butters john bee bjb
land & new homes



Grand Designs Project, Merelake Road, Alsager, ST7 1UF

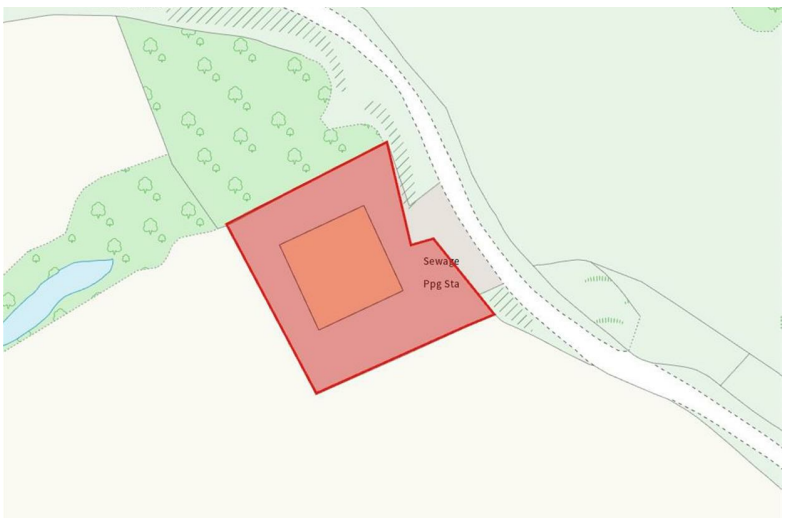
Guide Price £335,000

0.42 acre(s)

RICS Regulated by RICS

The former Ridley Reservoir
Planning consent granted in 2019 for conversion to an exclusive 4 bedroom house
For Sale By Auction at 6.30 pm on Monday 7th December 2026
at the Double Tree By Hilton Hotel, Festival Park, Stoke-on-Trent, ST1 5BQ
Contact the Auction Team to Register
0800 090 2200 or auction@bjbmail.com



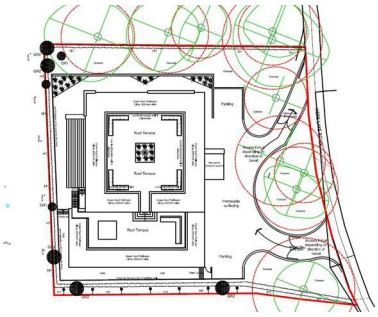


Grand Designs Project, Merelake Road

Alsager, ST7 1UF

Guide Price £335,000







Description

The former Ridley Reservoir sat upon a parcel of land that extends 0.42 Acre, set within a rural part of the Alsager with extensive views of the surrounding country side.

Full planning consent was granted in 2019 for conversion of the existing premises to form an exclusive 4 bedroom detached house complete with internal swimming poool and over 7,500 sq.ft of living space (including plant room & storage - 8,600 sq.ft).

Significant progress has already been made on the development, with works to date including;

- Full Site / Tree clearance
- Complete ground excavation and soil removal
- Excavation for the planned extension
- External concrete works including driveways
- Retaining wall construction (50% complete)
- Structural openings cut through 1m-thick concrete
- Full removal of original flooring and installation of a lowered structural floor
- Replacement of all original brick columns with new structural steel
- Structural steel installed to create open-plan kitchen/living area
- Internal wall construction
- External blockwork installed to roof level with stainless tie bars
- Roof openings created for light pods
- All major structural works to the main building completed
- Structural steel installed for window framework

Our understanding is that all works to date have been signed off by Building Control - further details of this are available upon request.

Location

Ridley Reservoir is located on the semi-rural southern edge of Alsager, bordering the Alsager Golf and Country Club and the Merelake Way wildlife trail. The immediate residential housing mix along Merelake Road predominantly comprises low-density, freehold detached houses and character cottages, while the wider town offers an array of multi-generational semi-detached / detached family homes . Essential town centre amenities—including independent cafes, everyday shops, and supermarkets—are accessible roughly one mile north. For schooling, the site falls within the catchment of highly regarded primary options like Excalibur and St Gabriel's, alongside the well-respected Alsager School for secondary education. Transport links are excellent; Alsager Railway Station is located approximately 2 km (1.2 miles) away, offering direct train services to Stoke-on-Trent and Crewe, while motorists benefit from fast proximity to the A500 and the M6 motorway corridor for regional commuting.

Planning & Supporting Information.

Planning consent was granted for 'Conversion of redundant service reservoir to form class C3 dwelling with associated landscaping proposed basement and access' dated 20 Mar 2019 (Ref;18/5380C). A full info pack is available on request which includes the following:

- Decision Notice
- Proposed Plans
- CGIs
- Comparable Evidence
- Supplementary Reports

NB: Whilst BJB will try and supply as much information as we can about the planning status of the land / property, please be mindful that we are not planning consultants and accordingly it is important that prospective purchasers ensure they have inspected the land / property and rely upon their own enquiries, assessments and due diligence with regards to the planning status and current or potential uses. All information is supplied in good faith and BJB cannot be held liable for any errors or omissions.

GDV

Having analysed comparable sales evidence, in accordance with our New Homes Sales department, we envisage the completed development to command between £1,500,000 - £1,750,000, subject to specification.

Local Council

The site is located in the Council district of Cheshire East - https://www.cheshireeast.gov.uk/.

Tenure.

Freehold with vacant possession upon completion.

VAT

All prices quoted by Butters John Bee are exclusive of VAT unless otherwise stated. All interested parties should make their own enquiries to satisfy themselves with the VAT position.

Pre-Auction Offers.

Any pre-Auction offers should be submitted via e-mail to residential-land@bjbmail.com. All offers will be forwarded to the client for consideration, but please be aware that the majority of clients prefer to let the marketing run for a period, prior to giving serious consideration to accepting any pre-Auction offer.

Common Auction Conditions.

This property is sold subject to our Common Auction Conditions (a copy is available on request).

Buyers Admin Fee.
A buyers administration fee of £1,800 including VAT is applicable to this lot. The purchaser will pay the fee whether the property is bought before, at or following the auction date.

Legal Pack.
Purchasing a property at auction is a firm commitment that carries the same legal implications as a signed contract by private treaty. It is important that you consult with your legal adviser before bidding and also your accountant regarding the impact of VAT, if applicable, on the sale price. The legal pack can be viewed online via our website www.buttersjohnbee.com. Legal packs can also be viewed at the selling office. These documents should be passed to your legal adviser as they will help you make an informed decision about the lot. If you need further legal information please contact the vendor's solicitor whose details will be in the auction catalogue. Remember that you buy subject to all documentation and terms of contract whether or not you have read them.

Addendum.
Check the latest addendum at buttersjohnbee.com for any alterations or changes to the catalogue.

Internet, Telephone and Proxy Bidding
We are pleased to announce that we are now back in the Auction room at the Double Tree Hilton Hotel (Moat House). However, we also have the other bidding options available: On-Line / Telephone / By-Proxy. You will need to register in advance and provide two forms of ID. Register at www.buttersjohnbee.com/auction or contact the Auction Team on 0800 090 2200 or auction@bjbmail.com.

Legal Costs
Please refer to the auction pack in respect of any legal fees or search fees which may be due upon exchange or completion.

Deposit
Please note that a deposit of 10% of the purchase price (Min £3,000) will be due on Exchange of Contracts, whether the land / property is sold prior to Auction, in the Auction room or after the Auction.

Viewings
Strictly By Appointment with the BJB Land & New Homes Team.

All Enquiries
Alex Djukic BSc MSc
Regional Land Manager
Land & New Homes Team
residential-land@bjbmail.com
01782 211147

Looking for Land & Development Opportunities?
Please note that not all land & development opportunities will appear on our website. To ensure that you do not miss out on these opportunities please e-mail: residential-land@bjbmail.com or call the Land & New Homes team to discuss your requirements.









Road Map

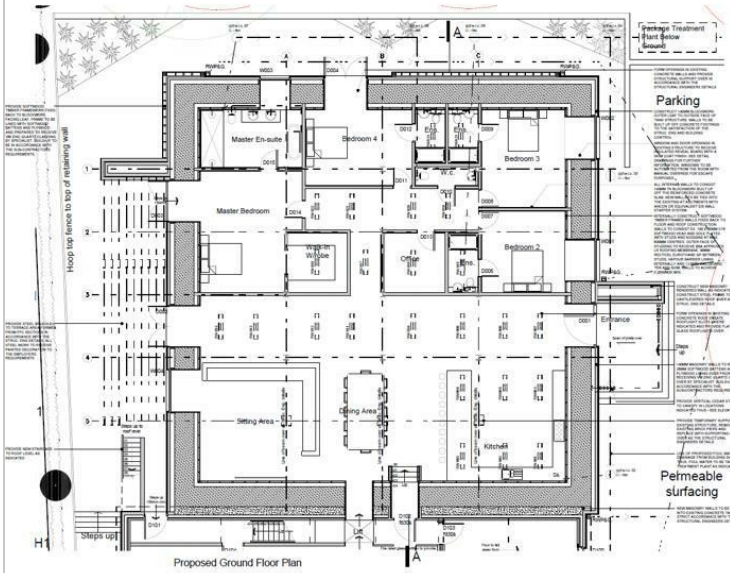


Hybrid Map

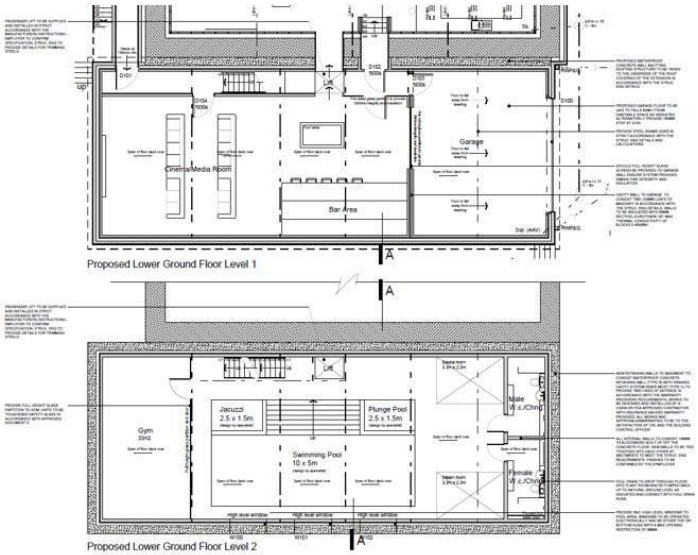


Terrain Map



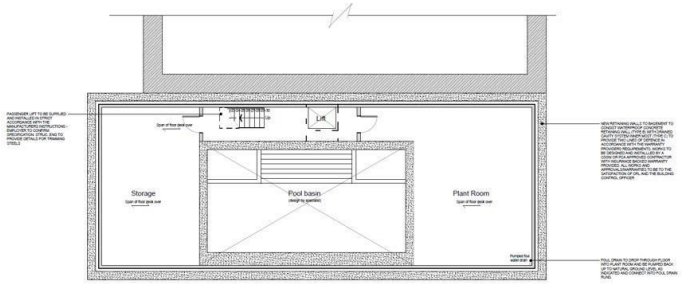


Proposed Ground Floor Plan

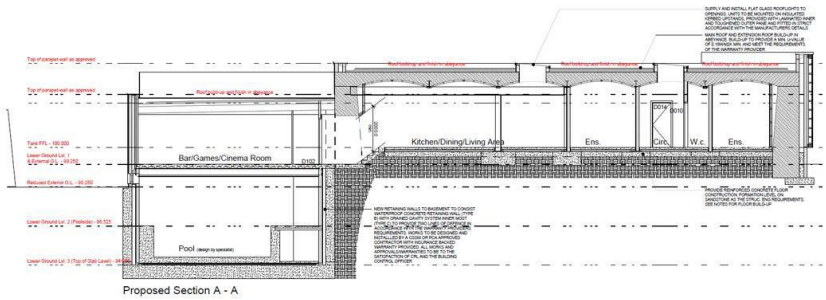


Proposed Lower Ground Floor Level 1

Proposed Lower Ground Floor Level 2



Proposed Lower Ground Floor Level 3



Proposed Section A - A

These particulars, whilst believed to be accurate are set out as a general outline only for guidance and do not constitute any part of an offer or contract. Intending purchasers should not rely on them as statements of representation of fact, but must satisfy themselves by inspection or otherwise as to their accuracy. No person in this firms employment has the authority to make or give any representation or warranty in respect of the property.

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