

# Community Consultation Statement

Land South of Stambridge Road, Rochford, Essex

Iceni Projects Limited on  
Behalf of Cogent Land LLP

December 2011

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Prepared for  
Cogent Land LLP

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## **CONTENTS**

1.	INTRODUCTION	3
2.	APPLICATION PROPOSALS	4
3.	CONSULTATION WITH THE LOCAL COMMUNITY	6
4.	SUMMARY OF FEEDBACK	8
5.	RESPONSE TO FEEDBACK	10
6.	CONCLUSIONS	11

## **APPENDICES**

APPENDIX 1:	PUBLIC EXHIBITION STAKEHOLDER INVITE LIST
APPENDIX 2:	PUBLIC EXHIBITION FLYER
APPENDIX 3:	PUBLIC EXHIBITION AND WEBSITE FEEDBACK FORM
APPENDIX 4:	PUBLIC EXHIBITION RESIDENTS LETTER DROP MAP

# 1. INTRODUCTION

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- 1.1. This Community Consultation Statement has been prepared on behalf of Cogent Land LLP (CLLLP) – formerly Colonnade Land LLP – by Iceni Projects Limited (Iceni) in support of an outline planning application for a family-led residential scheme at land South of Stambridge Road, Rochford, Essex. Following the Public Exhibition and in response to feedback received, the number of homes proposed has been reduced to 251 units.
- 1.2. Community consultation is a key part of this project in informing the subsequent outline planning application. This document outlines the consultation process undertaken and feedback received.
- 1.3. The proposal site is on the edge of the existing settlement of Rochford. The site has been identified by CLLLP as the most sustainable site in Rochford to meet the housing growth targets for Rochford District.
- 1.4. A previous application for 326 dwellings at the site was refused by Rochford District Council. This new proposal responds to various issues raised during the determination of the previous application, and represents a smaller, less dense development better influenced by local Rochford design.
- 1.5. A comprehensive community consultation process was undertaken for the previous scheme, and this round of consultation on the revised scheme builds on what has already been done. This process focused on consulting local residents and councillors, as well as council officers. In addition, the latest stage of the process has been supported by a consultation website.
- 1.6. This statement summarises the application proposals, the community consultation process, summarises feedback received and draws conclusions regarding the consultation.

## 2. APPLICATION PROPOSALS

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2.1 The outline application seeks to establish the principle of residential development of the site for up to 251 houses. The scheme is primarily family housing, with a small number of flats, and around 35% affordable housing which will include key worker housing and shared ownership to assist first time buyers.

2.2 This section of the Community Consultation Statement sets out the current application proposals and details the planning history of the site. Full details of the proposed development are contained within the Planning Statement submitted in support of this application.

a) Site

2.3 The application site (red line boundary) covers an area of 15.63 hectares and is set within a wider site (blue line boundary) that is controlled by the applicant, which covers an area of 20.58 hectares.

2.4 The wider site is bounded by Stambridge Road and existing residential properties fronting Stambridge Road to the north, Stambridge Mills and Mill Lane to the east and the River Roach to the south. To the west, the site boundary abuts the existing urban area and includes allotment gardens that are accessed off Stambridge Road and Rocheway, the residential properties to the eastern end of Rocheway, the Adult Education Centre, which lies to the south of Rocheway, and the playing fields to its rear.

2.5 The site is located on the edge of the current settlement of Rochford and is therefore within easy cycling and walking distance of the town centre and station.

2.6 CLLLPP contend that the proposal site is the most sustainable Green Belt location for housing in the district for the following reasons:

- The site benefits from the closest and most direct means of access to the existing urban centre of Rochford.
- The site is located to the east of Rochford, in a location where development has historically been directed. Development in this location would not, therefore, have a detrimental effect on the historic context and landscape character of Rochford.
- The site forms the gateway to the proposed Stambridge Mills development and, therefore, could significantly enhance connectivity to the town centre.

- The site offers the opportunity to facilitate the delivery of redevelopment proposals for new housing currently proposed at Stambridge Mills and better connect and integrate it with the urban area.
- The site is located entirely outside of the area identified as being at risk of flooding.
- The site is not adversely affected by any other environmental constraints.

**b) Background**

- 2.7 An outline application was previously submitted by Colonnade Land LLP (now known as Cogent Land LLP) for 326 residential dwellings, a community building, landscaping and access. This was refused by Rochford District Council (RDC) partly due to loss of Green Belt land and open space, despite recognition within RDC policy (Core Strategy Preferred Options) of the need to release some Green Belt land to meet housing targets.

**c) Proposal**

- 2.8 The urban form, massing, height, and scale of the proposed dwellings will be consistent with the urban characteristics of the surrounding residential area of Rochford. The proposal is considered appropriate to the densities of housing within the vicinity of the site and across Rochford as a whole, with a low density of 251 dwellings proposed.
- 2.9 The layout will make provision for family homes with large gardens. It will provide a varied approach to parking provision including both on and off street parking, communal courtyards and private garages.
- 2.10 The existing footpath which runs west to east across the site is proposed to be maintained in order to allow access by dog walkers, pedestrians and cyclists. Local views will be maintained east to west across the site.
- 2.11 The site is outside of identified areas of constraint including the existing flood zone and the Public Safety Zone for London Southend Airport.
- 2.12 The layout provides a significant amount of publicly accessible open space within the developable area and structural landscaping within the wider landholding area.

### 3. CONSULTATION WITH THE LOCAL COMMUNITY

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#### a) Public Exhibition

3.1 A public exhibition was held on 9<sup>th</sup> November at Rochford Adult College between 4-8pm. The scheme was presented on 10 x A1 boards and members of the design team, including those involved in planning, design and transport, were at the event to explain the detail and answer any questions. The Draft Illustrative Masterplan of the proposals was presented sufficiently early in the design process to allow time for any comments to be taken on board in further iterations.

3.2 In terms of invitations to the Public Exhibition, first contact made was with:

- Rochford District local councillors
- Essex County councillors for Rochford and Rayleigh wards
- Local MPs
- Rochford Parish Council & Stambridge Parish Council
- Representatives from Sanctuary Housing Group

All received an invite letter and flyer inviting them to the Public Exhibition. Please refer to Appendix 1 for the full invite list, Appendix 2 for the flyer and Appendix 3 for the feedback forms used at the event to collect feedback.

3.3 Central to the community consultation process were invitations to local residents to the Public Exhibition. Approximately 400 flyers were hand-delivered to the properties closest to the site, distributed as follows:

- Stambridge Road
- Mornington Avenue
- Rocheway (plus Townfield Road)
- Little Stambridge Hall Road
- Russell Grove
- Coombes Grove

- Lingfield Drive

3.4 Please refer to Appendix 4 for a map illustrating the flyer distribution.

**b) Consultation Website**

3.5 In addition to the Public Exhibition, a consultation website went live on the 9<sup>th</sup> November with an opportunity to provide feedback through the site for a period of two weeks – the aim of this was to allow sufficient time for interested parties to leave comments, but also to allow time for the project team to reflect on feedback.

3.6 As of 23<sup>rd</sup> November, seven online comments had been received via the website, although the feedback form remains active for comments or questions. None were received after this date.

3.7 The overall aim of the website is to allow individuals or hard to reach groups unable to attend the exhibition to receive information regarding the proposals and make their views known. The website is available at: [www.landsouthofstambridgeroad.com](http://www.landsouthofstambridgeroad.com) and will remain live throughout the planning process to serve as a reference point for the local community.

## 4. SUMMARY OF FEEDBACK

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- 4.1 This section of the report summaries the comments made at the Public Exhibition on 9<sup>th</sup> November 2011, and feedback received via feedback forms from the Public Exhibition and through the website subsequently.
- 4.2 Approximately 85 people attended the Public Exhibition, the majority of which were local residents although some councillors attended. Feedback forms were provided for people to offer comments and suggestions on the revised scheme and a total of 44 feedback forms were received on the day. Seven feedback forms were received through the consultation website by the stated deadline of 23<sup>rd</sup> November.
- 4.3 In terms of positive feedback, several people commented that the revised scheme is an improvement on the previous scheme, as it is lower density development, with better landscaping and design. Support was also expressed for the proposed retention of the footpath and for plans to extend the existing allotments.
- 4.4 There was some misunderstanding about the scheme, with some being under the impression that the scheme primarily comprised large blocks of flats. It was explained that the proposal is overwhelmingly family housing. The table below illustrates the comments which were most commonly raised via the feedback forms distributed at the Public Exhibition and on the consultation website.

Topic	Total comments
Traffic	31
Loss of Green Belt and open space	14
Proximity to Southend Airport	14
Pressure on services including schools, health and activities for young people	13
Housing needs should be met using sites allocated in the Core Strategy	9
Create a new road across the River Roach, connecting Mill Lane to Sutton Road, to take traffic away from Rochford	5
Proximity to flood plain	3
Concerns about noise pollution from Purdeys Industrial Estate	3



- 4.5 Many comments centred on concern about increased traffic on Stambridge Road, which people feel is already heavily congested, due to the current high level of car-use in the town and it being a popular route for commuters. People highlighted problems on Stambridge Road, congestion at Anne Boleyn Roundabout and the roundabout at the junction of Sutton Road / Purdeys Way. Questions were also raised about emergency access through Rocheway, as people feel that this is already over-used by commuters. There was a general feeling that infrastructure is poor in Essex due to a lack of investment.
- 4.6 Several participants suggested that a solution to the traffic and congestion problem could be to build a bridge across the River Roach onto Sutton Road as part of the scheme, which would take traffic away from Rochford.
- 4.7 People felt strongly that the Green Belt should not be developed on. Most understood that the Council have recognised that Green Belt land will need to be released in order to meet housing targets, but the general consensus was that the housing should be developed elsewhere.
- 4.8 There was a general consensus that if the proposal was to go through, improvements would need to be made to roads, schools and health provision, as well as further youth provision and play space.
- 4.9 On the feedback forms, 32 respondents indicated a desire to be kept involved and will be updated on next steps of the proposal. Iceni will undertake to do this through notifying them of the submission of the application in the first instance.

## 5. RESPONSE TO FEEDBACK

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- 5.1 A key concern related to increased traffic generated by the proposed development. Neither access nor highways were matters in dispute between the Applicant and the Council in relation to the previous application scheme and the current application proposes a smaller scale of residential development. The application documentation includes a Transport Assessment and Travel Plan Framework, which demonstrate that there are no transport matters which would preclude development at the site.
- 5.2 Loss of Green Belt land and open space was another key concern. However, it was explained that the Council have recognised the need to release Green Belt land around Rochford/Ashingdon to accommodate a minimum of 1,200 dwellings in order to meet housing targets. Some consultees also suggested that they would prefer to see new housing developed on sites allocated in the Core Strategy. In response, it was explained that CLLLLP feel strongly that the proposal site presents the most sustainable site for housing – it benefits from the closest and most direct means of access to the existing urban centre of Rochford, is to the east of Rochford where development has historically been directed and offers the opportunity for new housing to be well connected and integrated to the urban area.
- 5.3 In relation to concerns about the impact of the extension to London Southend Airport on the proposal, it was explained that there will be no development within the Public Safety Zone, and the design of the houses respond to the proximity to the airport. Again, this issue was accepted by the Council in respect of the previous application. Further details are provided in the Aviation Compliance Statement submitted with this application.
- 5.4 Another key concern was the increased pressure on local services including schools, youth facilities and health caused by a development proposal. If planning permission is granted for the proposals, a comprehensive S106 Agreement will be negotiated with the Council, which will ensure that adequate financial contributions are made.
- 5.5 In terms of concerns about environmental constraints, the site is located entirely outside of the area identified as being at risk of flooding and is not adversely affected by any other environmental constraints. The application includes a Flood Risk Assessment and other technical documents that address environmental matters.

## 6. CONCLUSIONS

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- 6.1 To conclude, feedback expressed has been taken into account where appropriate and feasible, and the project team is confident that these issues can be responded to within the design of the scheme in this outline application.
- 6.2 The public exhibition and the consultation website provided the opportunity for the local stakeholders, residents and wider community to view the proposals and provide feedback. The new proposals represent a scheme with improved design and layout which is more responsive to the Rochford area.
- 6.3 The development would be outside of the flood risk area, the London Southend Airport Public Safety Zone, and Essex County Council (the highway authority) accepted during the previous process that transport issues would not preclude development on this site. The local authority has accepted Green Belt land needs to be released in order to meet local housing needs and CLLLLP maintains that the site is best suited to new homes for a variety of reasons, as set out in this statement and other application documents.
- 6.4 CLLLLP is committed to further consultation with the local community and local authorities as the planning process moves forward.

## **APPENDIX 1: PUBLIC EXHIBITION INVITE LIST**

NAME	ROLE
<b>MPs</b>	
Mark Francois	MP for Rayleigh constituency
James Duddridge	MP for Rochford & Southend constituency
<b>Rochford District Councillors</b>	
Terry Cutmore	Councillor for Ashingdon & Canewdon Ward - Leader of the Council and Portfolio Holder for Overall Strategy and Policy Direction
Keith Hudson	Councillor for Hockley Central - Deputy Leader of the Council. Portfolio holder for Planning and Transportation.
Keith Gordon	Councillor for Rochford - Portfolio Holder for Leisure, Tourism, Heritage, the Arts, Culture and Business. Also a Parish Councillor
Chris Black	Councillor for Downhall & Rawreth - Leader of the Liberal Democrat Group
Trevor Goodwin	Councillor for Foulness & Great Wakering - Chairman of the East Area Committee
Carole Weston	Councillor for Hockley Central - Chairman of the Central Area Committee and Vice-Chairman, Standards Committee.
Phil Capon	Councillor for Hawkwell South - Chairman of the Development Committee. Also a Parish Councillor
Tracy Capon	Councillor for Ashingdon & Canewdon - Portfolio Holder for Council Tax Collection, Benefits and Strategic Housing functions. Also Parish Cllr
James Cottis	Councillor for Rochford - Vice-Chairman, Audit Committee.
Gillian Lucas-Gill	Councillor for Rochford - Portfolio Holder for Service Development / Improvement & Performance Management
Lee Carter	Councillor for Hockley North - Vice-Chairman of the Central Area Committee
Patricia Aves	Councillor for Rayleigh - Vice-Chairman, Licensing Committee
Keith Gibbs	Councillor for Trinity - Chairman of the Licensing Committee and member Champion for Risk and Business Continuity
Heather Glynn	Councillor for Hawkwell South - Vice-Chairman of the Review Committee
Jim Grey	Councillor for Trinity - Chairman of the Appeals Committee since May 2009
Angela Hale	Councillor for Hullbridge
Michael Hull	Councillor for Hullbridge
Diane Hull	Councillor for Hullbridge
Chris Lumley	Councillor for Grange - Member of Rayleigh Town Council.
June Lumley	Councillor for Grange - Member of Rayleigh Town Council. Chairman of the Review Committee.
Malcolm Maddocks	Councillor for Hockley West - Portfolio Holder for Council Tax Collection, Benefits and Strategic Housing Functions.
John Mason	Councillor for Rochford District Residents (independent)
Christine Mason	Councillor for Rochford District Residents (independent)
Jo McPherson	Councillor for Hawkwell North - Portfolio Holder for Young Persons, Adult Services, Community Care and Well-Being, Health and Community Safety
David Merrick	Councillor for Lodge - Vice-Chairman: Development Committee
Joan Mockford	Councillor for Sweyne Park - Vice-Chairman of the Council.
Toby Mountain	Councillor for Sweyne Park
Ron Oatham	Councillor for Downhall & Rawreth - Deputy Leader of the Liberal Democrat Group.
Bob Pointer	Councillor for Hawkwell North
Aron Priest	Councillor for Wheatley
Colin Seagars	Councillor for Foulness & Great Wakering
Simon Smith	Councillor for Whitehouse - Chairman of the Council.
Mike Steptoe	Councillor for Barling & Sutton - Portfolio Holder for the Environment

	including Parks, Open Spaces and Woodlands, Recycling, Street Scene and the new Contracts
J Thomass	Councillor for Hockley Central
Ian Ward	Councillor for Lodge
Peter Webster	Councillor for Whitehouse
Mavis Webster	Councillor for Wheatley - Deputy Leader of the Council and Portfolio Holder for Service Development / Improvement and Performance Management
Barbara Wilkins	Councillor for Foulness & Great Wakering - Vice-Chairman, Appeals Committee.
<b>Rochford District Council Officers</b>	
Paul Warren	Chief Executive
Shaun Scrutton	Head of Planning and Transportation
John Whitlock	Planning Manager
Sam Hollingworth	Planning Policy Team Leader
Steve Neville	Strategic Housing
Linda Swinnerton	Strategic Housing
<b>Essex County Councillors</b>	
Stephen Castle	Councillor for Rayleigh North - Economic Development, Regeneration and the 2012 Games
Tracy Chapman	Councillor for Rochford North - Cabinet Member for Highways and Transportation and Matters of strategic, regional or countywide significance in relation to integrated spatial development and transportation planning
Roy Pearson	Councillor for Rochford South
Elizabeth Marion Hart	Councillor for Rochford West
Rodney Bass	Councillor for Rochford South - Chairman of the Council
<b>Essex County Council Officers</b>	
Barry Shaw	Head of the Built Environment
Mark Lawrence	Highways - Strategic Development Engineer
<b>Rochford Parish Councillors</b>	
Janice Rigby	Rochford Parish Councillor – Clerk
Anne-Marie Simpkin	Rochford Parish Councillor for Eastwood - Chairman of the St. Marks Hall Management Committee and sits on the Finance committee
Heather Glynn	Rochford Parish Councillor for North - also a District Councillor
Patricia Bacon	Rochford Parish Councillor
Roger Bacon	Rochford Parish Councillor for Roche – Planning committee
Sarah Rogers	Rochford Parish Councillor for Roche
Michael Adams	Rochford Parish Councillor for St Andrews – Planning committee
John Bond	Rochford Parish Councillor for St Andrews – Planning committee
Cassandra Stone	Rochford Parish Councillor for Eastwood
John Ashton	Rochford Parish Councillor for Eastwood
Sandie Gordon	Rochford Parish Councillor for Roche – Planning committee
Royston Mills	Rochford Parish Councillor for St Andrews
Arthur Williams	Rochford Parish Councillor
Steve Dawson	Rochford Parish Councillor for St Andrews
Teresa Woodgate	Rochford Parish Councillor for Roche
Derek Brown	Rochford Parish Councillor for Eastwood
Keith Gordon	Rochford Parish Councillor – also District Councillor
<b>Stambridge Parish Councillors</b>	
Anne-Marie Bates	Stambridge Parish Councillor – Clerk
Gary Bond	Stambridge Parish Councillor – Vice Chairman
Des Flynn	Stambridge Parish Councillor
George Ioannou	Stambridge Parish Councillor
Carlene Robshaw	Stambridge Parish Councillor

Phil Capon	Stambridge Parish Councillor - also a District Councillor
Tracy Capon	Stambridge Parish Councillor - also a District Councillor
<b>Housing</b>	
	Sanctuary Group
<b>Landowners/Agents</b>	These were contacted direct by Cogent Land LLP

## **APPENDIX 2: PUBLIC EXHIBITION FLYER**



Land South of Stambridge Road, Rochford

# Public Exhibition

**Wednesday 9 November 2011, 4pm to 8pm**

Adult Community College, Rocheway, Rochford, SS4 1DQ



Proposals are being prepared for a development of up to approximately 260 family homes at Land South of Stambridge Road. It is anticipated that a planning application will be submitted to Rochford District Council in the near future. The site includes land located between Stambridge Road, Mill Lane, Mornington Avenue and Rocheway.

Members of the project design team will be at the Public Exhibition to discuss the proposals in more detail and answer any questions and comment sheets will be provided.

We look forward to offering you the chance to tell us your views on the proposals, the site and how we could best contribute to the local community.

**If you have any queries about the event please contact us on:**

020 3008 5040

[info@iceniprojects.com](mailto:info@iceniprojects.com)

or visit the website which will go live on or around 9th November:

[www.landsouthofstambridgeroad.com](http://www.landsouthofstambridgeroad.com)

**APPENDIX 3: PUBLIC EXHIBITION FEEDBACK FORM**

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## Land South of Stambridge Road, Rochford

### PUBLIC EXHIBITION

Wednesday 9<sup>th</sup> November, 4pm – 8pm, Adult Community College,  
Rocheway, Rochford

#### TELL US WHAT YOU THINK.....

Once you have viewed the exhibition, please fill in this form and hand it back to the staff.

<b>Name (optional)</b>	.....
<b>Address (optional)</b>	..... ..... .....
<b>Email address (optional)</b>	.....
<b>Are you a:</b>	Resident Organisation representative Councillor Other .....
<b>Would you like to be kept informed?</b>	Yes (please ensure you have included a postal or email address) No

#### Q. Do you have any specific comments on how the scheme could be improved?

.....  
.....  
.....  
.....  
.....  
.....

A consultation website will go live following the exhibition where you will be able to provide feedback:

[www.landsouthofstambridgeroad.com](http://www.landsouthofstambridgeroad.com)

**APPENDIX 4: PUBLIC EXHIBITION RESIDENTS LETTER DROP MAP**



