

**Representations to Cheshire West and Chester
Local Plan: Issues and Options (Regulation 18)**

Consultation

Site Specific Representation

Land at Holmes Chapel Road, east of
Middlewich

August 2025

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Adam Buxton



Client

Harworth Group

Our reference

03606

August 2025

1. Introduction

- 1.1 This representation has been prepared by Turley on behalf of the Harworth Group ('Harworth') in respect of the Cheshire West and Chester ("CWAC") Local Plan Issues & Options (Regulation 18) Consultation ("the I&Os document").
- 1.2 This representation promotes land at Holmes Chapel Road, east of Middlewich for employment and residential development allocations in the new CWAC Local Plan.
- 1.3 Harworth's overarching representation to the I&Os document is provided in a separate statement, and should be read alongside this site-specific representation – in particular their views that any future policy approach for Middlewich needs to recognise the significance and importance of the opportunity that exists to proactively plan within CWAC to meet the development needs of Middlewich.
- 1.4 Given the relationship between CWAC and CE around this Key Service Centre, Harworth supports the continuation of the collaborative approach to meeting the future development needs and infrastructure of Middlewich on land within the CWAC. Collectively CWAC and CE have a duty to ensure that cross-boundary needs of Middlewich can be met in full, and that the strategic opportunity at Middlewich to plan for long-term growth in the emerging CWAC Local Plan is not lost due to misaligned plan development.
- 1.5 To that effect, Harworth considers that these sites offer the opportunity for a strategically located sustainable mixed-use development that adjoins the built-up extent of the Middlewich settlement.
- 1.6 Development on the sites would assist in meeting housing and economic growth aspirations, as well as delivering sustainable patterns of development that would create vibrant communities and assist in reducing contributions to climate change.
- 1.7 Further details of these sites and suitability for employment and residential development are provided below.
- 1.8 A supporting Strategic Opportunities Brochure for the site can be found in **Appendix 1**, this includes a plan showing the location of the sites subject to this representation.

2. The Site & Surroundings

- 2.1 The representation relates to two separate land parcels, to the north and south of Holmes Chapel Road, which are currently in agricultural use.
- 2.2 The sites are located immediately to the east of Middlewich and west of the village of Sproston. The sites are strategically connected to the Junction 18 of the M6 is located approximately 1.7km to the east via the Holmes Chapel Road (A54):

- Site A, to the north of Holmes Chapel Road, comprises a broadly rectangular piece of land bounded by Holmes Chapel Road to the south and the River Dane and agricultural fields to north and east. An agricultural field, subject to an undetermined outline planning application for the erection of residential dwellings¹ and Byley Road bounds the parcel to the west.

This parcel extends to c.25 hectares (ha).

- Site B, to the south of Holmes Chapel Road, comprises a broadly rectangular piece of land bounded by Holmes Chapel Road to the north, the River Crocco and agricultural fields and areas of woodland (Fender Wood) beyond bound the land to the south. An agricultural field, benefiting from a hybrid planning permission² and Reserved Matter approval³ for a mixed use development is situated to the west. To the east lies agricultural fields, farming developments, and the village of Sproston.

This parcel extends to c. 53.1 ha.

- 2.3 The Middlewich Eastern Bypass (“MEB”) proposal⁴ is situated to west and south of the sites within the CE authority area. The MEB proposal will deliver a new 1.6mile two-way single carriageway road, connecting a new roundabout off Pochin Way to a new roundabout junction with the A533 Booth Lane to the south. The scheme is identified as contributing to the objectives of local and national planning policy. It will enable the delivery of housing and employment sites in Middlewich to provide growth and access to a number development that are contained within the CE Local Plan. The scheme will also improve the efficiency and reliability of the highway network in and around Middlewich and will enhance connectivity by providing an improved route for freight and business travel.

¹ LPA Ref: [23/02047/OUT](#) (Cheshire West and Chester) and [23/2353C](#) (Cheshire East) – both are pending determination at the time of writing.

² LPA Ref: [13/03828/FUL](#) - Full application for erection of a new auction centre for Cheshire and associated livestock accommodation building, barn and pump house and parking for cars and HGV's with vehicular access from A54 and Pochin Way. Estate road and associated infrastructure and hard and soft landscaping. Outline application for food production centre, business and offices, starter industrial units, light industrial, manufacturing and distribution areas, machinery dealership, veterinary practices, garden centre, farm shop and associated food hall, a box park, restaurant, and cafes.

³ LPA Ref: [19/00652/REM](#) - Approval of reserved matters for the appearance, landscaping, layout and scale pursuant to part full / part outline planning permission ref 13/03828/FUL for light industrial, manufacturing and distribution (use class B2 / B8), business and office (use class B1), cafe / restaurant (use class A3 / A5), farm shop (use class A1), garden centre (use class A1), veterinary practice (use class D1) and box park (use class A1) with associated car parking, servicing and infrastructure.

⁴ LPA Ref: [21/2073C](#) and [21/2044C](#).

- 2.4 On 7th August 2025, CE's Corporate Policy Committee voted to accept⁵ the first tranche of financial support from Department for Transport for the MEB. Subject to CE's acceptance of a revised cost estimate, to be presented in November 2025, it is anticipated that work could be on the bypass in Spring 2026.
- 2.5 The settlement of Middlewich comprises of residential and industrial development exists, as well as a wide range of facilities, services and infrastructure including:
- Education facilities, including Middlewich High School, Middlewich Primary School, and St Mary's Primary School approximately 15km from the sites.
 - Convenience retail stores, such as a Shell Select Petrol Station on Holmes Chapel Road, approximately 250m from the sites, and Tesco Express, approximately 1.15km from the site on Wheelock Street.
 - Public houses and Restaurants, including Miller and Carter Middlewich on Holme Chapel Road approximately 80m from the site, and The Fox and Hounds in Sproston approximately 200m from the site.
 - Leisure opportunities / facilities, including Middlewich Leisure Centre approximately 1.5km to the west of the sites on St Ann's Walk, and ZERO44 fitness centre, approximately 1km to the north west of the sites.
 - Health care facilities, including Waters Edge Medical Centre and Oaklands Medical Centre approximately 1km and 1.5km to the west of the sites.
 - Community facilities, including Middlewich Community Centre on St Annes Walk, approximately 1.5km from the sites.
- 2.6 The settlement of Holmes Chapel is located 2.2km to the east of the sites, beyond Junction 18 of the M6.
- 2.7 The sites are served by public transport options, offering access to the services and facilities in the wider area. Bus stops are located approximately 500m east and west of the site, on Centurion Way and Holmes Chapel Road, respectively. These stops offer services to Crewe and Congelton. Regular bus services are also available from the centre of Middlewich connecting the town to Northwich.
- 2.8 Holmes Chapel Railway Station is located approximately 3.8 km to the east of the site, and is accessible by bus services from the above-mentioned bus stops. Train services from Holmes Chapel Railway Station provide regular access to Manchester Piccadilly and Crewe. The I&Os document also identifies that infrastructure planning for Middlewich includes the reopening of the Northwich to Sandbach rail line for passenger services and the opening of station at Middlewich.
- 2.9 The two separate land parcels are subject to the following planning, environmental and technical constraints:

⁵ <https://modern.gov.cheshireeast.gov.uk/ieListDocuments.aspx?CId=959&MIId=10976>

Site A

- The site is predominantly subject to fluvial Flood Zones 1, with areas subject to Flood Zone 2 and 3 where the site interacts with the River Dane.
- The site contains no listed buildings. However, it is situated within the Jodrell Bank Observatory World Heritage Site⁶ and is 350m to the east of the Grade II* listed 'Kinderton Hall'⁷ and the 'Kinderton Hall moated site, two annexes, five fishponds, garden and prospect mound' Scheduled Monument⁸
- The site is not subject to any statutory environmental designations.
- The site is not subject to any tree preservation orders (TPO).
- Located within the Open Countryside.

Site B

- The site is predominantly subject to fluvial Flood Zones 1, with areas subject to Flood Zone 2 and 3 where the site interacts with the River Crocco.
- The site contains no listed buildings. However, it is situated within the Jodrell Bank Observatory World Heritage Site⁹ and is c. 250m north of the Grade II listed 'Barn at Kinderton Lodge'¹⁰
- The site is not subject to any statutory environmental designations.
- Two tree preservation orders for individual trees are situated on / adjacent to the site's western boundary:
 - 13/00026/ORD: Land Opposite Kinderton Cottage, Holmes Chapel Road, Sproston – Tree No. 3 and 4.
- Located within the Open Countryside.

Scale of the Opportunity

- 2.10 In support of this opportunity, Harworth submits a Strategic Opportunities Brochure (found in **Appendix 1**) which demonstrates the strategic scale of opportunity presented by these sites comprises of. In summary this the site have the potential to deliver:

Site A

- Gross Area: 25ha

⁶ List Entry Number: 1466112

⁷ List Entry Number: 1160372

⁸ List Entry Number: 1012358

⁹ List Entry Number: 1466112

¹⁰ List Entry Number: 1330185

- Net Developable Area (60%): 15ha
- Yield: 400 - 500 dwellings

Site B

- Gross Area: 53.1ha
- Phase 1: 31.5ha
- Phase 1 Yield: 92,000 sqm
- Phase 2: 20.7ha
- Phase 2 Yield: 60,000 sqm
- Total Yield: 140,000 sqm to 160,000 sqm.

3. Planning Policy

Middlewich

- 3.1 CWAC Local Plan Part One (“LPP1”) Policy STRAT7 identifies that Middlewich falls within CE but its developed area is tightly enclosed to the east, west and north by the borough boundary within Cheshire West and Chester. It confirms that land which lies within Cheshire West and Chester adjoining the built up extent of Middlewich could accommodate development consistent with the town's sustainable development.
- 3.2 Within CE Council’s Local Plan Strategy (“CEC LPS”) (2010 – 2030) (July 2017) Middlewich is defined as ‘Key Service Centre’ with a planned provision of 75 hectares of employment land and 1,950 new homes between 2010 and 2030.
- 3.3 To this effect the policy confirms that CWAC will continue to work closely and effectively with CE to plan for sustainable development in and around the town of Middlewich. This will include, if justified, allocating land in Cheshire West on the edge of the town through the Local Plan (Part Two) Land Allocations and Detailed Policies Plan.
- 3.4 Given the relationship between CWAC and CE around this Key Service Centre Harworth supports the continuation of the collaborative approach, as set out in the I&O Document, to meeting the future development needs and infrastructure of Middlewich on land within the CWAC.
- 3.5 However, Harworth is of the view that any future policy approach to Middlewich will need to positively recognise the significance and importance of the opportunity that exists to proactively plan within CWAC to meet the development needs of Middlewich.
- 3.6 Harworth’s detailed response to the Councils policy approach for Middlewich is set out in Harworth’s Overarching Representation (Section 7).
- 3.7 To summarise Harworth overarching representation to policy approach for Middlewich confirms that:
 - The quantum of employment land and residential development delivered and committed in CE’s plan period to date exceeds that anticipated through Policy PG 1 of CE’s Local Plan Strategy (‘LPS’).
 - CE should continue to plan, as a minimum, for the same scale of development identified in its adopted Local Plan for Middlewich. Doing so is essential to meeting both the housing and employment needs of the town, supporting the delivery of the Government-approved Middlewich Eastern Bypass, and ensuring that Middlewich can continue to play its full role in supporting economic growth and regeneration across Mid Cheshire over the new plan period.
 - Any reduction in the planned scale of development could risk undermining the town’s long-term sustainability, its infrastructure-led growth potential, and the opportunity to secure new and more skilled employment opportunities in this

strategically important location, particularly in respect of its attractiveness to the logistics market.

- CE's continued ability to accommodate development needs in Middlewich is severely constrained, and the Key Service Centre has very limited opportunities to grow sustainably within its own authority boundary. This makes the expansion of development into land immediately east of Middlewich, within CWAC, one of the only realistic options to deliver new sustainable development of the scale required.
- It is essential that the emerging Local Plan recognises the shared functional role of Middlewich and that CWAC proactively identifies opportunities to accommodate growth within its boundary.
- To this effect, both CWAC and CE need to establish effective cross boundary collaboration to develop a positively prepared and justified policy approach to meeting the development needs of Middlewich on land within CWAC that cannot be met wholly within the CE. Such an approach would ensure that cross-boundary needs of Middlewich can be met in full, and that the strategic opportunity to plan for long-term growth of Middlewich is reflected in the emerging CWAC Local Plan.

Rationale for Site Promotion

- 3.8 In this context the sites being promoted by Haworth represent an exceptional opportunity within CWAC to deliver a sustainable and integrated package of residential and employment development land capable of meeting the future needs of Middlewich.
- 3.9 The suitability and sustainability of the sites for residential and employment is demonstrated by virtue of its immediate proximity to the adjacent existing residential area and the employment and industrial locations of the Cheshire Fresh site, and the existing Mid-Point 18.
- 3.10 The identification of this location and Site B for employment development seeks to maximise the benefits of one of the only sites within CWAC that benefits from a strategic relationship with the M6, via the A54 (Holmes Chapel Road and Junction 18), as well as an immediate relationship with MEB.
- 3.11 Site B's proximity to the M6, the A54, and the MEB means it is uniquely placed to accommodate growth in an infrastructure-led and sustainable way. An employment allocation here, as part of a strategic growth location for industrial and logistic uses would maximise the advantages of the adjacency to the established Midpoint 18 strategic employment area, enhancing the borough's position within the regional logistics market and providing a broad range of job opportunities for local residents.
- 3.12 Residential development alongside this employment provision is reflective of the existing composition of development to the east of Middlewich. The identification of this location for residential development would contribute towards meeting CWAC's housing need over the plan period. By virtue of its proximity to Middlewich, the

location is clearly sustainable, and well connected to jobs, services, and sustainable transport links, including potential rail connectivity through the reopening of the Sandbach to Northwich rail line for passenger services and the opening of station at Middlewich.

- 3.13 Sites A and B occupy strategic location adjacent to Middlewich and the strategic road network is fully realised to deliver maximum benefits for both Cheshire West, Cheshire East, and more broadly the production of a Spatial Development Strategy for the Cheshire and Warrington areas.
- 3.14 For these reasons Harworth is of the view that the identification of a strategic growth area (encompassing Sites A and B), or allocation of the sites for development in this location presents the opportunity for CWAC to strengthen cross-boundary cooperation with Cheshire East, and contribute to a coherent, sustainable spatial strategy that directs growth to the right location which ensures that cross-boundary needs of Middlewich can be met in full, and that the strategic opportunity to plan for long-term growth of Middlewich is reflected in the emerging CWAC Local Plan.
- 3.15 Harworth request that the CWAC takes this proactive approach to shaping the spatial strategy of land adjacent to Middlewich within CWAC.

Potential Growth Area and Scale of Opportunity

- 3.16 A detailed response to the Councils Spatial Strategy Options and Potential Growth Areas (I&Os Document Chapter 5) is set out in Harworth's overarching representation (Section 6)
- 3.17 This confirms that at this stage Harworth cannot determine which of the proposed spatial strategy options is most suitable. Further evidence is required to evidence that CWAC claim that all three options can meet the identified need is realistically achievable.
- 3.18 Notwithstanding that, Harworth believes that any approach that does not involve a level of Green Belt release is unlikely to be appropriate. Such an approach is unlikely to adequately address local housing and employment needs within the Borough, and could result in an unsustainable spatial strategy.
- 3.19 Harworth encourages the Council to ensure that whichever spatial strategy is chosen provides sufficient housing and employment sites to meet the needs housing and employment needs for the borough and that of Middlewich.

Approach

- 3.20 Reflecting on the conclusions above and the sustainability of the location (as discussed in detail in Sections 4 and 5), it is considered that the sites have the capacity to accommodate a strategic scale of development (as presented in Section 2 and the accompanying Opportunities Brochure found in **Appendix 2**).
- 3.21 Given the scale of the opportunity presented it is appropriate for CWAC to reflect the broad location of land within CWAC, adjacent to Middlewich, as strategic growth

location and / allocate the sites for residential and employment development as part of an appropriate spatial strategy that seeks to meet the needs of the CWAC Borough, but also the likely unmet development needs of Middlewich within CE's emerging Local Plan as evidenced with Section 7 of Harworth's overarching representation.

- 3.22 Development in this location would deliver maximum benefits for Cheshire West, Cheshire East, and more broadly the production of a Spatial Development Strategy for the Cheshire and Warrington areas.

4. Suitability

Heritage

- 4.1 The sites are not located within a Conservation Area, nor do they include any designated heritage assets. However, all three sites are situated within the Jodrell Bank Observatory World Heritage Site¹¹.
- 4.2 There are listed buildings in close proximity to the site, but it is considered that appropriate mitigation could be incorporated into the detailed design of the site to protect its character and setting.
- 4.3 On this basis, heritage is not therefore a constraint to development on the site.

Ecology

- 4.4 The site does not form part of any environmental or ecological designation and as such there is no constraint in this respect. Surveys would be undertaken to identify and species or features of interest and a scheme of mitigation developed, including identifying means of achieving biodiversity net gain.

Flood Risk

- 4.5 The sites are predominantly located within fluvial Flood Zone 1, which means it has a less than 1 in 1,000 annual probability of flooding (low risk).
- 4.6 Whilst areas of the sites are subject to Flood Zone 2 and 3, this is where the sites interface with the River Dane (Site A) and River Crocco (Site B). With appropriate Masterplanning, the extent of Flood Zone 2 and 3 could be omitted from the developable area.
- 4.7 The Government Flood Maps indicate that the site is subject to surface water flood risk, however, this is capable of being addressed through onsite mitigation measures and is not considered to pose a constraint to development.
- 4.8 Flood risk is not therefore a constraint that inhibits the development on the sites.

Accessibility

- 4.9 The site benefits from existing access as follows:
 - Site A: there are several existing field gate access points onto Holmes Chapel Road, to the south of the site. It is considered that these could be upgraded to provide suitable access to a residential development, with other potential access points also available from an existing field access on Byley Road.

¹¹ List Entry Number: 1466112

- Site B: there are several existing field gate access points onto Holmes Chapel Road, to the north of the site. It is considered that these could be upgraded to provide suitable access to an employment development.
- 4.10 Both Sites A and B are situated immediately to the east of the existing Middlewich Settlement Boundary.
- 4.11 The sites have connectivity to the public transport network, via bus stops along Holmes Chapel Road.
- 4.12 The Sites are well-located by both car and non-car modes of travel to a range of services and facilities. Many day-to-day activities can be undertaken near the site and in sustainable manner,
- 4.13 Access would not therefore be a constraint to development.

Suitability of Location

- 4.14 As referred to above, the sites are located on the edge of Middlewich, in a location benefiting from access to services and facilities in the surrounding area.
- 4.15 It also benefits from a strategic location with Junction 18 of the M6, and has excellent access to the wider highway network, this will include the MEB subject to its delivery.
- 4.16 The site is therefore considered to be in a suitable location for mixed-use development comprising of housing and employment uses.

Climate Change

- 4.17 The location of development has a significant role to play in tackling and minimising contributions to climate change. Development that is located with convenient access to services by sustainable modes of transport reduces reliance on the use of the private car. As living patterns change and more and more people are choosing to work from home and live in more semi-rural locations or locations on the edge of existing settlements, patterns of development need to be managed to ensure that new housing is developed in locations that are accessible to services and facilities by sustainable modes of transport.
- 4.18 Harworth considers that the site provides the opportunity for development in a sustainable location that is accessible to a range of services and facilities. The allocation of the site for housing development in the emerging Local Plan would therefore assist in reducing contributions to climate change by locating housing development in a highly sustainable location.

Suitability Conclusion

- 4.19 There are no overriding constraints that would make the sites unsuitable for residential or employment development, with the exception of the need for potential highways improvements along the A54, and the current location of the sites within the

designation open countryside which are matters that can be dealt with through the emerging Local Plan.

5. Availability and Achievability

Availability

- 5.1 The sites are owned by a landowner who is working with Harworth to promote these sites.
- 5.2 As a result, there would be no ownership issues that would prevent or delay development on the site and it is considered that there would be a realistic prospect of delivery within 5 years.

5.3 **Achievability**

- 5.4 The preceding sections demonstrate that the site is sustainable and there are not overriding technical constraints impeding delivery of development on these strategic sites.

6. Summary

- 6.1 This representation has been prepared by Turley on behalf of Harworth Group in relation to the Cheshire West and Chester Local Plan Issues & Options (Regulation 18) Consultation.
- 6.2 It seeks to promote two sites on land at Holmes Chapel Road, east of Middlewich for employment and residential development allocations in the new CWAC Local Plan.
- 6.3 The representation provides an overview of the planning; technical and environmental considerations associated with the two sites. It confirms that there are no overriding constraints preventing residential or employment development. Matters relating to potential highways improvements along the A54, and the sites' location within the designated Open Countryside, are issues that can be addressed through the emerging Local Plan.
- 6.4 The representation also confirms that the sites are both available and deliverable.
- 6.5 **Section 2** and **Appendix 1** (Strategic Opportunities Brochure) demonstrate that sites are capable of accommodating 400–500 dwellings (Site A) and 140,000–160,000 sqm of employment floorspace (Site B).
- 6.6 Harworth's overarching case demonstrates that Middlewich's development needs are significant and are unlikely to be met solely on land within Cheshire East (CE). It is therefore fundamental that the CWAC emerging Local Plan recognises the contribution that land within CWAC can make in accommodating Middlewich's future development needs, framed within the context of the cross-boundary relationship between CWAC and CE. The ability of both authorities to plan positively for the town's long-term growth is a critical requirement of their respective Local Plans.
- 6.7 Given the scale of the opportunity at this location, Harworth request that the emerging Local Plan explicitly acknowledges the significance of these sites and the important role they can play in meeting the future growth needs of Middlewich.
- 6.8 In moving forward with the emerging Local Plan Harworth would welcome further discussions with the Council (and Cheshire East Council) regarding the overarching and site-specific representations at an appropriate stage.

Appendix 1: Strategic Opportunities Brochure

STRATEGIC OPPORTUNITY BROCHURE

Land at Holmes Chapel Road, Middlewich

August 2025

Harworth

Turley

Middlewich town centre
Winsford

A 54
Sandbach (A 533)

Midpoint 18
Business Park
(Aston Way)

Northwich 
B 5309 (A 533)

Chester (A 51)
Knutsford (A 51)

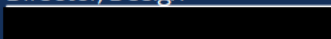
Midpoint 18
Business Park
(Pochin Way)

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Contact

Neil Woodhouse
Director, Design



Turley

Date of issue
August 2025

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01

Introduction



Holmes Chapel Road (A54)

This document has been prepared by Turley on behalf of the Harworth Group in respect of the Cheshire West and Chester Local Plan Issues & Options (Regulation 18) Consultation.

“The Local Plan is a guide to where development should take place, in the areas it’s needed. By taking part in the consultation residents, businesses and developers will be able to suggest new or amended approaches to those suggested.”

Cllr Warner, CW&C Council

1.1 These representations submit details of the Land at Holmes Chapel Road, east of Middlewich (‘the site’), to promote its consideration for allocation for employment and residential development in the new CW&C Local Plan.

1.2 The Cheshire West and Chester Local Plan Issues and Options (Regulation 18) Consultation marks the first formal stage of preparing a new Local Plan that will guide the pattern, scale, and quality of development across the borough. It is at this early stage that the Council must make key decisions about how best to meet significantly increased housing and employment requirements, while safeguarding the environment, tackling climate change, and enhancing quality of life for all residents.

1.3 Middlewich’s role as a Key Service Centre in the Cheshire East Local Plan is long-established, and Cheshire West’s Local Plan Part One already recognises the need to work closely with Cheshire East to plan for sustainable development in around the town given the Key Service Centres spatial constraints. Harworth supports the continuation of cross-boundary working between the two authorities to plan for the town’s growth in a coordinated and infrastructure-led manner.

1.4 This Strategic Opportunities Brochure provides a succinct, non-technical overview of the case for allocating the Land at Holmes Chapel Road as a strategic growth location in the emerging Local Plan. It sets out the scale of the growth challenge, the alignment of the site with the Council’s vision, the spatial context for delivery, and the opportunity this site offers to achieve sustainable, balanced, and deliverable growth for CW&C and Cheshire East councils.

The Site

1.5 Harworth is promoting the Land at Holmes Chapel Road, east of Middlewich, as a strategic growth location within this emerging plan. The site comprises two principal parcels immediately adjoining the settlement boundary of Middlewich and within a short distance of Junction 18 of the M6:

- **Site A:** Covering an area of approximately 61.78 Acres / 25.0 Ha, this part of the site is defined by Holmes Chapel Road (A54) to the south, Byley Road to the west, existing field boundaries to the River Dane to the north and land associated with Daisy Bank Farm to the east.
- **Site B:** Covering an area of approximately 131.13 Acres / 53.1 Ha, this part of the site is defined by Holmes Chapel Road (A54) to the north, existing field boundaries and drains to the west, the River Croco to the south and land associated with Daisy House Farm to the east.

1.6 A third site - Site C - covers an area of approximately 11.31 Acres / 4.6 Ha. This part of the site is defined by Brereton Lane to the west, River Croco to the south, residential properties to the north and open farmland to the east. This site is anticipated to be utilised for habitat and ecological purposes if required.

1.7 Land to the west of both sites are currently subject to live and/or consented planning applications. And to the north of Holmes Chapel Road is subject to an undetermined outline planning application for residential uses, whilst land to the south of Holmes Chapel Road benefits from a hybrid planning permission for a mixed use development

1.8 The site is also closely linked to the proposed Middlewich Eastern Bypass (MEB), a major infrastructure investment that will unlock growth and improve connectivity in and around the town.

Byley Road

Midpoint 18
Employment Site

Middlewich



M6 Motorway

Junction 18

River Dane

Holmes Chapel Road (A54)

River Croco

Sproston Green

Site C

Site A

Site B

Middlewich Eastern Bypass Route



Site subject to Planning Application
(Employment uses, Hybrid, Approved)



Site subject to Planning Application
(Residential uses, Outline, Submitted)



Site being promoted for residential uses



Who are we?

1.9 Harworth Group PLC is a leading land and property regenerator of sustainable developments. We own, develop and manage a portfolio of over 15,000 acres of Strategic Land located throughout the North of England and Midlands. We specialise in delivering long-term value for all stakeholders by regenerating large, complex sites, particularly former industrial sites, into new Industrial & Logistics developments and serviced Residential Land to create sustainable places, support new homes, jobs and communities where people want to live and work.

1.10 Harworth's key focus is on working with local authorities and local stakeholders, to create a strategic vision for a site that directly addresses local needs for housing or employment space.

1.11 Our sites in the North West often have myriad previous uses including former Collieries, brick works, industrial sites and tipping operations. These often carry the advantage of being well-connected to the principal road network and with key assets, such as substations and drainage, in-situ – meaning they are ideal for redevelopment.

1.12 Using our extensive master development experience, we've been able to masterplan new futures for each of our sites – with the potential, in combination, to deliver several thousand new homes and high-value jobs, as well as significant public sector receipts for reinvestment in services.

Our Vision

1.13 The vision for the site is to create a sustainable, mixed-use extension to Middlewich that delivers substantial new housing and employment opportunities alongside green infrastructure and sustainable transport connections.

1.14 Site A is proposed for 400-500 new homes, providing a range of housing types and tenures. Site B is proposed for up to 160,000 sqm of employment space, capable of accommodating logistics, advanced manufacturing, and other complementary uses.

1.15 Together, these sites offer the rare combination of scale, deliverability, and connectivity that the new Local Plan must harness to meet its strategic objectives.

Harworth

02 The Challenge and Opportunity

Cheshire West and Chester are embarking on the preparation of the emerging Local Plan at a critical juncture for both the borough, the region and the wider country.

Key pressures facing local planning authorities include:



Significantly increasing housing supply to address national housing shortage



Boosting job creation to provide sustained economic growth



Safeguarding environmental standards and prioritising habitat protection



Tackling climate change to support the national obligation to achieve Net Zero, and



Help support local services to relieve pressure on strained public sector resources.

2.1 Its progression comes at a time when there is a clear Government direction to restore and sustain economic growth, while simultaneously ensuring the delivery of the homes in response to the housing crisis.


2.2 Therefore, the emerging Local Plan must represent a strategic response to these challenges, contributing directly to and facilitate economic growth, and maximise the CW&C opportunities to enhance and living standards for residents and businesses alike.

2.3 In this context, the emerging Local Plan for CW&C should proactively plan for the scale of housing need that exists and recognise that boosting housing supply is fundamental to affordability, social well-being, and economic competitiveness. At the same time, it must also facilitate the delivery of sufficient employment land to support and maximise economic growth, enabling investment, innovation, and job creation to flourish within the borough.

2.4 To effectively plan for the scale of development required strategic-scale sites that can deliver substantial housing and employment growth in tandem, supported by new infrastructure will be a fundamental requirement of the emerging Local Plan. Small, dispersed developments cannot alone meet the quantum or pace of delivery required, nor can they easily integrate the kind of employment provision needed to support economic resilience.

2.5 The balance of provision and identification of sufficient land is fundamental requirement of ensuring the sustainable, inclusive, and long-term prosperity of CW&C is achieved through the emerging Local Plan.

2.6 Through the emerging Local Plan, the Council also has a statutory duty to co-operate with neighbouring authorities to ensure that strategic cross-boundary matters are fully addressed through effective strategic planning – including meeting the development needs of Middlewich on land within CW&C that cannot be met wholly within neighbouring authorities. In the case of CW&C this goes beyond just the legal requirement to do, it is also fundamentally a necessity when planning for the long-term future of the sub-region. The need to do so is no more evidence than the functional cross-boundary relationship of land within CW&C and Cheshire around Middlewich. The future development needs of Middlewich are unlikely to be met entirely on land within Cheshire East due to the limited availability of land within the authority boundary. Therefore, CW&C must effectively plan to accommodate its housing, employment, and infrastructure needs on land within Cheshire West. Failing to do so would risk undermining the delivery of sustainable growth across the wider area.



2.7 The Land at Holmes Chapel Road is uniquely placed to respond to this requirement. It offers capacity for between 400-500 dwellings and 140,000 - 160,000 sqm of employment space, with the advantage of phased delivery to meet short, medium, and long-term targets. Its location on the A54 corridor, within 1.7 km of the M6, and adjacent to the proposed MEB positions it as a major opportunity for infrastructure-led growth.

2.8 Importantly, the site's scale allows for comprehensive masterplanning. This enables the integration of green spaces, active travel links, and sustainable drainage, as well as the ability to mitigate environmental constraints. By focusing growth here, Cheshire West and Chester can address immediate housing and jobs needs while creating a sustainable, well-connected community that will serve the borough for decades to come.

This emerging plan comes at a time when there is a clear Government direction to restore and sustain economic growth, while simultaneously ensuring the delivery of the homes in response to the housing crisis.

03 Council Vision and Objectives



View along Brereton Lane



The emerging vision for the new Local Plan is to create a borough that is sustainable, inclusive, and prosperous, meeting the needs of existing and future residents while protecting the environment and tackling climate change.

3.1 This vision is underpinned by objectives that include:

- **Tackling climate change** – adapting to and mitigating against the effects of climate change and achieving a net increase in biodiversity
- **Promoting wellbeing** – enabling all to enjoy safe and healthy lifestyles with a good quality of life
- **Providing infrastructure** – ensuring the provision of appropriate infrastructure in suitable locations to make Cheshire West and Chester a good place to live
- **Protecting character** – protecting the special character of the Cheshire countryside and its villages

3.2 The Land at Holmes Chapel Road aligns closely with these objectives. It provides a sustainable location for growth, adjacent to an existing settlement with a strong service base. The potential for the site to deliver residential uses can contribute significantly to the borough's annual target, including provision for affordable housing. Potential employment uses can strengthen the local economy by attracting inward investment and creating a range of jobs that support local needs. The land will also have a strategic role in meeting the development needs of Middlewich, given its strategic relationship with the Key Service Centre.

3.3 The Issues and Options consultation outlines three options for meeting future development needs. Based on a 15-year period the requirement would be around 29,000 homes and around 150 hectares for employment land. The options consider both accommodating development without Green Belt release and where Green Belt release should be considered as a reasonable alternative option as set out below:

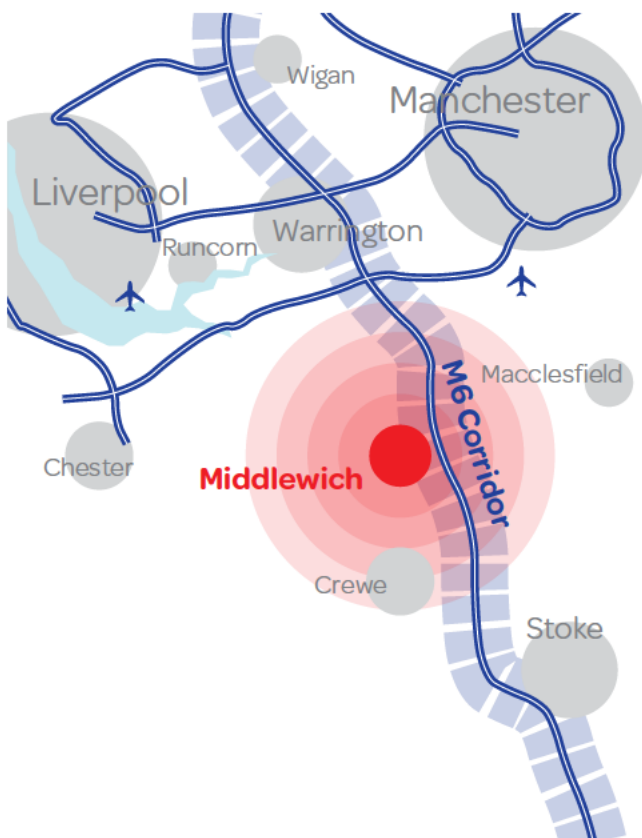
- **Option A: Preserve Green Belt** – housing delivery will be increased in Winsford and Northwich and Malpas, Farndon, Tattenhall, Tarporley would take increased share too.
- **Option B: Follow pre-increase distribution principles** – this would require “significant Green Belt release around Ellesmere Port, Northwich, and Chester”, according to the council
- **Option C: Direct development in and around locations served by rail and bus services** – this would focus housing around Chester, Winsford, and Ellesmere Port, as well as Hooton, Capenhurst, Elton, Acton Bridge and Mouldsworth. Some Green belt release would be required.

3.4 Harworth encourage the exploration of a range of innovative approaches to meet the councils vision and objections, but urges CW&C to ensure that whichever spatial strategy is chosen, the approach provides sufficient housing and employment sites to meet the housing and employment needs for the borough and that of Middlewich.

04 The Spatial Context

Cheshire West and Chester occupies a highly advantageous position within the UK, sitting at the heart of the North West region and within easy reach of major cities, ports, and transport corridors.

4.1 The borough benefits from direct motorway links to Manchester, Liverpool, and the Midlands, placing it within one of the country's most dynamic economic belts. Its proximity to nationally significant assets - such as Manchester Airport, the Port of Liverpool, and the West Coast Mainline - provides businesses with unrivalled access to markets, supply chains, and skilled labour.



4.2 This centrality gives Cheshire West and the wider region a competitive edge in attracting investment, particularly in high-growth sectors such as advanced manufacturing, logistics, life sciences, and green energy. For the borough to capitalise on these advantages, the new Local Plan must identify and allocate strategic sites that can accommodate large-scale housing and employment growth in accessible, well-connected locations.

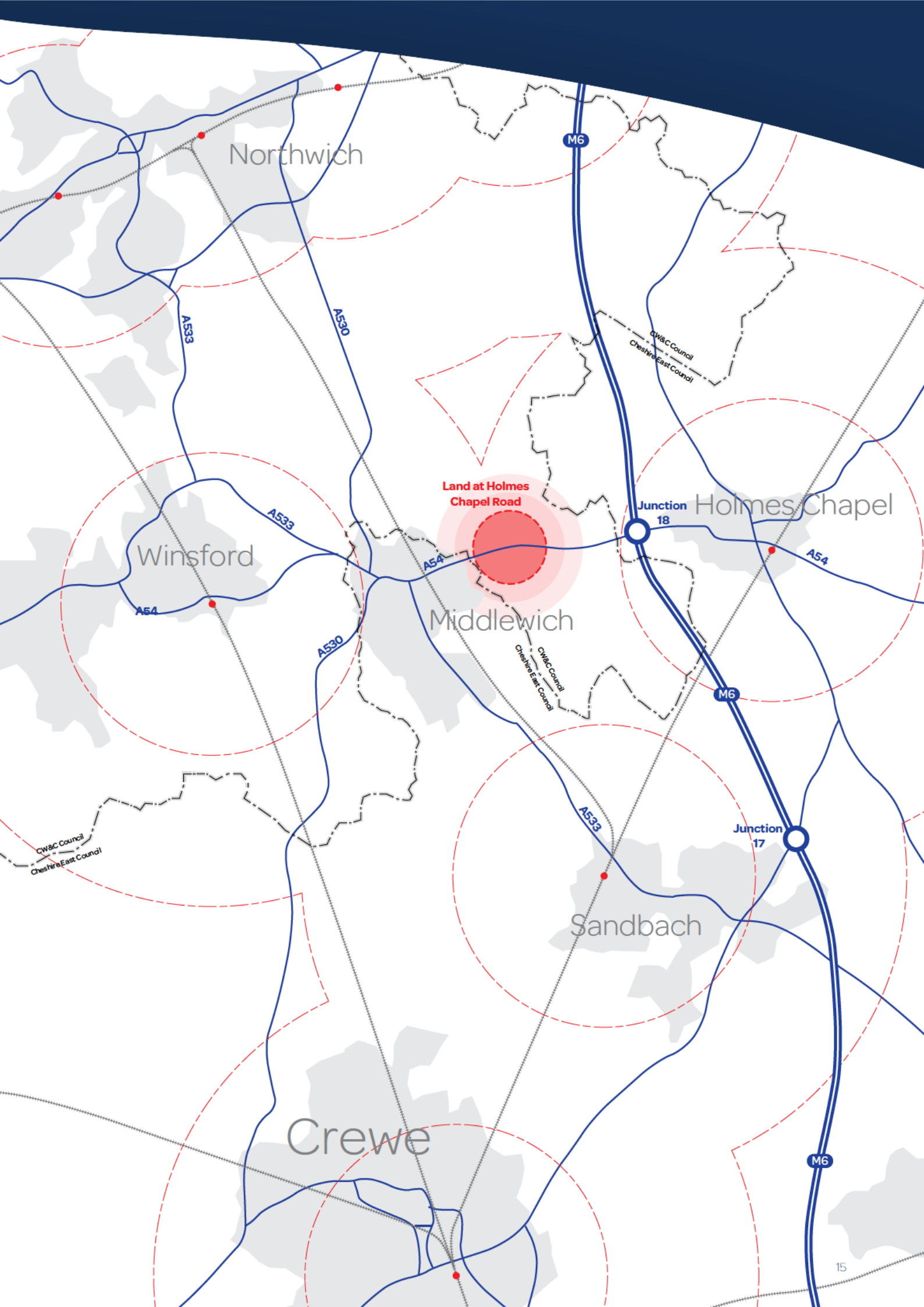
4.3 Middlewich is one such location. Situated on the borough's eastern edge, it is a designated Key Service Centre with an established employment base and a strong range of local facilities. It lies at the junction of the A54 and the M6 (Junction 18), giving it exceptional road access to the regional and national motorway network. This is further enhanced by the planned Middlewich Eastern Bypass, which will improve connectivity, relieve congestion, and unlock development land.

4.4 In contrast to many other parts of Cheshire West, Middlewich is not constrained by the Green Belt. It also benefits from relatively limited environmental and heritage restrictions, with no statutory nature designations and manageable flood risk areas that can be integrated into green infrastructure. This makes it one of the most flexible and deliverable growth locations in the borough.

4.5 Rail accessibility is strong with stations located in Holmes Chapel and Winsford offering direct connections to both Greater Manchester, Merseyside and the Midlands. This is set to improve further through the potential to reopen the Sandbach to Northwich line for passenger services, including a new station at Middlewich. This would further enhance sustainable transport options, complementing the town's strong road network.

4.6 Middlewich's role as a Key Service Centre in Cheshire East recognises the town as being well-placed to support new residential communities and employment areas. It has schools, healthcare facilities, retail provision, and leisure services within easy reach, reducing the need for long-distance travel and supporting sustainable living patterns.

4.7 Within this context, the Land at Holmes Chapel Road is ideally located to deliver strategic, mixed-use growth that benefits both CW&C and Cheshire East. It offers the scale, accessibility, and freedom from major constraints that the Council needs to meet its ambitious housing and employment targets, accommodating future development needs of Cheshire East, and strengthening the borough's position within the UK's economic geography.



Northwich

M6

A533

A530

CW&C Council
Cheshire East Council

Land at Holmes
Chapel Road

Junction
18

Holmes Chapel

Winsford

A533

A54

A54

A54

A530

CW&C Council
Cheshire East Council

M6

CW&C Council
Cheshire East Council

Junction
17

Sandbach

A533

M6

Crewe

Travel distances from Land at Homes Chapel Road to key locations and transport nodes:

to Manchester



By Car
from 40 Mins
(via M6/M56)

to Liverpool



By Car
from 50 Mins
(via M6/M62)

to Birmingham



By Car
from 65 Mins
(via M6/A38(M))



By Rail
from 42 Mins
(from HC)



By Rail
from 37 Mins
(from WI)



By Rail
from 69 Mins
(from WI)

to Manchester Airport




By Road
from 21 Mins
(via M6/M56)

to The Port of Liverpool



By Road
from 58 Mins
(via M6/M62)

to Widnes Rail Freight



By Road
from 36 Mins
(via M6/M56)



Land at Holmes Chapel Road is highly accessible for a range of different uses demonstrating the sites suitability for both residential and employment development.

05 The Opportunity at Middlewich



The Land at Holmes Chapel Road represents a rare, strategic opportunity to harness Middlewich's locational advantages and deliver a balanced package of housing, employment, and infrastructure in one integrated growth location that benefits both Cheshire West and Chester, and Cheshire East.

5.1 Middlewich's strengths - its freedom from Green Belt restrictions, its limited planning and environmental constraints, and its exceptional road and future rail connectivity - create an environment where development can be delivered quickly, at scale, and in a sustainable manner. The town's role as a Key Service Centre means it is already equipped with schools, healthcare facilities, shops, and leisure services, providing a ready-made foundation for an expanded community.

5.2 The Holmes Chapel Road site's are free from an inhibitive physical, spatial and policy constraints, sit adjacent to the urban footprint of Middlewich, and are highly accessible to the strategic road network.

5.3 The opportunity comprises two complementary components:

- **Site A (north of Holmes Chapel Road)** – approximately 25.0 ha, capable of delivering 400-500 new homes. This residential community would be well integrated with existing neighbourhoods, connected to local services by walking and cycling routes, and designed to support a mix of tenures and household needs.
- **Site B (south of Holmes Chapel Road)** – approximately 53.1 ha, with potential for 140,000–160,000 sqm of employment space delivered in phases. This could accommodate a range of sectors, particularly logistics, advanced manufacturing, and associated services, building on the success of the adjacent Midpoint 18 business park and capitalising on the site's proximity to the M6 and the planned Middlewich Eastern Bypass.

5.4 The combination of substantial housing and employment land in one location supports the creation of a genuinely mixed-use, sustainable community. Residents would have access to jobs locally, reducing the need for long commutes and supporting the Council's climate objectives. Employers would benefit from a local workforce and unrivalled regional connectivity, enhancing the borough's competitiveness within the UK economy.

5.5 Beyond the direct economic and housing benefits, the scale of the opportunity allows for a masterplanned approach that integrates green infrastructure, biodiversity enhancements, and sustainable transport. Floodplain areas along the River Dane and River Croco can be incorporated into a network of open spaces, while active travel routes can link new development with the town centre, schools, and employment sites.

5.6 The development also offers a platform for cross-boundary cooperation with Cheshire East, aligning infrastructure investment and growth planning to deliver benefits on both sides of the authority boundary.

5.7 The allocation of Land at Holmes Chapel Road would demonstrate a proactive and committed approach to addressing the likely unmet development needs of Middlewich within Chester East's emerging Local Plan. It would also secure wider benefits for CW&C in terms of housing delivery, employment growth, and infrastructure investment. T

5.8 This aligns with the Council's strategic vision of sustainable, inclusive growth and reinforces Middlewich's position as a key driver of the borough's economic future.

5.9 This is not just a development site. It is an opportunity to secure a thriving, connected, and resilient community for the long term.

A new residential community

New high-quality jobs

Accessible public space



Site A



Middlewich

FUTURE STRATEGY ARE

Sustainable transport options



Habitat protection & creation



Low impact development



Sproston Green

Site B

A placemaking vision

1.10 Land at Holmes Chapel Road will establish a balanced, mixed-use community where homes and employment grow side by side. High-quality residential neighbourhoods will be complemented by a dynamic logistics and distribution hub, creating new skilled jobs and fostering long-term economic opportunity.

1.11 Private farmland will be opened up to welcoming and accessible public space, providing shared places that connect residents, workers, and visitors. Integrated networks for walking, cycling, and sustainable transport will support active lifestyles and seamless access between living, working, and leisure.

1.12 The development will be shaped by a low-impact approach, embedding energy efficiency, innovative design, naturalised mitigation and resilience throughout. Habitat creation and environmental protections will safeguard biodiversity, weaving natural features into both residential and employment areas.

1.13 This is a place where enterprise and community thrive together – a forward-looking destination that combines prosperity, sustainability, and quality of life in equal measure.

- **Site A (north of Holmes Chapel Road)** – approximately 25.0 ha, capable of delivering 400-500 new homes. This residential community would be well integrated with existing neighbourhoods, connected to local services by walking and cycling routes, and designed to support a mix of tenures and household needs.
- **Site B (south of Holmes Chapel Road)** – approximately 53.1 ha, with potential for 140,000-160,000 sqm of employment space delivered in phases. This could accommodate a range of sectors, particularly logistics, advanced manufacturing, and associated services, building on the success of the adjacent Midpoint 18 business park and capitalising on the site's proximity to the M6 and the planned Middlewich Eastern Bypass.

LEGIC GROWTH

A

06 Benefits and Approach

Cheshire West and Chester are embarking on the preparation of the emerging Local Plan

6.1 . The council has a host of important decisions to make regarding how best to meet significantly increased housing and employment requirements, while safeguarding the environment, tackling climate change, and enhancing quality of life for all residents. This is in the context of government direction to restore and sustain economic growth, while simultaneously ensuring the delivery of the homes in response to the housing crisis.

6.2 Middlewich has a in important role to play and needs to be considered when making such decisions. The towns development needs are significant and are unlikely to be met solely on land within Cheshire East. It is therefore fundamental that the CW&C emerging Local Plan recognises the contribution that land within CW&C can make in accommodating Middlewich's current future development needs and delivering the future goals for both CW&C and Cheshire East.

6.3 The ability of both authorities to plan positively for Middlewich's long-term growth is a critical requirement of their respective Local Plans.

Development at Land at Chapel Holmes Road would:

- Help meet development needs for Middlewich, especially the significant requirement for employment land, in a location directly integrated with the Key Service Centres.
- Deliver development in a strategic location that maximises its locational advantages and proximity to the M6 corridor, the A54, and the Government-approved Middlewich Eastern Bypass, ensuring that growth is infrastructure-led and sustainable.
- Contributes to CW&C's own housing and economic growth objectives, making use of land adjacent to an identified Key Service Centre in Cheshire East that is not subject to Green Belt constraints, and
- Supports long-term economic transformation, enabling the delivery of new and more skilled jobs across a range of employment sectors, encouraging inward investment, and sustaining the vitality and vibrancy of Middlewich as a whole.

1 Based on the average household size recorded in Middlewich by the 2021 Census

2 Based on the profile of those moving into homes in Cheshire East over the year to the 2021 Census

3 Based on employment rates and commuting patterns recorded by the 2021 Census

4 Based on Experian data and converted into jobs using Business Population Estimates for the North West

5 Based on rateable value of nearby warehouses and assuming alignment with Council Tax bands in Middlewich

6 Applying the standard employment density for regional distribution centres, for illustration



Directly creating over 1,820 gross jobs on site, in an economically prosperous town that offers nearly 50% more jobs than it did in 2011⁶



Boosting housing supply in a town where completions have recently halved and prices have grown a third faster than the Cheshire average



Protecting the crucial and longstanding role of Middlewich in offering more affordable housing to those working in lower paid roles



Accommodating over 910 people in an area that has seen previously strong population growth stall, contrary to the Cheshire-wide trend¹



Housing over 840 people aged 64 and below, replenishing a group that has not grown since 2011²



Providing over 450 workers, over 250 of whom could work in Middlewich with at least 55 likely to work in Cheshire West and Chester³



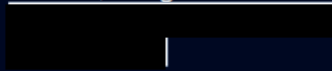
Generating over £9.9 million of resident expenditure on retail and leisure every year, enough to sustain over 45 jobs on the high street⁴



Unlocking over £4.5 million of additional revenue for Cheshire West and Chester Council each year, via Council Tax and business rates⁵

For further information contact

Neil Woodhouse
Director, Design



Turley Office
Level 5, Transmission
6 Atherton Street
Manchester
M3 3GS

0161 233 7676