

Statement of Community Involvement

Land to the South of Hall Road, Rochford

Barratt David Wilson Homes (Eastern Counties)

October 2025



Introduction.

This Statement of Community Involvement (SCI) is produced on behalf of Barratt David Wilson Homes Eastern Counties (BDW) in support of an outline planning application (all matters reserved except access) for residential development (Use Class C3), detailed below. Chelgate Local, a planning public affairs consultancy, was appointed in 2025 to undertake community engagement and an online public consultation on the emerging proposals. This document details the activities undertaken and summarises the feedback received.

The Site and Surrounding Area

Rochford is a town located 42.6 miles outside of London with a population of 85,600 people (Census 2021). The proposed site has an area of 6.85ha (hectares) and is undeveloped greenfield land within the Green Belt, located on the southern side of Hall Road, to the west of Rochford.

The Proposal:

- Up to 200 dwellings,
- A mix of family housing reflecting the policy requirements of Rochford District Council (RDC) and local needs, ranging from 1-bed maisonettes to 5-bed houses,
- 50% of the houses will be affordable in a variety of tenures (affordable rent, part ownership and First Homes),
- Access will be via improvements to the existing roundabout on Hall Road, to the north of the site,
- There will be a minimum 10% biodiversity net gain (BNG) delivered in the proposals to create and improve natural habitats,
- Homes will be built to fit the new Future Homes Standard and employ a 'fabric first' approach to minimise energy and water consumption and utilising modern methods of construction. Low-carbon heating with electric vehicle charging points will be provided to all properties irrespective of tenure,
- Development on the site will be designed to manage surface water run-off to mimic the natural drainage processes using swales and basins to attenuate run-off and to improve water quality,
- Existing trees and hedgerows will be retained wherever possible to protect and enhance the natural landscape,
- Up to half of the site will remain undeveloped to form open space and will include two new Locally Equipped Areas of Play (LEAP/LAP),
- The existing public footpath (part of the Roach Valley Way) crossing the site will be incorporated within the open space in the development,
- A new pedestrian crossing on Hall Road is under consideration by BDW and the site will benefit from access to a new bus route, soon to be incorporated into the adjacent Elizabeth Gardens development,
- Infrastructure provision will be as required by the relevant authorities but is likely to include financial contributions for primary and secondary education, health provision, and others.

Principles of Engagement.

This SCI has been prepared in line with RDC's own SCI requirements (adopted in September 2022).

Although not prescriptive in the form of consultation to be undertaken, the SCI states:

“3.6 Consultation with local communities is encouraged for applicants seeking permission for major development in particular. When such engagement takes place, it is at the discretion of the applicant and can take place prior to seeking pre-application advice, if sought, or prior to submission of a planning application. The results of any public consultation should be provided to the Local Planning Authority with a planning application.”

Paragraph 137 of the National Planning Policy Framework (NPPF, February 2025) states the following:

“Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should, where applicable, provide sufficient information to demonstrate how their proposals will meet the design expectations set out in local and national policy, and should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.”

The objectives of our engagement programme were as follows:

- Communicate the details of the proposals to the local community,
- Provide methods for members of the community to provide feedback on the proposals, and
- Collate and assess responses from the public and share these with the project team to assist with shaping emerging development proposals.

This SCI includes:

- Details of engagement with the community, its representatives and other stakeholders,
- Details of methods used to consult the wider community,
- A summary of the results of that consultation, and
- A summary of how the planning application has sought to address the community feedback in the consultation process.

Engagement Programme.

As part of the process of bringing forward a planning application for development on the site, Chelgate Local implemented a programme of stakeholder engagement and online

public consultation on behalf of the applicant, BDW, to seek feedback from residents, stakeholders, and councillors on the proposals for the site.

The programme was multi-faceted and consisted of engagement through a dedicated website, the distribution of printed materials and an online public exhibition for residents and stakeholders.

Key elements of the engagement programme were:

- Early engagement with the ward councillors: Cllr Mike Steptoe, Cllr Angelina Marriot and Cllr Arthur Williams, with Cllr Steptoe responding.
- A letter to 19 residents immediately bordering or overlooking the site offering a personal briefing. None took this up.
- The project website (<https://www.planningconsultation.com/hall-road/>) was uploaded, which provided details of the proposals, allowed residents to ask questions, register for future updates, and complete the survey questionnaire to give their comments and feedback on the proposals.
- A telephone helpline and dedicated email address were created to handle questions and requests for hard copies of the proposals. Five emails and one telephone call were received.
- A leaflet was distributed by Royal Mail to 639 homes in the wider community introducing the proposals, inviting them to the public exhibition and making them aware of the project website.
- An online public exhibition was held on the website for six weeks, from 7th July until 24th August 2025.

Consultation does not end once the planning application has been submitted; BDW will accept feedback from the community throughout the planning process.

Public Consultation.

Local Residents

The 19 residents adjoining the site, who would be most impacted by the proposed development, were sent letters on 6th July 2025 offering personal briefings. The take-up of this offer was very low, and no residents requested a briefing.

Consultation Website

A dedicated project website (<https://www.planningconsultation.com/hall-road/>) was the focus of the entire consultation and engagement programme. It was published in June 2025 and has remained live throughout the planning process; screenshots of the website content are included in Appendix 3.

The project website allowed residents to view details of the proposals, to ask questions, register for future updates and attend the online public exhibition. Residents could also link to the online survey questionnaire to provide feedback on the various elements of the

proposals. A total of 22 residents registered on the website for updates. The questionnaire is included in Appendix 2.

The online consultation ran from 7th July until 24th August 2025. Contact details (email and phone) for the development team were provided for anyone who wanted to get in touch for more information or to request a paper copy of the survey to be sent to them, with a paid-for return envelope also provided. As of the 30th September 2025, there were 22 recipients registered on the website for updates.

The consultation was advertised through a leaflet which was sent on 6th July to 639 local residential and business addresses via Royal Mail. It also included information about future engagement activities, including the online exhibition. A copy of the leaflet is included in Appendix 1.

Parish Council

The development team offered an in-person briefing to Rochford Parish Council, which was accepted and took place on the 8th October 2025 at The Parish Rooms, West Street, Rochford (please see the below image of the presentation screen and proceedings). The meeting had almost full attendance and the Leader of Rochford District Council, Cllr Danielle Belton, was also in attendance, although she did not ask any questions.



During the Parish Council meeting, there were questions asked by the Council Members regarding access and the Hall Road roundabout, the Very Special Circumstances criteria in the NPPF regarding the Green Belt, the threat to the existing development settlement pattern, local transport connections and on affordable housing. All of the questions were responded to by BDW and the planning application team. Follow-up engagement was also offered.

Ward Councillors

The ward councillors: Cllr Mike Steptoe, Cllr Angelina Marriot and Cllr Arthur Williams were advised of the consultation programme, offered a briefing and were updated periodically.

Local schools

BDW has engaged with local schools to discuss the potential impact of the development and whether they have the capacity for the new residents' children, in addition to discussions with officers at Essex County Council, which has responsibility for education. It is likely BDW will make a financial contribution towards education provision.

South and Mid Essex Integrated Care Board (ICB)

BDW has engaged with the local ICB about healthcare provision. It has also engaged with local GP practices to ascertain the impact of the new development and its residents. Similarly, it is likely BDW will be making a financial contribution to healthcare provision in the area.

Consultation Survey

Residents attending the online exhibition were encouraged to complete a survey questionnaire. Two emails were sent out to remind those who had not completed the survey to do so. The survey went live on Monday 7th July and closed on Sunday 24th August 2025.

Feedback.

Feedback

The deadline for feedback, and the return of all survey questionnaires, was Sunday 24th August 2025. A total of 19 responses were received, all completed online, with the questionnaire linked on both the website and the emails sent out to residents. A summary of the key issues is detailed below. The detailed responses from residents to each question are also detailed below, with a copy of the questionnaire in Appendix 2.

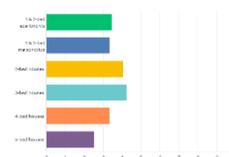
Summary of responses

- Residents identified the most important element of the new development had to be its integration with the existing community, with enhanced bus services the least important.
- Residents generally stated a preference for three-bedroom homes as opposed to five-bedroom homes.
- Brick was the most preferred external finish, with weatherboarding the least.
- Affordable sale was the most popular type of affordable housing and shared ownership the least.
- On sustainability, the materials used in construction were viewed as the most important element, whereas solar panels were the least.
- With BNG, preserving existing trees was viewed as important followed by planting new ones.
- Open fields and green spaces were the most desired, whereas the linear park through the site was not.
- In terms of sustainable travel, enhanced bus services and footways were the most popular, and cycle ways the least.

Responses to Questions

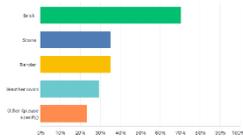
- **Question 1** asked residents to rank the most important features of the scheme. Good integration with the existing community was the most important for residents (64.29%), children’s play areas were the second most important (21.43%), and a new crossing on Hall Road was the third (14.29%). Creation of new cycling and walking links were the fourth most important feature (13.33%), and enhanced bus services were the least most important feature for residents (26.67%).
- **Question 2** asked residents about their preferred types of accommodation to be provided in the development. 3 bed houses were the most desired houses for residents (29.41%), followed by 2 bed houses (23.53%) and 1&2 bed apartments (11.76%). 4 bed houses were the fourth preferred type of accommodation by residents (5.88%), 1&2 bed maisonettes were fifth (29.41%), and 5 bed houses were the least desired houses for residents (58.82%).

Q2 In meeting the local housing need, what types of accommodation do you think should be provided on this new David Wilson Homes development? Rank in order with 1 being the most needed locally.



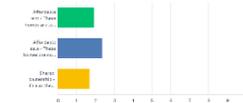
- **Question 3** asked residents about their preferred housing design and elevation materials they would like to see incorporated within the development. Brick was the most preferred material with the residents (70.59%), followed by stone and render which were both the second preferred material (35.29%). Weatherboard was the least preferred material with the residents (29.41%), and other comments made by residents included “none”.

Q3 What kind of housing design and elevation materials would you like to see incorporated within the development? Tick all that apply.



- **Question 4** asked residents about their preferred type of affordable housing to be included within the development. Affordable sale housing was the most preferred for residents (42.86%), followed by affordable rent housing (21.43%) and shared ownership housing, which was the least preferred for residents (50%).

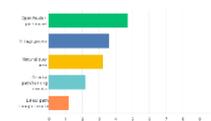
Q4 Affordable housing can be provided in different ways. Of the affordable housing included, which kinds are most suitable? (Please rank them in order with 1 being the most favoured).



- **Question 5** asked residents to rank the most important features in providing sustainable homes within the development. Sustainable construction materials were the most important sustainable feature for residents (71.43%) followed by electric vehicle charging points (23.08%) and air and ground source heat pumps (28.57%). Steps to lower car use was the fourth most important feature for residents (7.69%), water efficient appliances were the fifth most important for residents (21.43%), and solar panels were the least important feature for residents (14.29%). Other comments made by residents included “we need a bus service” and “we need infrastructure”.

- **Question 6** asked residents to rank the most important methods used to achieve 10% BNG. Protecting existing trees was the most important for residents (86.67%), planting more trees and creating green spaces within the development were both the second most important for methods for residents (20%).

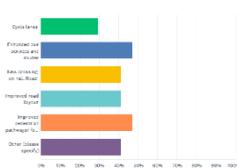
Q7 David Wilson Homes will provide new public open space as part of this development. What kind of outdoor space would be most beneficial to Rochford? Rank 1 to 3 with 1 being the most beneficial.



- **Question 7** asked residents what kind of outdoor area would be the most beneficial to Rochford. Open fields and park spaces are the most beneficial outdoor areas for residents (80%), followed by village greens (53.33%), natural play areas (46.67%) and circular path/running circuits (66.67%). The least beneficial outdoor area for residents is a linear path through the site (86.67%).

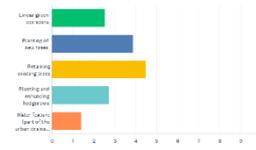
- **Question 8** asked residents about their preference in improvements to the connectivity of the site to the surrounding area. Enhanced bus services/routes and improved pedestrian pathways/foot networks are both the most preferred by residents (47.06%). This was followed by a new crossing on Hall Road and improved road layout, which are both the second preferred option for residents (41.18%). Other comments from residents (41.18%) included “lower density housing”, “none” and “improvements to roads”. The least preferred option for residents was cycle lanes (29.41%).

Q8 The Hall Road site is in a sustainable location, close to Rochford Rail Station and Town Centre, a roughly 19-20 minute walk or 5-6 minute cycle ride to the east. In terms of improvements to the connectivity of the site to the surrounding local area, what would you like to see prioritised? Tick all that apply.



- Question 9** asked residents to rank how important the enhanced landscape features are to them within the housing development. Retaining existing trees was the most important feature for residents (66.67%), followed by planting new trees (60%) and planting and enhancing hedgerows (46.67%). Linear green corridors were the fourth most important landscape features for residents (33.33%) and water features were the least most important landscape feature for residents (66.67%).
- Question 10** asked residents if there are any pressing local issues in Rochford that BDW should be aware of. Comments from residents included “traffic congestion”, “too many people”, “lack of infrastructure” and “GP practice is massively oversubscribed”. A thematic analysis of the data collected highlighted the following key themes; traffic and transport, urban infrastructure challenges, housing and development, healthcare system and environmental conservation.

Q9 Rank: how important the enhanced landscape features are, such as linear green corridors and/or the planting of trees and vegetation, to a new housing development (1 being the most important).



Demographics

Of those who responded, 31.25% were aged 65+, 25% were aged between 45-54, 18.75% were aged between 55-64, 18.75% were aged between 35-44 and 6.25% were aged between 25-34. No one between the ages of 18-24, or under the age of 18 responded to the survey. 100% of the residents were homeowners; 50% were female, 37.50% were male and 12.50% did not disclose their gender; 50% of residents were employed and working full time, 25% were employed and working part-time, and 25% were retired.

Consultation Summary Report - Response to Feedback.

Issue raised	Applicant's response
Local services - namely schools and GP surgeries - will be unable to handle a new development with more residents using existing services.	BDW has engaged with local schools and the local ICB. BDW will likely make financial contributions towards new local infrastructure.
This development will take away valuable greenspace from Rochford.	This proposed development will achieve a 10% net gain in biodiversity, with the retention of existing hedgerows and trees, and the creation of new open spaces and green walking links within the development. This is a sustainable development.
Rochford is not the right location for developments.	The country has a severe housing crisis of all types. Rochford has an acute need for more housing provision and housebuilding has failed to keep up with targets in recent years.

Conclusions.

Conclusion

BDW has conducted a robust engagement programme, which included meetings and continuous contact with local politicians, the community and other stakeholders, including a presentation to Rochford Parish Council on the 8th October, Rochford District Council ward members, the local ICB, GP practices and local schools. We also held a well-publicised public consultation which received a good level of responses to the initial proposals by the local community. The public consultation was held virtually for six weeks, together with the provision of various channels for submitting feedback, comments and asking questions. The proposals have been amended to accommodate the views of the local community where possible. For example, the number of houses in the scheme has been reduced from 250 to 200 and there are two enhanced LEAP/LAP as part of the scheme.

Ongoing Engagement

The consultation email and phone number will remain active during the planning application process. Any further feedback received will be responded to in collaboration with the applicant, although cannot be included in this document. The project website will also remain live, with access to the exhibition boards and information about the proposals.

Appendices.

Appendix 1: Consultation Leaflet



Land south of Hall Road, Rochford



DAVID WILSON HOMES
WHERE QUALITY LIVES

We are seeking your views about a proposed new residential scheme on land south of Hall Road, Rochford.

We want to hear your views on the proposals as we work towards submitting an outline planning application.

For further information or to request hard copies of the consultation and survey to be sent to you by post, please call our helpline number 020 7939 7950 (Mon-Fri, 9am-5pm) or email planning@chelgate.com.



The scheme will deliver:

- Up to 250 dwellings,
- A mix of housing: 1-bed maisonettes to 5-bed houses,
- 50% of houses will be affordable,
- Access from the existing roundabout on Hall Road,
- 10% biodiversity net gain,
- Homes will be built to fit the new Future Homes Standard,
- Low-carbon heating and electric vehicle charging points,
- Existing trees and hedgerows will be retained wherever possible,
- New open space with two new play areas (LEAPs),
- Potential new pedestrian crossing on Hall Road,
- Infrastructure provision will be as required by the relevant authorities.

Get in Touch

For further information or to request hard copies of the exhibition boards and survey to be sent to you by post, please call our helpline number 020 7939 7950 (Mon-Fri, 9am-5pm) or email planning@chelgate.com.

Indicative scheme

LEGEND

-  Site boundary (10.6 Ha)
-  Proposed residential development areas (5.50 Ha)
-  Public open space areas (4.7 Ha)
-  Primary access from Hall Road
-  Pedestrian / cycle access points
-  Other walking / cycling routes
-  Spine Road with swale
-  Secondary Road
-  Tertiary Road
-  Private drive
-  Potential areas for surface water attenuation
-  Existing water main
-  Location for children's play (LEAP / LAP)
-  Location of existing veteran tree
-  Proposed new tree planting
-  Root protection area (RPA)
-  Potential location of pumping station



Land south of Hall Road, Rochford



DAVID WILSON HOMES

WHERE QUALITY LIVES

Have your say

The plans for our site south of Hall Road, Rochford, are advancing and we are seeking your feedback and ideas to help us shape and finalise them. Your views will inform a planning application to be submitted later this year.

Virtual exhibition

We are hosting a virtual exhibition on our project website: www.PlanningConsultation.com/hall-road. You can view the general proposals for the site and give your feedback and comments via our survey questionnaire on the website. The consultation will run until Monday 21 July.

If you have any questions which are not answered on the website please contact us below.

Paper copies

If you would like hard copies of the exhibition and the survey questionnaire, please contact us and we will post them to you, together with a reply-paid envelope so you can return the survey to us.

Updates

If you wish to receive updates on the progress of our application, please register on the website, or call us below.

Get in Touch

For further information or to request hard copies of the exhibition boards and survey to be sent to you by post, please call our helpline number 020 7939 7950 (Mon-Fri, 9am-5pm) or email planning@chelgate.com.

Appendix 2: Consultation Questionnaire

Land south of Hall Road, Rochford

Welcome

David Wilson Homes is seeking your views about a proposed new residential scheme on land south of Hall Road, Rochford. The scheme will deliver up to 250 dwellings, with a mix of housing, from 1-bed maisonettes to 5-bed houses. 50% of the houses will be affordable. The site will be accessed from the existing roundabout on Hall Road. The proposals will achieve 10% biodiversity net gain.

David Wilson Homes is preparing plans for the site. We would like to hear your views on the proposals as we work towards submitting a planning application.

The survey should take between 5-10 minutes. The closing date for comments is Sunday, 24 August, 2025.

Please complete the whole survey and take an active role in shaping our proposals for this new development in Rochford!

If you have any questions, please contact our helpline on 020 7939 7950 or email us at planning@chelgate.com.

OK

1. The David Wilson Homes proposals for Hall Road are designed to achieve a sustainable, well-integrated development in Rochford, where high-quality housing complements the existing character of its surroundings and of the town, which is the main settlement area in the District. Please rank them in order with 1 being the most important)

	1	2	3	4	5
Good integration with the existing community	<input type="radio"/>				
Creation of new cycling and walking links	<input type="radio"/>				
Accessible green spaces	<input type="radio"/>				
A net increase in biodiversity	<input type="radio"/>				
Children's play areas	<input type="radio"/>				
New crossing on Hall Road	<input type="radio"/>				
Enhanced bus services	<input type="radio"/>				
Other	<input type="text"/>				

2. In meeting the local housing need, what types of accommodation do you think should be provided on this new David Wilson Homes development? Rank in order with 1 being the most needed locally:

<input type="checkbox"/> 1 & 2-bed apartments	<input type="button" value="↑"/> <input type="button" value="↓"/>
<input type="checkbox"/> 1 & 2-bed maisonettes	<input type="button" value="↑"/> <input type="button" value="↓"/>
<input type="checkbox"/> 2-bed houses	<input type="button" value="↑"/> <input type="button" value="↓"/>
<input type="checkbox"/> 3-bed houses	<input type="button" value="↑"/> <input type="button" value="↓"/>
<input type="checkbox"/> 4-bed houses	<input type="button" value="↑"/> <input type="button" value="↓"/>
<input type="checkbox"/> 5-bed houses	<input type="button" value="↑"/> <input type="button" value="↓"/>

3. What kind of housing design and elevation materials would you like to see incorporated within the development? Tick all that apply:

- Brick
- Stone
- Render
- Weatherboard
- Other (please specify)

4. **Affordable housing can be provided in different ways. Of the affordable housing included, which kinds are most suitable?** (Please rank them in order with 1 being the most favoured).

- ☰ Affordable rent - These homes are let below market rate. ▲ ▼
- ☰ Affordable sale - These homes are sold at a discounted price, usually in collaboration with the local council. ▲ ▼
- ☰ Shared ownership - This is the purchase of a share of a home's full market value, followed by rent payments. ▲ ▼

5. **David Wilson Homes wants to deliver a sustainable development.** How important to you are the following features in providing sustainable homes? (rank each from 1 to 5 with 1 being the most important)

	1	2	3	4	5
Sustainable construction and materials (higher Energy Performance Certificate (EPC) with greater insulation)	<input type="radio"/>				
Solar Panels	<input type="radio"/>				
Air or Ground Source Heat Pumps	<input type="radio"/>				
Electric Vehicle Charging Points	<input type="radio"/>				
Energy Efficient Appliances	<input type="radio"/>				
Water Efficient Appliances	<input type="radio"/>				
Steps to lower car use	<input type="radio"/>				
Other	<input type="text"/>				

6. David Wilson Homes will achieve a biodiversity net gain of 10% or more on the site. Which do you view as most important in achieving this? Rank 1 to 5 with 1 the most important.

	1	2	3	4	5
Protecting existing trees	<input type="radio"/>				
Planting more trees	<input type="radio"/>				
Protecting and reinforcing existing hedgerows	<input type="radio"/>				
Creating green spaces within the development	<input type="radio"/>				
Creating green links to the wider area	<input type="radio"/>				

Other

7. David Wilson Homes will provide new public open space as part of this development. What kind of outdoor space would be most beneficial to Rochford? Rank 1 to 3 with 1 being the most beneficial.

<input type="checkbox"/> Open fields / park space	<input type="button" value="^"/>	<input type="button" value="v"/>
<input type="checkbox"/> Village greens	<input type="button" value="^"/>	<input type="button" value="v"/>
<input type="checkbox"/> Natural play area	<input type="button" value="^"/>	<input type="button" value="v"/>
<input type="checkbox"/> Circular path/running circuits	<input type="button" value="^"/>	<input type="button" value="v"/>
<input type="checkbox"/> Linear path though the site	<input type="button" value="^"/>	<input type="button" value="v"/>

8. The Hall Road site is in a sustainable location, close to Rochford Rail Station and Town Centre, a roughly 19-20 minute walk or 5-6 minute cycle ride to the east. In terms of improvements to the connectivity of the site to the surrounding local area, what would you like to see prioritised? Tick all that apply.

- Cycle lanes
- Enhanced bus services and routes
- New crossing on hall Road
- Improved road layout
- Improved pedestrian pathways/ foot networks
- Other (please specify)

9. Rank how important the enhanced landscape features are, such as linear green corridors and/or the planting of trees and vegetation, to a new housing development (1 being the most important).

- Linear green corridors
- Planting of new trees
- Retaining existing trees
- Planting and enhancing hedgerows
- Water feature (part of the urban drainage system)

Land south of Hall Road, Rochford

10. Are there any pressing local issues in Rochford or the surrounding area that you feel David Wilson Homes should be aware of?

* 11. Do you have any further comments or suggestions that you would like to make in relation to the proposed David Wilson Homes development?

* 12. What is your postcode?

13. What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

14. What is your residential status?

- Home owner
- Renter
- Live with parents
- Student accommodation
- Care home/retirement village
- Park home

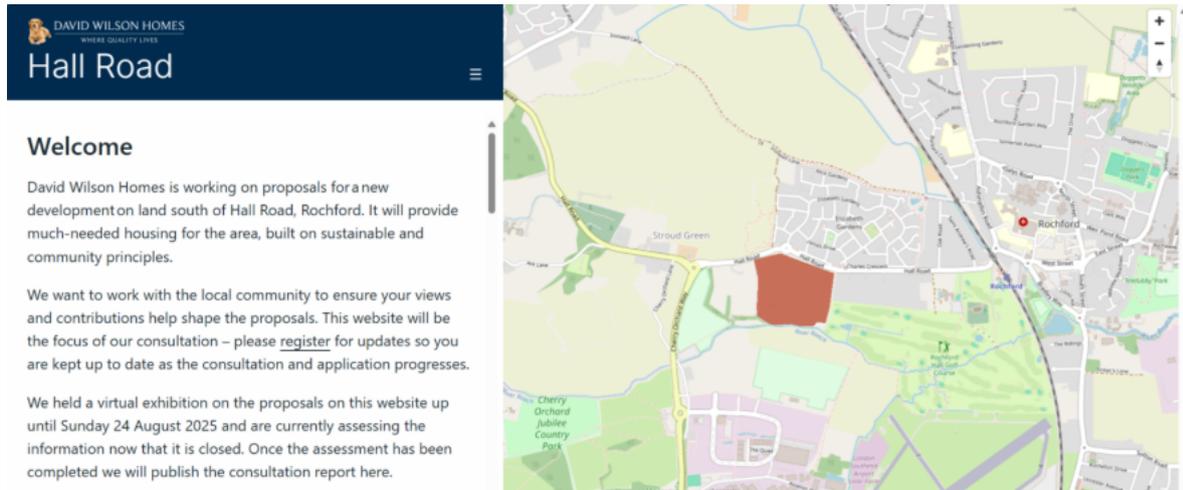
15. What is your gender?

- Male
- Female
- Other
- Prefer not to say

16. Which of the following categories best describes your employment status?

- Employed, working full-time
- Employed, working part-time
- Not employed, looking for work
- Not employed, NOT looking for work
- Retired
- Disabled, not able to work
- In full time education

Appendix 3: Website and Virtual Exhibition



DAVID WILSON HOMES
WHERE QUALITY LIVES

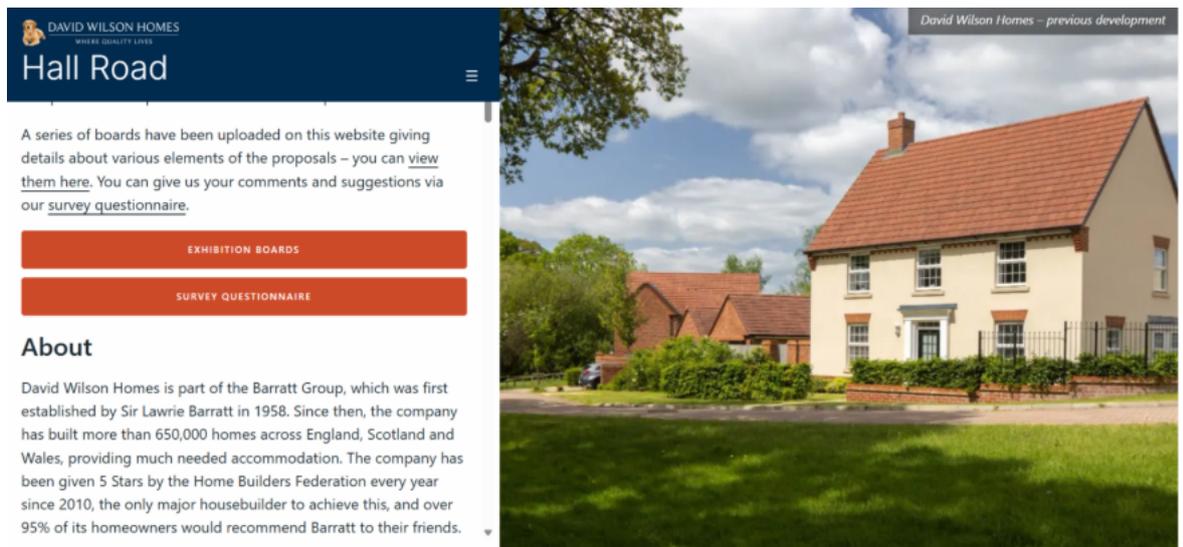
Hall Road

Welcome

David Wilson Homes is working on proposals for a new development on land south of Hall Road, Rochford. It will provide much-needed housing for the area, built on sustainable and community principles.

We want to work with the local community to ensure your views and contributions help shape the proposals. This website will be the focus of our consultation – please [register](#) for updates so you are kept up to date as the consultation and application progresses.

We held a virtual exhibition on the proposals on this website up until Sunday 24 August 2025 and are currently assessing the information now that it is closed. Once the assessment has been completed we will publish the consultation report here.



DAVID WILSON HOMES
WHERE QUALITY LIVES

Hall Road

A series of boards have been uploaded on this website giving details about various elements of the proposals – you can [view them here](#). You can give us your comments and suggestions via our [survey questionnaire](#).

[EXHIBITION BOARDS](#)

[SURVEY QUESTIONNAIRE](#)

About

David Wilson Homes is part of the Barratt Group, which was first established by Sir Lawrie Barratt in 1958. Since then, the company has built more than 650,000 homes across England, Scotland and Wales, providing much needed accommodation. The company has been given 5 Stars by the Home Builders Federation every year since 2010, the only major housebuilder to achieve this, and over 95% of its homeowners would recommend Barratt to their friends.

David Wilson Homes - previous development

Hall Road

Our proposals

- Up to 250 dwellings
- A mix of family housing reflecting the policy requirements of Rochford District Council and local needs, ranging from 1-bed maisonettes to 5-bed houses,
- 50% of houses will be affordable in a variety of tenures (affordable rent, part ownership and First Homes),
- Access will be via improvements to the existing roundabout on Hall Road, to the north of the site,
- There will be a minimum 10% biodiversity net gain delivered to create and improve natural habitats,
- Homes will be built to fit the new Future Homes Standard and employ a 'fabric first' approach to minimise energy and water consumption and utilising modern methods of construction. Low-carbon heating with electric vehicle charging points will be provided to all properties irrespective of tenure,



Hall Road

Consultation

We are committed to working with the local community to achieve the highest quality new development for Rochford. We want to hear your views on the proposals as we work towards submitting an outline application later this year.

We have started our consultation. This has included a letter to nearby residents and a leaflet drop to the wider community. We are holding a virtual consultation on this website – you will see [uploaded boards](#) describing various elements of the proposals for you to view. You can give us your comments and suggestions via our [survey questionnaire](#). The consultation will run until Sunday, 24 August, 2025.

Your feedback is important as it will help us shape the proposals ahead of our application submission.

If you would like a paper copy of the exhibition panels and questionnaire, please call 020 7030 7050 or

Housing and Landscaping from a David Wilson Homes project



Appendix 4: Exhibition Boards

Welcome



DAVID WILSON HOMES
WHERE QUALITY LIVES



Welcome. This virtual exhibition outlines our plans for a proposed new development for up to 250 homes on land south of Hall Road, Rochford.

This gives you the opportunity to have an active role in shaping our proposals as we work towards submitting a planning application. We would like to hear your views on the proposals and how this development may integrate with the existing community in Rochford.

Please view these virtual boards in conjunction with the information on the website. Once you are familiar with our proposals, please do complete our survey questionnaire to let us know your thoughts on the plans, and your suggestions.

If you would like hard copies of the exhibition and/or the survey questionnaire, please contact us below and we will post them to you, together with a reply-paid envelope so you can return the survey to us.

The consultation will run until Sunday 24 August 2025.

Get in Touch

For further information and to register for updates please go to our project website: www.planningconsultation.com/hall-road or call our helpline number 020 7939 7950 or email us at: planning@chelgate.com



Transport



DAVID WILSON HOMES
WHERE QUALITY LIVES

The site is adjacent to the established community of Rochford.

The site benefits from excellent transport connectivity, including proximity to Rochford railway station, which serves:

- London Southend Airport (approx. 5 minutes).
- Southend-on-Sea (approx. 17 minutes).
- London (approx. 60 minutes).
- Access to the site will be via improvements to the existing roundabout on Hall Road, to the north of the site.
- The existing public footpath (part of the Roach Valley Way) crossing the site will be incorporated within open space in the development.

- A new pedestrian crossing on Hall Road is under consideration and the site will benefit from access to a new bus route, soon to be incorporated into the adjacent Elizabeth Gardens development.
- The scheme will establish a network of walking/cycling routes on-site, including a circular path around the development edge.
- The scheme has regular local bus routes running nearby to the train station, Rayleigh and Southend-on-Sea.

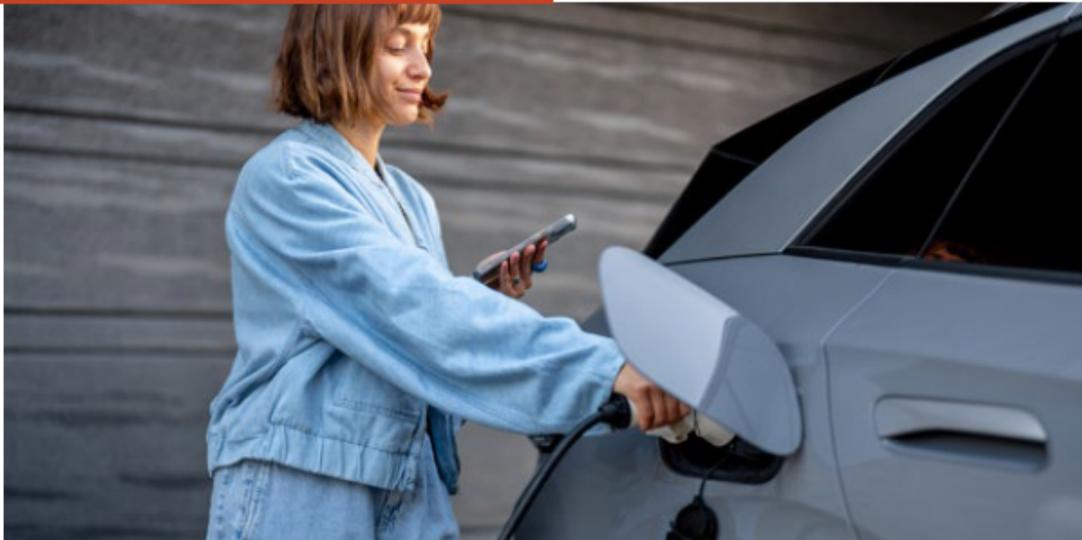
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Sustainability



DAVID WILSON HOMES
WHERE QUALITY LIVES



The new homes will also include a variety of sustainable and community-focused features:

- Air source heat pumps for energy-efficient heating,
- Electric vehicle charging points,
- Solar panels to generate renewable energy,
- Homes built to meet low carbon standards,
- Play areas designed for both new and existing communities,
- Integral bird boxes to support local wildlife,
- Planting of new native woodland,
- Sustainable Urban Drainage Systems (SuDS),
- Hedgerows and boundary planting to enhance biodiversity,
- Flood attenuation basins to manage surface water.



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Infrastructure



DAVID WILSON HOMES
WHERE QUALITY LIVES



- We are committed to consulting with the local community and residents to understand how best to support the local community with its existing infrastructure. The usual Section 106 (s106) contributions towards local community infrastructure projects will apply in this scheme.
- There is currently not a requirement for a school on the site as schools in Rochford are currently under-subscribed. We are likely to make financial contributions for pre-school, primary and secondary education provision, in accordance with Essex County Council (ECC) requirements.
- There is no requirement for healthcare provision on the site, but we are likely to make a financial contribution towards other provision in the area, in accordance with the Mid and South Essex Integrated Care Board (ICB), whom we are in contact with.
- Financial contributions towards highways improvements are also being considered, with engagement with ECC on the proposals and how they will integrate Essex standards and provide for suitable mitigation measures as required.
- We will provide a variety of formal and informal recreational/play space as part of the scheme, as well as retain the existing section of public footpath running diagonally across the site and incorporate this within an enhanced, high quality linear green corridor running through the site.

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Landscape and Ecology



DAVID WILSON HOMES
WHERE QUALITY LIVES

- The proposals will have a minimum Biodiversity Net Gain (BNG) of 10%, delivered on site.
- We will provide appropriate development offsets and landscape buffers to identified landscape features and existing residential properties.
- The proposals aim to conserve, restore and enhance existing hedgerows and boundary tree vegetation, aside from where access is proposed along the northern boundary, with hedgerow planting to comprise native species of local prevalence.
- The main open space is located to the south, within the River Roach flood zones, providing recreational access and river frontage for both new and existing residents.
- Proposals include 4.7 hectares of open space, including a mix of formal and informal areas to support biodiversity and children's play.
- A LEAP (Locally Equipped Area for Play) and a LAP (Local Area for Play) will be located in the southern part of the site and will be accessible to all. The site is located close to Rochford Town centre, a settlement classified in the Rochford Local Development Framework Core Strategy as a 'first tier' settlement, with a range of services as well as access to public transport.
- Due to its agricultural use, the site does not contain any landscape features of note, with the only key features considered to be the mature treescape; providing a high degree of physical containment along its boundary. Predominant species include oak, ash, hawthorn and field maple.

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Flooding



DAVID WILSON HOMES
WHERE QUALITY LIVES

Fluvial (flooding from River Roach)

- The Environment Agency Flood Map for Planning shows that all residential development will be located in Flood Zone 1 (low risk of flooding).
- It also shows the south of the site is partially located within Flood Zone 2 (medium risk of flooding) and Flood Zone 3 (high risk of flooding) associated with the fluvial River Roach. The site design is configured to accommodate the flooding risk with no residential development in these zones.

Surface Water

- The Environment Agency's surface water flood risk mapping, combined with ECC modelling, requires infrastructure to handle a 1 in 100-year weather event plus 45% climate change uplift.
- To manage the predicted flow path of storm water running through the centre of the site during an extreme event, overtopping Hall Road in the northwest corner, a shallow swale c.500-600mm deep channel is proposed to divert the anticipated overland flow path along the western site boundary, away from residential development and onsite infrastructure.

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Timescales and next steps



DAVID WILSON HOMES
WHERE QUALITY LIVES



- David Wilson Homes is expecting to submit a planning application in September 2025, at which time the local council will undertake its own statutory consultation on the proposals.
- It is then anticipated that a reserved matters planning application will follow during 2026.
- If approved, construction is likely to commence in 2027, and will last for around five years.

Thank you for taking the time to look through our public exhibition. We encourage you to provide your feedback by completing the survey questionnaire. The consultation will close on 24 August.

If you would like hard copies of the exhibition and/or the survey questionnaire, please contact us and we will post them to you, together with a reply-paid envelope so you can return the survey to us.

Updates

If you wish to receive updates on the progress of our application, please register on the website, or call us below.

Get in Touch

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