

WELCOME

An illustrative view
from Whitchurch Road

Welcome to the public exhibition. We invite you to find out more about our proposals for a new 200 home community on land off Whitchurch Road, Chester, centred around the historic Abbots Well.

Members of the project team are available to answer any questions you may have on the plans.

HAVE YOUR SAY

You can provide your feedback by:

- Completing the feedback form
- Emailing
info@newhomesforchester.co.uk
- Calling us on Freephone
0800 689 1095
- Scanning the QR code to complete your feedback online



WHAT'S NEXT?

Please submit your feedback by Friday 11 July. We will then consider all feedback received before we submit a planning application to Cheshire West and Chester Council later this Summer.

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The Government updated national planning policy in December 2024, with the primary objective of boosting the supply of housing.

This introduced ‘grey belt’ land to support housing growth and a new methodology for calculating how many homes should be built in each area.

WHAT IS THE SITUATION FOR CHESHIRE WEST AND CHESTER?

Cheshire West and Chester Council is currently facing a housing shortage which means it is required to build nearly 2,000 new homes each year to meet local demand. The site can contribute positively to this local need.

WHAT IS ‘GREY BELT’ LAND?

Grey belt is land in the Green Belt which does not strongly contribute to any of the three relevant Green Belt purposes. These are checking the unrestricted sprawl of large built-up areas, preventing neighbouring towns from merging, and preserving the setting and special character of historic towns.

IS THE SITE ALLOCATED?

The site is not allocated for residential development in Cheshire West and Chester’s current Local Plan. However, it has been identified for residential development under some of the spatial options for future development growth, which are currently being consulted on by the Council as part of its new local plan preparation.

WHY IS THE SITE SUITABLE FOR DEVELOPMENT?

Despite not being allocated for development, we consider that the site meets the national planning policy criteria for development in the Green Belt to be considered acceptable.

This is because the Council does not currently have enough supply of deliverable housing sites, and the site meets the definition of grey belt. It also meets the ‘Golden Rules’ for development in the Green Belt, which includes providing:



45% AFFORDABLE
HOUSING



NEW AREAS OF
PUBLICLY ACCESSIBLE
GREEN SPACE



IMPROVEMENTS
TO LOCAL
INFRASTRUCTURE



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LOCAL CONTEXT



Located on the edge of Christleton, residents will have everything they need on their doorstep with Christleton Village and Great Boughton just a trip away.

A SUSTAINABLE LOCATION

The site is well-located, positioned south-east of Chester within the A55 North Wales Expressway boundary. Its proximity to key transport networks ensures seamless access to essential services, vibrant urban centres, and the tranquil beauty of the surrounding countryside.

With direct connectivity to Chester, the site also offers unparalleled accessibility to major cities, such as Liverpool and Manchester via car and also direct links to London, Cardiff, and Birmingham from Chester Railway Station.

To the west, the A55 leads to the Welsh border and the breathtaking Clwydian Range & Dee Valley National Landscape.

REFLECTING LOCAL HISTORY AND CHARACTER

The plans will draw upon the site's history and local character, celebrating Abbots Well with a new feature at the centre of the community.

We will be opening up access to the historic Abbots Well, once referred to as the “fountain of Christleton” which once fed fresh water to the Cathedral. Our vision weaves the heritage and landscape features of the site and its immediate area into the character of the emerging place, creating a new community that draws upon the history of Abbots Well and the local area.



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SITE CONSTRAINTS & OPPORTUNITIES

The following considerations have been taken into account in designing the scheme:

- Respecting the site setting, especially Whitchurch Road and nearby listed buildings
- Integrating existing trees where possible, along with sensitive buffers to existing trees under Tree Protection Order (TPO)
- A comprehensive drainage strategy that future proofs the scheme for climate change events
- Drainage and SuDs designed and influenced by the site's natural topography
- Retaining a sense of openness from Whitchurch Road and the Mercure Hotel
- Mitigating visibility and noise from A55 to the east
- Promoting connections to nearby bus stops and the Park & Ride
- Retaining easements from utilities



The key opportunities are as follows:

- A proposed site access from Whitchurch Road, located approximately where the existing field gate is positioned
- Enhancement to active travel links along local routes, improving routes and crossings that connect to Christleton, Chester and along the Shropshire Union Canal
- A clear network of green and blue spaces, improving the connectivity of the landscape and creating a betterment to the site resulting in a Biodiversity Net Gain
- Retaining and integrating existing trees, protecting TPOs, considering garden depth, and maintenance routes in addition to extensive new tree planting across the landscape
- New boundary planting along the A55 to reduce noise and visual impact
- A central green space which creates a heart to the local community, which respects local heritage and opens up access to Abbots Well for the wider community to enjoy
- A sense of arrival and frontage to Whitchurch Road to ensure the new and existing communities are entwined
- A 'village-like' character that reflect local character and setting of the area
- Legible street network for orientation and permeability
- Ensuring existing sensitive boundaries are secure



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ILLUSTRATIVE MASTERPLAN



- Site boundary
- Residential unit
- Feature public realm space
- National Cycle Network
- Proposed footpath
- 1 Primary access connecting to A41 Whitchurch Road
- 2 Cycle crossing enhancement area
- 3 Arrival green
- 4 Parkland
- 5 Woodland buffer
- 6 Existing woodland group
- Proposed cycle path
- Indicative alignment of spine street
- Secondary street
- Other street
- Landscaped verges
- 7 Village green with children's play
- 8 Green corridor
- 9 Abbots Well pond/ existing pond
- 10 Wetland area created to support surface water drainage function

Our draft masterplan for the site includes:



Up to 200 high-quality homes set within a beautifully landscaped environment

45% affordable homes split between multiple tenures, all built to Bloor's five-star standards



Celebration of the historic Abbots Well with a new community feature at the heart of the development

Circa 2.6 hectares of green parkland and recreation space for the local community to enjoy



New integrated walking and cycling routes throughout the site, with links to key amenities and transport

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SCHEME BENEFITS



An illustrative view from
Abbots Well through the green heart

CREATING A LANDSCAPE-LED COMMUNITY

We plan to open up what is currently inaccessible private land into rejuvenated areas of green parkland for the local community to enjoy.

- Around a third of the site – 2.6 hectares – will become public open space
- The site will include areas for nature to flourish, through wet woodland, community foraging routes and wildflower grasslands, delivering a minimum 10% increase in biodiversity to support local wellbeing and nature resilience
- Our plans celebrate the historic Abbots Well, making it a centrepiece of the new neighbourhood and can be told through the landscape and wayfinding / information boards

WIDER LOCAL BENEFITS



200 high-quality homes in a range of sizes and tenures, including 45% affordable

Integrated walking and cycling routes throughout, with enhancements to local infrastructure to promote safer routes and connections with links provided to local routes and along the canal into Chester



Delivering a £2 million boost to the local economy

Creating around 300 new construction jobs



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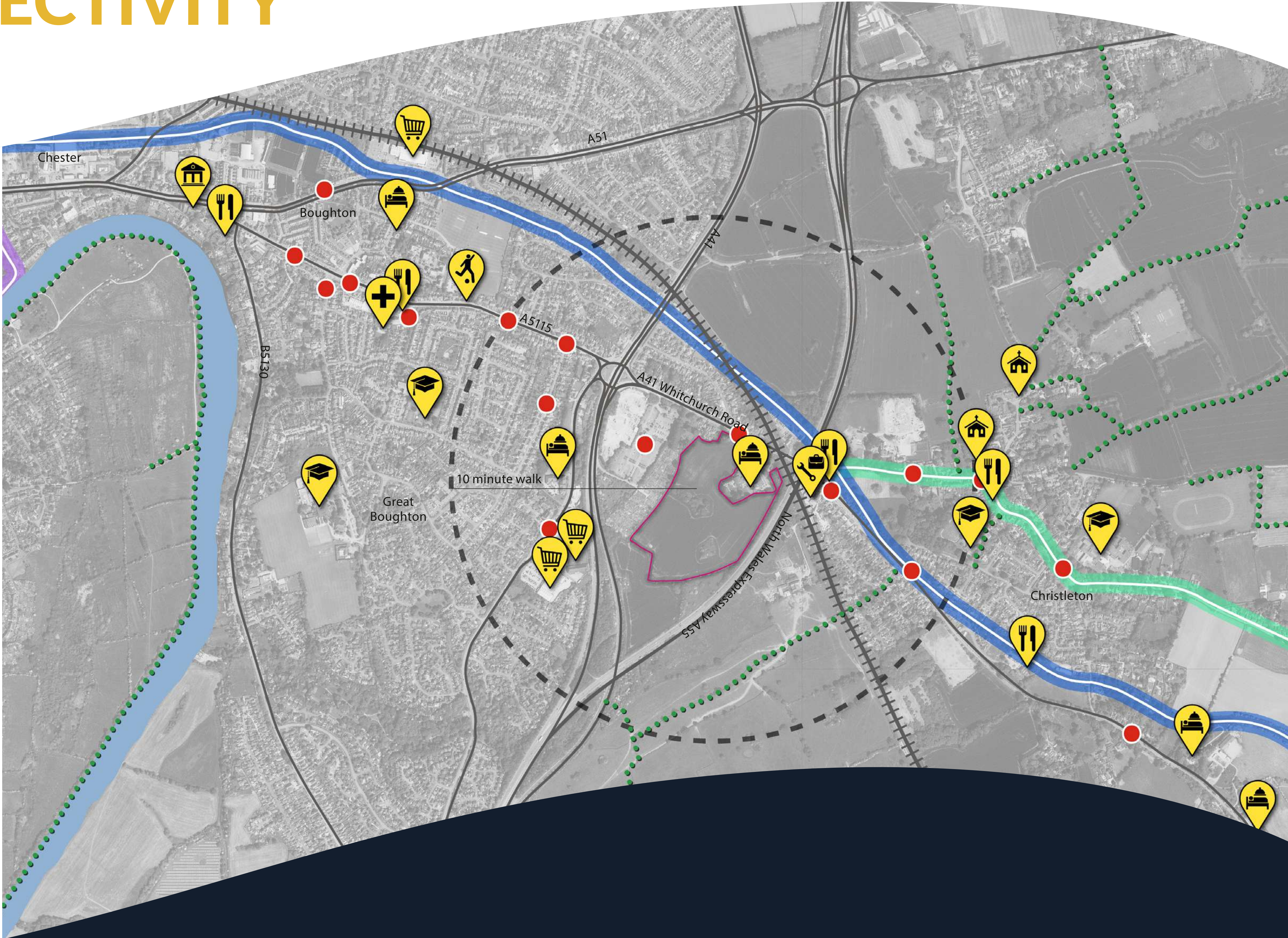
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SUSTAINABLE TRANSPORT AND CONNECTIVITY

Community facilities and local transport / active travel routes

- Site boundary
- Public right of way
- National Cycle Network route 45
- National Cycle Network route 71
- National Cycle Network route 568
- Existing road
- River Dee
- Existing bus stop

Health	Religion
Education	Leisure
Food & Drink	Train station
Hotel	Mechanic
Retail	Chester Roman Amphitheatre



The site’s location has access to a variety of existing walking, cycling and public transport opportunities. These include:

WALKING

Within neighbouring Christleton Village and Great Boughton, amenities close to the site include the Mercure Hotel, the allotments to the west and Boughton Park and Ride providing connections to Chester.

Other local services and amenities include:

- Retail and convenience stores (including Caldý Valley Retail Park including a Sainsbury’s and pharmacy, Village Road Newsagents, Aldi and Waitrose)
- Health services and pharmacies (Heath Lane)
- Local schools and early years facilities (including Christleton Pre-School, Christleton Primary School, Christleton High School and Boughton Heath Academy)
- Sports facilities (Brio Leisure Centre, Chester Boughton Hall Cricket Club)
- Parks and open space (Christleton Park and playing fields, Kingsley Road Public Park and Caldý Nature Park)
- Local places of worship

CYCLE ROUTES INCLUDE:

- NCN Route 45 providing a direct route to Chester along the Shropshire Union Canal. Access to NCN Route 45 would be enhanced by the proposed access strategy
- NCN on-road Route 71 linking the site to Chester mostly along the traffic-free canal

PUBLIC TRANSPORT INCLUDES:

- Bus stops on Whitchurch Road with plans to enhance these stops
- Boughton Heath Park and Ride to Chester (PR2)
- Links to Chester Railway Station via the No.41 bus route and the PR2 with onward connections to Liverpool, Leeds, Manchester, Birmingham, Cardiff, Holyhead, Llandudno and Crewe

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Founded in 1969, Bloor Homes is the largest privately owned housebuilder in the UK.

Consistently rated as a five-star home builder, we build over 4,000 new homes annually and operate from nine regional offices, with the local North West office based in Holmes Chapel, Cheshire. We pride ourselves on delivering some of the best homes in the UK with over 98% of our customers recommending us.



56 YEAR
TRACK
RECORD



98% CUSTOMER
SATISFACTION



4.6 SCORE ON
TRUSTPILOT



RATED A
FIVE-STAR
BUILDER BY THE
HOME BUILDERS
FEDERATION 7
YEARS RUNNING

BLOOR HOMES

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