

The Company

Picea Design was formed by Roy Spruce in 1997, after he had gained over 18 years of professional experience within a private architectural practice and the volume house building sector.

Roy is a Member of the Royal Town Planning Institute, Chartered Institute of Builders and Chartered Institute of Architectural Technologists. He is also an active Member of the East Cheshire Chamber of Commerce and Nantwich Civic Society.

Although the Company is registered in Congleton in Cheshire; post COVID, most work is now coordinated from a home base at The Wesleyan, a converted Methodist Chapel in the centre of Nantwich. Projects and clients however remain widespread throughout the UK.

Roy has close contacts with a number of associated professional Consultants covering a wide range of topic areas, including Topographical surveys, Ecological advice, Tree surveys, Site Investigations, Highways, Landscaping schemes, Acoustic surveys, Appeal work etc. Picea Design can therefore provide a co-ordinated and holistic approach to all projects.

Design work is prepared using current CAD software with all Planning Applications being submitted on-line via the Planning Portal.

Over the years Picea Design Ltd has established a solid client base and a substantial reputation within the professional ranks of the development industry and the region's Local Authorities.

In 2019, we were presented with the prestigious Construction Industry Award by the East Cheshire Chamber of Commerce which was no mean feat for a relatively small practice in such a competitive sector.

2026 will be our 29th year of trading and we look forward to working with established clients and forging new links with prospective clients as the year progresses.

Outside of the work environment Roy loves to spend time with his expanding family and following local non-league football. He can also sometimes be seen hacking out of the rough at a local golf club...but not at St Andrews of course !!



The Company



The Company provides professional Planning and Development advice to a wide range of clients, from initial viability schemes to final working drawing programmes.

It has particular expertise in the residential sector, be it new build one-off projects, multiple-unit schemes or bespoke barn conversions.

Over the years Picea Design has submitted numerous Planning Applications throughout the UK for a wide range of projects.

Applications are always submitted in a comprehensive manner and negotiations with Councils undertaken very professionally so as to ensure a high success rate for our clients.



Manor Farm Lea Green Church Minshull

Picea Design has been working with our client for a number of years to initially bring forward a Full Planning Approval for the conversion of a number of brick barns to create 6 no. dwellings and the extension of the existing Farmhouse.

The extension to the farmhouse was implemented and confirmed by way of a Certificate of Lawful Use.

Picea Design has now introduced a number of potential developers and assisted in the legal process of the sale to H M Properties Ltd, a local company with extensive experience in this type of development.

Additional work has been undertaken to secure approval for a stable block & menage for our client and minor variations to the barn scheme for the developer.

Work is currently on site and is expected to be completed in early 2027.



Warmingham Lane Moston

This site measures in excess of 7.58 Ha (18.73 acres) but due to significant constraints caused in the main by a High-Pressure Gas Pipeline traversing the site, the development area is reduced to 2.21 Ha (5.47 acres).

The scope of the developments is therefore 70 no. dwellings made up of a range of bespoke property types and designs.

The remaining land is laid out as open space with significant areas of landscaping and ecological improvement to address the required Biodiversity Nett Gain.

The development will also bring forward a new vehicular access onto Warmingham Lane which will form an important first section of road to potentially connect to the Middlewich Easterly by-pass.

Picea Design has worked closely with Singleton Clamp Transport & Infrastructure, Ascerta Landscape, Trees & Ecology and Goodwin Planning Services to submit a detailed and deliverable Full Planning Application.

It is expected that the Application will be determined by Cheshire East Council during the summer of this year.



Alfred Kings Close Shavington

Picea Design has worked with a long-established client for a number of months to design a 23 no. dwelling scheme on a part brownfield & part greenfield plot on the settlement edge of Shavington.

The site lies within Green Gap and therefore the design needed to properly address this context, albeit that it adjoins a recently completed housing estate.

Furthermore, the Supporting Planning Statement, prepared by Goodwin Planning Services, addressed the Council's current lack of a 5-year Housing Land Supply.

A comprehensive design package has been prepared to enable the submission of a detailed Full Planning Application which in turn demonstrates a very deliverable scheme.

It is expected that the Application will be determined by Cheshire East Council during the summer of this year.



View of Plots 18-23 from northern site boundary



Former St Luke's School Hanley

It is not every day you get the opportunity to work on a building which was once the school of a local football legend !

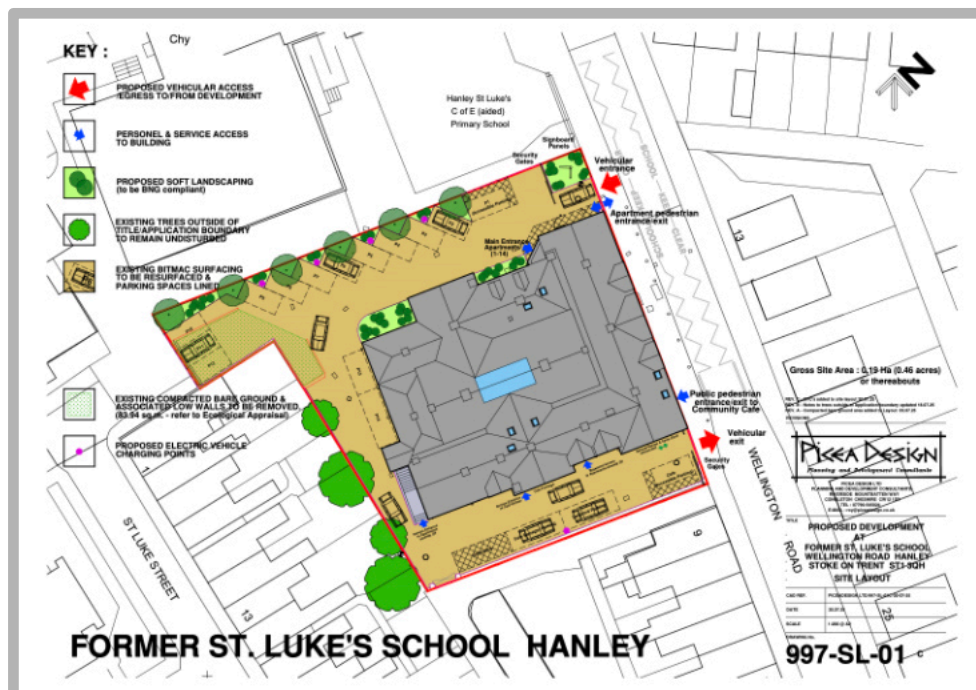
The former St Luke's School in Hanley is a Grade II Listed building and was the childhood school for Sir Stanley Matthews.

Unfortunately, the building is now derelict and has been the subject of significant damage in recent years.

Our clients bought the property from the Receivers and we have worked closely with them to bring forward a scheme to create 14 no. apartments and a community café.

The Planning & Listed Building process has included a public consultation exercise and detailed discussions with the Council's Planning & Heritage Officers.

It is expected that the Applications will be approved under delegated powers by the end of April 2026.



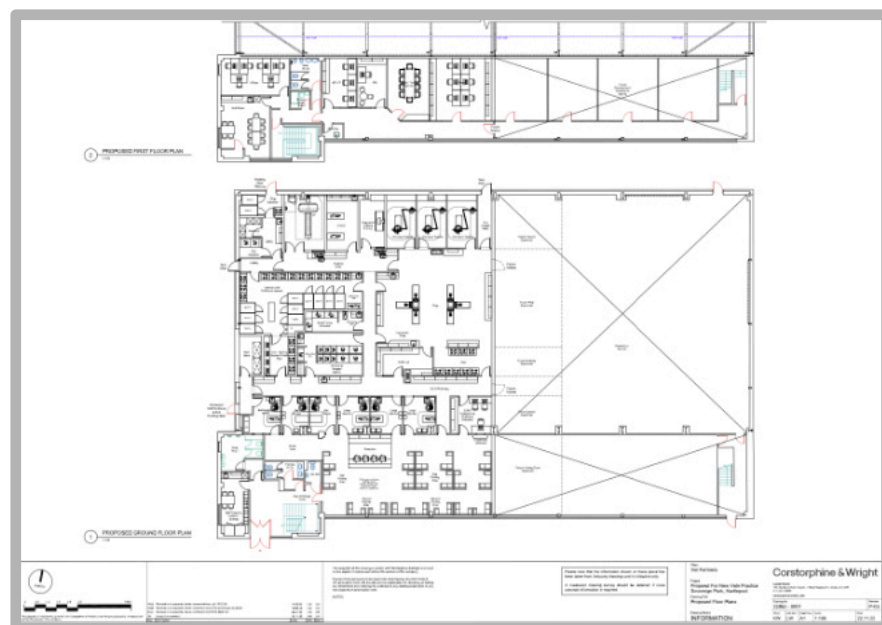
Sovereign Park Hartlepool

Planning Approval has been agreed with Hartlepool Borough Council, subject to a S.106 Agreement, for a conversion of a vacant B1/B2 & B8 use building to a Veterinary Use for Vet Partners Ltd and Clifton Lodge Veterinary Group.

Clifton Lodge Vets have existing premises in Hartlepool and need to move to larger premises to allow for their expansion plans.

Much of the negotiations centred around the Council's initial concern over the relocation away from the town centre but ultimately accepted the expansion and related employment benefits this significant investment would have within the Borough.

Picea Design worked closely with the client's project team and retained Architects, Corstorphine & Wright to negotiate a successful outcome.



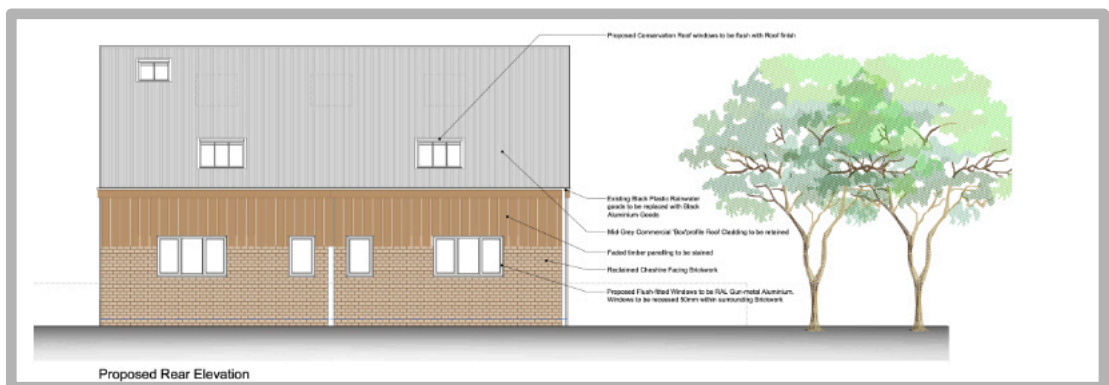
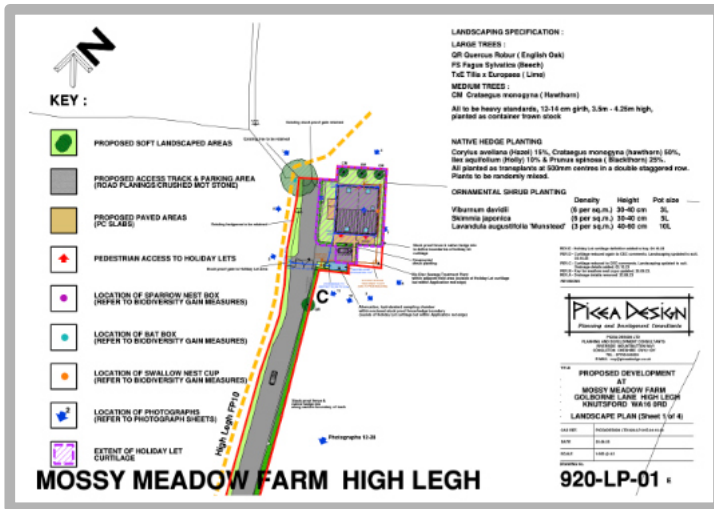
Mossy Meadow Farm High Legh Knutsford

Planning Approval has been granted for a conversion of a redundant brick barn to form 2 no. holiday lets as part of our client’s diversification plans for an established sheep farming business.

Although this was a relatively small-scale project, it was not supported by the local Parish Council. Furthermore, the Application had to address design & landscaping concerns raised by the Council Officers, impact on an existing Public right of Way (PROW) and justification for the re-use.

Picea Design worked alongside A B Architecture to address the design issues. The Application was also supported by a PROW Management Plan, Landscape Management Plan and an additional Planning Report to set out the justification and tourist opportunities.

The securing of the Planning Approval will allow our client to tap into Government grant opportunities and provide a development which will be vital to the future sustainability of the business



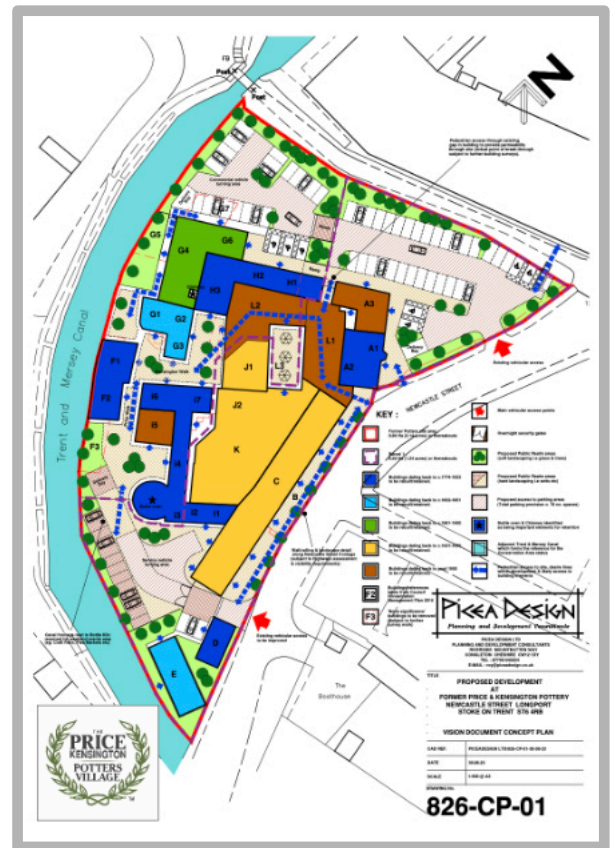
Former Price & Kensington Pottery Longport Stoke on Trent

Picea Design worked with a long-established client for a number of months to secure the purchase of this two-acre redundant and derelict former pottery complex in Longport.

We have carried out a comprehensive development appraisal as part of the preparation of a Vision Document to showcase the site's potential as a mixed-use scheme including commercial, retail, residential and community uses.

We have engaged with numerous stakeholder interests, including Historic England, Canal & Rivers Trust, a Local Interest Group and Staffordshire Chamber of Commerce.

Discussions are ongoing with the Council to finalise the Vision and to progress formal Planning and Listed Building Consent submissions.



Inglewood Farm Minshull Vernon



This site, located within open countryside, had the benefit of an Outline Approval which had been granted by Cheshire East Council prior to the adoption of the Local Plan and thus when it could not demonstrate a 5 year housing land supply.

Picea Design worked closely with the client, Staunton Homes and the Council to develop an appropriate design context which was more in keeping with the semi-rural setting than the originally envisaged suburban approach.

The Approval of Reserved Matters was determined under delegated powers with no pre-commencement Conditions so as to allow the development to start without any delays.

The development is now completed and fully occupied.



Minshall Street Fenton

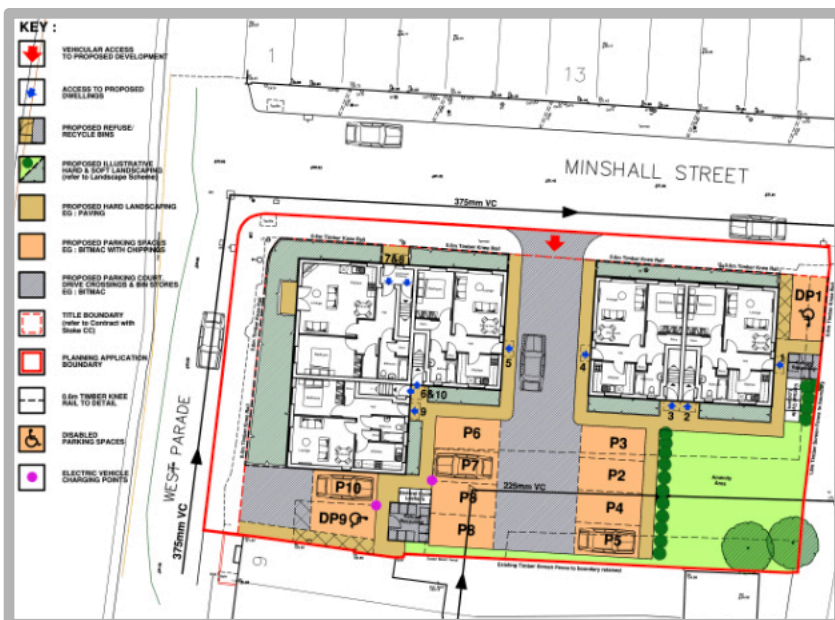


Picea Design has secured another Full Planning Approval for a small apartment scheme in Stoke for our client, JTS Developments Ltd.

The 10 no. 1 & 2 bed apartments were designed to provide an active frontage to this corner site with parking provided mainly within a private parking court to the rear of the site.

A good footage return was achieved despite the added constraint of an existing sewer which crossed the site.

This was another 'at risk' development, given that it was purchased at auction with no planning ticket - but proof again that careful pre-auction assessment is invaluable in securing a Planning Approval which matched our client's aspirations. The project is now under construction.



Rilshaw Lane Winsford



Picea Design secured Planning Approval for a compact affordable housing scheme in Winsford in partnership with JTS Developments and Jigsaw Housing.

The 15 no. unit scheme will provide much needed affordable housing in the form of 2 bed houses and a block of 1 bed apartments.

Even though the principle for this scheme was generally supported, negotiations with Chester West & Chester Council were centred on the noise attenuation measures due to the proximity of a railway line and also potential ecological impact.

Picea Design worked alongside AEC Acoustic Consultants and Envirotech Ecology to secure a successful outcome.

The development is now completed and fully occupied.



Greenbank Farm Shavington



Picea Design has secured a Reserved Matters Approval for a small housing development in Shavington.

The 8-unit scheme includes a range of house types and a dormer bungalow design.

The submission included a Remediation Strategy due to the contamination risk from the current land use and details of tree & habitat protection measures due to the landscape context and adjacent ecological area.

Picea Design worked alongside PES Engineering Consultants, TBA Landscape Architects, Envirotech Ecology and SCP Highway Consultants to secure the approval which will now allow a commencement of development.



Wallhill Lane Farm Brownlow



All Conditions have now been discharged on the approved development for the conversion of the barns at the farm to create 2 dwellings.

The scheme incorporated detached timber car barns and an improved vehicular access to separate the development from the adjacent farmhouse.



Lynnhouse Farm Smallwood

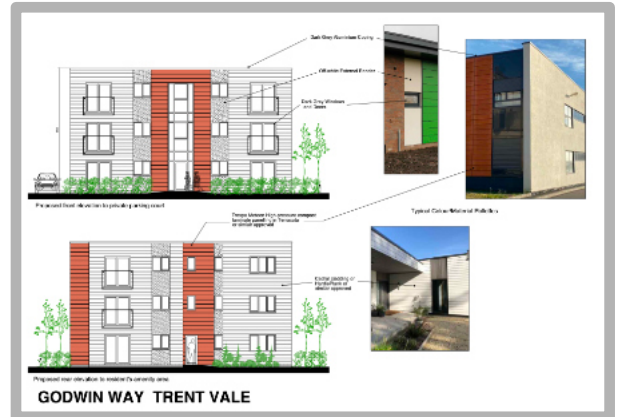
Following a positive Pre-App enquiry response from Cheshire East Council a subsequent Full Planning Application submission was prepared for a conversion of the barns at this site to create a 6-dwelling development.

The Planning Application was supported by a Planning, Design & Access Statement, detailed designs and preliminary site investigation and ecological assessments.

The Application was approved in November 2021 and importantly for our client with no CIL liability.



Godwin Way Trent Vale



Planning Approval has now been granted for a 3-storey apartment scheme providing 9 no. 1 bed apartments for an Assisted Living Provider.

Although small, the site was constrained by a steep gradient and a difficult access close to the bend in Godwin Way.

As this is a mixed-use development area, there was the added complications of traffic from the nearby Aldi store and noise from the adjacent loading yard associated with another commercial use.

Picea Design worked alongside SCP Highway Consultants and AEC Acoustic Consultants to secure a successful outcome.

The project is now under construction.



Brookwood Drive Meir Stoke on Trent



Picea Design secured a Full Planning Approval for a compact housing scheme in Stoke for our client, JTS Developments Ltd.

The 8 no. 2 bed dwellings were designed to a strict brief in order to allow the scheme to be offered to a local Housing Association or completed by our client for the open market.

This was an 'at risk' development, given that it was purchased at auction with no planning ticket.

We worked closely with other retained Consultants and the Council to secure an implementable approval within only 13 weeks of submission. This was a very quick outcome when considered against the delays at that time being caused by the Covid restrictions.

The project is now complete and handed over to Aspire Housing Association.

The development may also feature on the 'Homes under the Hammer' TV programme so we are hoping Dion Dublin likes the completed scheme !!

