

Welcome to our public exhibition

We are hoping to create a vibrant new neighbourhood at Lostock Hall Farm. We aim to deliver up to 500 homes, alongside new open space and improvements to pedestrian and cycling connections.

We're beginning early conversations and we want to hear your views so we can shape the development together.

Our Vision

“ Our vision for Lostock Hall Farm is to sustainably support the growth of Poynton.

The Site is well located to utilise existing public transport services, including Poynton Railway Station and Poynton's regular bus service. The Site will also be designed to accommodate bus services through the neighbourhood.

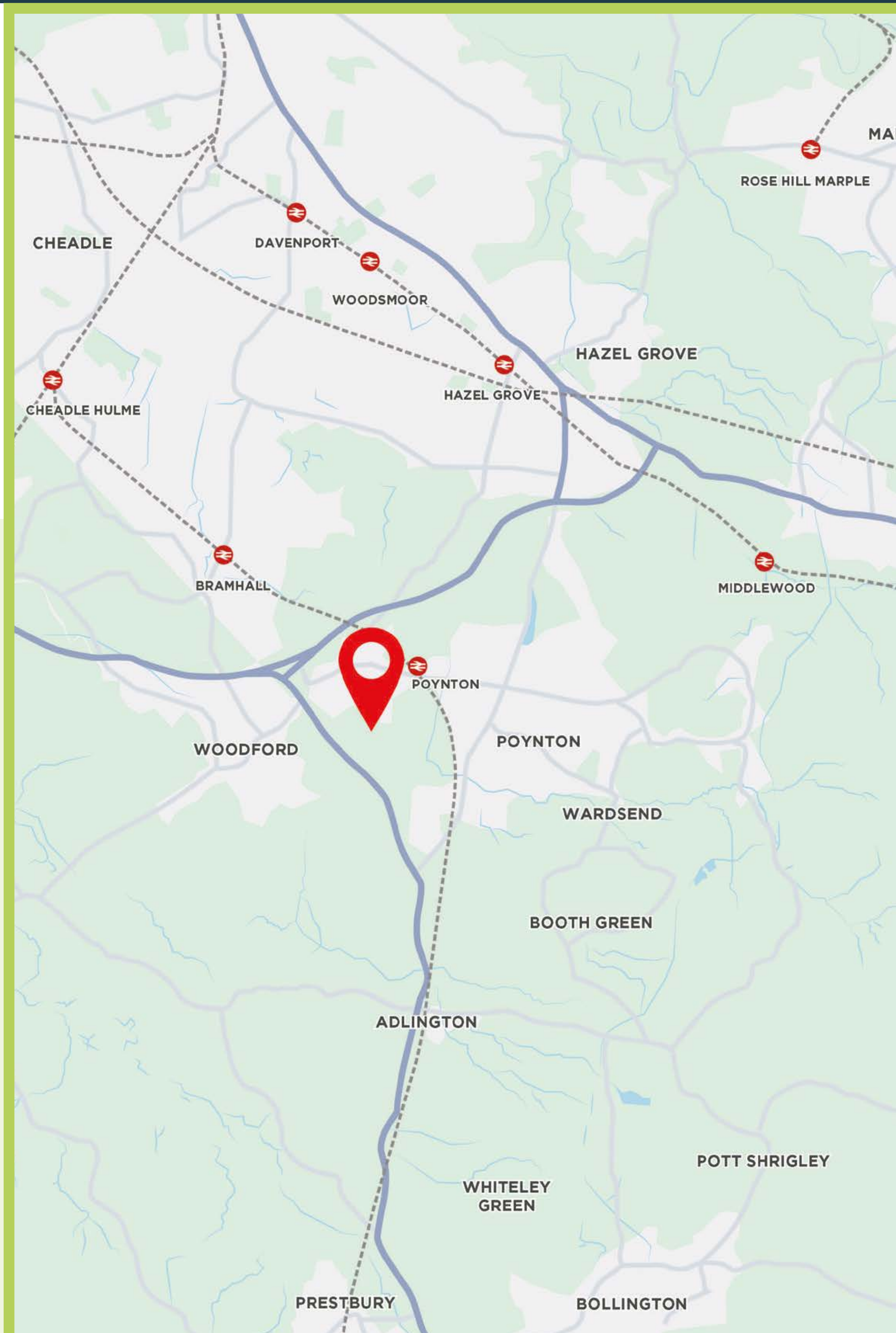
A new walking trail will be created around the edges of the Site, providing improved access to the countryside with connections onto the upgraded Public Right of Way network.

The Site will include a children's play area and areas of beautiful biodiverse habitats including meadow grassland, trees and hedgerows.

The Site will include a variety of different houses to make sure there's homes for everyone - whatever stage of the housing ladder you're on.

The development will be designed to reflect the local Poynton's unique architectural character including using similar materials to existing buildings.

”



Who are we?

Lovell Strategic Land is the specialist land and planning division of Lovell, part of Morgan Sindall Group. We deliver homes through two brands - Lovell Partnerships and Lovell Homes.

Lovell Homes has a strong track record of partnership delivery locally:

- At **Platting Village**, alongside Manchester City Council, Lovell Homes delivered 1,000 new homes and apartments and refurbished 1,500 council homes.
- At **Edgefield Green** in Manchester, Lovell Homes built 216 homes for Your Housing Group, redeveloping the former GE Alstom Site to provide much needed housing.
- At **Weston Woods**, Crewe, Lovell Homes with partner Latimer (Clarion Housing Group) delivered 99 homes with 30% affordable homes and 1.36ha of Public Open Space.

Lovell North-West and North-Wales most recent land acquisitions will deliver 90 homes in Mold, Flintshire; 115 homes in Port Sunlight, Wirral; and 137 homes in Adlington, Chorley.



LOVELL
STRATEGIC LAND

LOVELL
HOMES

New Homes for Poynton

The Site covers 26.69 hectares (66 acres) and sits on the south-western edge of Poynton.

In the Councils' adopted Local Plan, Poynton is designated as a "Key Service Centre" by Cheshire East and is considered a sustainable location for development due to its range of services and facilities.

“ *The Key service Centres of Cheshire East are: Alsager, Congleton, Handforth, Knutsford, Middlewich, Nantwich, Poynton, Sandbach and Wilmslow. The Key Service Centres will see growth, with high quality homes and business premises provided...* ”

(Cheshire East Local Plan Strategy 2010-2030)

The Site sits between existing homes to the north and land to the south that has already been identified by the Council for development. This means the Site naturally forms a logical "infill" location and the Site can be developed in a way that fits neatly into the town's existing pattern, makes good use of nearby services and transport links, and supports the principles of sustainable development.

The Site's character is influenced by the adjoining settlement of Poynton and Poynton Relief Road to the west. Other features within and around the Site which contribute to its current character include: Wigwam Wood, hedgerows and mature trees which once marked field boundaries; Poynton Brook and the listed Lostock Hall Farm building.



Green Belt

The Site lies within the Green Belt, but national planning policy now recognises that some land within the Green Belt plays only a limited role in meeting its core purposes. This type of land is known as **Grey Belt**. A detailed assessment has been carried out to understand how this Site functions and whether it is important in preventing urban sprawl, keeping towns separate, or protecting historic settings.

The assessment shows that the Site does **not strongly perform these key Green Belt roles**. It sits next to the existing edge of Poynton, which has now changed following construction of the Relief Road and new homes at Kingswood, Chester Road. These act as strong and permanent boundaries, along with the woodland and floodplain helping to contain growth. Development here would not cause towns to merge or harm historic character, and would not undermine the wider Green Belt. As a result, the Site is considered Grey Belt land, making it a suitable and sustainable location for carefully planned development while the wider Green Belt continues to be protected.

As the Site is being brought forward for development, it will be required to meet the "Golden Rules" set out in national planning policy, including the delivery of **45% affordable housing, necessary infrastructure improvements, and new or enhanced public green spaces**. This ensures growth is balanced, sustainable and delivers clear benefits for the local community.

Opportunities and Constraints



Key considerations for the Site and its development are as follows:

Access

① The proposed access off the A523 (an adopted highway) was considered and deemed acceptable when the Roy Chadwick Way was designed.

Flood Risk

② No built development is proposed in the area of land covered by the flood zones. Surface water flooding can be suitably managed onsite.

Public Rights of Way (PRoW)

③ There are several Public Rights of Way that cross the Site. Development of the Site will need to respect these existing routes.

Heritage

④ A Grade II Listed Building 'Lostock Hall Farmhouse' is outside the Site Boundary but any development will respect this piece of local heritage.

Landscape

⑤ Several hedgerows transect the Site, the masterplan will seek to retain the existing hedgerow network.

⑥ Wigwam Wood is a designated Local Wildlife Site and protected by a blanket Tree Protection Order (TPO).

⑦ The Site is partly located within the ecological network restoration area.

Adjacent Development

⑧ Existing residential development borders the Site to the north west. Any scheme will need to take into consideration these neighbours.

Noise

⑨ The A523 road runs to the south and west of the Site.

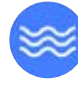
	Site boundary (27.93 Ha)
	Potential vehicle access point
	Public Right of Way (PRoW)
	5m contour
	Sensitive boundary to residential development
	Surface water sewer
	EA Surface water flooding (1:100)
	EA Flood Zone 3
	EA Flood Zone 2
	Woodland
	Hedgerow
	Ecological network corridor
	Ecological network - restoration area
	Local wildlife site
	Grade II Listed Building
	Protected open space
	Safeguarded land
	Area search for sand and gravel

Initial Masterplan



Our emerging masterplan shows how the site could provide up to 500 new homes, open spaces, and enhanced walking and cycling connections. We've been guided by the local landscape, wildlife, and the surrounding community. This plan will continue to evolve with input from local residents and stakeholders and more technical work.

Key Design Principles

-  A new vehicular access from A523 / Roy Chadwick Way via a new roundabout.
-  Pedestrian and cycle connection via Lostock Hall Road, improving access to the town.
-  Homes located outside all flood zones, keeping people safe.
-  Improving drainage through SuDS including swales, basins, rain gardens and permeable paving.
-  Retention and enhancements of the existing footpath network across the Site and provision of a new circular walking route around the development.
-  New play areas and open spaces, overlooked by homes for natural surveillance.
-  Existing woodland retained, particularly around Wigwam Wood.
-  Green corridors running across the site, protecting hedgerow routes and supporting wildlife movement.
-  A landscape buffer along Roy Chadwick Way.
-  Land immediately surrounding the Grade II Listed Building is free from development to protect its setting.

Enhancing the Natural Environment

A Landscape Shaped by Nature

Our vision is to create homes set within a connected landscape that reflects the Site’s existing natural features.

The design retains key habitats, strengthens wildlife connections and introduces new planting and green spaces for residents and wildlife.

Understanding the Site

- The Site includes grassland, hedgerows, woodland and ponds
- These features create a connected network of habitats for wildlife
- Wigwam Wood Local Wildlife Site lies adjacent to the eastern boundary



A Landscape-Led Approach

The development has been designed to work with the existing natural features of the Site:

Protect and Enhance

- Retain existing woodland, hedgerows and watercourse features
- Provide buffers to protect nearby habitats
- Improve the condition of existing habitats
- Strengthen green corridors across the Site

Create

- New native tree and hedgerow planting
- Species-rich grassland and green spaces
- Wildlife-friendly features integrated throughout

Supporting Wildlife

- Surveys confirm the Site supports protected and notable species
- The design retains key habitats and movement routes
- Green corridors will help wildlife move through the Site

Green Space for People and Nature

- A network of open spaces across the Site
- New walking routes linked to existing paths
- Informal green areas within the development
- Spaces designed for both recreation and wildlife

Biodiversity Net Gain

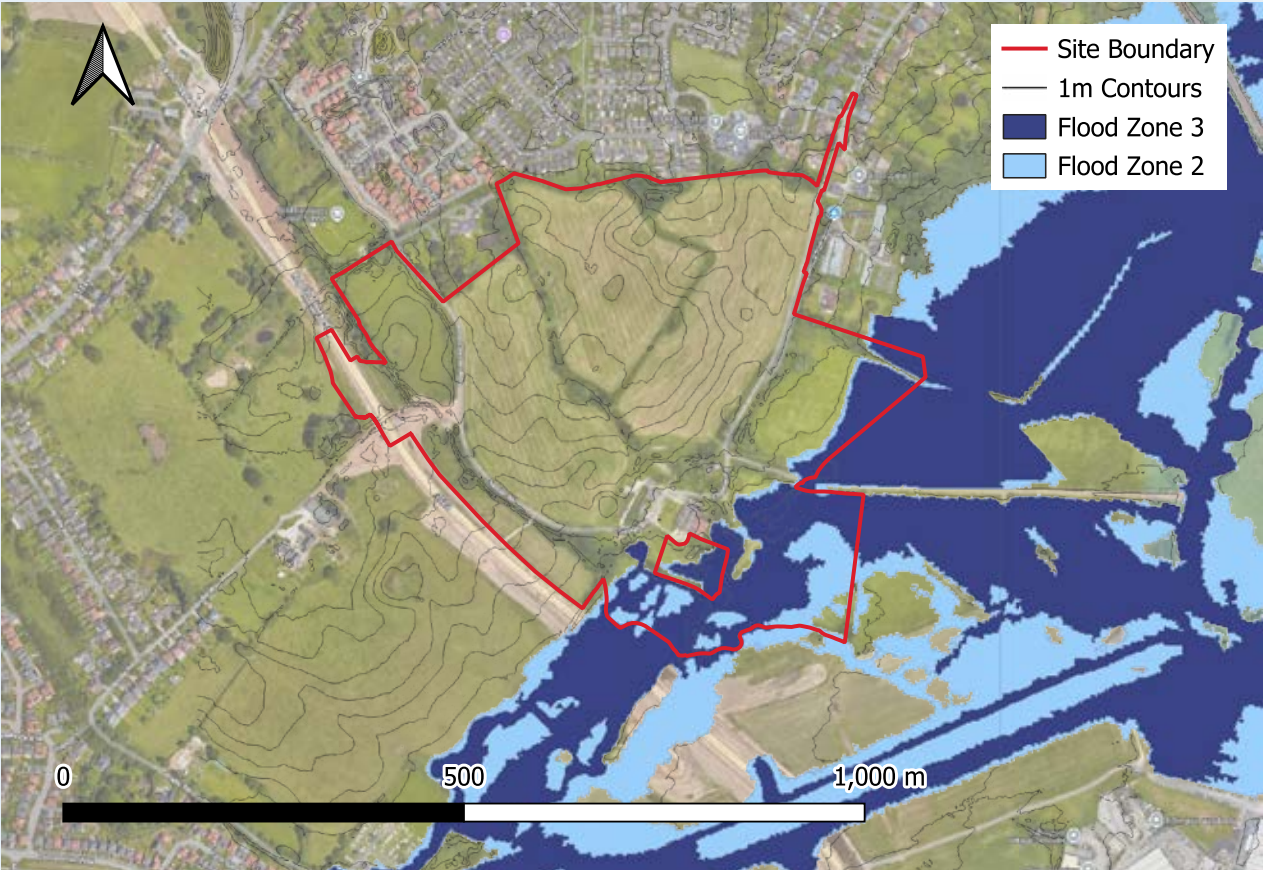
- At least a 10% increase in biodiversity value
- Delivered through habitat retention, enhancement and creation
- Supported by long-term management

Managing Water Naturally and Flood Risk

Sustainable drainage is integrated within the landscape:

- Swales and basins manage surface water
- Reduces flood risk
- Improves water quality
- Provides additional habitat

All new homes are located outside identified flood risk areas.



Highways & Accessibility

A Sustainable Location

Located in a beautiful part of the world, this community will have the benefit of being well connected to existing facilities and public transport.

Train services are available nearby at Poynton Train Station (approximately a 10-minute walk from the Site), which offers hourly services to Stockport, Macclesfield and Manchester Piccadilly. Bus stops are located on Chester Road / A5149, Woodford Road and Highfield Road, all available within an 8-15-minute walk of the Site.

Site boundary

Education

Places of Worship

Play

Medical

Retail

Community

Pubs/Restaurants

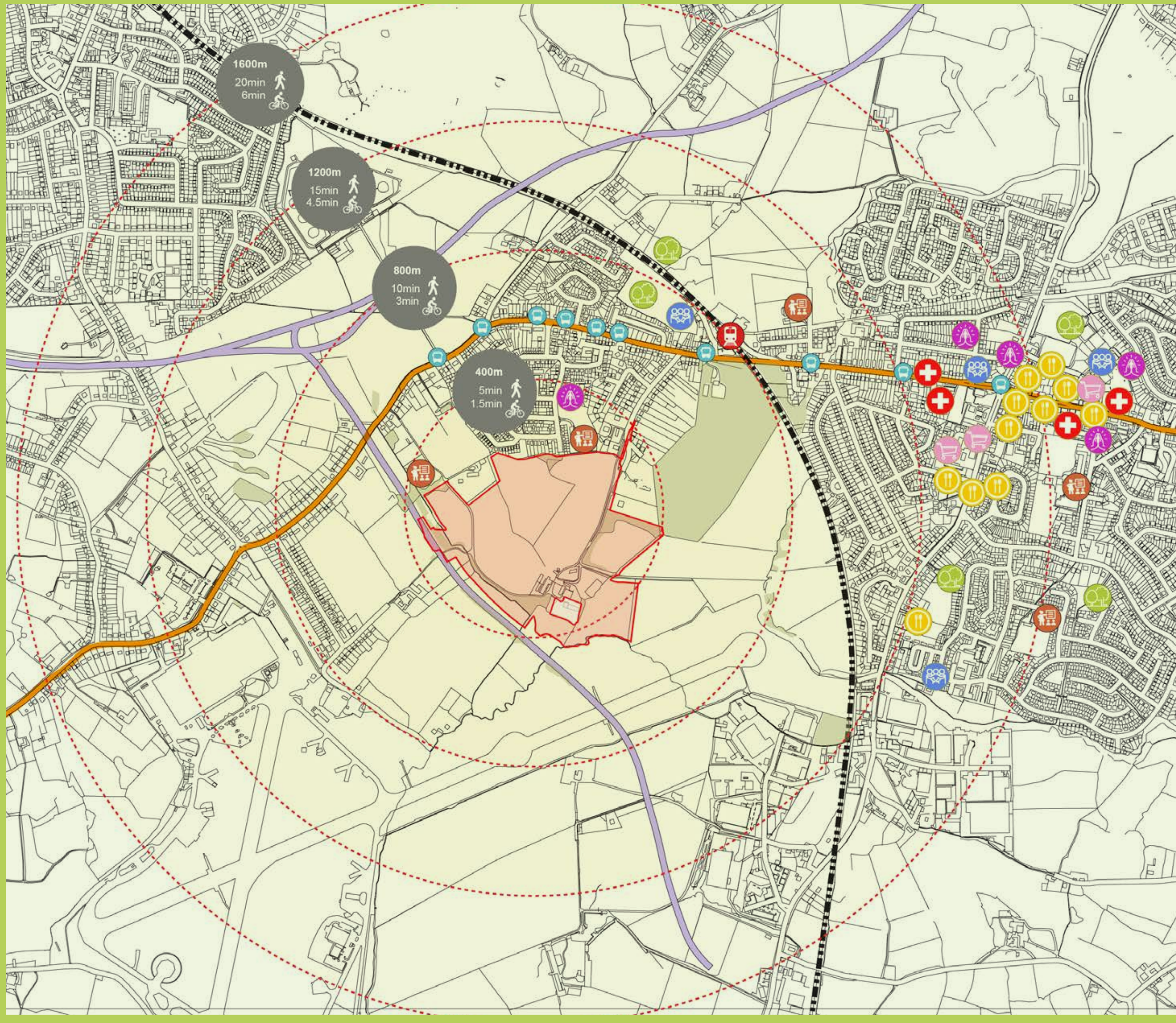
Bus Stops

Relief road

Category A road

Railway

Rail station



Impact on Existing Road Network

To make sure the development can be delivered safely and without causing significant problems on local roads, Pell Frischmann, our transport specialists, are carrying out a full assessment of the potential traffic impacts.

Their job is to carefully test how the development might affect nearby routes and junctions, and to confirm that the local road network will continue to operate safely and efficiently. A number of junctions have been identified for assessment, including along Poynton Relief Road (A523 Roy Chadwick Way), the A555 Manchester Airport Eastern Link Road and other local junctions.

If any improvements are needed, these will be identified through the assessment and built into the plan. This thorough process helps ensure that any future development is planned responsibly, protects road safety, and supports smooth traffic movements across the wider network.

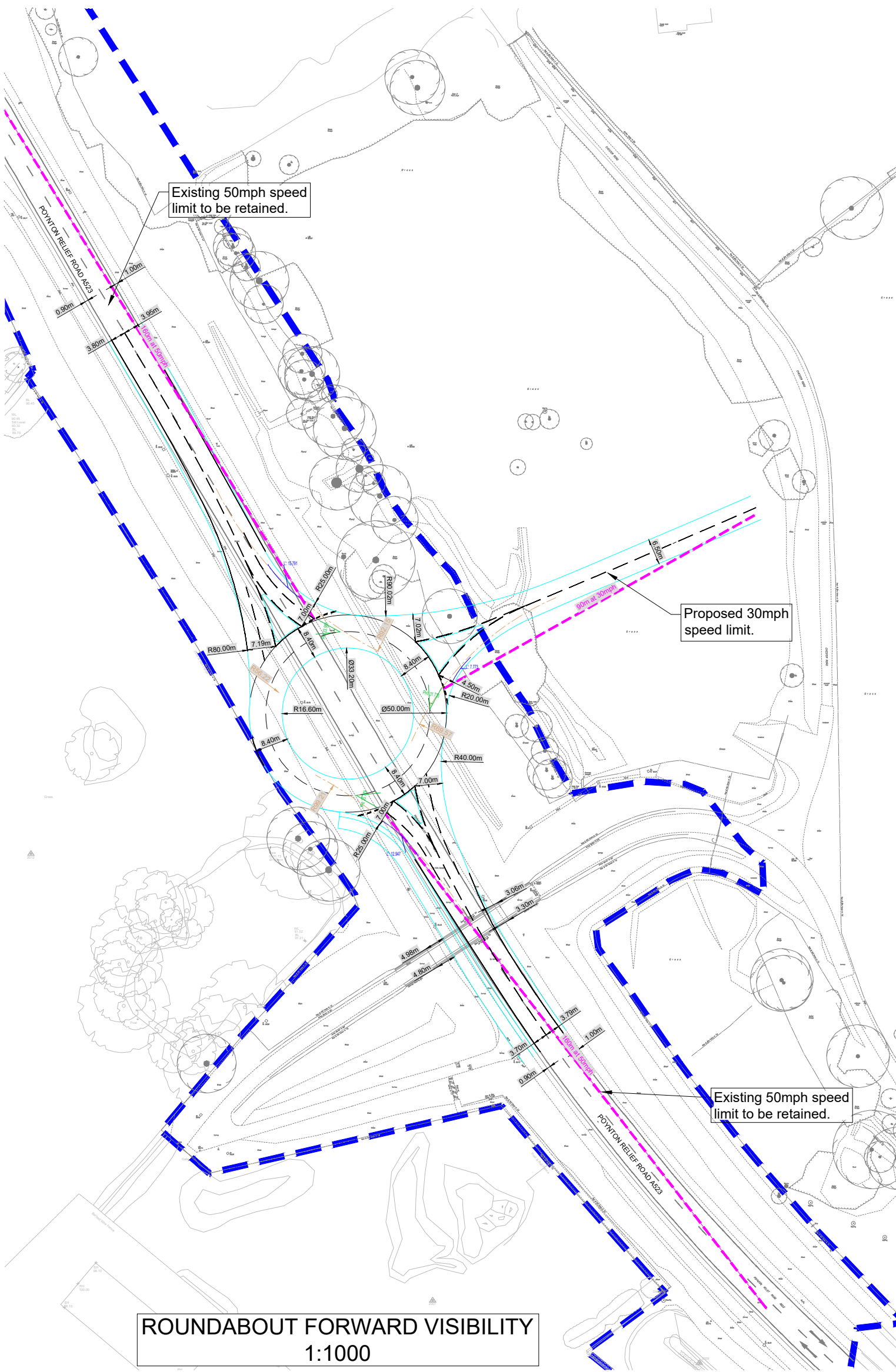
Access & Circulation

A new vehicle access is proposed from the A523 / Roy Chadwick Way, which would involve the construction of a new roundabout.

The development is designed around a clear, attractive network of streets and routes that make moving around the site easy, safe and enjoyable. This includes:

- **A main route from Roy Chadwick Way runs through the site**, forming the key movement corridor
- **A network of secondary streets** ensures all new homes are easily accessible, while linking to quieter lanes and private drives
- **People-friendly shared surfaces** encourage walking, cycling and social interaction by allowing pedestrians and vehicles to share the same space in a calm, low-speed environment
- **Edge lanes and private drives** around the outside of the site, serving homes on the boundary of the development.

Together, these streets help create a well-connected, accessible and pleasant neighbourhood for everyone.



Proposed Access Roundabout from Roy Chadwick Way

Sustainability and Social Capital

Lovell is committed to delivering sustainable new homes through an integrated approach to design, construction and long term performance. Homes are designed following a fabric first methodology, incorporating high levels of insulation, airtight construction and efficient building layouts to minimise energy demand from the outset.

Low carbon technologies, including air source heat pumps and on site renewable energy generation, will be integrated to reduce operational carbon emissions and remove reliance on fossil fuels. Water efficiency measures will be incorporated to limit consumption and support sustainable resource use.

During construction, Lovell adopts responsible practices to minimise environmental impacts, including efficient use of materials, waste reduction and recycling, and the use of responsibly sourced products. A key part of this approach is the transition away from traditional diesel: 99.9% of all fuel used on site is Hydrotreated Vegetable Oil (HVO). In addition, 99.7% of construction waste is diverted from landfill, reflecting Lovell's commitment to circular economy principles and responsible resource management.



Lovell is committed to supporting the local economy by working closely with regional suppliers and subcontractors. By prioritising local procurement, the project helps to reduce transport related emissions, strengthen local supply chains and create opportunities for small and medium sized businesses within the community. This approach not only enhances economic resilience but also fosters long term partnerships built on shared values, quality workmanship and a collaborative approach to delivering sustainable, high performing homes.

Lovell places social value at the heart of its developments, ensuring that each project delivers meaningful and lasting benefits for the communities in which it operates. This includes creating local employment and apprenticeship opportunities, supporting skills development through partnerships with schools, colleges and training providers, and investing in community initiatives that enhance wellbeing and social cohesion.

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Oil (HVO)

This rounded approach ensures the development delivers high quality, energy efficient homes that meet regulatory requirements and support wider sustainability and climate objectives.

Benefits to our community

The key benefits of the development are summarised as follows:



New homes – up to 500 new homes which would include a mix of housing types and tenures.



Affordable homes – inclusion of 45% affordable homes to provide for local housing needs.



Biodiversity enhancements – to achieve at least 10% Biodiversity Net Gain (BNG).



Public Open Space – this new community will have a variety of open spaces for all to enjoy including walking trails and children’s play facilities.



Protection of existing hedgerows and trees – incorporating existing hedgerows and vegetation into the masterplan.



Retained footpath and Public Right of Way (PRoW) – the Public Right of Way will be protected and enhanced to ensure walkers can continue to enjoy the benefits of the countryside.



Close public transport connections – the Site is located close to existing bus routes and Poynton Train Station, providing direct access from the Site to public transport.



Improved connectivity to “Bird estate” / Poynton Town Centre – via new and enhanced pedestrian and cycle connections.



Contributions to Community Infrastructure Levy / Section 106 – funding necessary improvements to local infrastructure through CIL and S106 payments, as well as on-site provision.

Thank you for joining us today.

We hope the event has helped explain our early ideas for the site and what we are hoping to achieve.

We would really value your thoughts.

You can share your feedback by filling in one of the paper questionnaires available today.

If you prefer, you can also give your feedback online at: www.lostockhallfarm.co.uk



Next Steps

All feedback from this event will help us refine and improve the masterplan as we work towards submitting an outline planning application to Cheshire East Council this year. Further information will be shared once the feedback from this round of public consultation has been reviewed.

An outline planning application focuses on the big picture elements of a proposal - such as how the site will be accessed, the key principles behind the design, and the amount of development being proposed.

The finer details (such as the appearance of buildings, landscaping, street layouts and materials) are to be agreed later through a Reserved Matters application.

There will be more opportunities to get involved before those later “reserved matters” applications are submitted.

These future reserved matters will set out the detailed design of the homes, streets and green spaces, and we will continue to engage with the community as plans develop.