

Cheshire West and Chester Local Plan

Issues and Options (Regulation 18) Consultation

Prepared by Fisher German LLP on behalf of
The Bostock Estate

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1. Introduction

- 1.1. These representations have been prepared by Fisher German LLP on behalf of The Bostock Estate, in respect of the Cheshire West and Chester Council's Issues and Options (Regulation 18) consultation and their land interests.
- 1.2. Three sites had been submitted to the Council during their most recent Call for Sites exercise carried out in 2024. The focus of these representations is to engage with the emerging plan and provide constructive input to aid its development.

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2. Adopted Local Plan

- 2.1. The current review of Cheshire West and Chester local plan is welcomed, particularly considering the requirement under paragraph 33 of the National Planning Policy Framework (NPPF) to review plans at least every five years. This review provides a critical opportunity to evaluate the performance of the adopted plan against key planning objectives.
- 2.2. While the adopted Local Plan (Part One: Strategic Policies, 2015 and Part Two: Land Allocations and Detailed Policies, 2019) has provided a degree of policy certainty, it is increasingly apparent that aspects of the Plan are now dated. There are clear signs that the spatial strategy and some of the supporting policies may no longer be fully aligned with current national policy, particularly with regards to housing delivery and economic flexibility.
- 2.3. The current spatial strategy is overly reliant on a limited number of strategic allocations, many of which face complex infrastructure and viability challenges. This has introduced risk into the delivery trajectory and has limited the ability of the plan to respond flexibly to changing circumstances. A more diversified and deliverable land supply is now required, including a broader distribution of small and medium-sized sites, as encouraged by paragraph 69 of the NPPF.
- 2.4. In parallel, the availability of employment land is increasingly misaligned with market demand. Strategic employment sites allocated under the adopted Plan have, in some cases, failed to deliver due to issues related to infrastructure, market attractiveness, or location. Meanwhile, there remains a lack of readily available and serviced employment sites in sustainable and accessible locations, particularly those capable of meeting modern business needs, including logistics, advanced manufacturing, and smaller-scale B-class uses. Thus, emphasising the demand for high-quality employment space near key transport corridors, and increased pressure on strategic logistics capacity.
- 2.5. There is a key opportunity to utilise this knowledge, reconsider the previous spatial strategy and ensure that new housing and employment land allocations are better distributed, more deliverable, and more responsive to local and sub-regional needs. Sites that are available, achievable, and capable of early delivery should be prioritised. This includes locations that can offer housing and employment land in close proximity, supporting mixed and sustainable communities, reducing out-commuting, and aligning with the principles of the 20-minute neighbourhood and net-zero development.

Spatial Strategy

- 2.6. The overall aim to promote sustainable development across Cheshire West and Chester is strongly supported. The revised National Planning Policy Framework (December 2024) and updated Standard Method have significantly increased the borough's Local Housing Need, from around 374 to 865 dwellings per annum, necessitating additional residential allocations.
- 2.7. The Council's spatial options, particularly those promoting growth in sustainable, well-connected locations, provide a logical framework for meeting this demand. A clear strategy that aligns housing with employment opportunities, infrastructure, and transport accessibility will be essential to delivering a balanced and deliverable Local Plan.

SS 1: Is there any reason for the council not to plan for delivering a minimum of 1,914 new homes each year?

- 2.8. There is no reason the Council should not plan to deliver a minimum of 1,914 new homes each year. Planning for this level of growth is necessary to address affordability pressures, support economic development, and ensure a steady supply of housing land across the borough. A proactive response will help maintain a five-year housing land supply and ensure the Local Plan is found sound at examination.

SS 2: Should the Council Consider a Stepped Housing Requirement with Lower Early Delivery?

- 2.9. Stepped housing may reflect practical delivery challenges, particularly in the early years, however it risks delaying the supply of much-needed homes in areas experiencing acute affordability pressures. Given the identified need and market signals, the Council should avoid under-delivery in the early plan period, instead supporting early phases of development in growth areas such as Winsford and Northwich, where land is available, sustainably located, and benefitting from early developer interest.
- 2.10. Several parcels we are promoting already have parties engaged in early delivery discussions, reinforcing their potential to come forward in the early years of the plan period. Delaying these sites would risk underutilising some of the most deliverable and strategically aligned locations in the borough.

SS3: Is There Any Reason for the Council Not to Plan for Delivering a Minimum of 9.9 Hectares of Employment Land Each Year?

- 2.11. There is no justifiable reason not to plan for delivering at least 9.9 hectares of employment land per year, as this reflects the identified need and aligns with national policy to support economic growth.
- 2.12. Winsford's strategic location, established infrastructure, and strong connectivity make it a key area for prioritising employment land. As an existing employment hub, it offers significant locational advantages that should be capitalised on through the spatial strategy. The Council must ensure that sufficient and deliverable employment sites are allocated across a range of sizes, including large-scale options, to meet market demand. Doing so will help maintain the borough's competitiveness and support a resilient economic response to both short and long-term pressures.

SS4: Do You Agree with the Suggested Policy Approach Towards the Spatial Strategy Principles?

- 2.13. The spatial principles present a broadly balanced approach, appropriately focusing growth in urban areas and key service centres. However, greater emphasis is needed on the deliverability of housing and employment sites in strategic locations. The strategy should also offer clearer guidance on the timely delivery of supporting infrastructure, particularly transport and community facilities, to enable sustainable growth and minimise the need for Green Belt release where possible.

SS5: Do You Agree with the Suggested Policy Approach Towards the Settlement Hierarchy?

- 2.14. The proposed settlement hierarchy provides a useful framework for directing growth. Continuing prioritisation of settlements like Chester, Northwich and Winsford as key service centres is supported as they carry consistent potential for significant housing and employment expansion. Even so, it is still important that the hierarchy remains flexible enough to support growth in emerging area, reflecting local market demand and infrastructure. Additionally, the strategy should promote mixed-use development in these settlements to foster vibrant and sustainable communities.
- 2.15. Our preferred spatial approach is Option B, which offers the greatest potential to distribute growth more evenly across the borough, unlocking early deliverable housing and employment sites aligned with existing infrastructure capacity and market interest. It avoids the over-reliance on constrained urban areas seen in Option A, while also mitigating the environmental and delivery risks associated with large-scale Green Belt release under Option C.
- 2.16. Option B provides the flexibility to respond to local needs while maintaining a clear plan-led strategy, ensuring that growth is directed to sustainable, deliverable locations. There is secondary support for Option A, recognising its value in promoting brownfield regeneration and urban intensification, though it is unlikely to accommodate the full scale of growth required, particularly for employment land and a diverse housing mix, given urban capacity and viability limitations.
- 2.17. Option C is not supported as a primary strategy, as new settlements and significant Green Belt release would introduce major delivery risks, particularly in the early part of the plan period. It is recommended that the Council adopts Option B as the core spatial strategy, complemented by appropriate elements

of Option A where urban opportunities exist, ensuring growth is phased, flexible, and well-integrated with infrastructure and community support, particularly in locations such as Winsford and Northwich.

3. Representations

Site One: Land West of Winsford Industrial Estate

- 3.1. Section 9.1 of the Issues and Options consultation invites specific comments on the draft options for Winsford Site Allocations, which has been drafted around the previous call for sites document. For clarity, the site referenced in this representation was previously submitted to the council under the call for sites.
- 3.2. The land comprises of two parcels of greenfield land located off Bostock Road (A533) and Road One, immediately adjacent to the established Winsford Industrial Estate. The site benefits from a strategic location, lying on the northwestern edge of the town and forming a natural extension to one of CWAC's key employment areas.
- 3.3. This location places the site within the growth boundaries of mapping options WIN02(A) and WIN02(B), both of which are included within the spatial growth options identified for Winsford. The Council has explicitly recognised this land as part of its emerging spatial strategy for employment-led development.

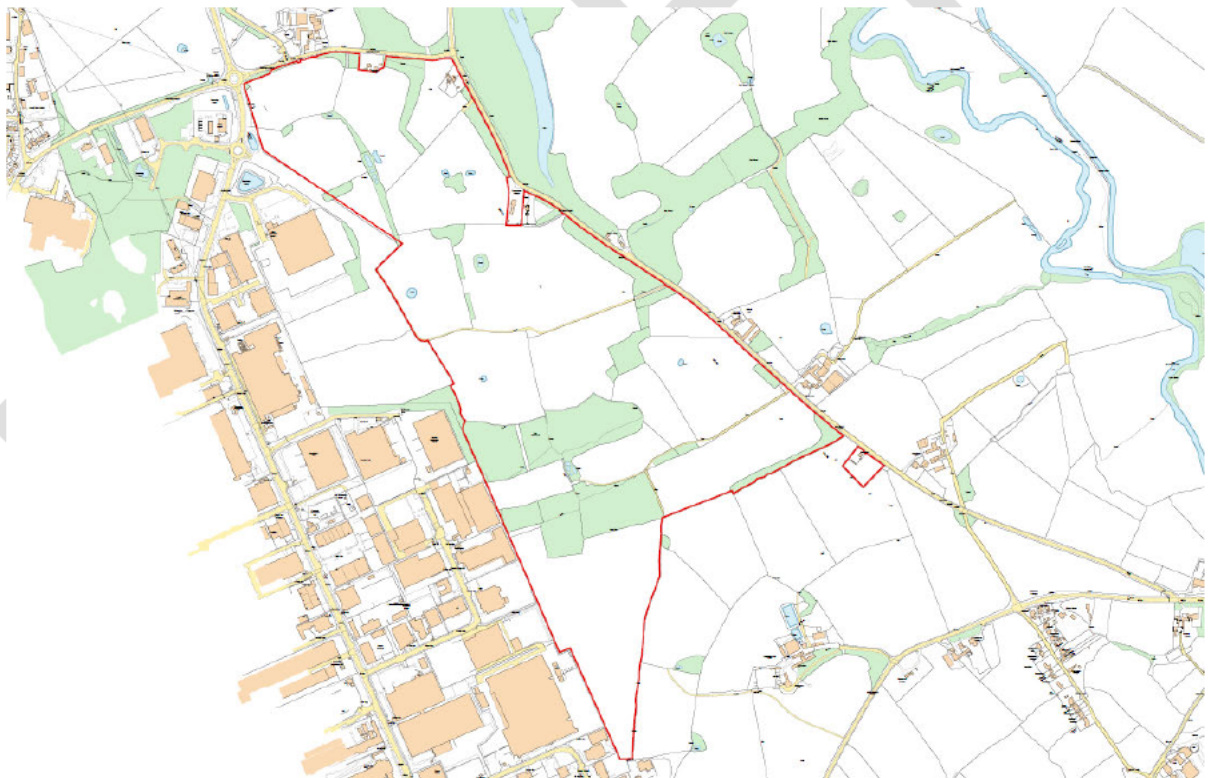


Figure 1. Land West of Winsford Industrial Estate (2025).

- 3.4. The site is currently the subject of a live outline planning application (ref: 20/02144/OUT), which proposes a high-quality, flexible employment development. The application confirms the landowner's intention to bring the site forward, demonstrating active promotion and a commitment to early delivery. Supporting technical work, including highways, flood risk, utilities, and ecology, has been undertaken and submitted in support of the application.

- 3.5. As of August 2025, the planning application has approval subject to a S106, this strengthens the case for similar commercial development on the surrounding land within this representation, effectively creating a natural and logical extension to the Winsford Industrial Estate, and unlocking further land for employment use.
- 3.6. The land is divided into two logical development parcels, which can support a phased delivery strategy. This adds flexibility to respond to market demand over the plan period while enabling infrastructure to be brought forward in a coordinated way. The site's location and configuration also allow for high-quality landscaping and design to enhance the visual gateway into Winsford and integrate with the surrounding employment uses.
- 3.7. The site's location allows for high quality design, which will enhance the visual gateway into Winsford and would integrate seamlessly with the surrounding employment uses.
- 3.8. The site benefits from multiple access points onto Bostock Road, (A533), and Road One. It is well served by local bus routes and is in close proximity to Winsford Train Station, providing effective transport links by road and rail, including connections to major motorways such as the M56 and M6. However, access from the east of the Industrial Estate via Road 7 may be constrained, as this road is owned by a third party (Rula Developments), who are likely to seek a significant fee for its use. This could limit the viability of this access route and should be considered in the site's delivery strategy.
- 3.9. Environmentally, the land lies outside identified flood risk zones, ecological designations and Tree Preservation Orders (TPOs). While a small portion of the site falls within the Bostock Conservation Area, the Scheduled Ancient Monument of Bostock Hall Moated Site (Listing number: 1012357), these heritage assets can be safeguarded through sensitive design and appropriate planning control. Nearby Grade II Listed buildings add to the heritage context but do not preclude development.
- 3.10. The site is located within the settlement boundary of Winsford, a key service centre, offering a highly sustainable location for employment development.
- 3.11. The landowners are committed to delivering the site and actively engaging with the council and developers. The site is considered deliverable and achievable without significant technical constraints.
- 3.12. The allocation of this site aligns fully with the Cheshire West and Chester Local Plan's strategic employment objectives and the National Planning Policy Framework's (NPPF) emphasis on delivering sustainable economic growth. The site supports the Council's policy direction to focus employment development on sustainable locations that reinforce existing employment hubs and promote economic vitality. Its proximity to existing employment uses reduces pressure to allocate less suitably located or more constrained sites elsewhere.
- 3.13. Development on this land will deliver significant economic and social benefits, including the creation of jobs across B1, B2, and B8 sectors, diversification of the local employment base, and support for the wider Winsford economy. This will help meet identified labour market demands and contribute positively to the borough's overall economic resilience and prosperity.

Site Two: Land North of Winsford Industrial Estate

- 3.14. While the broader land north of Winsford Industrial Estate has long been identified as a potential employment allocation, as an alternate proposal, the northern parcel should be reallocated for residential development, with the western parcel retained for employment use. This refined approach reflects the distinct spatial characteristics of each parcel and promotes a balanced and sustainable extension to Winsford.



Figure 2. Land North of Winsford Industrial Estate (2025).

- 3.15. The northern parcel is more closely aligned with existing residential areas to the north and east. It lies further from the industrial core and is visually and functionally more suitable for housing than intensive commercial use. Allocating this area for residential development would create a coherent extension to Winsford’s settlement boundary and support integrated placemaking.
- 3.16. The location enables a strong live/work relationship with the adjacent Winsford Industrial Estate, supporting reduced commuting, sustainable transport modes, and a more balanced community. Future residents would benefit from excellent access to employment opportunities, as well as proximity to public transport, shops, schools, and other services in the town.
- 3.17. A mixed land use strategy, reserving the western parcel for employment while bringing forward the northern parcel for housing, would still deliver sufficient land for the borough’s employment needs while unlocking an immediately deliverable and unconstrained site for housing. There are no ecological, landscape, flood risk, or heritage constraints affecting the northern parcel.
- 3.18. The borough’s housing land supply remains under pressure, and the Local Plan must identify flexible and deliverable sites that support housing growth throughout the full plan period. Given the length of the plan (minimum 15 years post-adoption), the Council must ensure it is not over-reliant on strategic or infrastructure-dependent sites that may deliver late or fail to come forward.
- 3.19. The northern parcel is available now, under single ownership, and can be delivered early in the plan period. It offers the potential for high-quality design and integration with surrounding uses and is capable of accommodating a range of housing typologies and tenures to meet local needs, including affordable provision.
- 3.20. Legat Owen are currently marketing approximately 70 acres of this site and have received eight or nine offers from major housing developers interested in promoting the site for residential use. Additionally, the site has attracted an enquiry from HM Prison Service and has since been shortlisted,

demonstrating the land's substantial potential not only for residential development but also for alternative uses.

- 3.21. With Winsford identified as a key growth location in the emerging spatial strategy, and the northern parcel lying in a sustainable location directly adjacent to the urban area, the site is exceptionally well-placed to help deliver on the borough's housing objectives. This includes improving housing choice, ensuring five-year land supply, and maintaining delivery rates throughout the plan period.

Site specific comments to support Winsford allocations (Section 9.1)

- 3.22. We support the emerging spatial strategy's recognition of Winsford as a key growth location. In line with this, we submit two parcels of land which together offer a balanced, deliverable opportunity to support both the borough's employment and housing needs.
- The land west of Winsford Industrial Estate (Site 1) lies within the area identified in options WIN02(A) and WIN02(B) and is currently the subject of a live outline planning application for employment use (ref: 20/02144/OUT). This site is available, deliverable, and represents a logical extension to the existing industrial estate, contributing directly to economic growth and job creation in the town.
 - The land north of the industrial estate (Site 2) is currently identified as employment land under WIN01, but we propose this parcel be reallocated to residential use. It lies adjacent to existing housing, offers strong sustainability credentials, and would deliver high-quality housing near employment and transport infrastructure. The western portion of this site remains appropriate for employment.
- 3.23. Together, these sites offer a strategic, mixed-use solution to meet Winsford's future growth needs in a way that is spatially coherent, infrastructure-efficient, and immediately deliverable.

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

- 3.24. The prioritisation of growth allocations WIN02 (A)/(B) and WIN01 is strongly supported, as these areas offer the most logical and sustainable basis for delivering employment and residential development in Winsford. WIN02 (A)/(B) directly adjoins the existing Industrial Estate and benefits from strong connectivity to key infrastructure such as the train station, making it highly suitable for employment growth. Development of these sites would support the Council's aim to deliver a minimum of 9.9 hectares of employment land annually, reinforce Winsford's role as a principal town in the settlement hierarchy, and align with strategic spatial options, particularly Option B, which retains the existing Local Plan distribution.
- 3.25. In contrast, WIN01, although currently designated for employment use, is more appropriate for residential development due to its proximity to existing housing and established residential areas. Reallocating this land for housing would support sustainable growth, enhance community integration, and better reflect the site's characteristics. This balanced approach ensures that employment uses are focused on strategically viable locations like WIN02 (A)/(B), while addressing housing needs in a sustainable and coherent way.

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

- 3.26. Yes, would urge the Council to consider a refinement of land use within WIN01, whereby it becomes mixed used or fully residential. This approach would reflect the actual functional character of the land, ensure efficient use and deliver more a more integrated and sustainable urban extension.

SS 34 Are there any constraints, including infrastructure provision, that should be considered for Winsford when developing the new Local Plan?

- 3.27. No significant constraints existing on the land this representation is promoting, however across Winsford, the following considerations should guide site selection and phasing, such as infrastructure availability, deliverability and balanced growth.

Winsford Spatial Strategy

WI 1: Do you agree with the suggested policy approach towards Winsford (Policy WI 1)?

- 3.28. Yes. We support the policy approach, particularly the focus on Winsford's role as a strategic employment centre and the Industrial Estate as a key location. We suggest explicitly referencing allocated and potential growth areas such as WIN01 and WIN02 (A)/(B) in delivering this ambition. Site 1 (WIN02 (A)/(B)), with a live outline application, and Site 2 (WIN01), an undeveloped reserve, are well placed to meet the town's employment and housing needs and could be highlighted in the supporting text or allocations table.

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

- 3.29. We strongly support including WIN01 and WIN02 within the proposed allocations. Site 1 (WIN02 (A)/(B)) benefits from an active outline planning application (20/02144/OUT) and is divided into two parcels for phased delivery. Site 2 (WIN01), though currently proposed for employment, is better suited for residential development. Its proximity to existing residential neighbourhoods presents a sustainable housing opportunity. Allocating Site 2 for residential use would diversify housing supply and better address local needs, while employment uses should focus on Site 1 and other strategic employment areas.

WI 3: Do you have any views on how the aspirations of the Winsford Development Framework should be reflected through the new Local Plan?

- 3.30. The Local Plan should ensure phased employment land growth as set out in the Winsford Development Framework. Strategic employment locations like Winsford Industrial Estate should be supported for growth, with development contributing positively to gateway design quality (WI 2). Employment sites should be protected from competing non-employment uses. Sites 1 and 2 provide opportunities to deliver these aims, with Site 1 ready for short-term delivery and Site 2 offering potential for future expansion or residential development.

WI 4: Are there any infrastructure requirements to support the suggested policy approach?

- 3.31. Infrastructure provision is paramount to achieve these objectives. Site 1 benefits from planned highway access as part of its outline application. Site 2, while capable of residential development, will require future-proofed access arrangements and enhanced connectivity to ensure safe and sustainable travel, particularly given its residential role.

WI 5: Do you agree with the suggested policy approach towards Winsford Industrial Estate (Policy WI 2)?

- 3.32. Yes, we support WI 2's approach encouraging B2, B8, and E(g) uses, protecting employment sites from non-employment uses, and requiring gateway-quality development. The policy could be strengthened by explicitly supporting phased expansion on sites with existing planning activity, such as Site 1.

Site Three: Land at Northwich

- 3.33. The site is a greenfield parcel located off Shurlach Lane, immediately adjacent to the NOR05 employment allocation in Northwich. It is currently designated as countryside in the Local Plan and is also governed by Policy DM44. The site's location adjoining an allocated employment site means it

represents a logical and sustainable opportunity for residential development, promoting a balanced mixed-use area.

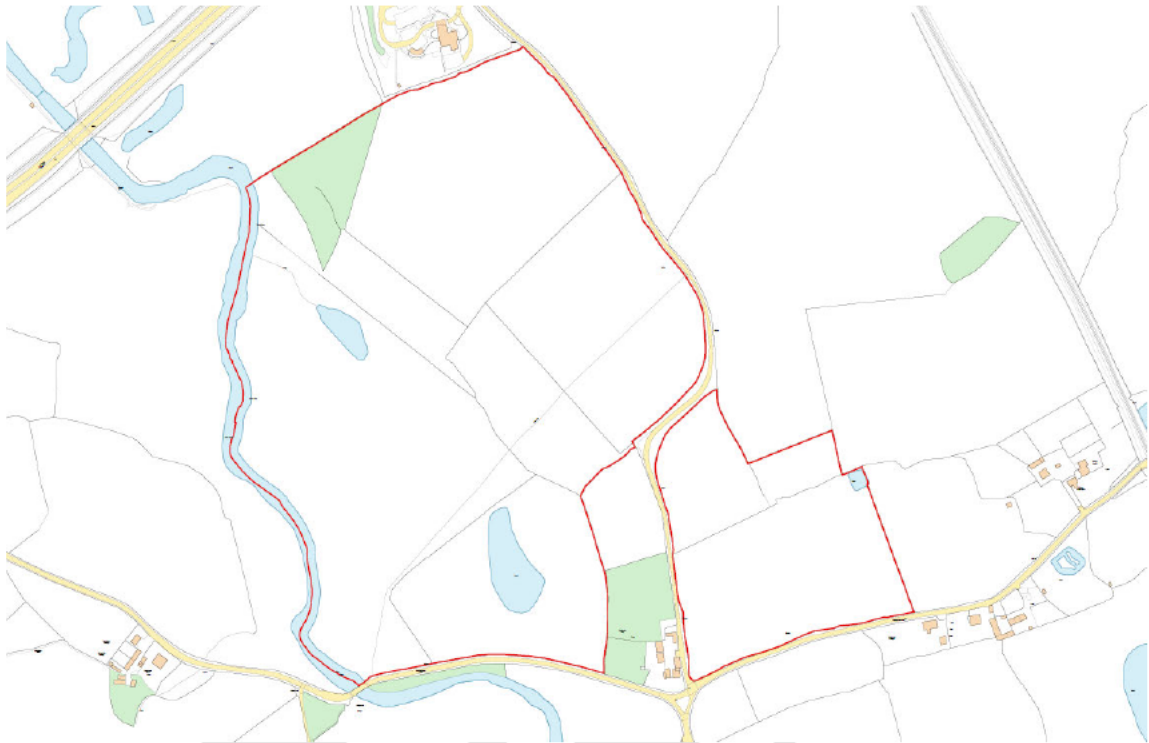


Figure 3. Land at Northwich (2025).

- 3.34. The site lies within Flood Zone 1, indicating a low risk of flooding and no significant constraints relating to flood risk. There are no Tree Preservation Orders on the site, and existing boundary vegetation provides opportunities for ecological enhancement and landscape integration.
- 3.35. The site benefits from excellent connectivity, accessed via Shurlach Lane, which links directly to the A556, a key route facilitating efficient travel to Northwich town centre and surrounding employment hubs. Its proximity to the Vale Royal Crematorium (postcode CW9 8RP) helps define the local context and access routes. This connectivity supports sustainable travel choices for future residents and strengthens integration with the wider urban area.
- 3.36. The site lies within Flood Zone 1, indicating a low risk of flooding, and presents no significant heritage constraints, with no nearby designated heritage assets or conservation areas. There are no Tree Preservation Orders on the land, and existing boundary vegetation offers potential for ecological enhancement to complement development.
- 3.37. Allocating this land for residential use adjacent to NOR05 would foster a cohesive and sustainable community by combining employment and housing in close proximity. This mixed-use approach would reduce commuting distances, support local employment opportunities, and promote the efficient use of infrastructure. It aligns with the spatial strategy of creating sustainable, well-connected growth areas that balance housing supply with economic development.
- 3.38. While currently designated as countryside, the site's location and attributes justify reconsideration to enable sustainable residential development, helping address local housing needs while complementing the adjacent employment allocation.

SS 29 Which of the identified potential growth areas around Northwich do you consider to be the most suitable?

- 3.39. The NOR05 employment allocation and the adjacent land to the east represent the most suitable growth areas for Northwich. NOR05 provides a strategic employment opportunity, and the adjacent land, although currently designated as countryside, is a logical and sustainable location for residential development. Together, these areas create a cohesive mixed-use growth opportunity that supports Northwich's economic and housing needs while leveraging existing infrastructure and connectivity, particularly via Shurlach Lane and the nearby A556.
- 3.40. Northwich, as one of Cheshire West and Chester's main towns, faces a housing supply shortfall. The Cheshire West and Chester Local Plan (Part One) identifies a borough-wide need to deliver approximately 19,850 new homes between 2010 and 2030, with Northwich contributing significantly to this target. However, recent housing delivery rates in Northwich have lagged behind annual targets, contributing to an estimated shortfall of several hundred units over recent years. Furthermore, the revised NPPF and updated Standard Method, published in December 2024, have led to a significant increase in the borough's Local Housing Need.
- 3.41. As of August 2025, the minimum annual housing requirement for Cheshire West and Chester has risen from approximately 374 dwellings per annum (dpa) to 865 dpa, reflecting the latest affordability adjustment factor.
- 3.42. This substantial increase necessitates the identification and allocation of additional residential sites to meet this need in full. Allocating the land adjacent to NOR05 for residential development would help address this deficit, contribute to the borough's five-year housing land supply, and meet local affordability pressures.

SS 30 Do you have any further comments about any of the potential growth areas identified around Northwich?

- 3.43. It is important to consider opportunities that promote integrated employment and residential growth to reduce commuting distances and support sustainable travel patterns. Allocating the land adjacent to NOR05 for housing would complement the employment uses and foster a balanced community.
- 3.44. This approach reflects best practice in spatial planning by creating mixed-use, sustainable neighbourhoods that maximize infrastructure efficiencies and enhance local economic resilience. Importantly, such allocation supports the delivery of much-needed new homes to address Northwich's housing demand, where recent Local Plan Monitoring Reports have highlighted a delivery gap relative to targets.

SS 31 Are there any constraints, including infrastructure provision, that should be considered for Northwich when developing the new Local Plan?

- 3.45. While the land adjacent to NOR05 has no significant flood risk or heritage constraints, infrastructure improvements will be necessary to support new residential development. This includes transport infrastructure to ensure safe and sustainable access onto Shurlach Lane and the A556, as well as utilities and local services.

Northwich Spatial Strategy

NO 1 Do you agree with the suggested policy approach towards Northwich, as set out in NO 1 'Northwich' above?

- 3.46. The policy approach broadly aligns with the need to balance employment-led growth with housing delivery. However, it should explicitly recognise the potential for sustainable residential development adjacent to key employment allocations such as NOR05. This will ensure the policy supports a coherent spatial strategy that promotes mixed-use, well-connected communities and addresses housing supply alongside economic development. This is vital in light of Northwich's identified housing need and the requirement to maintain a robust five-year housing land supply across the borough.

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

- 3.47. The employment allocation at NOR05 is supported as a strategic economic site. However, the adjoining land, currently unallocated and designated as countryside, offers a logical extension for residential development. Allocating this site for housing would better meet local housing needs, deliver sustainable growth, and complement the employment function of NOR05 by enabling working and living closely. This would help alleviate housing supply pressures in Northwich and contribute to the overall delivery of the Local Plan's housing requirements.

NO 3 Do you have any views on how the aspirations of the Northwich Town Centre Development Framework should be reflected through the new Local Plan?

- 3.48. Mixed-use development near employment sites such as NOR05 supports town centre vitality by providing residents and workers with accessible services and reducing travel demand. The Plan should promote policies that encourage connectivity between residential growth areas and the town centre, enhancing the local economy and quality of life while supporting the delivery of much-needed new homes in the borough.

NO 5 Should the settlements that make up the wider Northwich urban area be retained.

- 3.49. Retaining the distinct settlements within the wider Northwich urban area is important for maintaining local identity and community cohesion. Growth should focus on well-contained sites adjacent to existing allocations, such as NOR05 and the proposed residential site, to prevent unnecessary urban sprawl while delivering sustainable development that contributes to housing supply and meets local need.

NO 6 Should the policy approach to protecting the local historic character of the town centre and the surrounding area, remain unchanged?

- 3.50. Yes, the policy approach to protecting Northwich's historic character should remain robust. Development proposals, including those on the outskirts of the town such as the site adjacent to NOR05, must respect the historic environment by safeguarding views, settings, and heritage assets. This balance supports sustainable growth while preserving the town's unique identity and cultural significance.

4. Assessment and Conclusion

- 4.1. This representation supports a revised spatial strategy for Cheshire West and Chester that promotes a more balanced, flexible, and deliverable approach to growth. The Council must plan positively to meet the significantly increased housing and employment needs set out in the revised National Planning Policy Framework.
- 4.2. The preferred Spatial Option B, with support for targeted growth in Winsford and Northwich, provides a logical. Sustainable framework. Within this, we strongly support the allocation of WIN02 A and B for employment uses and propose a refined approach to WIN01, reallocating the northern parcel for residential development while retaining the western portion for employment. This mixed-use approach ensures infrastructure efficiency, sustainability and early delivery of much needed homes and jobs.
- 4.3. The site adjacent to NOR05 in Northwich presents a clear opportunity to deliver sustainable residential development alongside a strategic employment allocation. This will create an integrated, mixed-use extension that reflects modern planning principles and helps address Northwich's identified housing shortfall.
- 4.4. All promoted sites are available, achievable, and deliverable, with landowner support and active market interest. They benefit from strong connectivity, minimal technical constraints and alignment with existing urban areas, making them ideal candidates for allocation in the new Local Plan.

- 4.5. We encourage the Council to give full consideration to the proposed site allocations and policy responses outlined in this representation. They support the Council's ambition for sustainable growth, economic vitality, and plan soundness, while contributing positively to the borough's long-term housing and employment needs.

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