



ainscough strategic land

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## Manchester Road, Tytherington

**Project Status:** Completed

**Acres:** 17

**Number of units:** 162

“We put together a twin-tracked case which firstly demonstrated that the council had sufficient employment land elsewhere to meet take up needs and that this particular parcel was not attractive to the employment market, and secondly that the council was falling behind on its housing land supply and delivery requirements. Both sides of the argument were strong, and along with effective hands-on stakeholder consultation to minimise objections, the council accepted that the Local Plan designation could be set aside, and the land could be brought forward for 100% residential. The fact that the committee decision was unanimous was the icing on the cake.”

*John Brooks,  
Planning Director  
Ainscough Strategic Land*

### THE SITE

Ainscough acquired the land at Manchester Road, Tytherington from Allied Irish Bank in May 2012. The 17-acre site sits on the edge of the market town of Macclesfield, Cheshire East, around 20 miles from central Manchester.

The site had a long-standing Local Plan allocation for employment purposes, and was considered by Cheshire East – the local authority – as a key part of their office and industrial land supply.

### THE OPPORTUNITY

Prior to purchase, our experienced planning team recognised the land's strong credentials as a potential residential site. We were quick to acquire the site and engaged immediately with planning officer at Cheshire East to make a strong case for a change of allocated use, from employment to residential.

As a result of our endeavours, we were able to submit an outline application for 162 new houses in November 2012. The application was unanimously approved at planning committee in April 2013. The section 106 agreement was signed by the planning authority in December 2013, just 13 months after the submission of our original application.

OUR  
COMMITMENT  
TO YOU:

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



## BUILDING A SUSTAINABLE LEGACY

We engaged in significant public consultation with the local residents' association, the local authority and other stakeholder groups to ensure a scheme was developed to suit local preferences and needs.

In response to this consultation, we developed a masterplan built around a number of key commitments to the community: a vehicle-free green linear park, a traffic calming scheme, improvements to local playing fields, a 30% affordable housing provision, the creation of a barn owl habitat and investment in public art.

Our hard work paid off in that not only did the residents' association speak in favour of our proposal, but the planning committee in their deliberations specifically recorded their thanks for the way we had fully engaged with neighbours and other stakeholders, before going on to unanimously approve the application.

## MARKETING AND SALE

The site was marketed successfully, and following a highly competitive bidding process, Redrow was chosen as the preferred bidder. The land was sold unconditionally in February 2014.

**May 2012**

Site acquired from Allied Irish Bank

**April 2013**

Unanimous approval of planning application

**February 2014**

Land sold unconditionally

**November 2012**

Planning application submitted

**December 2013**

Section 106 signed

### 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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