

Project Moss Cottage Farm

Land off Fair Green Road
Baldwin's Gate
Marketing Pack

Private & Confidential

This is a private marketing pack provided to trusted clients and contacts prior to public marketing. Please do not divulge the information contained, share this pack or approach our client directly.

in collaboration with



**LAND & NEW HOMES
NETWORK**



Indicative boundary shown for guidance only. The exact extent of the site should be verified by reference to the approved plans and title documents.

Opportunity and local area

Opportunity and Local Area	5
Local Area	7
The Scheme	8
Interest	9
Operational Support	10



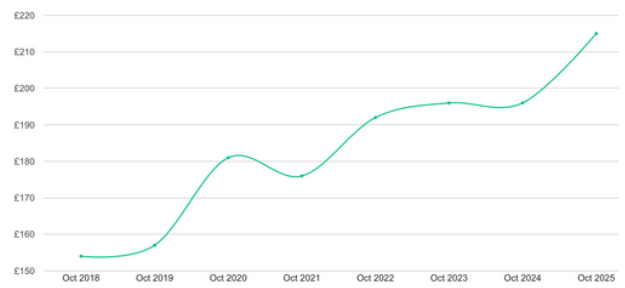
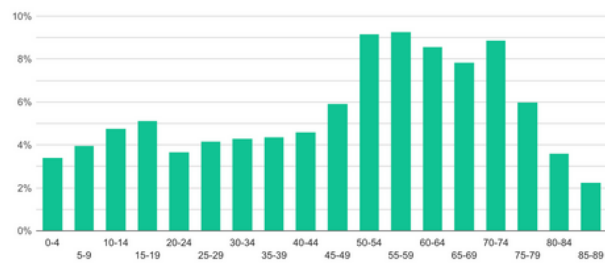
Local Data

National Statistics Socio-economic Classifications



Average Household Income
£49,400

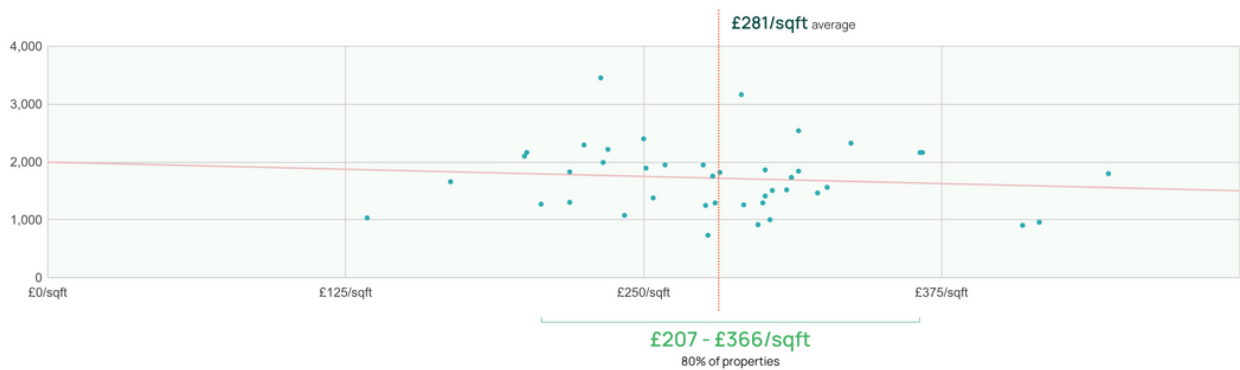
Age structure



10%
1-year

12%
3-year

19%
5-year



Opportunity and local area

Development and local area

Project Moss Cottage Farm located off Fair Green Road, Baldwin's Gate is set to be a tremendous success, thanks to its highly sought after residential location, thoughtfully designed scheme, and opportunity to create quality homes with a high demand.

Nestled in the natural and secluded community of Baldwin's Gate, the proposed development is set to be ideal for aspirational families and professionals. Its position in one of the most sought after semi-rural villages in the county maximises potential resale value.

Available for sale with outline planning for nine self contained custom build homes with a total plot size of 2.5 acres / 1.01 hectares

Location

The development benefits from a sought-after semi-rural location in Baldwin's Gate, offering the best of both worlds — peaceful countryside living with excellent connectivity. Its proximity to the A53 and easy access to the M6 make it ideal for commuters travelling to Newcastle-under-Lyme, Stoke-on-Trent, or further afield to Birmingham and Manchester. Baldwin's Gate is known for its attractive village setting, reputable local schooling, and strong sense of community. With nearby market towns, golf courses, and green open spaces, it appeals to families, professionals, and those seeking a more relaxed pace of life without compromising on convenience.



Travel links

Baldwin's Gate enjoys excellent connectivity while retaining its rural charm, making it an attractive option for commuters. The A53 offers quick access to Newcastle-under-Lyme and the surrounding towns, while the M6 motorway is just a short drive away, providing direct routes to Birmingham (around 50 minutes) and Manchester (approximately 1 hour). For wider regional access, the A500 and A50 are also easily reached, connecting to key Midlands destinations and beyond.

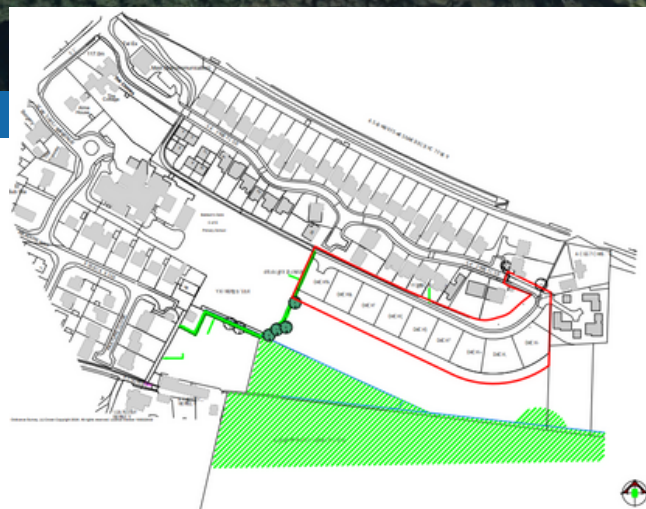
Rail travel is equally convenient, with Stoke-on-Trent station just a 15-minute drive, offering regular direct services to London Euston in around 1 hour 30 minutes. With a combination of strong road and rail links, Whitmore offers a highly accessible location for both regional and national travel.





The Opportunity

Outline planning permission has been granted by Newcastle-under-Lyme Borough Council (Ref: 24/00833/OUT) for self-build and custom-build dwellings, with all matters reserved except access. The scheme includes the creation of a new private roadway and a public right-of-way link, connecting future residents seamlessly with the village and surrounding countryside.



Environmental

The development sits adjacent to Chorlton Moss, an area of ecological importance. Extensive hydrology and peat surveys have informed the design approach to ensure no adverse impact on the local environment. Construction will utilise piling foundations where necessary, preserving the natural water table and peatland structure.

A full Biodiversity Net Gain (BNG) strategy accompanies the planning permission, exceeding the national 10% requirement, and includes collaboration with Staffordshire Wildlife Trust to enhance habitats within the applicant's ownership.

Planning Summary

- Planning reference: 24/00833/OUT
- Permission granted: September 2025
- Description: Development of up to 9 serviced plots for self-build and custom-build homes (all matters reserved except access)
- Access: Approved via Fairgreen Road
- Biodiversity Gain Plan: To be submitted and approved prior to commencement
- Key supporting documents: Hydrology & Peat Study (Gavia Environmental), Ecological Reports (Elite Ecology & Styles Ecology), Geo-Environmental Report, Agricultural Land Classification

Interest

Interested Parties

For the correct buyer, this opportunity presents excellent value to establish a bespoke selection of premium, custom build homes.

Recent marketing suggests there is demand for custom builds of this type with the appropriate marketing approach.

This land with outline planning is presented with a guide of **£2,000,000**.

Offers are invited on a conditional or unconditional basis and should be lodged with Heywoods Estate Agents.

Supporting Information

A link to the **planning portal** documents can be found here:

<https://publicaccess.newcastle-staffs.gov.uk/online-applications/simpleSearchResults.do?action=firstPage>

An **aerial video** of the site can be found here: <https://youtu.be/KzfNFH8zubc>

Operational Support

Our proposal is backed by the national Land & New Homes Network.

In simple terms, Heywoods will be acting on the ground in Staffordshire and the surrounding region, while the member firms of Land & New Homes Network will be promoting the site nationwide, engaging with high profile buyers and generating national interest.

It's a collaborative approach that we've employed many times and it delivers proven results.

Meet the team

Here are the key members of our partnership.



Alistair Trippett
Heywoods Land & New Homes

Alistair acquired Heywoods Estate Agents in 2022 and the business has flourished becoming a national award winning business. His focus now is to work with a select few developers to enhance their land acquisition and marketing strategy.



Rachel Breeze
Heywoods Land & New Homes

With 15 years industry experience Rachel brings her expertise to coordinate successful new homes and land sales. With a natural ability for negotiation and fast paced environments, Rachel brings a remarkable tenacity ensuring her client's desired outcomes are achieved.

Heywoods.



Kevin Ellis
Land & New Homes Network

Kevin is an award-winning land and new homes specialist who has helped to launch, market and sell countless developments across the country. As founder of Land & New Homes Network, he has brought together many of the UK's leading independent agents, landowners and house builders.



Ian Stratford
Land & New Homes Network

Ian started his career in independent estate agency and has worked within the property sector for over 20 years, becoming MD of Land & New Homes Network in 2016. He leads a 12-strong team of land and new homes specialists and works closely with many house builders across the UK.

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