



The Ward family - a Smokehouse history

“We are a fifth generation business. Our family has been smoking and producing fine foods since 1907.”

"My great grandfather John William Ward (an orphan) was sent to Canada with settlers in 1887 where, amongst other things, he learnt how to smoke food. On his return in 1907 he brought a bacon smoking business in Cheetham Hill Manchester. My grandfather and father then carried on the business - until we moved to Morley Green in 1992.

Our smokery and farm shop has developed over 30 years to include a butchery, bakery, fine wines and cheeses, charcuterie and a busy little café above the shop. Sadly, we had to close the café during the COVID pandemic. Combined with there being no disabled access, this forced the decision to close our café permanently in 2020. This proved to be very frustrating for many customers, and we are constantly asked if we will be opening another soon.

We currently employ 30 full time and 6 part time members of staff, but this could increase to a further 6 full time and 6 part time if we opened another café. 7 members of staff (including myself and family) all live in the village or nearby, and walk to the Smokehouse.

We want to keep the Cheshire Smokehouse a local independent family business. All my family work in the Smokehouse, together with myself and my wife, Kim. My daughter Sophie is taking on a big role in the company, and Pia, my youngest daughter, helps while still at college. My sister, Susie runs the office, and her son George (my nephew) runs the wine department and oversees the shop. This fifth generation is the future of the Cheshire Smokehouse.

“This fifth generation is the future of the Cheshire Smokehouse.”

As a company we have always supported local suppliers and businesses building long lasting trading relationships and will continue to support companies, farmers and producers like ourselves.

We have won many awards and accolades over the years but above all we want to continue to supply fantastic food to the community, local shops, restaurants, and farm shops for many more years."

Darren Ward



The Ward family - Darren, Sophie, Kim, Susie & George



The Cheshire Smokehouse today - the business employs some 36 full and part-time staff



Left: John William Ward - 1887

He emigrated as an orphan to Canada in 1887, where he learnt how to smoke food. On his return in 1907 he brought a bacon smoking business in Cheetham Hill, Manchester. His son and grandson then carried on the business - moving to Morley Green in 1992.

Below: The first Smokehouse van

A 4 ton 118" 'Fordson' truck.
Cost £572



Our plans

Cheshire Smokehouse is an independant family run business. We've been in Morley Green for almost 30 years.

Unfortunately our current site faces some challenges, and to address these, we're planning some changes to our site layout and buildings.

As part of these new proposals, we plan to refresh the shop, bring back a fully accesible cafe, and create a new food production building.

Sustainability is also at the heart of our new plans, from solar panels and cycle facilities to creating a new, fully landscaped car park area with tree planting and green space.

We welcome you to our consultation event to share more information and hear your views on our plans.



• On site food production & food security

Cheshire Smokehouse produces a wide range of food on site, making a vital contribution to the sustainability of a local food supply chain, increasing local food security.

Food production processes include smoking salmon, and curing and smoking meats, cheese and nuts. The on site team of bakers hand craft a full range of breads, pies, cakes and many other items.



• Part of a food supply community - a landscape of local suppliers

Cheshire Smokehouse is part of a wider regional community of food & drink suppliers. It has provenance at its heart, promoting localism, and the reduction of carbon footprint. A key supplier, Heald House farm is 'next door'.

Cheshire boasts a wide variety of talented and enthusiastic makers, producers and growers. The region is well known for its affinity with farming and growing. Some award winning local suppliers include:

Happy Valley honey	Bollington	(11 miles)	Honey
Nellstrops flour	Stockport	(12 miles)	Flour
Greenoak farm	Knutsford	(2.3 miles)	Milk
Benona	Bramhall	(7.4 miles)	Chocolate
Heald house farm*	next door	(0 miles)	Rare breed pork, beef

'Hyper local'

*Heald house farm takes natural food waste from the Cheshire Smokehouse as feed for the animals, creating a 'circular economy loop', further reducing impacts on the environment. All 30 Cheshire Smokehouse staff live within a 12 mile radius of the premises, with 6 people walking to work and a further 4 cycling.



Existing site plan



Aerial view of site



Our proposals:

“A new building with a new cafe; and new views - respecting our rural setting.”

Proposed site layout plan

• A new building: ‘the Barn’ & a new cafe

For the business to continue to flourish, a replacement food production facility is required. The existing food production buildings are converted former abattoir buildings that have served the business since 1992. Constantly evolving modern food hygiene regulations, including guidance relating to contamination by nuts, mean that the former abattoir building creates significant daily challenges to a modern food production and smoking process. This leads to ‘workaround’ solutions that are unsustainable, costly and inefficient.

A new food production building, which includes a new cafe has been proposed, and this can be positioned ‘deeper’ into the site, on a ‘Manège’ - a former horse-riding area. This new location is set well back from the adjacent roads.

A new cafe has been positioned to create a ‘welcome’ at the front of the new food production building. Within the cafe space are views through glass into the new smokers. The new cafe can benefit from a discrete external landscaped terrace, set beneath the existing treeline and behind existing boundary hedges.

The new building is designed to be no taller than the existing retail building. It is ‘hunkered down’ and set behind an existing line of mature trees, which ‘screen’ the building from Moberley road on the southern boundary.

• An open & permeable landscaped space

Locating the replacement food production building to the ‘rear’ of the site, and removing the outdated former abattoir building allows for a more open central area to be created. This opens up new views of neighbouring fields and the Cheshire landscape to be enjoyed both on arrival and from within the site.

Permeability
A key concept for the central area is to increase the overall permeability of the site and its external surfaces. Permeable paving, planters and ‘rain gardens’ are utilised to ensure the permeable space within the proposals has increased by 725 sqm

• A new shop entrance & ‘green pathway’

The existing shop is retained, and given a new entrance porch and shop window. This ‘flips’ the entrance over to the new central landscaped customer parking area, where it also faces the new cafe entrance. The two new entrances face each other directly across the central open space and are linked by a new tree lined pedestrian priority ‘green pathway’.

This pathway helps remove issues relating to conflicts of pedestrian and vehicular movements.





Our proposals:

“Sustainability and low carbon footprint - embodying our green credentials.”

“Green initiatives”

The Cheshire Smokehouse proposals include a wealth of ideas relating to sustainability and green initiatives. These range from solar panels and sustainable drainage, to the provision of cycle spaces and electric car charging spaces. The promotion of landscape and safeguarding of the environment is central to the ideas behind the proposals.

• Sustainable drainage

Whilst much of the existing site is impermeable tarmac, the new central landscaped area is largely permeable on its surface. The use of tarmac is minimised, and ‘soft’ materials used to provide fully sustainable drainage on this rural site. These include permeable paving, planters, tree planting and ‘rain garden’ areas, all coordinated to planting further ensure ‘sustainable drainage’, in coordination with a site wide drainage assessment.

Permeable surfaces have been increased on site by 725 sqm

• Energy initiatives:

The energy strategies to be employed within the proposals include:

- Photovoltaics. A Photovoltaic array will be installed to generate electricity to serve the cafe and food preparation area. The generated electricity shall be stored and used solely on site.

Air source heat pumps.

- Hot water shall be generated by air to water air source heat pumps at a COP of 3.5 (350% efficiency). The air source heat pump will transfer heat from the outside air to generate water. For heating and cooling, air source heat pumps at a COP of 4 (400% efficiency), will also be utilised.

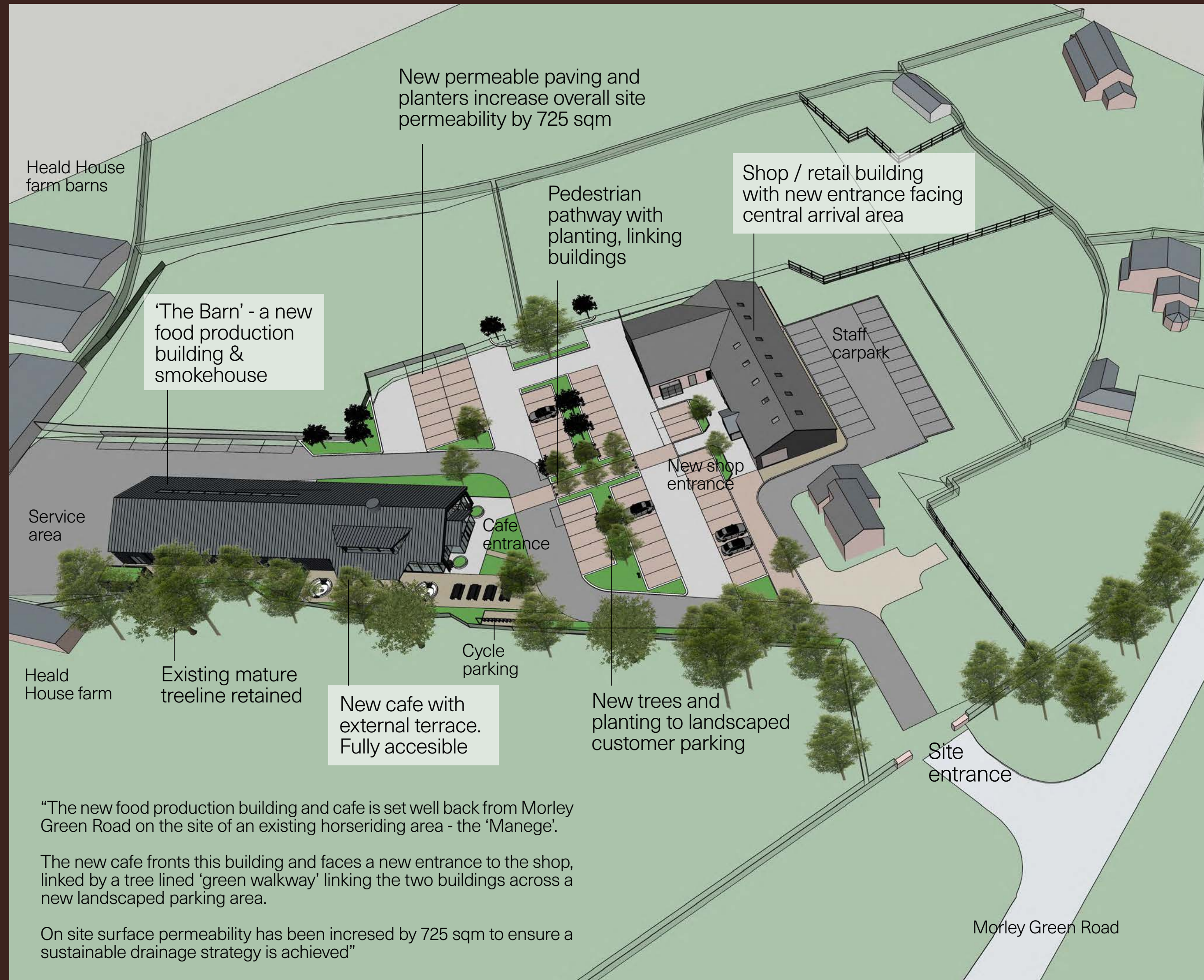
- Heat recovery. Ventilation will be by heat recovery systems to reclaim any heat to temper the fresh air being installed .

• A sustainable site, a sustainable business

The vision for these proposals is to create an improved and sustainable setting for the Cheshire Smokehouse, to allow this fifth generation family business to flourish, and operate in line with modern food regulations.

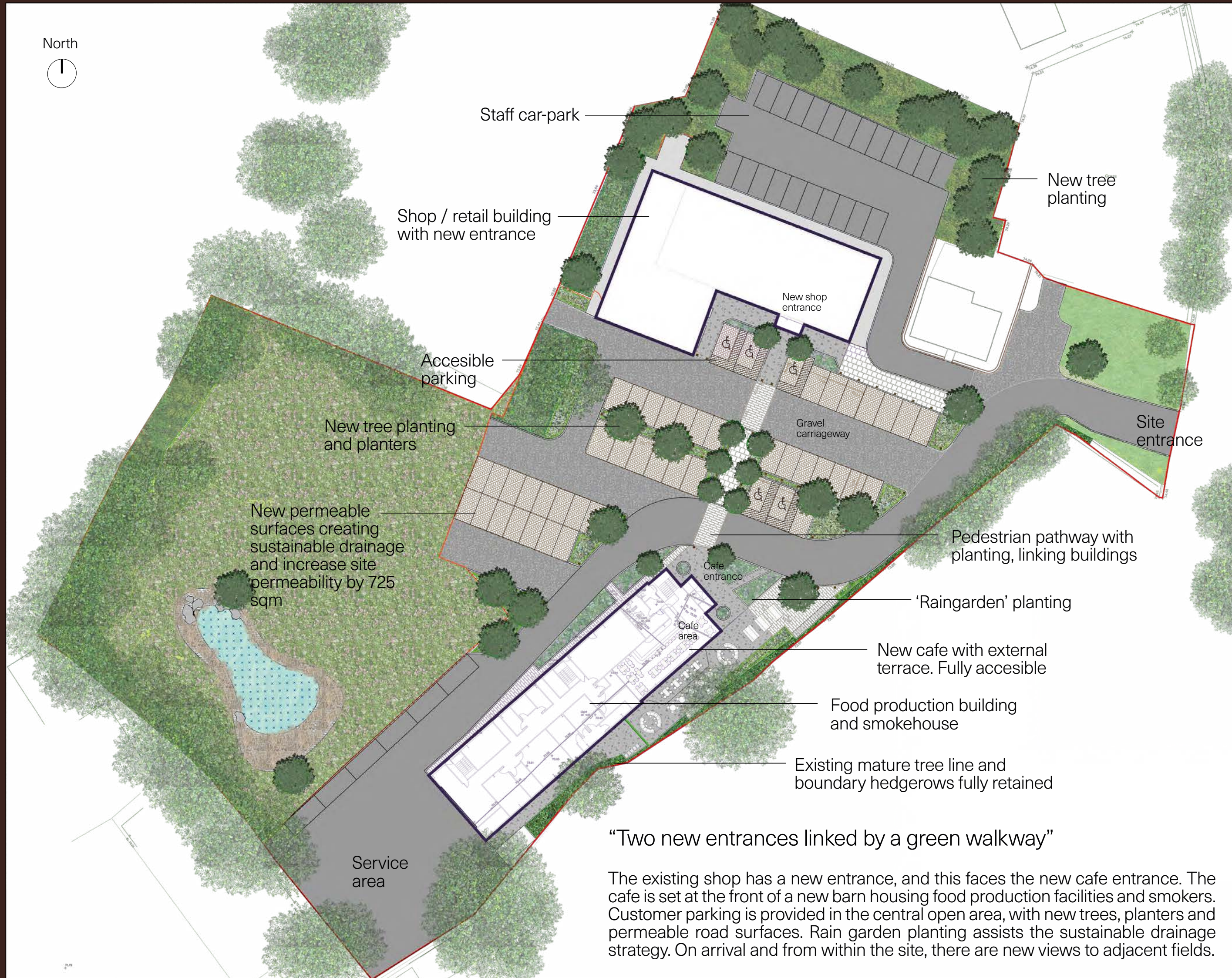
The ambition is to serve future generations of the community in a ‘future proof’ home that embodies sustainability and a respect for the environment and landscape at the core of this new project.

Proposed aerial 3D





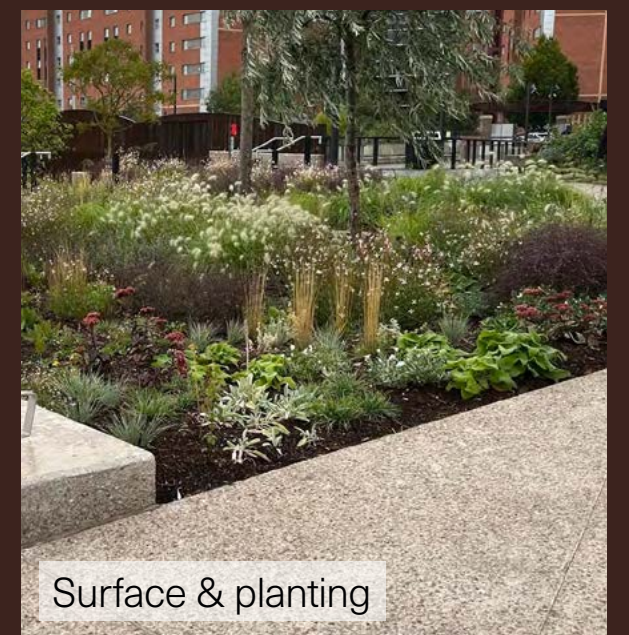
Landscape at the heart of the Cheshire Smokehouse: “Creating a permeable central landscaped space with parking, new trees and planting.”



Path with planting



Pale surfaces



Surface & planting



Wildflower meadow



Textural planting



Rain garden



Existing arrival views

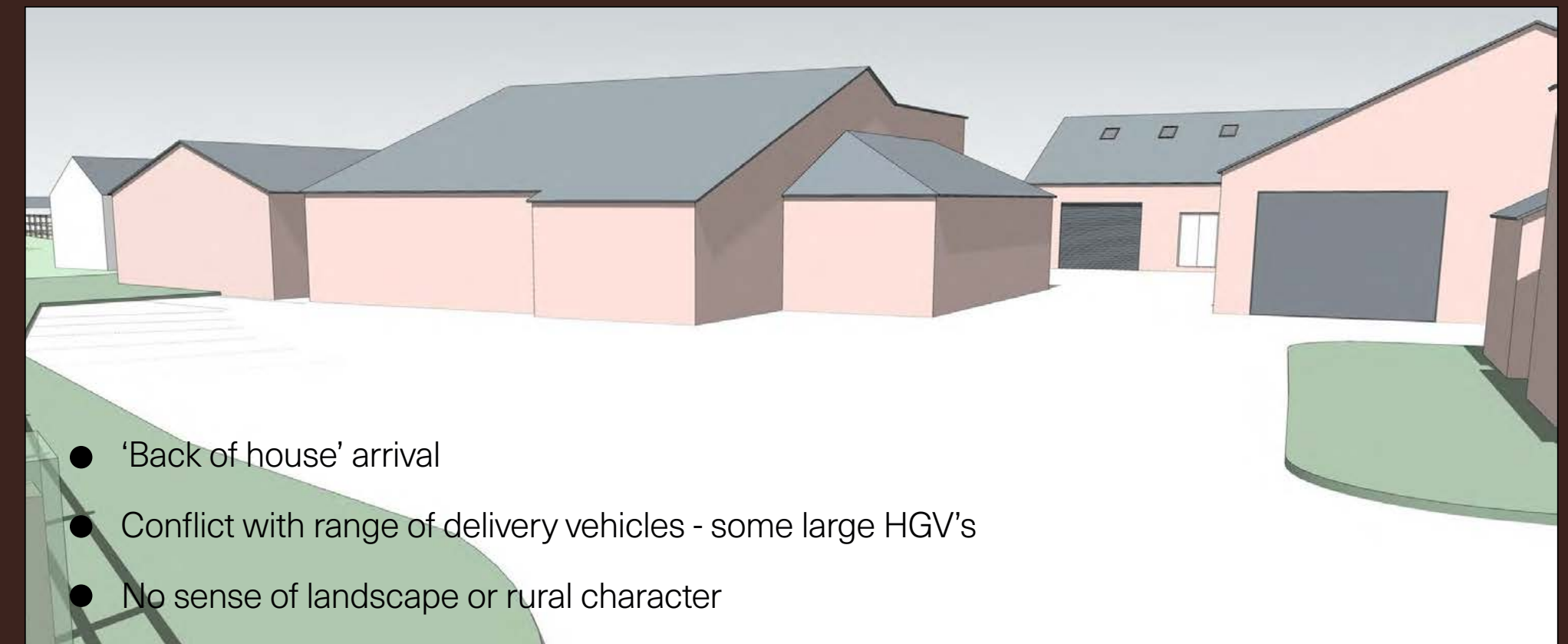
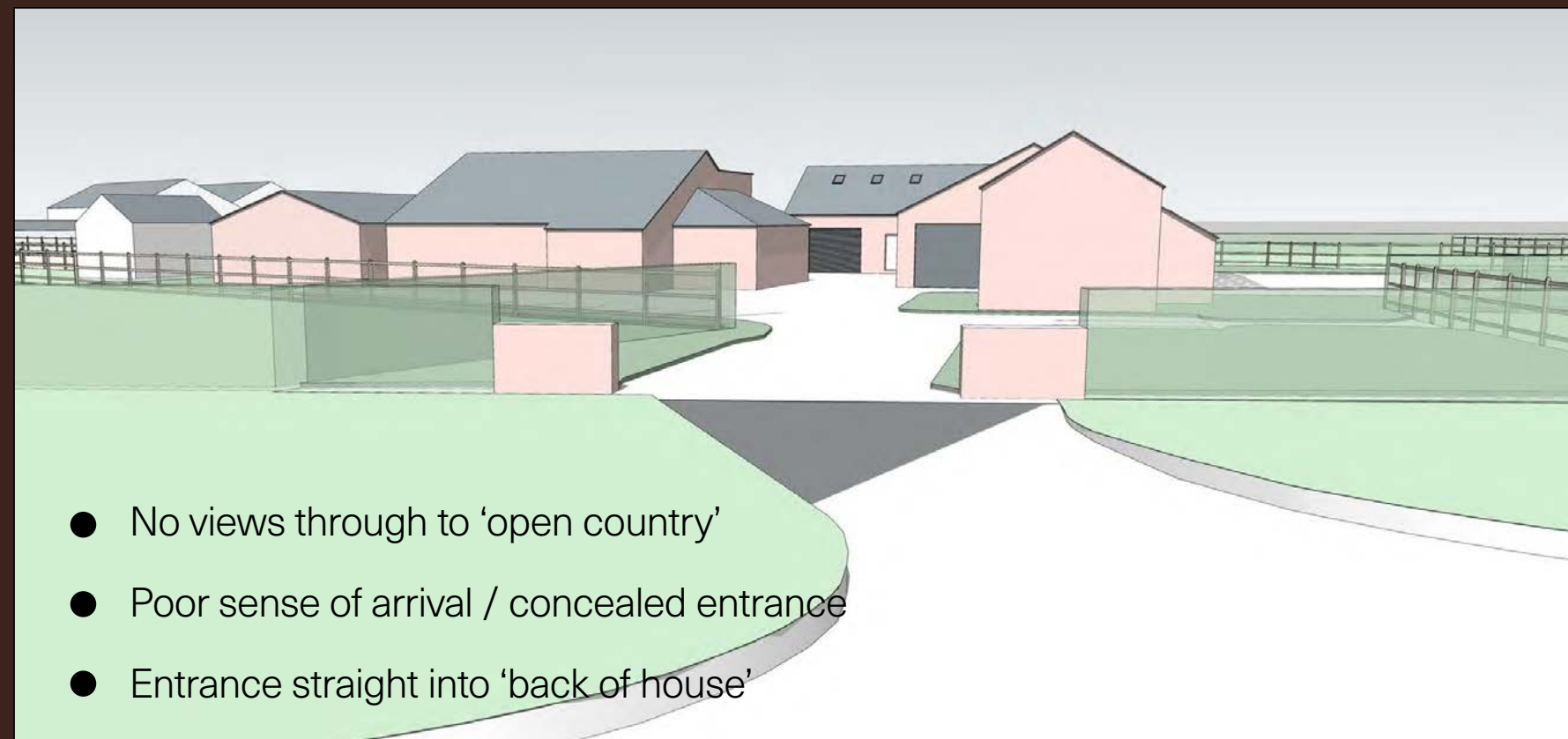
Arrival view from Morley Green Road

The existing arrival view is framed by trees, with a generous illuminated gateway; however, the accessway leads into, and looks directly over back of house areas and a service area



Arrival view on entering site

There is no sense of arrival in the entrance vista, and the main retail entrance is effectively concealed. The views to the local field network beyond are closed off. The existing food production buildings act as a barrier to views, being awkwardly placed converted brick structures.





Arrival view - artists impression

Artist's impression - taken just before closing at 5pm

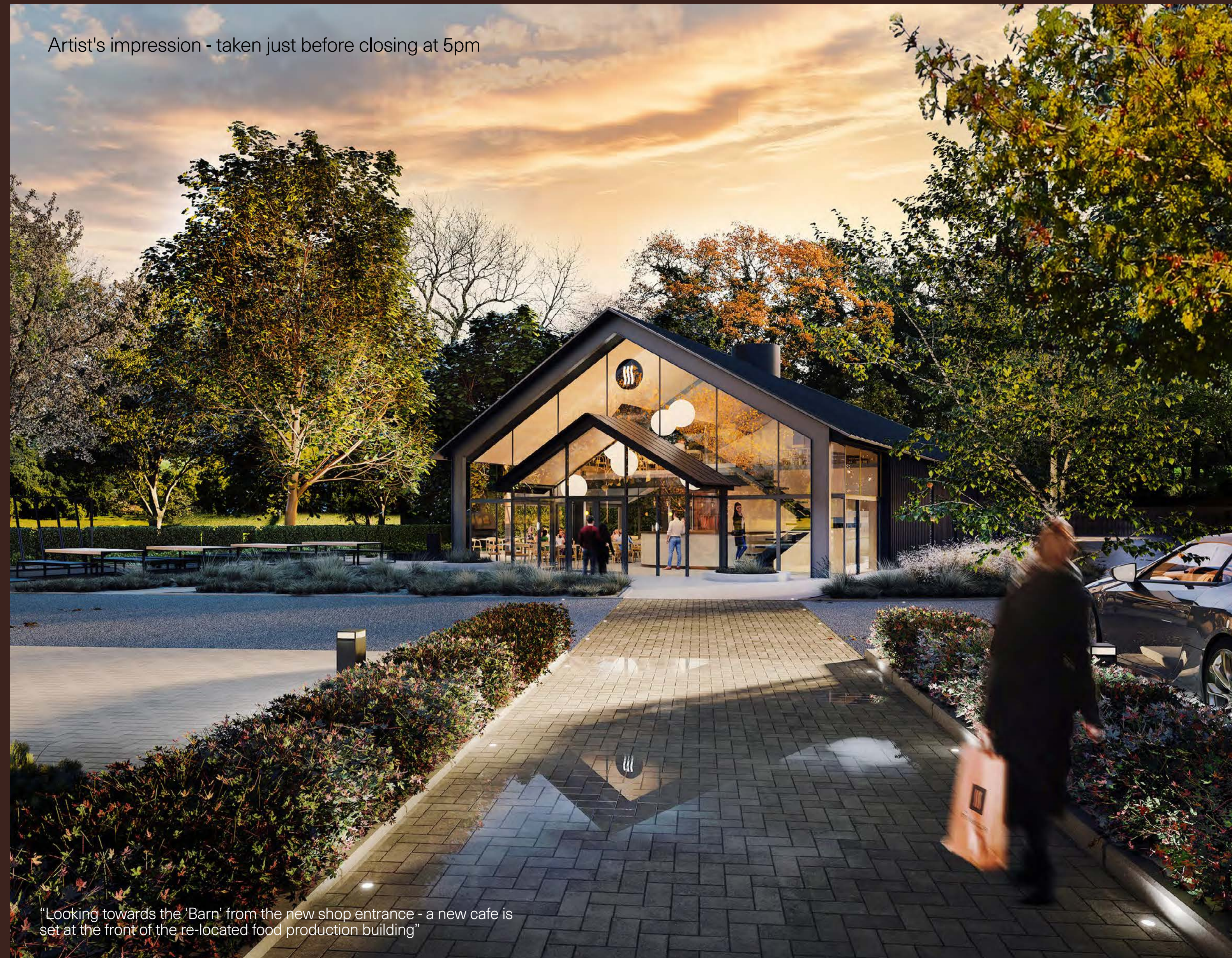


“Two new entrances linked by a green pathway”

The existing shop has a new entrance, this faces a new cafe entrance. The cafe is set at the front of a new barn housing food production facilities and smokers. In the central open area is a new customer parking area, with new trees, planters and fully permeable road surfaces. Rain garden planting assists the sustainable drainage strategy. On arrival, and from within the site, there are new views to adjacent fields and the neighbouring Cheshire landscape.



Cafe arrival view - artists impression





Arrival view, close up - artists impression

Artist's impression - taken just before closing at 5pm



'The Barn'

"A new and re-positioned food production facility with a new customer cafe set at the front. This new facility faces onto a new open central space with views to adjacent fields. The new entrance is linked via a dedicated pathway to a brand new shop entrance."