



HOW

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CASE STUDY

January 2012

Regeneration of Former Nestle Yoghurt Factory

Client: Taylor Wimpey
Location: Cuddington, Cheshire

Having successfully secured outline planning approval on behalf of Ainscough Strategic Land, to demolish and regenerate the former Nestle yoghurt factory in Cuddington, HOW Planning has submitted a Reserved Matters application for the 9.18ha site.

Acting on behalf of Taylor Wimpey, HOW has submitted plans for 158 new houses, a proportion of which will be built to Lifetime Homes Standards and 47 of which will be affordable homes.

In addition to the new homes, plans include areas of open space, allotments, a wild flower meadow, two extensive children's play areas and landscaping as well improved links with Cuddington. The former factory site sits within an area of greenbelt and has been derelict for over three years suffering from vandalism and anti-social behaviour. Feedback from the local community has been extremely positive following a pre-application community consultation exercise, with 91% of residents that responded showing support or partial support for the new development.

Taylor Wimpey aims to contribute substantially to the local community and improve the overall landscape which has suffered from the derelict factory, taking into account the sensitivities involved with the immediate landscape and ensuring the different aspects of the scheme will work together to create a vibrant new community.

