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Support Services

# **Statement of Community Involvement**

## **Residential development of 90 Main Road, Hawkwell**

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**On behalf of Marden Homes Ltd.**

**January 2015**

**Prepared by Strutt and Parker LLP**

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Appendix B: Copy of distributed questionnaire

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## **1. Introduction**

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- 1.1 This Statement of Community Involvement (SCI) had been prepared by Strutt and Parker LLP on behalf of Marden Homes Ltd to support a full planning application for the redevelopment of the site at 90 Main Road, Hawkwell, Hockley. Full details of the proposals are explained in the Planning Statement prepared by Strutt and Parker.
- 1.2 The purpose of this statement is to outline the public consultation that has taken place with the local community prior to the submission of the application and the views received.
- 1.3 It was considered important to involve local residents to aid the formulation of a desirable scheme. The circulation of a letter to adjoining residents and local councillors was considered to be the most appropriate method to inform key stakeholders and enable them to comment on the proposals.
- 1.4 A letter was posted to residents immediately adjoining the site, the parish council and to the appropriate ward councillors. The letter outlined the proposed scheme and provided a questionnaire to be completed and returned to Strutt and Parker. Contact details were also provided for stakeholders to contact the planning consultant directly.
- 1.5 Responses were generally supportive of the proposals and provided constructive feedback and local information to enhance the scheme. A full review of the comments received is contained in this report.
- 1.6 This Statement of Community Involvement summarises the consultation that was undertaken and explains any amendments to the scheme as a result.

## **2. Local and National Policy Guidance**

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- 2.1 Marden Homes Ltd. have taken a pro-active approach to engage with the local community at the pre-application stage of the submission to Rochford District Council. The stakeholders consulted at the pre-application stage include:
1. Pre-application enquiry to Rochford District Council Planning department
  2. Local residents, parish councillors and ward councillors were invited to comment on the proposals by post

### **2.2 National Guidance**

- 2.2.1 In accordance with the Localism Act and the National Planning Policy Framework, the application, Marden Homes Ltd., has taken a pro-active approach to front-load consultation at the pre-application stage of the proposals. This approach has been taken to provide the Local Planning Authority and local residents with the greatest possible opportunity to engage with the proposals and to provide meaningful feedback that can be incorporated into the scheme.

### **2.3 Local Guidance**

- 2.3.1 Public consultation has been undertaken in line with the objectives of Rochford District Council to use engagement processes to improve the quality of decision-making in the district with regard to planning (Statement of Community Involvement, 2007)

### **3. Community Consultation**

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- 3.1 A letter was composed (Appendix A) to inform local stakeholders of the current position of the planning application. A brief outline description of the scheme was included within the letter, along with a copy of the proposed site layout plan.
- 3.2 Enclosed with the letter was a questionnaire (Appendix B) which enabled responses to be made easily and provided quantitative data for further analysis. The questionnaire also provided space for written qualitative comments.
- 3.3 The Questionnaire was designed to gain feedback on the principle of the scheme, and the opinion on the use of brownfield sites to provide housing, the design, housing mix and landscaping proposals, and the potential for the scheme to improve the visual appearance of 90 Main Road.
- 3.4 Recipients of the letter were also offered the opportunity to discuss the scheme with the Strutt and Parker over the telephone, or by email.
- 3.5 The letter was circulated to 22 households. This selection included all properties share a border with 90 Main Road.
- 3.6 A letter was also posted to the Hawkwell Parish Council Clerk, and to ward councillors of Hawkwell South and Hawkwell West.
- 3.7 A full list of residents notified can be found in Appendix C.
- 3.8 In terms of a formal pre-application consultation, a formal pre-application enquiry was submitted to the Planning Department at Rochford District Council. A meeting was attended and a written response received and taken into consideration as a planning application was developed.

#### **4. Public Consultation Feedback**

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4.1 Public consultation feedback was gained from the specific questions on the questionnaire and the general written comments made in response to the letter.

4.2 2 questionnaires were received in total as well as telephone discussions and email correspondence held with interested parties.

4.3 The response from the questionnaires are as follows:

**4.3.1 I support the principle of residential development at 90 Main Road site:**

Agree: 1

Neutral: 1

Disagree: 0

No response: 0

**4.3.2 I support the use of brownfield site to provide further housing for the local area:**

Agree: 1

Neutral: 1

Disagree: 0

No response: 0

**4.3.3 I support a bespoke design and use of traditional materials so that the development reflects the character of the surrounding area:**

Agree: 1

Neutral: 1

Disagree: 0

No response: 0

**4.3.4 I support a development of predominantly family homes including a mix of unit sizes:**

Agree: 1

Neutral: 1

Disagree: 0

No response: 0

**4.3.5 I support the proposal for landscaping and provision of public open space:**

Agree: 1

Neutral: 1

Disagree: 0

No response: 0

**4.3.6 I believe that the scheme would improve the visual appearance of 90 Main Road:**

Agree: 1

Neutral: 1

Disagree: 0

No response: 0

**4.4 Comments**

4.4.1 The final part of the questionnaire provided consultees with the opportunity to share any further comments on the proposed scheme.

4.4.2 The data collected through these means is therefore purely qualitative in nature and cannot be accurately displayed in numerical form.

4.4.3 The main points raised through the questionnaires and further comments can be summarised as follows:

- Concern for appropriate screening
- Need for suitable surface water management
- It was requested that a pond was included in the open space provision
- Boundary treatments
- Construction methods

## **5. Conclusion**

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- 5.1 It can be concluded from this report that despite the low level of response, the scheme received a predominantly positive response from local residents and was supported in principle. Comments were received on some particular concerns and these were taken into consideration when finalising the design of the scheme where appropriate.
- 5.2 The public consultation is deemed to have been conducive to the development of the planning application and sufficiently enabled key stakeholders to contribute to the final design of the scheme.



## **Appendix A**

### **Letter to Residents**

**Direct dial:** 01245 254610

**Email:** james.firth@struttandparker.com

16<sup>th</sup> January 2015

Dear Sir / Madam,

#### **Re: Redevelopment of land at 90 Main Road, Hawkwell**

Strutt & Parker are acting as planning consultants on behalf of Marden Homes Ltd with regards to the above site. It is planned that the current uses on the site are to relocate and this brownfield site will therefore become available for redevelopment. We have been instructed by Marden Homes to prepare a planning application for residential redevelopment.

I am writing to inform you of the emerging proposals and to invite you to submit any comments that you may have to us prior to the formal submission of the planning application to Rochford District Council.

The application will seek permission for the development of approximately 37 high quality homes to meet local needs. The proposed new homes will be a mixture of detached, semi-detached and terraced properties, along with private amenity space and parking. A large area of public open space will also be provided within the scheme as part of a landscaping strategy which aims to ensure that the development reflects the character of the surrounding area, as well as providing screening for adjacent properties and businesses.

The proposed scheme is illustrated on the enclosed Site Layout Plan.

The site at 90 Main Road is within the existing urban area and was allocated for residential development within the 2006 Rochford District Local Plan, to support the housing needs of the district. It was also recognised in the Rochford District Council Strategic Housing Land Availability Assessment 2012 as a site suitable for residential development.

As a brownfield site, a housing development here would have minimum impact on local residents and has the potential to improve the visual aesthetics of the site. The proposed development will use the existing point of access and help to reduce heavy commercial traffic from the local road network.

As a resident living in close proximity to the development site I would like to offer you the opportunity to comment on the proposals, before the planning application is finalised and submitted. It is important to us that impacts on the local community are minimised, so your feedback is crucial to ensuring that any potential concerns are addressed.

Enclosed with this letter is a questionnaire which includes a number of questions regarding the proposed scheme and offers you the opportunity to provide us with written feedback prior to the submission of a formal planning application to Rochford District Council. I would be grateful if you would please complete the questionnaire and return it to us at the address indicated by Wednesday 28<sup>th</sup> January 2015.

Should you have any further queries about the proposals, please do not hesitate to contact me on the details heading this letter.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'J Firth', with a long horizontal flourish extending to the right.

**James Firth BA(Hons) MSc MRTPI**

**Associate Planner**

**Strutt & Parker**

Enc: Site Location Plan

Site Layout Plan

Questionnaire

# QUESTIONNAIRE

## Proposed Residential Development

**90 Main Road, Hawkwell, Hockley, SS5 4ES**

Thank you for taking the time to review the enclosed plans. We welcome your feedback on the proposed scheme, which we will take into consideration prior to submission of our application to Rochford District Council.

We would be grateful if you would take a few minutes to complete this questionnaire and return it to the address at the bottom of the page by **Wednesday 28<sup>th</sup> January 2015** (your details may be used as part of the Statement of Community Involvement to be submitted with the planning application).

|                |  |                 |
|----------------|--|-----------------|
| <b>Name</b>    |  |                 |
| <b>Address</b> |  |                 |
|                |  | <b>Postcode</b> |

|   | <b>Agree</b>             | <b>Neutral</b>           | <b>Disagree</b>          |
|---|--------------------------|--------------------------|--------------------------|
| I support the principle of residential development at the 90 Main Road site.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I support the use of a brownfield site to provide further housing for the local area.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I support a bespoke design and use of traditional materials so that the development reflects the character of the surrounding area. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I support a development of predominantly family homes including a mix of unit sizes.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I support the proposal for landscaping and provision of public open space.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I believe that the scheme would improve the visual appearance 90 Main Road.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Do you have any other comments on the proposed scheme? Please provide further details below.

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**Appendix C**

| <b>Adjacent properties</b>                              | <b>Response?</b> |
|---|------------------|
| 7 Badgers Walk, Hawkwell, Hockley SS5 4FF               |                  |
| 11 Badgers Walk, Hawkwell Hockley SS5 4FF               |                  |
| 12 Badgers Walk, Hawkwell Hockley SS5 4FF               |                  |
| 13 Badgers Walk, Hawkwell Hockley SS5 4FF               |                  |
| 14 Badgers Walk, Hawkwell Hockley SS5 4FF               |                  |
| 5 Aaron Lewis Close, Hawkwell, Hockley SS5 4FE          |                  |
| 6 Aaron Lewis Close, Hawkwell, Hockley SS5 4FE          |                  |
| 72 Main Road, Hawkwell, Hockley SS5 4JH                 |                  |
| Dalkeith 76 Main Road, Hawkwell, Hockley SS5 4JH        |                  |
| Stonebridge House, Main Road, Hawkwell, Hockley SS5 4JH |                  |
| 92 Main Road, Hawkwell, Hockley SS5 4JH                 | Yes              |
| 94 Main Road, Hawkwell, Hockley SS5 4JH                 |                  |
| 96 Main Road, Hawkwell, Hockley SS5 4JH                 |                  |
| 96a Main Road, Hawkwell, Hockley SS5 4JH                |                  |
| 98 Main Road, Hawkwell, Hockley SS5 4ES                 |                  |
| 100 Main Road, Hawkwell, Hockley SS5 4ES                |                  |
| 102 Main Road, Hawkwell, Hockley SS5 4ES                |                  |
| 104 Main Road, Hawkwell, Hockley SS5 4ES                |                  |
| 106 Main Road, Hawkwell, Hockley SS5 4ES                |                  |
| 2 Thorpe Gardens, Hockley SS5 4EE                       |                  |
| 3 Thorpe Gardens, Hockley SS5 4EE                       | Yes              |
| 4 Thorpe Gardens, Hockley SS5 4EE                       |                  |

