



Bloor Homes

# LAND AT DOLLYMANS FARM, DOUBLEGATE LANE, RAWRETH

Environmental Statement, Volume 1, Chapter 2:  
Description of the Nature and Purpose of the  
Proposed Development





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Environmental Statement, Volume 1, Chapter 2: Description of the Nature and Purpose of the Proposed Development

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## 2 DESCRIPTION OF THE NATURE AND PURPOSE OF THE PROJECT

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### 2.1 DESCRIPTION OF PROPOSED DEVELOPMENT

2.1.1. Outline planning permission is sought for the following proposed development:

*Outline planning permission with all matters reserved, except for three means of access from the A129, for up to 1,300 dwellings (Use Class C3), a primary school (Use Class F1), retail floor space and healthcare floor space as part of a mixed use neighbourhood centre (Use Classes E/F1/F2/ C3, C2, Sui Generis drinking establishment), site accesses and highway works, on-site wastewater treatment plant, pedestrian and cycle improvements, associated infrastructure, ancillary works, green and blue infrastructure including sustainable drainage systems, ecological habitat areas, children's play areas, public open space, playing fields and Natural Green space..*

2.1.2. Key features of the Proposed Development include:

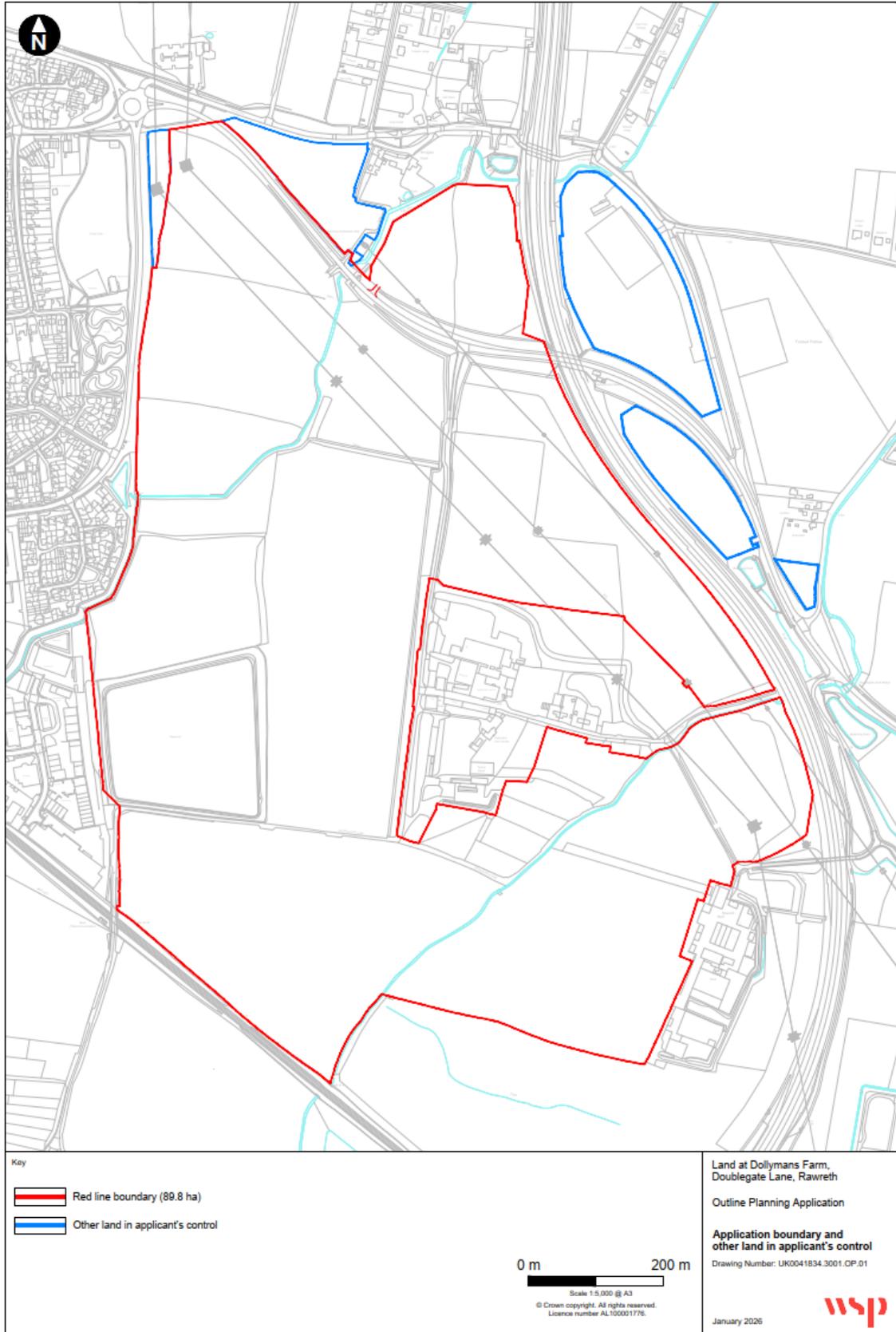
- 1,300 homes, offering a wide mix of market and affordable dwellings. 50% would be affordable rented and first homes, with potential for custom build plots and care home provision depending on detailed housing & tenure mix.
- A new two form entry primary school and 1-2 early years/nursery facilities.
- A Village Hub and Local Centre will be located at the heart of the walkable new community, positioned along the main street and integrated with the site-wide footpath and cycle network, framing the focal village green.
  - The Local Centre will provide mixed-use development, including potential local retail, commercial, community and healthcare floorspace to serve both new and existing residents.
  - The Local Centre will include a mix of higher-density residential uses and up to 1,700 sqm (GIA) of retail, commercial, health, community and other supporting floorspace.
  - Retail floorspace will not exceed 620 sqm, which could be delivered as a single unit or 2–3 smaller units (confirmed at reserved matters stage).
- New sports and playing pitch facilities as a 'hub for sport and recreation' on land to be retained as Green Belt north of the A129/south of London Road.
- Around 60% of the site is open space
- Extensive green infrastructure with community parkland, improvements to existing footpaths and cycle routes, bridleways and pegasus crossings on the A129, to the south of the rail line and east of the A130.
- Provision of strategic open space, providing significant addition to existing open space availability in the district, including leisure routes, natural green space, children's play space, pedestrian/cycle routes, community orchard/growing space, mountain bike tracks, urban play and habitat creation/enhancement.
- Creation of new cycle connection to Beauchamps High School
- Off-site pedestrian/cycle connection improvements to Wickford station.
- Off-site improvements to crossing facilities on Hodgson Way and Southend Road.
- Off-site improvements to Carpenters Arms roundabout.
- Main vehicular access directly off the A129 via a new roundabout avoiding traffic in neighbouring residential areas.

- Extension of the existing high frequency public transport services to help minimise car use.
- Provision of associated surface water and foul drainage infrastructure.

## 2.2 LOCATION OF PROPOSED DEVELOPMENT

- 2.2.1. The Site, known as Dollymans Farm, is located adjacent to the A130 east of Wickford, Essex (SS11 8UD), spanning 89.8 hectares (ha). It currently consists of agricultural fields and a decommissioned reservoir that has been drained. The site is divided by a network of lanes, tracks, and public footpaths. It wraps around existing employment areas and includes a paintballing facility in the woodland on the western part of the Site. There are overhead lines and pylons to the north and east of the site. To the south of the Site is a time limited landfill site that will be restored prior to completion of the proposed development.
- 2.2.2. Located in the southeast of England, the Site lies in Rochford District Council, adjoining the boundary with Basildon Borough Council to the south and west. The nearest towns are Wickford, adjoining the site to the west, and Rayleigh, 1 kilometre (km) to the east. The A129 borders the Site to the north, the A130 to the east, and the Shenfield to Southend railway line to the south serving both Rayleigh and Wickford. The land is currently in the Green Belt and is considered by the Applicant to be grey belt land. The red line boundary of the Proposed Development can be seen in **Figure 2-1** below.

Figure 2-1 – Proposed Development Red Line Boundary



## 2.3 SURROUNDING AREA

- 2.3.1. To the west and south-west, the Site is bordered by the urban edge of Shotgate and Wickford Business Park along Hodgson Way, which together clearly define the existing settlement boundary. The immediate and surrounding area also includes scattered rural properties and farmsteads, such as Dollymans Farm and Rawreth Barn.
- 2.3.2. To the north, south, and east, the landscape transitions to a more open and rural character, with expansive views across farmland and towards the Wick Country Park, located to the south-west. The surrounding land use is varied, reflecting a gradual transition from the built-up edge to open countryside.
- 2.3.3. The nearest town to the application site is Wickford which is identified in Basildon's Local Plan as a highly sustainable location for growth and development. It has a range of services, two secondary schools, strategic employment, retail and a recently upgraded railway station providing trains to London Liverpool Street. The site lies on the A129 high frequency public transport corridor and is just a 15-minute bus/cycle journey to the railway station and town centre.

## 2.4 OBJECTIVES OF THE PROPOSED DEVELOPMENT

- 2.4.1. RDC is in the process of preparing a new Local Plan. The most recent Local Development Scheme outlines a proposed timetable, with Regulation 18 consultation scheduled for Winter/Spring 2026, followed by Regulation 19 consultation in Autumn 2026. The Examination is expected to take place in Spring 2027, with adoption of the Local Plan anticipated in Winter 2027-2028. Given the Site's location adjoining the border with Basildon, due consideration should also be given to Basildon's emerging Local Plan, including its allocations and policies.
- 2.4.2. Basildon Borough Council (BBC) has recently commenced its third consultation on its new Local Plan under Regulation 18. In order to meet its substantial housing need, the Council is proposing allocation of several Green Belt sites, with the consultation identifying significant residential and employment growth around Wickford. Representations were submitted as part of the consultation process, encouraging cross-boundary collaboration between Basildon and Rochford. These representations also requested the inclusion of a policy providing strategic context for growth to the east of Wickford.
- 2.4.3. The site is not currently allocated for development in the adopted Rochford Local Plan and is located within the Green Belt. However, RDC undertook a Spatial Options consultation in 2021, as part of the second stage of its new Local Plan preparation. This consultation identified the site as a potential location for cross-boundary growth with Basildon, to the east of Wickford. As part of Rochford's recent site assessment methodology work that forms part of its Local Plan Evidence Base, the site has been identified as a clear preferred site option for further testing prior to identification of site allocations.
- 2.4.4. Bloor Homes is promoting the site for a sustainable, mixed-use urban extension. The overarching objective is to deliver a high-quality development comprising approximately 1,300 homes, supported by appropriate social, community, and green infrastructure. The vision for the site includes creating a well-integrated neighbourhood that responds to identified housing needs and contributes to the long-term sustainable growth of the area. Proximity to retained employment areas and proposed new employment areas close to the site in Basildon will assist in supporting a balanced and sustainable community.

- 2.4.5. To support this objective, WSP has engaged proactively in the local plan-making processes for both RDC and BBC. Representations were submitted to both authorities' earlier Options consultations, putting forward the site for Green Belt release and outlining the strategic benefits of a development on the boundary of Rochford and Basildon. These representations set out the case for a comprehensive development that aligns with emerging planning policy and infrastructure requirements. The site has also recently been re-submitted to the Rochford Call for Sites exercise and representations have also been made to the Basildon Reg 18 Local Plan (Part 1 and Part 2) to propose a positive spatial and policy framework for the sustainable expansion of Wickford and to co-ordinate delivery of sustainable infrastructure for development at Wickford.
- 2.4.6. It is anticipated the Rochford District Council's new Local Plan will be published for Regulation 18 consultation in early 2026, which the applicant will likely engage with to supplement previous representations to Rochford's Local Plan review.

## **2.5 POLICY REQUIREMENTS**

- 2.5.1. The policy requirements relevant to the Proposed Development can be found in **Volume 1, Chapter 4: Reasonable Alternatives Considered**.



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