
OPTION PROPOSAL / PRIVATE & CONFIDENTIAL

Ashbourne Road

Cheadle

Creating value through partnerships.



Hard work, honesty and the strength of the team are what turn difficult sites into successful projects.

ANDY RHOADES / OWNER

Over 25 years working within the residential development sector, I have been part of teams securing planning for a wide range of projects across the Midlands.

From hostels to extra care, low-rise residential to supported housing, and sites ranging from 0.5 acres to 20 acres, none of these projects were easy. They succeeded through hard work, honesty and strong professional teams.

We apply that experience - together with our motivation to create new homes - to maximise the likelihood of securing planning consent. We specialise in care and affordable housing and believe it can often unlock challenging sites.

We hope this proposal is of interest and that you will trust us to work diligently on your behalf to maximise the value of your land.

Andy Rhoades

Director / 07367 465828

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THE LAND

The opportunity at Ashbourne Road.

The latest indicative layout identifies a 3.0-acre site at the edge of Cheadle. It illustrates a 75-bedroom care home alongside 20 residential homes, with retained boundary vegetation and a landscape-led relationship to existing properties. The supplied constraints mapping identifies flood-risk and surface-water bands along the northern and eastern edges; the extent and mitigation will need to be confirmed through the planning and technical work.

SITE AREA

3.0 acres

Site area confirmed by the landowner proposal brief.

LOCAL AUTHORITY

Staffs Moorlands

Staffordshire Moorlands District Council.

PLANNING HISTORY

None identified

No planning history is relied upon for the red-line site in this draft.



THE TEAM

The best team gives the site its best chance.

We invest in experienced specialists to maximise the likelihood of securing planning approval quickly and managing risk from the outset.



Marrons

PLANNING + DESIGN

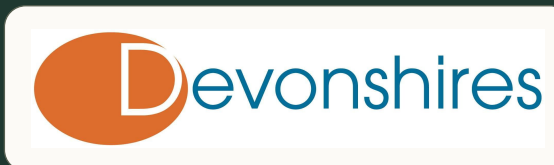
Multi-disciplinary planning, design and development advice focused on securing permissions and optimising land value.



Rappor

INFRASTRUCTURE + ENVIRONMENT

Infrastructure, landscape and environmental expertise supporting a coordinated, sustainable development solution.



Devonshires

LEGAL

Commercial legal advice with particular strength in social housing, real estate and development agreements.



Abel Development Consultants

TECHNICAL

Pragmatic technical support focused on risk management, approvals and accelerating residential delivery.

CURRENT PROJECTS

Relevant experience on challenging sites.

UNDER OPTION

9 sites

Active landowner partnerships.

APPROXIMATE CAPACITY

480 homes

Across the current portfolio.

2026 SUBMISSIONS

7 sites

Applications targeted at proposal date.

COVEN

School Road

Emerging allocation in the South Staffordshire Local Plan.

SEDGEBERROW

Cheltenham Road

Outline permission secured at appeal for 16 homes.

CATSHILL

Wildmoor Lane

Grey Belt application being progressed for 50 homes.

HARTLEBURY

Worcester Road

Grey Belt application being progressed for 41 homes.

Three important points shape the opportunity.

We have reviewed the land and focused on the issues most likely to affect the planning strategy, cost and deliverability.

The latest indicative layout shows a 3.0-acre site accommodating 20 residential homes and a

75-bedroom care home, with retained boundary vegetation and a landscape-led edge to existing homes.

TECHNICAL CONSTRAINT

Flood-risk corridor

The supplied constraints map identifies surface-water and flood-risk bands associated with the watercourse along the northern and eastern edges of the site. The indicative layout keeps the built form away from the most constrained edge, but flood-zone extents, finished levels and drainage outfall will require confirmation through the technical surveys.

PLANNING CONSTRAINT

Existing homes and separation

Existing homes sit close to the western edge of the site. The layout should therefore retain a meaningful landscape buffer, use an appropriate scale and orientation, and demonstrate acceptable outlook and privacy distances as the design develops.

LANDSCAPING FRAMEWORK

Landscape edge and outlook

The site has open rural views to the north and east. Retained hedgerows, new planting and a carefully designed edge can protect those views where appropriate while helping the proposal sit comfortably alongside the existing settlement.

A manageable change in level.

The supplied topography mapping indicates a generally manageable fall from south-west to north-east, from approximately 168 DTM to 163 DTM across about 100m. That fall may assist a gravity-led surface-water strategy, subject to levels, discharge rates and watercourse approvals. Foul drainage may require pumping back towards Ashbourne Road; this remains a matter for the technical surveys and utility discussions.



SOUTH-WESTERN LEVEL

Approx. 168 DTM

NORTH-EASTERN LEVEL

Approx. 163 DTM

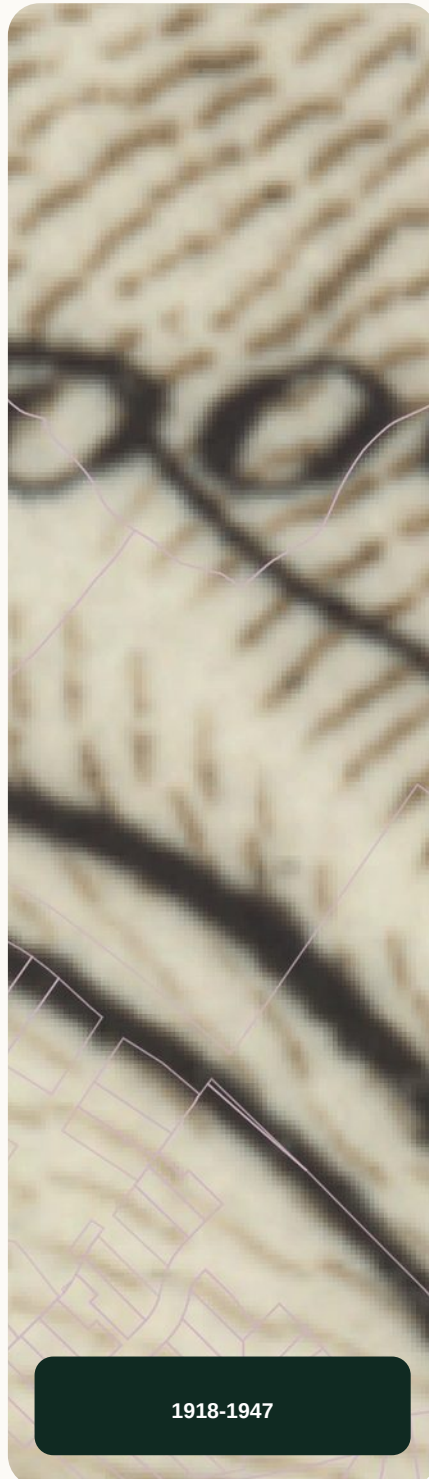
FOUL DRAINAGE

Pumping Likely

HISTORIC MAPPING

No obvious legacy land-use concern.

The available historic mapping does not indicate contentious former uses likely to create abnormal development cost or materially affect the planning case.



Deliberately choosing a different route.

“ Strategy is about choices and trade-offs.

Working to bring forward a high-quality care and housing development.

Partners are in place for both the care home and residential elements of the site, giving us certainty that there is a need for the accommodation being proposed. Staffordshire Moorlands current 5 year Housing Land Supply Position is just 3.58 year as recently confirmed at appeal, making them vulnerable to short term applications. We believe this housing land supply deficit, alongside the proposed care home (which has an identified need) and a small number of residential properties would be well received.



PROPOSED TENURE

100% affordable

A strategy designed to attract significant planning weight.

DELIVERY PARTNER

Identified

Housing Association engagement supports the application.

CORE ARGUMENT

Housing need

A locally evidenced need capable of outweighing Green Belt harm.

A considered response to the site.

The 19 August 2026 indicative layout shows a sympathetic development of moderate scale, with a 75-bedroom care home, 20 residential homes, retained vegetation and landscape buffers to existing properties.



01 CARE HOME

The 75-bedroom care home is positioned within the eastern part of the illustrative layout, with its scale, massing and relationship to neighbouring homes to be tested through design development.

02 GREEN BUFFER

Retained hedgerows, proposed planting and landscape buffers help the development read as a considered edge-of-settlement extension and provide separation from existing homes.

03 TECHNICAL RESPONSE

The layout responds to the identified flood-risk edge, existing homes and open landscape. Further surveys are needed before the constraints can be fully confirmed.

A clear route to a validated application.

The work is structured into four practical stages, with the evidence and design developed before the application is submitted.

01

Site identification & initial feasibility

Confirm the opportunity, objectives and initial delivery case.

02

Early engagement & constraints analysis

Commission surveys, test key risks and engage the delivery partner.

03

Design development & supporting evidence

Prepare the layout, technical reports and affordable-housing case.

04

Planning submission & validation

Submit, validate and manage the application through determination.

TIMESCALES

Ready to begin - and committed to momentum.

Our consultant team is ready. The programme is designed to move from agreement to application quickly while retaining sufficient time for an appeal if required.

LEGAL AGREEMENT

Approx. 8 weeks

Our typical target after agreeing terms.

PLANNING SUBMISSION

Within 6 months

Commitment from entering the agreement.

TARGET DETERMINATION

Approx. 15 months

Overall expectation, subject to the authority.

ON AGREEMENT

Heads of terms agreed

APPROX. 8 WEEKS

Legal agreement completed

WITHIN 6 MONTHS

Target planning submission

APPROX. 15 MONTHS

Target determination

ON CONSENT

Purchase completion

TERMS / OUR OFFER TO YOU

A clear route to purchase.

We will fund and manage the work needed to pursue planning permission quickly and effectively.

The commercial structure combines a value per consented residential plot with an agreed care-home value, subject to the minimum purchase price set out below.

PRICE PER RESIDENTIAL PLOT

£20,000

Per consented residential plot.

CARE HOME VALUE

£1,000,000

Value attributed to the care home.

CURRENT PROPOSAL

£1,400,000

Based on 20 houses and a care home.

PROPOSED OPTION

36-month option agreement, conditional solely upon planning approval, with extension provisions if the application remains undetermined.

COST COMMITMENT

FG+B would meet the planning costs and cover reasonable legal or agent costs incurred by the landowner. A minimal option fee is proposed.

PRICE ADJUSTMENTS

The price will be adjusted in line with the figures outlined above, subject to a minimum purchase price of £1,000,000.

Illustrative proposal terms are subject to agreement, legal drafting, planning evidence and final heads of terms.

NEXT STEPS

We look forward to working with you.

If you would like to progress with Foster, Green + Brown, the next actions are intentionally straightforward.



01

Appoint solicitors

The landowner and FG+B appoint solicitors so that the option agreement and supporting documents can be prepared.

02

Complete the agreement

Once the agreement is in place, FG+B continues the technical and planning work needed to prepare the application.

LET'S TALK

Andy Rhoades

Director

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