

LAND AT CHESTER ROAD, HESWALL

Proposed Residential Development



INTRODUCTION

This leaflet provides information regarding proposals for up to 295 new homes, including 35% affordable homes on land at Chester Road, Heswall.

Our vision is to develop a scheme which is sympathetic to the character of the site, whilst also creating a high-quality, walkable neighbourhood which is sustainable and well connected to local services and the wider community.

WHERE IS THE SITE?

The Site is located to the northeast of Chester Road, in between Gayton Park and the railway line, on the southern urban edge of Heswall.

WHAT ARE THE BENEFITS OF DEVELOPING THE SITE?

The proposals will bring a number of key benefits to the local area including:

- The provision of up to **295 much needed new homes**, including up to 105 affordable homes (35%), of various types to meet the needs of the local community;
- Substantial **public open space** for existing and new residents to enjoy including children's play areas;
- New pedestrian and cycle connections in and around the site;
- Retention and enhancement of existing trees and hedgerows to integrate with the existing landscape character;
- A net gain for biodiversity;

Significant economic benefits, including;

- Around 194 new jobs;
- £78.5 million of GVA during the construction period
- Support 288 economically active residents
- Generate over £8.4 million in household expenditure
- Generate around £750,300 per annum in additional Council Tax Revenue

The proposed development will be considerate and responsive to the existing area whilst providing an attractive place to live.

Barratt Homes is part of Barratt Redrow plc, the UK's largest housebuilder. The company is committed to building high-quality, energy-efficient homes and creating sustainable communities across Britain. Barratt Homes has been awarded the maximum 5 star rating for customer satisfaction by the Home Builders Federation for 17 consecutive years - more than any other major national housebuilder. Barratt strive to create environments that people want to be a part of and where everyone can feel at home.

WHAT HAPPENS NEXT?

Barratt Homes invites you to take part in this public consultation before an outline planning application is submitted for residential development. You can also review our proposals on the consultation website at chesterroadheswall.co.uk

If you would like to get in touch and share your comments about the development, please email Chester Road consultation team at: chesterroadconsultation@pegasusgroup.co.uk by **Thursday 25th June 2026**

Following this public consultation, we will review the feedback received and feed this into the development and submission of an outline planning application in Summer 2026.

Once this application has been registered, the Council will undertake their own statutory consultation process, and notify surrounding properties, so there will be further opportunities for you to make comments directly to the Council at that time.

- Key**
- Potential Vehicular Access
 - Potential Pedestrian Access
 - Existing Track (re-routed)

- 1 Country Park**
Multi-functional green space
Local Equipped Area for Play (LEAP) / Play along the way
Woodland Walk
Ecological Enhancement
Sustainable Drainage Systems
- 2 Green Spine**
Multi-functional green space
Local Equipped Area for Play (LEAP) / Play along the way
Ecological Enhancement
Retained tree belt
- 3 Green Edge**
Trim trails and outdoor gym
Ecological Enhancement



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