



ainscough strategic land

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Chester Road, Poynton, Cheshire

Project Status: Completed

Acres: 16

Number of units: 120

“The project at Poynton is a great example of how to bring a site through the Local Plan process, achieve an allocation and then secure a comprehensive outline consent to support disposal. As a Green Belt site securing an allocation on the land represented the highest challenge, requiring close engagement at each stage with the Council, key stakeholders and the community. It was a pleasure to work with a client such as Ainscough who approached the project with their usual thoroughness and professionalism and we are proud to have played our part in its success.”

*Steve Bell,
Senior Director,
Turley*

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

This site was in the 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 and the site was released and allocated for development.

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 in December 2018.

THE LEGACY

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

- 35 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 consent

July 2017
Green Belt release and allocation

November 2017
Resolution to grant planning

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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