Response to Consultation on the Cheshire East Local Plan Scoping Consultation

On behalf of VITA Group Holdings

September 2026

CONTENTS

1 INTRODUCTION 1
2 LOCAL PLAN PERIOD 3
3 CREATING A VISION AND OBJECTIVES 4
4 PLANNING FOR GROWTH 5
5 HOUSING 8
6 CLIMATE CHANGE ADAPTATION 9
7 EVIDENCE BASE 10
8 SUMMARY AND CONCLUSIONS 11

APPENDICES

APPENDIX 1 – Location Plans

APPENDIX 2 – Responses to Previous Call for Sites Exercise

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Version Final

Date: 1st September 2026

1 INTRODUCTION

1.1 Asteer Planning LLP ("Asteer"), on behalf of VITA Group Holdings ("VITA") welcomes the opportunity to comment on Cheshire East Council's ("CEC" or "the Council") Local Plan Scoping Consultation.

1.2 VITA supports the preparation of a new Local Plan for Cheshire East, recognising the importance of having an up-to-date planning framework capable of responding effectively to the Borough's future needs. These representations respond to the relevant matters identified within the Scoping Consultation. In particular, they seek to assist the Council in developing an appropriate spatial strategy and establishing a robust approach to the identification and allocation of land through the emerging Local Plan.

1.3 These representations are principally focused on Chapter 5, "The Scope of the New Local Plan", and address the following matters:

- The Local Plan Period;
- Vision and Objectives;
- Planning for Growth;
- Housing;
- Climate and Sustainability; and
- The Evidence Base.

1.4 The comments have been informed by the relevant national planning policy and guidance, including:

- The National Planning Policy Framework ("NPPF"), published on 17th August 2026; and
- Planning Practice Guidance ("PPG") on Plan-Making, last updated 27th November 2025.

1.5 VITA acknowledges that the current Scoping Consultation focuses on the scope and content of the emerging Local Plan rather than the consideration of individual sites. Nevertheless, VITA has previously made submissions to the Council's Call for Sites, which should be taken into account as the Council develops its preferred spatial strategy and considers the approach to future land allocations.

1.6 The Location Plans and the representations made as part of a previous Call for Sites exercise can be found within **Appendix 1** and **Appendix 2**.

1.7 VITA welcomes engagement with the Council as it considers responses to the Scoping Consultation and progresses with the preparation of the new Local Plan.

2 LOCAL PLAN PERIOD

2.1 The proposed timetable sets out that the new Local Plan covers the period to 31st March 2045, which allows for a 15 year period based on an anticipated adoption date of March 2029, with a small allowance for the plan-making process.

2.2 VITA's principal comment on the Local Plan period is that it should be extended to 2050, to allow for a more robust and adaptable framework for addressing the Borough's longer-term development requirements, whilst also providing contingency in the event of delays to plan preparation, examination or adoption; and to the large scale infrastructure requirements (and their lead-in times) associated with major strategic development). It is acknowledged that the 15 year period is consistent with the requirements of the PPG and the new NPPF, but it is emphasised in national policy that these requirements are established as a minimum plan period with the potential to extend beyond this where this would assist in supporting the delivery of longer-term infrastructure or strategic development (NPPF Policy PM2 (1)(b)).

2.3 An extended plan period would help to ensure that CEC maintains a sufficient and resilient supply of deliverable development sites throughout the lifetime of the plan. Planning for growth through to 2050 would reduce the likelihood of the Council encountering a shortfall in available land for housing and employment during the plan period. It would also provide increased certainty and confidence for landowners, developers, infrastructure providers and local communities in relation to the long-term development strategy for the Borough.

3 CREATING A VISION AND OBJECTIVES

3.1 VITA considers that the new Local Plan should establish a clear and positive framework for accommodating growth both during and beyond the plan period. The NPPF (2026) specifically requires the Local Plan vision to have *"particular regard to meeting the identified development needs of an area in a sustainable manner in accordance with policy S1"* (Policy PM2 (1)(a)(iv)). Therefore, in accordance with this, the vision should be centred on meeting the Borough's development needs.

3.2 Given the parallel preparation of the Local Plan and Cheshire and Warrington Spatial Development Strategy ("SDS"), CEC should ensure that its Plan is proactive and complementary to the emerging sub-regional SDS. The Local Plan should not simply respond to locations identified through the SDS, but should also identify opportunities within Cheshire East that could contribute to meeting both local and wider development requirements.

3.3 Overall, VITA considers that the vision and objectives should be ambitious, proactive and focussed on delivery, providing a positive response to the scale of growth facing Cheshire East and ensuring that the Plan maximises the opportunities arising from that growth.

4 PLANNING FOR GROWTH

Identifying and Assessing Sites

4.1 VITA supports the Council's intention to undertake a comprehensive and transparent assessment of potential development sites to ensure that sufficient land is identified to meet Cheshire East's housing and employment requirements. The site selection process should, however, be sufficiently flexible to consider the full range of opportunities available and should not unduly restrict the potential contribution of sites based on overly prescriptive criteria at an early stage.

4.2 The emerging land availability assessment methodology should assess sites against the established principles of suitability, availability and deliverability, alongside their contribution to the Council's wider spatial strategy and sustainability objectives. In particular, VITA considers that the following matters should inform the assessment and subsequent site selection process:

Green Belt

4.3 VITA welcomes CEC's intention to undertake a comprehensive review of the Green Belt across the Borough. Given the level of development that the new Local Plan will need to accommodate, it is essential that the assessment provides a robust and impartial understanding of the role and function of Green Belt land, including the identification of areas in accordance with the NPPF.

4.4 The outcomes of the Green Belt review should be considered alongside the Council's housing and employment needs, the emerging spatial strategy, the sustainability, deliverability and characteristics of individual sites (including the redevelopment of brownfield land and the ability to bring listed buildings which have fallen into a derelict state of disrepair back into use).

4.5 Given the scale of CEC's housing requirement and current housing land supply position, it is considered that a significant quantum of Green Belt land will need to be released to meet the Councils housing requirement.

Location and relationship to settlements

4.6 **T**he location of a site should be a fundamental consideration. This should be underpinned by a balanced spatial approach to growth across the Borough, and which supports growth on the edge of Key Service Centres (such as Wilmslow).

Deliverability and infrastructure

4.7 The methodology should give consideration to land ownership, market attractiveness, infrastructure requirements, planning constraints, and the likely timescales for delivery. The assessment should recognise that Policy HO6 requires Planning for a diverse mix of sites and states (with our emphasis in **bold**):

1. ***"To support the provision of a diverse mix of sites, local plans should****:*

a) ***Allocate land to accommodate at least 10% of the housing requirement on site no larger than one hectare, and a further 10% of sites between one and two and half hectares, unless there are strong reasons why these targets cannot be achieved****; and*

b) Allocate sites which will support and enhance the vitality or rural communities and enable villages to grow and thrive, especially where this will support local services".

4.8 VITA also considers it important that the methodology allows sites to be considered comparatively, rather than relying on an absolute scoring system. A site with attributes (such as brownfield land and the opportunity to bring a derelict listed building back into use) with some constraints may represent a more sustainable and deliverable development opportunity than an unconstrained site in a less accessible area. The Council should therefore retain sufficient flexibility to apply professional judgement and consider the overall planning merits of individual sites – and fully consider any information submitted by promoters that supports site assessment.

4.9 The assessment should also recognise the need for a robust and continuous supply of land throughout the plan period. This is particularly important given the varying delivery rates associated with different sites. Sites should therefore be assessed against both their ability to contribute towards short- and medium-term requirements and their potential role in meeting longer-term growth needs.

4.10 Finally, VITA supports the Council's intention to provide further opportunities to submit new sites and update existing submissions as the Plan progresses. The methodology should be published in sufficient detail to enable landowners and promoters to understand how sites have been assessed and, where appropriate, to provide additional evidence to address identified constraints. This will help ensure that the eventual site allocation process is transparent, evidence-led and capable of identifying the most sustainable and deliverable locations for growth.

Settlement Hierarchy

4.11 VITA supports CEC undertaking an up-to-date review of the settlement hierarchy to help guide the distribution of growth across Cheshire East. The hierarchy should, however, provide sufficient flexibility to recognise the different roles and capacities of individual settlements and should be closely aligned with the principles of sustainable development.

4.12 VITA supports an approach whereby Key Service Centres (such as Wilmslow) continue to accommodate a large proportion of the Borough's future growth, reflecting their established role, range of services and facilities, accessibility and ability to support sustainable patterns of development.

Spatial Distribution

4.13 VITA supports a spatial strategy that considers a range of locations and development forms to achieve a balanced and sustainable distribution of growth across the borough. This should be informed by housing and employment needs, infrastructure capacity, settlement function, accessibility, commuting patterns and the sustainability of existing settlements.

4.14 VITA considers that edge of settlement growth should be considered to support the vitality and sustainability of existing settlements by strengthening the use of local services and facilities and, where appropriate, providing the critical mass to support new or enhanced infrastructure.

4.15 Overall, growth should be directed to locations that provide sustainable access to jobs, services and facilities, support existing settlements and make effective use of infrastructure. A proportionate level of growth across Key Service Centres (such as Wilmslow) would support these objectives.

5 HOUSING

Housing Need

5.1 VITA considers that overall housing need is missing from the range of principal housing issues that have been identified for consideration through the Local Plan. CEC have a significantly higher housing need in the emerging Local Plan of 2,424 dwellings per annum ("dpa") compared to the adopted figure of 1,800 dpa, which will be a principal challenge for the Local Plan to address.

5.2 The importance of identifying a robust supply of housing is reinforced by the Council's Housing Monitoring Update which confirms that CEC cannot currently demonstrate a five year housing land supply, with a 3.3 year supply. This highlights the need for the emerging Local Plan to provide a resilient and flexible portfolio of allocations capable of maintaining a demonstrable five-year housing land supply on adoption and throughout the lifetime of the Plan. Doing so will provide greater certainty for communities, developers and infrastructure providers, whilst reducing; the reliance on, and effects from, the unplanned nature of speculative planning applications arising from an insufficient supply of housing land.

5.3 VITA supports CEC undertaking an up-to-date Housing Needs Assessment to identify the key housing issues that the Local Plan will need to address, and planning positively for meeting housing needs with a balanced portfolio of allocations including both strategic urban extensions and smaller, sustainable sites, to ensure that housing delivery is resilient and responsive throughout the Plan period.

Housing Mix and Standards

5.4 VITA supports the opportunity identified by CEC to review and update the housing mix policies within the emerging Local Plan. VITA considers that a flexible approach should be implemented, which enables development to respond to local needs rather than having a broad brush approach across the Borough. A flexible policy approach should reflect local circumstances across the borough, respond to market demands, and remain flexible to changes such as demographic change throughout the Plan period.

6 CLIMATE CHANGE ADAPTATION

6.1 VITA supports CEC's ambition to ensure that new development is resilient to the impacts of climate change and incorporates measures such as passive design, natural ventilation, sustainable drainage, climate-resilient landscaping, water efficiency and renewable / low-carbon technologies.

6.2 However, the Local Plan should recognise that the ability to deliver these measures is intrinsically linked to the viability and deliverability. Requirements should therefore be proportionate, clearly evidenced through a whole-plan viability assessment and should be sufficiently flexible to respond to site-specific circumstances.

6.3 VITA emphasises that the allocation of viable and deliverable sites is fundamental to achieving the Local Plan's environmental objectives – as without a sufficient supply of sites capable of coming forward, the ability to deliver innovative, low carbon homes at scale will be constrained.

7 EVIDENCE BASE

7.1 VITA supports the Council's intention to develop a comprehensive and up-to-date evidence base to underpin the new Local Plan. In addition to those identified, VITA suggests that the Council also identifies the following key evidence base documents:

- **Green Belt Assessment** – (the need for an up-to-date assessment is identified in the Green Belt section above so assume it's omission in the list is a mistake) an up-to-date assessment should be undertaken to inform the strategic review of Green Belt land and ensure that site selection is based on current evidence and the latest NPPF.

- **Open Space Assessment** – a comprehensive and current assessment of open space provision, quality, accessibility and deficiencies should inform decisions on the protection of existing open space and the provision required through new development.

- **Landscape Character Assessment/Appraisal** – an updated assessment should reflect current landscape character, sensitivity and capacity to accommodate development and should be used consistently in site assessment and the spatial strategy.

8 SUMMARY AND CONCLUSIONS

8.1 The new Local Plan represents an important opportunity to shape the long-term future of Cheshire East. VITA considers that the Plan should adopt a positive approach to growth, ensuring sufficient housing is delivered to meet the Borough's identified needs, improve affordability and support economic prosperity over the next 20 years.

8.2 A balanced spatial strategy will be essential to delivering sustainable growth across Cheshire East. This should include a strong focus on the Borough's key service centres (such as Wilmslow). Distributing growth in this way would support the vitality and long-term sustainability of communities across the Borough, ensuring that settlements of different sizes can benefit from investment, new infrastructure and increased local spending. The distribution of growth should also reflect established employment patterns, access to jobs and services, and evidence of where people want and are likely to live, helping to align new housing with both existing communities and the Borough's wider economic needs.

8.3 VITA welcomes the opportunity to continue engaging with CEC on these representations and the specific sites promoted, with further discussions able to be facilitated by Asteer.

APPENDIX 1 – LOCATION PLANS



Site Boundary
407,850 m²
40.8 hectare
4,390,100 ft²

Site Plan 01
1 : 2500

Notes
Do Not Scale from this drawing.
Dimensions are to be checked on site.
If in doubt please ask.

N

20 0 20 40 60 80 100 m
SCALE 1:2500

Site Boundary

Rev	Date	Initials	Details
P02	26.07.24	DH	For Information
P01	26.06.24	RC	For Information

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Project Title	Hough Hall Farm
Client	Vita Group
Location	Prestbury Road, Wilmslow, Cheshire, SK9 2LJ
Drawing ref	Site Plan 01
Date	01/07/2024 12:27:38 PM
Scale	1 : 2500
Checker	MB
Size	A1
Job No:	9809
Status	

Project	Origin	Volume	Level	Type	Role	Number	Rev
9809	BUT	XX	XX	DR	A	01001	P02

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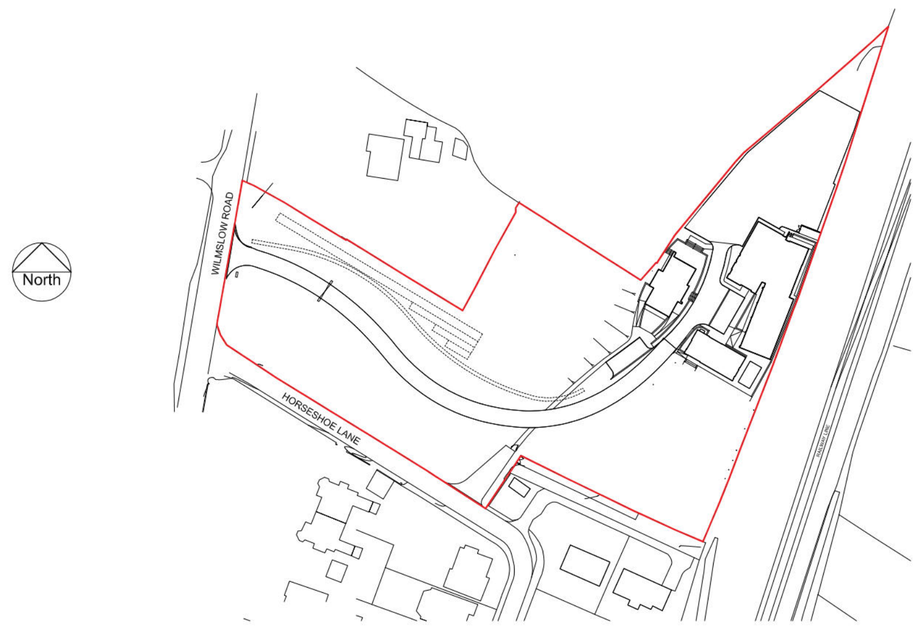
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NOTE: DO NOT SCALE FROM THIS DRAWING

REV	DESCRIPTION	DATE	DRAWN
A	red line amended	28.02.18	dbc



EXISTING SITE PLAN 1:500 @ A1



EXISTING SITE LOCATION PLAN 1:1250 @ A1

CHESHIRE
Market Court
20-24 Church St
Altrincham
WA14 4DW
0161 929 7622

SURREY
100 High St
Esher
Surrey
KT10 9QJ
01372 203 335

HORSESHOE FARM, ALDERLEY EDGE

SELECT PROPERTY GROUP

EXISTING SITE PLAN
DWG: 18024 (PL) 010 A
DATE: 20.02.18
SCALE: varies @ A1 DRAWN: dbc

CALDERPEEL
ARCHITECTS

APPENDIX 2 – RESPONSES TO PREVIOUS CALL FOR SITES EXERCISE

ASTEER PLANNING
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14 Cateaton Street
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T [redacted]
e [redacted]
www.asteerplanning.com

Strategic Planning Team
Delamare House
Delamere Street
Crewe
CW1 2LL

Our Ref: 0247

By Email Only

Date: 1 July 2024

Dear Sir or Madam

Cheshire East Call for Sites: Land at Hough Hall Farm, Prestbury Road, Wilmslow

This letter has been prepared by Asteer Planning LLP ("Asteer Planning") on behalf of Elkington Propco Limited in response to Cheshire East Council's ("CEC") Call for Sites consultation to inform the emerging Cheshire East Land Availability Assessment.

This letter provides comments in relation to the land at Hough Hall Farm, Prestbury Road, Wilmslow, SK9 2LL ("the site"). A plan showing the redline boundary is enclosed at **Appendix 1**.

The Site

The site consists of approximately 40.6 hectares of land and comprises a mix of brownfield and greenfield land, located to the north of Prestbury Road, Wilmslow.

The site is currently vacant and under one ownership.

The Local Plan Adopted Policies Map identifies the site as within the following designations:

- Green Belt and Open Countryside
- Aerodrome Safeguarding
- Ecological Network Core Areas
- Wilmslow Neighbourhood Plan Area

Vehicular access to the site is via Prestbury Road ('A538') and provides connection to Pendleton Way / Birrell Way to the west of the site which directly access Wilmslow and Alderley Edge.

Wilmslow and Alderley Edge are respectively identified as a Key Service Centre and Local Service Centre, providing significant infrastructure and resources to accommodate new housing growth in the borough.

Within the site boundary is Grade II listed Hough Hall Farmhouse (List UID: 1237683). However, as Figure 1 shows, the building has suffered serious damage (under previous ownership), and temporary works in the form of scaffolding have been erected to preserve the structure.

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Recent inspections indicate that the scaffolding is no longer performing this function and the building is in desperate need of remedial work if the building is to be retained.

Figure 1. *Hough Hall Farmhouse*



There is extensive planning history to the site which establishes the principle of development of the brownfield areas of the site for residential development.

The wider site has also been used for tipping (under license) and therefore in parts comprises part scrub/wasteland posing potential opportunities for improvement/redevelopment.

Policy Context

The site is within the designated Green Belt. However, Paragraph 154 of the National Planning Policy Framework ('NPPF') states that a local planning authority should regard the construction of new buildings as inappropriate in the Green Belt. Exceptions to this include:

g. *limited infilling or the partial or complete redevelopment of previously developed land, whether redundant or in continuing use (excluding temporary buildings), which would:*

- *not have a greater impact on the openness of the Green Belt than the existing development; or*

- *not cause substantial harm to the openness of the Green Belt, where the development would re-use previously developed land and contribute to meeting an identified affordable housing need within the area of the local planning authority."*

In accordance with paragraph 154, the previously developed land at the site could be partially or completely redeveloped, providing that the development does not have a greater impact on the openness of the Green Belt.

Furthermore, NPPF paragraph 196 states that *"Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account:*

a) *the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation;*

b) *the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*

c) *the desirability of new development making a positive contribution to local character and distinctiveness; and*

d) *opportunities to draw on the contribution made by the historic environment to the character of a place.*

NPPF Paragraph 214 states that local planning authorities should assess whether the benefits of a proposal for enabling development that would secure the future conservation of a heritage asst would outweigh conflicts with other planning policies.

Development Opportunities and Summary

The site comprises a significant area of land, totalling approximately 40.6 hectares and presents the opportunity to deliver sustainable development which is well located to the Wilmslow Key Service Centre and Alderley Edge Local Service Centre.

The site contains vacant buildings and brownfield land that could be redeveloped in accordance with Green Belt policy to deliver small-scale, sustainable, new homes.

There may also be other opportunities for development/site improvements where the site has been used for tipping of waste material under license.

Critically, support for development at the site will ensure that the historic value of the Grade II listed Hough Hall Farmhouse is preserved, ensure the building's remaining historic value is not lost and bring the building back into viable use to secure its' long-term conservation.

As a site containing brownfield land resource well connected to existing settlements, the site is **suitable** for residential development. The suitability of the site to deliver residential development is further demonstrated in the planning history of the site.

The site is **available** and **achievable** being within the single ownership of a developer and available to develop now, subject to planning.

It is therefore respectfully requested that the site's brownfield land is considered for residential allocation within the new Local Plan and/or for registration on the Council's Brownfield Land Register, to deliver new homes and secure the conservation of the listed building.

Elkington Propco Limited would welcome engagement with the Council on this submission, and this can be arranged by Asteer.

Yours faithfully,

Charlotte Fowler
Consultant

[redacted]

For and on behalf of Asteer Planning LLP

Enc. Call for Sites Form

APPENDIX 1 – REDLINE PLAN

Note:
Do Not Scale from this drawing.
Dimensions are to be checked on site.
If in doubt please ask.



Site Boundary
407,850 m²
40.8 hectare
4,390,100 ft²

N

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SCALE 1:2500

Site Boundary

Site Plan 01
1 : 2500

Rev	Date	Intls	Details
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P01	26.06.24	EK	For Information

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Project Title Hough Hall Farm
Client Vita Group
Location Prestbury Road, Wilmslow, Cheshire, SK9 2LJ

Drawing ref Site Plan 01

Date 01/07/2024 12:27:38 PM
Checker MB
Job No: 9809
Scale 1 : 2500
Size A1
Status

Project Origin Volume Level Type Role Number Rev
9809-BUT-XX-XX-DR-A-01001-P02

A new local plan for Cheshire East

"Call for sites" housing and economic uses

A new local plan for Cheshire East is being prepared and this will consider the development needs of the borough into the 2040s. Landowners, developers, local residents and other parties are invited to put forward sites to the council that they consider suitable and available for future housing and economic development.

This information will be used by the council when it prepares its next land availability assessment. The Cheshire East Land Availability Assessment (CELAA) will be an important part of the evidence base for the new local plan and it will be used by the council to understand what land could be available for housing and economic uses to meet future needs. Housing sites submitted on brownfield land will also be considered for inclusion in the council's brownfield land register if they meet the published methodology[1].

Assessment of a site and its inclusion in the next CELAA does not determine whether a site should be allocated for future development or whether planning permission should be granted. Land allocations can only be made through local plans or neighbourhood plans.

Alongside the call for sites, a draft methodology for the preparation of the CELAA has been published for representations and further information about this can be found at www.cheshireeast.gov.uk/newlocalplan.

Submitting a site

For housing and economic land uses, please only submit sites that have a minimum developable area of at least 0.25ha. and could deliver 5 or more dwellings or 500sq.m. of floorspace.

Our preference is for site submissions to be made online using the form published at www.cheshireeast.gov.uk/newlocalplan, where you can draw the boundaries of the site directly onto a map and attach any relevant supporting information. If you are not able to submit your site online, please use this form instead. Please complete a separate form for each site, answer all relevant questions and include a plan showing the location and boundaries of the site.

There are separate forms available for submission of waste sites, minerals sites and areas, and sites for biodiversity net gain offsetting.

Please return completed forms and location plans to: Cheshire East Council Strategic Planning Team, c/o Delamere House, Delamere Street, Crewe CW1 2LL or by email to localplan@cheshireeast.gov.uk.

Please return by: 5pm on Monday 1st July 2024.

As the preparation of a new local plan is a formal process, we are not able to accept anonymous comments and you must provide us with your name and contact details. Your personal data will be processed in line with our Strategic Planning Privacy Notice.

We intend to notify people of future consultations and updates on the new local plan. If you would prefer not to receive these notifications, please tick this box: ☑

[1] Available on the council's website at www.cheshireeast.gov.uk/planning/spatial-planning/brownfield-register.aspx

For further assistance in making a response to the consultation, please see our website at www.cheshireeast.gov.uk/newlocalplan or contact the Strategic Planning Team at localplan@cheshireeast.gov.uk or by telephone on 01270 685893.

Section 1: Contact details

Name:	Charlotte Fowler
Organisation: (where relevant)	Asteer Planning LLP
Address:	Mynshulls House 14 Cateaton Street Manchester
Postcode:	M3 1SQ
Email:	[redacted]
Telephone:	[redacted]

Section 2: Site interest

Please tick all that apply:

I am an agent/consultant (if yes, please state who you are acting on behalf of):	☑ Elkington Propco Limited
I am a developer/prospective developer	☐
I represent a registered provider	☐
I am the landowner	☐
I am a local resident	☐
I represent a community group or town/parish council (if yes, please provide further details):	☐
Other (please provide further details):	☐
If you are not the owner of the site, please provide the owner's contact details (if known):	
Do you have agreement of the landowner to submit this site for consideration within the land availability assessment/new local plan?	◉ Yes ○ No

Section 3: Site details

Site name:	Hough Hall Farm
Site address (including postcode):	Land at Hough Hall Farm, Prestbury Road, Wilmslow, SK9 2TL
Current land use:	Farmland
Last use (if vacant):	
If the site is not in active use, when did any previous uses cease?	
Approximate site area (in hectares):	40.6 ha
Approximate developable area of the site (in hectares):	Brownfield areas to be confirmed
Is the site greenfield/brownfield or a mix of both? (if mixed please specify the approximate area (ha) of greenfield and brownfield land):	○ Greenfield Please refer to Covering Letter. ○ Brownfield ◉ Mixed
Would you be willing for the site to be split or merged with another neighbouring site if this would make it more suitable? (provide any relevant comments):	◉ Yes ○ No

Section 4: Development uses

What types of development or uses do you want to be considered for this site? (tick all that apply):

Housing	✔
Industry (including warehousing and logistics)	
Commercial (including offices, retail, leisure, hotels, mixed commercial)	
Roadside services or transport facilities	
Community uses	
Tourism	
Gypsy and Traveller uses	
Travelling Showpeople uses	
Renewable energy	
Other (please specify):	

If a mix of uses has been chosen, do you intend that we consider each use separately or as a combined mix use development? (please specify):	

Housing

What type(s) of housing would you be willing to consider on this site? (tick all that apply):

Market-led housing	✔
Affordable housing	✔
Self or custom build housing	✔
First homes	✔
Community-led housing	
Older persons housing	
Other forms of specialist housing (please specify):	
Mix of housing types (please specify):	

What capacity do you think the site has for each housing type? (for example, 70 market-led dwellings and 30 affordable):	Please refer to Covering Letter.
What annual build rate do you think each housing type could achieve and why? (for example, 30 market-led housing dwellings per annum):	Please refer to Covering Letter.
If the housing site is located on brownfield land, do you agree to it being considered for inclusion on the council's brownfield land register?	(●) Yes ( ) No

Please provide any additional information you would like to be considered about the suggested housing uses for the site:

Please refer to Covering Letter.

Industrial

What type(s) of industrial uses would you be willing to consider on this site? (tick all that apply):

Business (including offices, research and development, and light industry) (use class E(g))	☐
General industrial (use class B2)	☐
Storage or distribution (use class B8)	☐
Other (please specify):	☐

Please provide any additional information you would like to be considered about the suggested industrial uses for this site:

Commercial

What types of commercial uses would you be willing to consider on this site? (tick all that apply):

Any commercial uses	☐
Offices for financial, professional, or other services	☐
Retail – comparison goods	☐
Retail – convenience goods	☐
Sports or leisure facilities	☐
Hotel	☐
Mixed commercial uses (please specify):	☐
Other (please specify):	☐

Please provide any additional information you'd like to be considered about the suggested commercial uses at this site:

Roadside services or transport facilities

Please provide any information you'd like to be considered about the suggested roadside services or transport facilities at this site:

Community uses

Please provide any information you'd like to be considered about the suggested community uses at this site:

Tourism

Please provide any information you'd like to be considered about the suggested tourism uses at this site:

Gypsy and Traveller uses

Please provide any information you'd like to be considered about the suggested Gypsy and Traveller uses at this site:

Travelling Showpeople uses

Please provide any information you'd like to be considered about the suggested Travelling Showpeople uses at this site:

Renewable energy

Please provide any information you'd like to be considered about the suggested renewable energy uses at this site:

Other uses

Please provide details of other site uses you'd like to be considered at this site:

Section 5: Site suitability

Do any of these issues apply to the site? (tick all that apply):

Development of the site would result in the loss of hedgerows	☐
Development of the site would require the felling of trees	☐
Development of the site would require a culvert or redirecting of watercourses	☐
There are drainage issues on site	☐
There could be contamination issues from previous uses	✔
Other (please specify):	✔

Please provide further details of any issues or constraints identified including any interventions that could be made to overcome them.

Brownfield land suitable for redevelopment. Work currently being undertaken on site constraints. Greenfield land has been used for tipping of waste material under license. This may pose an opportunity for improvement redevelopment with further site investigation taking place.

What services are available at this site? (tick all that apply):

Electricity	✔
Mains gas	✔
Mains water supply	✔
Mains sewerage	✔
Telecoms	✔
None	☐
Other (please specify):	☐

Please provide details of any interventions that could be made to overcome any issues identified

Section 6: Availability

Please indicate if any the following issues apply to this site (tick all that apply):

Access issues, including any ransom strips needed to access the site from the public highway that the site promoter does not own	☐
Restrictive covenants	☐
Multiple land ownerships	☐
Relocation of existing uses	☐
Other (please specify:)	☐

Please provide details of any issues identified including any interventions that could be made to overcome them:

The site is vacant and in the single ownership of a developer.

If you are not the developer or prospective developer, do you know if there has there been any developer interest in the site? Please provide further details:

When do you think the site could deliver the suggested uses? Please tick the relevant timescale:

Within the next 5 years	✔	Within the next 6 to 10 years	☐
Within the next 11 to 15 years	☐	Years 16+	☐

Section 7: Achievability

Please provide information about any viability issues affecting the site that you are aware of. These could be abnormal site costs or economic issues for example:

The site is vacant and in the single ownership of a developer. Abnormal site costs to stabilise the listed building and deliver a scheme to bring the building back into use will need to be factored into the redevelopment of the wider brownfield land on the site.

Abnormal costs associated with potential land remediation from licensed tipping will also need to be factored into site proposals.

Section 8: Other supporting information

Please provide any other supporting information you wish to make about the site. For example, this could include details of any planning permissions for the site, details of any previous call for sites or brownfield land register submissions.

Please refer to Covering Letter.

Section 9: Authority employee/member

It is an important principle of the plan-making that the process is open and transparent. For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the local planning authority. Do any of the following statements apply to you or the landowner? (please tick all that apply):

I am employed by Cheshire East Council	☐
I am an elected member of Cheshire East Council	☐
I am related to an employee of Cheshire East Council	☐
I am related to an elected member of Cheshire East Council	☐

Section 10: Agreement

In submitting this form, you confirm that the information provided is correct to the best of your knowledge and understand that your personal information will be processed in line with the Strategic Planning Privacy Notice.

Name:	Charlotte Fowler	Date:	01.07.2024

ASTEER PLANNING
Mynshulls House
14 Cateaton Street
Manchester
M3 1SQ
T [redacted]
e [redacted]
www.asteerplanning.com

Strategic Planning Team
Delamare House
Delamere Street
Crewe
CW1 2LL

Our Ref: 0188

By Email Only

Date: 1 July 2024

Dear Sir or Madam

Cheshire East Council Call for Sites: Land at Horseshoe Farm, Alderley Edge

This letter has been prepared by Asteer Planning LLP ("Asteer Planning") on behalf of Vita Group ("Vita") in response to Cheshire East Council's ("CEC") Call for Sites consultation to inform the emerging Cheshire East Land Availability Assessment ("CELAA").

CEC is preparing a new local plan for the borough and is seeking early engagement for the preparation of the emerging CELAA, which will be used by the Council to understand what land could be available for housing and economic uses to meet future needs.

This letter provides comments in relation Vita Group's headquarter offices at Horseshoe Farm, Elkington Way, Alderley Edge ("the site") as identified on the submitted Site Location Plan.

The purpose of this Call for Sites Submission is to inform the Council of the site's availability for further economic development; to request the allocation of Vita Group's headquarters as an employment allocation; and to request a positive policy context for the site to support future economic growth and sustainable job creation.

Site Context and Background

The site is identified on the accompanying Site Location Plan and comprises Vita Group's office campus and headquarters - a high-quality complex of office buildings and associated staff facilities including hospitality and canteen suite, staff car parking, and amenity and leisure facilities.

The site is in a sustainable location being a 10-minute walk to Alderley Edge Centre (a Local Service Centre in the current local plan) and Alderley Edge Train Station which provides transport links to Manchester and London.

Vita Group is a property development and management company established in 2012 in the student rental sector and has since expanding into Build to Rent and retirement sectors.

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Registered office, c/o Cowgills, Fourth Floor, Unit5b The Parklands, Bolton, BL6 4SD

The company employs circa 210 people at its' headquarters location making a valuable contribution to both the local and regional economy.

Vita have invested over £7 million into redevelopment and public realm at the site and they have recently engaged in pre-application consultation with officers at CEC in relation to expansion plans to provide additional office floorspace to meet their growth plans and accommodate an expanding workforce.

Policy Context

The site is located in the designated Green Belt on the edge of the settlement boundary of Alderley Edge (see Figure 1 below).



Figure 1: Vita Group Campus identified in red on the edge of settlement boundary of Alderley Edge in the designated Green Belt

Despite the Green Belt designation, the site cannot be considered to contribute to the five purposes of the Green Belt with built form and development surrounding the site and extending to the north along Alderley Road beyond Vita's site as shown on the image below.



Figure 2: Site Location showing surroundings comprising other built form and development

Employment Policy Context

Strategic Priority 1 of the existing Cheshire East Local Plan is to promote economic prosperity by creating conditions for business growth. The Council's Authority Monitoring Report ("AMR") provides a number of strategic indicators to assess the progress of the strategic priorities.

The latest AMR shows that the gross employment land supply at 31 March 2023 is 369.23 ha, which has reduced since the previous monitoring period (previously 390.80 ha). The evidence also shows that land within the borough continues to be used for employment and the amount taken up for employment purposes was greater in 2022/23 than the rolling three year average from 2019/20 – 2021/22.

Overall, this shows that there remains a persistent demand for employment land within the borough and a need to provide a positive policy context to support economic growth and investment, particularly for well established, successful and sustainable sites.

Call For Sites Representation

The purpose of this Call for Sites Submission is to request the allocation of the Vita Group site for employment and ensure the local plan provides a positive policy context to support retention and expansion of Vita Group at this location.

The site is in a sustainable location well connected to the urban area and village centre and has land available to deliver further office floorspace to support sustainable growth of the business.

Vita Group has already engaged with Council officers about plans to expand office floorspace to meet growing needs at Horseshoe Farm.

Allocating the site for employment growth would promote economic prosperity; contribute to job creation; and contribute to the local economy and vitality of the village centre.

The site is surrounded by built form and therefore does not contribute to the purposes of the Green Belt.

Summary

In summary, Vita Group request that their Headquarters site is considered for allocation for employment development and that a positive policy framework is provided to support their ongoing commitment to sustainable growth in Alderley Edge.

Vita Group would welcome engagement with the Council on this submission, and this can be arranged by Asteer.

Yours faithfully,

[redacted]

Jon Suckley
Managing Partner

[redacted]

For and on behalf of Asteer Planning LLP

Enc. Completed Call for Sites Form

A new local plan for Cheshire East

"Call for sites" housing and economic uses

A new local plan for Cheshire East is being prepared and this will consider the development needs of the borough into the 2040s. Landowners, developers, local residents and other parties are invited to put forward sites to the council that they consider suitable and available for future housing and economic development.

This information will be used by the council when it prepares its next land availability assessment. The Cheshire East Land Availability Assessment (CELAA) will be an important part of the evidence base for the new local plan and it will be used by the council to understand what land could be available for housing and economic uses to meet future needs. Housing sites submitted on brownfield land will also be considered for inclusion in the council's brownfield land register if they meet the published methodology[1].

Assessment of a site and its inclusion in the next CELAA does not determine whether a site should be allocated for future development or whether planning permission should be granted. Land allocations can only be made through local plans or neighbourhood plans.

Alongside the call for sites, a draft methodology for the preparation of the CELAA has been published for representations and further information about this can be found at www.cheshireeast.gov.uk/newlocalplan.

Submitting a site

For housing and economic land uses, please only submit sites that have a minimum developable area of at least 0.25ha. and could deliver 5 or more dwellings or 500sq.m. of floorspace.

Our preference is for site submissions to be made online using the form published at www.cheshireeast.gov.uk/newlocalplan, where you can draw the boundaries of the site directly onto a map and attach any relevant supporting information. If you are not able to submit your site online, please use this form instead. Please complete a separate form for each site, answer all relevant questions and include a plan showing the location and boundaries of the site.

There are separate forms available for submission of waste sites, minerals sites and areas, and sites for biodiversity net gain offsetting.

Please return completed forms and location plans to: Cheshire East Council Strategic Planning Team, c/o Delamere House, Delamere Street, Crewe CW1 2LL or by email to localplan@cheshireeast.gov.uk.

Please return by: 5pm on Monday 1st July 2024.

As the preparation of a new local plan is a formal process, we are not able to accept anonymous comments and you must provide us with your name and contact details. Your personal data will be processed in line with our Strategic Planning Privacy Notice.

We intend to notify people of future consultations and updates on the new local plan. If you would prefer not to receive these notifications, please tick this box: ☑

[1] Available on the council's website at www.cheshireeast.gov.uk/planning/spatial-planning/brownfield-register.aspx

For further assistance in making a response to the consultation, please see our website at www.cheshireeast.gov.uk/newlocalplan or contact the Strategic Planning Team at localplan@cheshireeast.gov.uk or by telephone on 01270 685893.

Section 1: Contact details

Name:	Charlotte Fowler
Organisation: (where relevant)	Asteer Planning LLP
Address:	Mynshulls House 14 Cateaton Street Manchester
Postcode:	M3 1SQ
Email:	[redacted]
Telephone:	[redacted]

Section 2: Site interest

Please tick all that apply:

I am an agent/consultant (if yes, please state who you are acting on behalf of):	☑ Elkington Propco Limited
I am a developer/prospective developer	☐
I represent a registered provider	☐
I am the landowner	☐
I am a local resident	☐
I represent a community group or town/parish council (if yes, please provide further details):	☐
Other (please provide further details):	☐
If you are not the owner of the site, please provide the owner's contact details (if known):	
Do you have agreement of the landowner to submit this site for consideration within the land availability assessment/new local plan?	○ Yes ○ No

Section 3: Site details

Site name:	Hough Hall Farm
Site address (including postcode):	Land at Hough Hall Farm, Prestbury Road, Wilmslow, SK9 2TL
Current land use:	Farmland
Last use (if vacant):	
If the site is not in active use, when did any previous uses cease?	
Approximate site area (in hectares):	40.6 ha
Approximate developable area of the site (in hectares):	Brownfield areas to be confirmed
Is the site greenfield/brownfield or a mix of both? (if mixed please specify the approximate area (ha) of greenfield and brownfield land):	◯ Greenfield Please refer to Covering Letter. ◯ Brownfield ◯ Mixed
Would you be willing for the site to be split or merged with another neighbouring site if this would make it more suitable? (provide any relevant comments):	◯ Yes ◯ No

Section 4: Development uses

What types of development or uses do you want to be considered for this site? (tick all that apply):

Housing	✔
Industry (including warehousing and logistics)	
Commercial (including offices, retail, leisure, hotels, mixed commercial)	
Roadside services or transport facilities	
Community uses	
Tourism	
Gypsy and Traveller uses	
Travelling Showpeople uses	
Renewable energy	
Other (please specify):	

If a mix of uses has been chosen, do you intend that we consider each use separately or as a combined mix use development? (please specify):	

Housing

What type(s) of housing would you be willing to consider on this site? (tick all that apply):

Market-led housing	☑
Affordable housing	☑
Self or custom build housing	☑
First homes	☑
Community-led housing	☐
Older persons housing	☐
Other forms of specialist housing (please specify):	☐
Mix of housing types (please specify):	☐

What capacity do you think the site has for each housing type? (for example, 70 market-led dwellings and 30 affordable):	Please refer to Covering Letter.
What annual build rate do you think each housing type could achieve and why? (for example, 30 market-led housing dwellings per annum):	Please refer to Covering Letter.
If the housing site is located on brownfield land, do you agree to it being considered for inclusion on the council's brownfield land register?	○ Yes ○ No

Please provide any additional information you would like to be considered about the suggested housing uses for the site:

Please refer to Covering Letter.

Industrial

What type(s) of industrial uses would you be willing to consider on this site? (tick all that apply):

Business (including offices, research and development, and light industry) (use class E(g))	☐
General industrial (use class B2)	☐
Storage or distribution (use class B8)	☐
Other (please specify):	☐

Please provide any additional information you would like to be considered about the suggested industrial uses for this site:

Commercial

What types of commercial uses would you be willing to consider on this site? (tick all that apply):

Any commercial uses	☐
Offices for financial, professional, or other services	☐
Retail – comparison goods	☐
Retail – convenience goods	☐
Sports or leisure facilities	☐
Hotel	☐
Mixed commercial uses (please specify):	☐
Other (please specify):	☐

Please provide any additional information you'd like to be considered about the suggested commercial uses at this site:

Roadside services or transport facilities

Please provide any information you'd like to be considered about the suggested roadside services or transport facilities at this site:

Community uses

Please provide any information you'd like to be considered about the suggested community uses at this site:

Tourism

Please provide any information you'd like to be considered about the suggested tourism uses at this site:

Gypsy and Traveller uses

Please provide any information you'd like to be considered about the suggested Gypsy and Traveller uses at this site:

Travelling Showpeople uses

Please provide any information you'd like to be considered about the suggested Travelling Showpeople uses at this site:

Renewable energy

Please provide any information you'd like to be considered about the suggested renewable energy uses at this site:

Other uses

Please provide details of other site uses you'd like to be considered at this site:

Section 5: Site suitability

Do any of these issues apply to the site? (tick all that apply):

Development of the site would result in the loss of hedgerows	☐
Development of the site would require the felling of trees	☐
Development of the site would require a culvert or redirecting of watercourses	☐
There are drainage issues on site	☐
There could be contamination issues from previous uses	✔
Other (please specify):	✔

Please provide further details of any issues or constraints identified including any interventions that could be made to overcome them.

Brownfield land suitable for redevelopment. Work currently being undertaken on site constraints. Greenfield land has been used for tipping of waste material under license. This may pose an opportunity for improvement redevelopment with further site investigation taking place.

What services are available at this site? (tick all that apply):

Electricity	✔
Mains gas	✔
Mains water supply	✔
Mains sewerage	✔
Telecoms	✔
None	☐
Other (please specify):	☐

Please provide details of any interventions that could be made to overcome any issues identified

Section 6: Availability

Please indicate if any the following issues apply to this site (tick all that apply):

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Restrictive covenants	☐
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Within the next 5 years	✔	Within the next 6 to 10 years	☐
Within the next 11 to 15 years	☐	Years 16+	☐

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I am an elected member of Cheshire East Council	☐
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I am related to an elected member of Cheshire East Council	☐

Section 10: Agreement

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Name:	Charlotte Fowler	Date:	01.07.2024