

Congleton Commercial Land and Property Report

South East Cheshire Enterprise / Cheshire County Council / Congleton Borough Council

Brief

BE Group was commissioned to undertake a commercial land and property report for the Borough of Congleton.

The report was commissioned to identify gaps in the market, considering aspects such as property type, size, location and specification. In particular it also focused on accommodation for small and new start businesses.

It required BE Group to identify any property market failures and recommend solutions to them.



CONGLETON
Borough Council



Activities

- Extensive consultation programme with public and private sector organisations involved in the supply of sites and premises in the Borough
- Baseline research into the economic profile and planning context of the Borough to guide the findings and recommendations
- Questionnaire survey of the future needs of 200 businesses
- The five main settlements - Congleton, Sandbach, Middlewich, Alsager and Holmes Chapel appraised separately together with the rural areas
- Appraisals of each development site
- Quantitative and qualitative assessment of the industrial and office property markets
- Research into the need for small business space and demand from inward investors.



Outcome

New employment land allocations were recommended for Congleton, Sandbach, Alsager and Holmes Chapel, because other sites were unavailable or unsuitable.

Sites to provide freehold plots for small businesses to purchase were also suggested throughout the Borough.

Public sector intervention needed to deliver certain strategic sites and ensure existing estates are developed in a consistent and satisfactory fashion.

A shortfall in industrial units of between 2000 and 10,000 sqft identified.

The limited office market should be concentrated in Congleton, with micro-business units recommended for all the main towns apart from Alsager.

