

Middlewich Bypass and Midpoint 18 Development Appraisal and Delivery Strategy

Cheshire East Council

Brief

Cheshire East Council commissioned BE Group, alongside Aecom, to undertake a Development Appraisal and produce a Delivery Strategy for Midpoint 18 Phase 3 and the Middlewich Eastern Bypass.

Midpoint 18 is designated as a sub-regional employment site. The scheme has outline planning approval, with detail planning permission for the bypass and initial development phase.

The development of Midpoint 18 Phase 3 is dependent on the delivery of the Middlewich Eastern Bypass. The bypass is also expected to improve vehicle movement around Middlewich, relieving congestion and creating an improved retail, residential and commercial environment.

Study objectives included:

- To assess the demand and likely timescale for development
- To assess the appropriateness of current planning designations to market demand
- To identify the economic, environmental and other benefits of the scheme
- To appraise different development and funding options that would enable the delivery of Middlewich Bypass
- To identify preferred options and provide a robust delivery strategy.

Activities

- Review of local, regional and national policies, strategies and background documents
- Site visits
- Extensive consultation with key stakeholders including landowners, developers, agents and relevant strategic bodies
- Analysis of the local and regional property markets
- Assessment of historical land take-up to determine likely future need
- Assessment of the demand and provision for non-employment uses such as leisure and residential uses.



Outcome

The delivery strategy proposes a number of options which will be explored in more detail by the public and private sector partners, with a view to agreeing on the most appropriate way to fund and deliver the bypass.

