

Winsford Employment Land Study

Cheshire West & Chester Council

Brief

Cheshire West and Chester Council has identified Wharton Green employment site as being suitable for affordable housing, something desperately lacking in Winsford. However the Council's Employment Land Review of 2009 indicated that Winsford is also short of employment land (through to 2026).

BE Group is reviewing and updating the Employment Land Review, specifically with respect to Winsford. This will consider the impact of the recession, changes in the land supply and property availability and other pertinent factors. The report will outline whether the site needs to be retained for employment use, or whether it could be developed for an alternative use.



Activities

- Review of background documentation
- Analysis of employment land monitoring data
- Site visits and new site assessments
- Discussions with key stakeholders
- Analysis of property enquiries data
- Update on land supply position in Winsford
- Qualitative appraisal of employment land in Winsford.



Outcome

BE Group concluded residential use could be pursued as this was unlikely to compromise Winsford's economic growth and employment prospects. Nor would such a proposal impact the regeneration of the town or Winsford Industrial Estate. The conclusion was underpinned by arguments regarding land, market attractiveness, timing, demand, development economics.



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