



ainscough strategic land

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## Chester Road, Poynton, Cheshire

**Project Status:** Completed

**Acres:** 16

**Number of units:** 120

### THE SITE

A 16 acre site in beautiful Poynton, Cheshire – one of Manchester's most popular commuter villages, sitting on the edge of the Pennines with the old silk town of Macclesfield to the south and Stockport and Manchester to the north.

Manchester airport lies a few miles to the west and access to the north west's extensive motorway network is easy via the new A555 outer ring road and the M60 orbital motorway.

### THE OPPORTUNITY

The was in Green Belt but was very well contained and highly sustainable, two key factors in supporting its release for development. The local authority required significant new land to meet its housing targets and as there had been limited growth in Poynton for many years the site was deemed suitable.

As the Local Plan was emerging through the process ASL promoted the site as suitable for Green Belt release and the logic of our case was supported by the local authority.

OUR  
COMMITMENT  
TO YOU:

An **expert** planning team  
A **straightforward** approach  
The **best market value** for your land



## SALE AND MARKETING

Given the popularity of Poynton and the pent-up demand in the area interest amongst house-builders was intense, with several rounds of bidding helping ensure the site secured full market value for the vendor. Bloor Homes was chosen as preferred bidder and the land was sold unconditionally on the outline planning consent secured in December 2018.

## THE LEGACY

There was an extensive legacy for local people as a consequence of this transaction:

- 305 affordable homes, delivered on site
- Substantial financial contribution for local schools, to be allocated at the council's discretion
- Circa £700,000 contribution towards the cost of constructing the Poynton Relief Road, to relieve congestion through the centre of the village
- New open space for the public to enjoy, and a financial contribution towards off-site play space.

**January 2014**  
Promotion agreement signed

**July 2017**  
Planning application submitted

**July 2018**  
Planning approval

**July 2017**  
Green Belt release and allocation

**November 2017**  
Resolution to grant

**December 2018**  
Successful sale

## WHY AINSCOUGH STRATEGIC LAND?

All **planning work** is done at our own cost and risk  
We have a **proven track record** of success  
Ainscough only gets **paid when your land is sold**

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