

Application for approval of reserved matters following outline approval.
Town and Country Planning (Development Management Procedure) (England) Order 2015

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Site Address

Number	
Suffix	
Property name	
Address line 1	Land to the east of Froghall Road and north of Ayr Road and Cheltenham Avenue
Address line 2	Cheadle
Address line 3	
Town/city	Staffordshire
Postcode	
Description of site location must be completed if postcode is not known:	
Easting (x)	401502
Northing (y)	344492

Description

Land to the east of Froghall Road and north of Ayr Road and Cheltenham Avenue.

2. Applicant Details

Title	Mr
First name	Ross
Surname	Meachin
Company name	Persimmon Homes (North West) Ltd
Address line 1	1st Floor East, Chadwick House
Address line 2	Birchwood Park
Address line 3	
Town/city	Warrington
Country	United Kingdom

2. Applicant Details

Postcode	WA3 6AE
Are you an agent acting on behalf of the applicant?	
Primary number	
Secondary number	
Fax number	
Email address	

☐ Yes ☒ No

3. Agent Details

No Agent details were submitted for this application

4. Development Description

Please indicate all those reserved matters for which approval is being sought

- ☒ Access
- ☒ Appearance
- ☒ Landscaping
- ☒ Layout
- ☒ Scale

Please provide a description of the approved development as shown on the decision letter

Hybrid planning application on land east of Froghall Road and north of Ayr Road/Cheltenham Avenue, Cheadle seeking 1) full permission for 125 dwellings and access to proposed primary school and 2) outline permission for up to 135 dwellings and primary school with all matters reserved.

Reference number	SMD/2021/0456
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Date of decision (date must be pre-application submission)

30/04/2025

Please provide a description of the reserved matters for which you are seeking consent. Please state if the outline planning application was an environment impact assessment application and, if so, confirm that an environmental statement was submitted to the planning authority at that time

Reserved Matters application (access, layout, scale, appearance and landscaping) for residential development comprising 135 dwellings, with associated access, public open space and infrastructure.

Has the work already started?

☐ Yes ☒ No

5. Supporting Information

Please provide the following information

Please list all relevant drawings, including reference numbers, that were approved as part of the original decision.

Location Plan (Ref: ARC/LP/01 Rev B);
Illustrative Masterplan (Ref: 8060-L-07 Rev M);
Proposed Site Access Arrangement (Ref: 2002-F01 Rev A);
Site Access Arrangement off Ayr Road (Ref: 2002-F02);
Site Access Arrangement off Cheltenham Avenue (2002-F03 Rev A);

Please list all drawing numbers submitted with this application for approval

Please refer to application cover letter.

If applicable, please state the reasons for any changes to the original drawings

6. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☐ The agent
☒ The applicant
☐ Other person

7. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

8. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

☐ Yes ☒ No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

9. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them. ☒

Date (cannot be pre-application)

23/07/2025