.

Employment land considerations

4.10 The WNP allocates 35ha of employment land (sites W6, W7 and O5). The site forms part of allocation O5. An extract from the WNP showing the extent of the allocation (shaded purple) is provided below:



4.11 The WNP was adopted in 2014, ahead of the adoption of the Local Plan Part 1 (Strategic Policies). Policy E1 of the WNP identifies a number 'strategic sites' which are allocated for a total of 35 hectares of new employment in use classes B1, B2 and B8, including Site O5. Policy W2 of the LP Part 2 identifies that employment land provision will be met from the allocated sites in the WNP, including Site O5.

4.12 It should be noted that Policies O5 and W2 state that the allocation is for 11ha of employment land, but the Council's monitoring data refers to 5.9ha of employment land. Our measurement of the allocated site based on the boundaries shown in the Neighbourhood Plan suggests that the 5.9ha figure is the correct one. It is not clear to us where the 11ha figure derives from.



4.13 Paragraph 127 of the Framework states:

“Planning policies and decisions need to reflect changes in the demand for land. They should be informed by regular reviews of both the land allocated for development in plans, and of land availability. Where the local planning authority considers there to be no reasonable prospect of an application coming forward for the use allocated in a plan:

a) it should, as part of plan updates, reallocate the land for a more deliverable use that can help to address identified needs (or, if appropriate, deallocate a site which is undeveloped); and

b) in the interim, prior to updating the plan, applications for alternative uses on the land should be supported, where the proposed use would contribute to meeting an unmet need for development in the area.”

4.14 The site is being promoted by Bloor Homes of residential development. It is not being promoted for employment development and there is no prospect of it coming forward for that use.

4.15 In terms of the need for employment land, it is not clear at this stage how much employment land will be distributed to Winsford. However, the current adopted Local Plan Part 1 distributed 35ha of employment land to Winsford. The Council’s Annual Monitoring Report (AMR) 2024 indicates that during the first 14 years of the plan period (2010-2024), employment land completions in Winsford totaled 26.27ha. In terms of the future supply in Winsford, the AMR identifies that there is 4.3ha available on sites with planning permission, 22.65ha on Neighbourhood Plan allocations without permission (including Site O5 for 5.9ha) and 6.3ha on Local Plan Part 2 allocations without permission. In total, the stated supply is 33.25ha, which equates to a significant surplus for the current plan period. Furthermore, the Local Plan is considering new strategic sites to meet employment needs. The options in the consultation indicate that new strategic sites for employment development in Winsford will be to the north/east of Winsford Industrial Estate and west of Woodford Park. The land to the north of Littler Lane is accessed separately from Woodford Park to the south, and does not appear to have any strategic significance as an employment site for meeting employment needs within Winsford or the wider borough.

4.16 Turning to the need for housing, there is an acute shortfall in housing land. Under every option, a very significant level of new development is required at Winsford which needs to be delivered through new allocations. The site offers the potential to contribute to meeting that need in a sustainable way, on a site that already falls within the settlement boundary and has been deemed to be suitable for development.

4.17 We therefore consider that the site should be re-allocated for residential development in the emerging Local Plan.



Technical considerations

4.18 As the site is already allocated for employment use and falls within the settlement boundary, the principle of developing the site has already been established. Nevertheless, we comment as follows on technical matters relating to a prospective allocation for residential use:

- Safe and suitable access can be achieved from Oakmere Road. An indicative access arrangement has been prepared by Eddisons and is provided at Appendix **EP4**.
- The site is used intensively for agriculture and is not known to be of any intrinsic ecological value.
- The site is located in Flood Zone 1. An area of surface water flood risk lies to the west of the site, as shown on the opportunities and constraints plan (Appendix **EP2**). The indicative capacity plan (Appendix **EP3**) demonstrates how the proposed quantum of development (approximately 100 dwellings) can be achieved across the site whilst avoiding the areas of surface water flood risk.
- The site is well contained by existing screening to the west and north. This could be further supplemented by landscaping as part of a proposed development, subject to any further allocations that may be proposed around Winsford (growth option WIN06 lies to the west of the site).
- The overhead power lines can be accommodated within the proposed development, as shown on the indicative capacity plan (Appendix **EP3**).
- The site is greenfield and is not subject to any known contamination.

4.19 Therefore, there are no constraints to the site being allocated for residential development in the emerging Local Plan. Detailed technical matters can be considered at the planning application stage.

Deliverability

4.20 The site is deliverable and can make a significant contribution to meeting development needs over the plan period. Subject to achieving an allocation and/or planning permission, it is anticipated development would come forward within the first 5 years of the plan period.

4.21 The Framework states that to be considered deliverable, sites for housing should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years. We hereby address those criteria.

Suitability

4.22 The suitability of the site for residential use is addressed above.



Availability

- 4.23 The site is promoted by Bloor Homes, a developer with extensive experience of bringing sites forward for housing development across England and Wales. There are no legal or ownership impediments to development. The site is available now.

Achievability

- 4.24 The site is greenfield with no known constraints. Whilst the Council will prepare its own Whole Plan Viability Assessment, Bloor Homes can confirm that its own internal appraisals indicate that the site is viable based on having regard to the need to provide affordable housing and other anticipated infrastructure requirements.

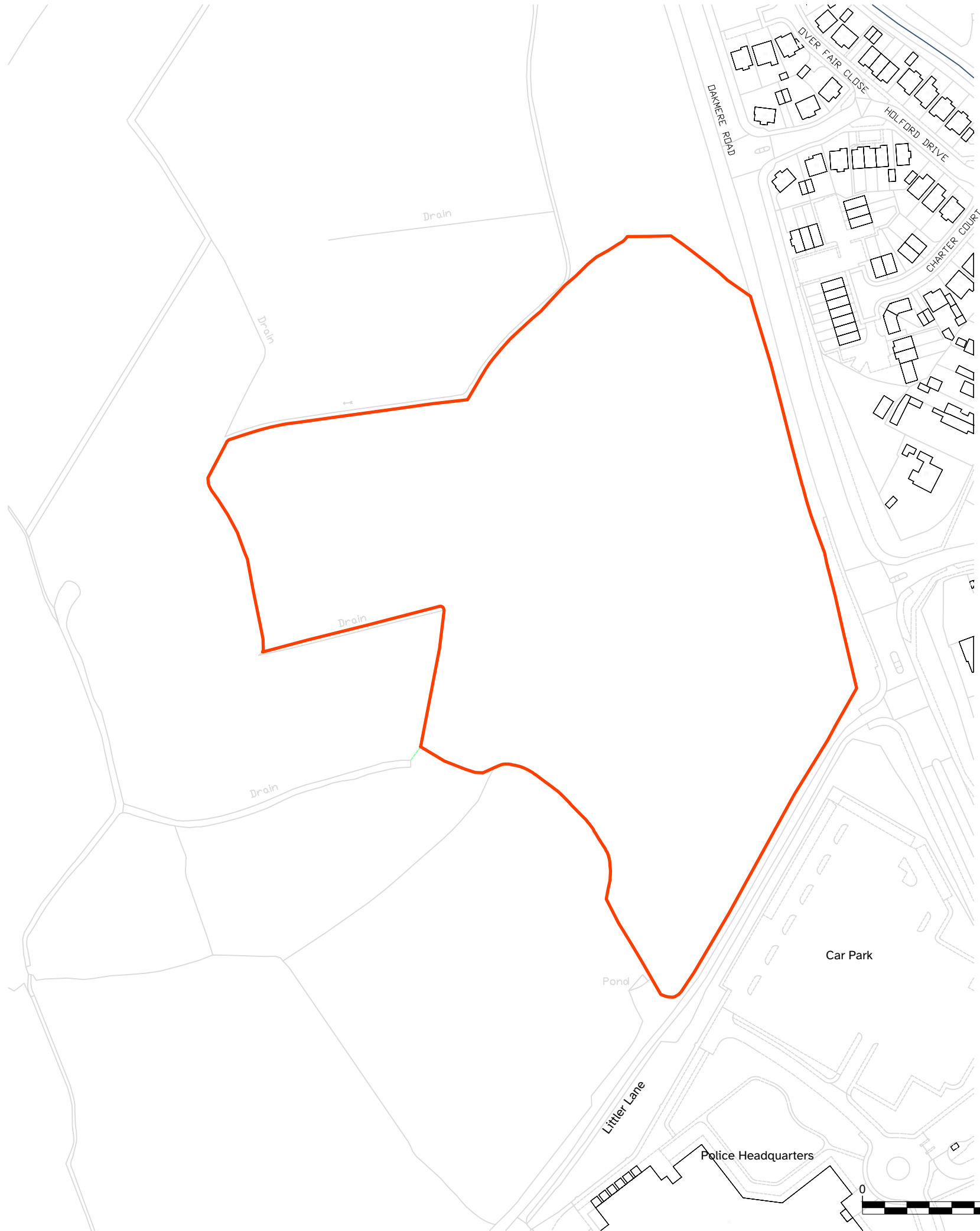
Summary and conclusions

- 4.25 Bloor Homes is promoting the land west of the A54, Winsford as an allocation for residential development of approximately 100 dwellings.
- 4.26 The site is assessed in the LAA under site reference 0284. The site falls within the existing settlement boundary, and forms part of the allocation in the WNP for employment use ('Site O5: Land to the west of Oakmere Road and north of the existing employment land').
- 4.27 The site is being promoted by Bloor Homes of residential development. There is no prospect of it coming forward for employment use. Whilst the employment land supply position is being considered through the emerging Local Plan, including the potential for new strategic allocations, the site does not appear to have any strategic significance as an employment site for meeting employment needs within Winsford or the wider borough. In contrast, there is an acute shortfall in housing land. The site offers the potential to contribute to meeting that need in a sustainable way, on a site that already falls within the settlement boundary and has been deemed to be suitable for development.
- 4.28 These representations are supported by an opportunities and constraints plan (Appendix **EP2**) and an indicative capacity plan (Appendix **EP3**). The indicative capacity plan demonstrates that the site can accommodate approximately 103 dwellings, together with open space and green infrastructure. This includes a significant area of open space to the west of the site.
- 4.29 Bloor Homes welcomes the opportunity to work collaboratively with the council and key stakeholders throughout the Local Plan preparation process.



EP1

Z:\10172_WINSFORD\03-DRAWINGS AND MODELS\IM2-2D MODEL FILES\10172-LDA-XX-XX-M2-UD-0003-P01-OPPS&CONS.DWG



LEGEND

Site Boundary

REV.	DESCRIPTION	APP. DATE
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LDĀDESIGN

PROJECT TITLE
Land West of Oakmere Road (A54), Winsford

DRAWING TITLE
Location Plan

ISSUED BY	Manchester	T: 0161 359 5684
DATE	August '25	DRAWN JHe
SCALE@A3	1:2,000	CHECKED HHa
STATUS	Sketch	APPROVED MGr

DWG. NO 10172-LDA-XX-XX-DG-UD-1003-P01

No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

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Sources Ordnance Survey

EP2

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- LEGEND**
- Site Boundary
 - Existing Hedgerows
 - Existing Trees
 - Overhead EHV - Potential to Divert
 - Trunk Main
 - Trunk Easement
 - Watercourse/Wet Ditch
 - Overflow Water Pipe - Potential to Divert
 - Surface Water Flood Risk Extent - RoFSW 1 in 30
 - Surface Water Flood Risk Extent - RoFSW 1 in 100
 - Surface Water Flood Risk Extent - RoFSW 1 in 1000
 - Woodland
 - Utility Easement
 - Winsford Settlement Boundary
 - Topography - 1m Contours
 - Sensitive Edge - Noise
 - Sensitive Edge - Rural Lane Character
 - Potential Vehicular Access Point
 - Potential Pedestrian Access Point

REV.	DESCRIPTION	APP. DATE
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LDĀDESIGN

PROJECT TITLE
Land West of Oakmere Road (A54), Winsford

DRAWING TITLE
Constraints and Opportunities Plan

ISSUED BY	Manchester	T: 0161 359 5684
DATE	August '25	DRAWN KRa
SCALE@A3	1:2,000	CHECKED HHa
STATUS	Sketch	APPROVED MGr

DWG. NO 10172-LDA-XX-XX-DR-UD-1001-P01

No dimensions are to be scaled from this drawing.
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Sources Ordnance Survey

EP3

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LEGEND

- Site Boundary
- Existing Hedgerows
- Existing Trees
- Access Road
- Vehicular Access Point
- Low Level Shrub Planting
- New Planting
- Developable Area 30dph
- Developable Area 35dph
- Developable Area 40dph
- Play
- Attenuation Basin

	Area (ha)	Density	No. of Units
Plot A	0.52	35	18
Plot B	0.52	40	22
Plot C	0.25	40	10
Plot D	0.44	40	17
Plot E	0.47	40	18
Plot F	0.53	35	18
Total	2.78		103

	Area (ha)	POS Req.
Site Area	5.03	
Dev Area	2.78	
Open Space	2.25	0.25

REV. DESCRIPTION APP. DATE

LDĀDESIGN

PROJECT TITLE
Land West of Oakmere Road (A54), Winsford

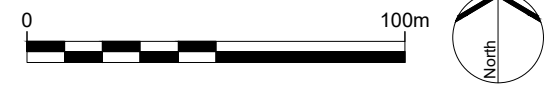
DRAWING TITLE
Capacity Plan

ISSUED BY Manchester T: 0161 359 5684
 DATE August '25 DRAWN KRa
 SCALE@A3 1:2,000 CHECKED GWe
 STATUS Sketch APPROVED HHa

DWG. NO 10172-LDA-XX-XX-DG-UD-3003-P01

No dimensions are to be scaled from this drawing.
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 Area measurements for indicative purposes only.

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 Sources Ordnance Survey



EP4



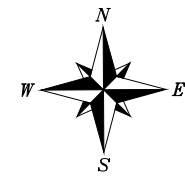
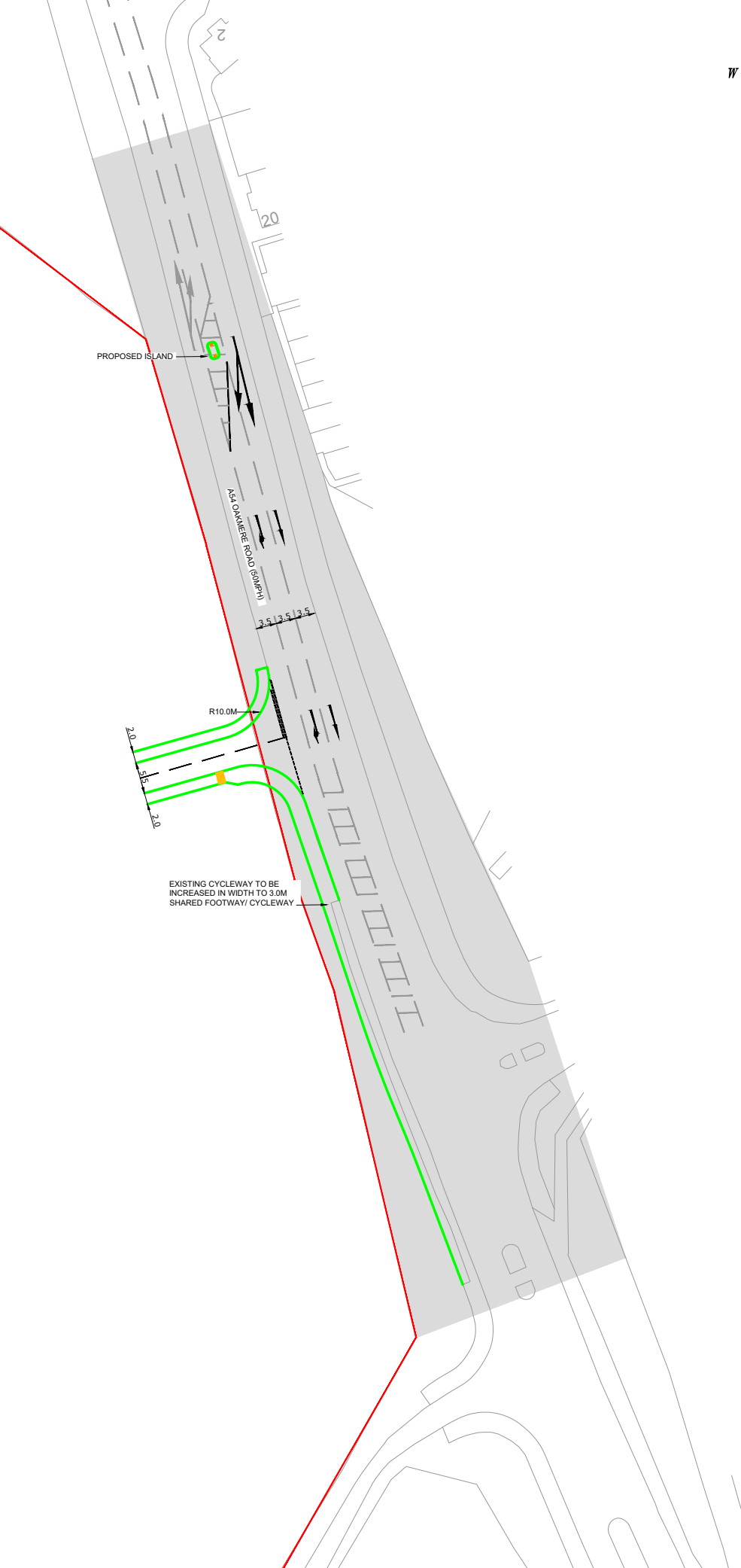
NORTH SOUTH AERIAL VIEW



ADOPTED HIGHWAY PLAN



2.4x160M VISIBILITY SPLAY - 1:2000@A3

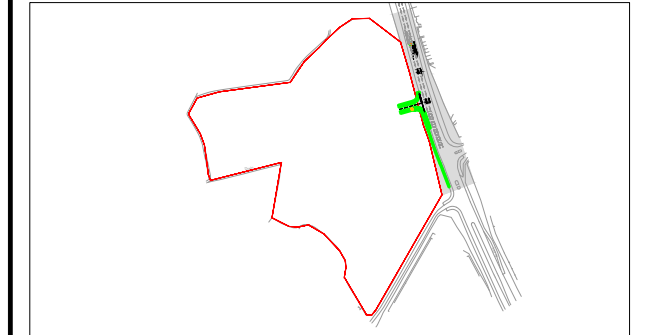


NOTES

THIS IS NOT A CONSTRUCTION DRAWING AND IS FOR INDICATIVE PURPOSES ONLY. THE DRAWING WILL BE SUBJECT TO CHANGE FOLLOWING LOCAL AUTHORITY REVIEW AND CONFIRMATION OF PUBLIC HIGHWAY AND THIRD PARTY LAND BOUNDARIES.

- INDICATIVE SITE BOUNDARY
- DENOTES NEW KERBS
- EXISTING ADOPTED HIGHWAY

LOCAL AUTHORITY: CHESHIRE WEST COUNCIL
TOTAL AREA OF SITE: 5.0Ha



SITE LAYOUT NTS

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REV	DETAILS	DRAWN	CHECKED	DATE

CLIENT:
BLOOR HOMES

PROJECT:
LITTLE LANE, WINSFORD

DRAWING TITLE:
PROPOSED SITE ACCESS PLAN

SCALES:
1:1000 @ A3

DRAWN: LB	CHECKED: PJW	DATE: DEC 24
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Eddisons
340 Deansgate
Manchester
M3 4LY
Email: info@crofts.co.uk
Tel: 0161 837 7380
Web: www.eddisons.com/services/transport-planning

DRAWING NUMBER: 4661-F01	REVISION: -
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