

Bellway: Hall Road, Rochford

STATEMENT OF COMMUNITY INVOLVEMENT (SCI)

Bellway Homes is committed to running a thorough and inclusive community consultation on proposals for development at Hall Road. To this end Bellway Homes has carefully reviewed Rochdale District Council's Statement of Community Involvement report.

Rochford District Council recommends that developers submitting large scale applications consider the following consultation options:

- Public exhibition
- Public meetings
- Workshops
- Consultation panel
- Notice on council website
- Notice in local media
- Consultation letters

Bellway has initiated its pre-application consultation programme by providing residents living close to the proposed site at Oak Road and Hall Road with a newsletter (this is the same residents who will receive statutory notification of the planning application by the council). This newsletter summarises Bellway's proposals and encourages the residents to give their feedback on the plans either by a free post address provided or by telephone.

Over the coming months, Bellway intends to respond to the council's SCI by undertaking the following consultation actions:

- **Public Exhibition:** as advised in the SCI, careful consideration will be given to exhibition timings and viable venues. Local residents, stakeholders and key community groups will be personally invited to the exhibition. Every effort will be made to invite hard to reach groups in order to make the consultation process as inclusive as possible. Prior to the exhibition a special stakeholder session will be held for councillors and key community representatives. The exhibition will be advertised in the media and through letters sent to local residents (we envisage

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inviting residents from a wider area than the statutory consultee list used by the council)

- **Community Outreach:** Bellway Homes is proposing to undertake a programme of community outreach work with local businesses and residents to encourage those who may not wish to attend a public exhibition to have their say. It is envisaged that this will involve a door-to-door survey.
- **Public Meetings:** Bellway will consider undertaking a public meeting, if it is deemed to be necessary, following discussions with officers at RDC.
- **Councillor Meetings:** Throughout the pre-application consultation process Bellway will offer meetings to councillors where and when it is felt appropriate and will offer that these meetings take place with officers.
- **Website:** Bellway Homes would be pleased to provide information about the exhibition and proposals to be put onto the council website if this is felt to be helpful by the council

Bellway Homes will submit a detailed report of the public exhibition and a thorough Statement of Community Engagement to Rochdale District Council.

Bellway is committed to effective community consultation and engagement, in line with the Government's objectives for community involvement in planning as stated in *Planning Policy Statement 1: Delivering Sustainable Development*.

To this end Bellway has instructed Green Issues Communications, a specialist community consultation company, to help undertake consultation and to carefully analyse the feedback provided by the local community. Copies of all original feedback received will be sent to the planning department in addition to a Statement of Community Engagement Report and Exhibition Report.

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Kelly Edwards or James Garland both from Green Issues can be contacted at any time to discuss the community consultation ideas on 0118 983 9459 or 0118 983 9466 (kellye@greenissues.com jamesg@greenissues.com)

Hall Road, Rochford

April 9th 2010

Dear resident,

Community consultation on development proposals for Hall Road, Rochford

I am writing to inform you that Bellway Homes will shortly be submitting an outline planning application to Rochford District Council for a development of new homes on land at Hall Road, Rochford.

We are submitting the planning application in response to the proposed allocation of land West of Rochford for housing by Rochford District Council. Upon receipt of the planning application Rochford District Council will write to residents who live close to the proposed development site offering an opportunity for residents to make representations directly to the council.

In addition, Bellway Homes is committed to community consultation and will organise a public exhibition on the proposals in the near future to which you will be invited. The exhibition will provide an opportunity to meet senior representatives of the company, the wider project team, speak with the architect and submit your views.

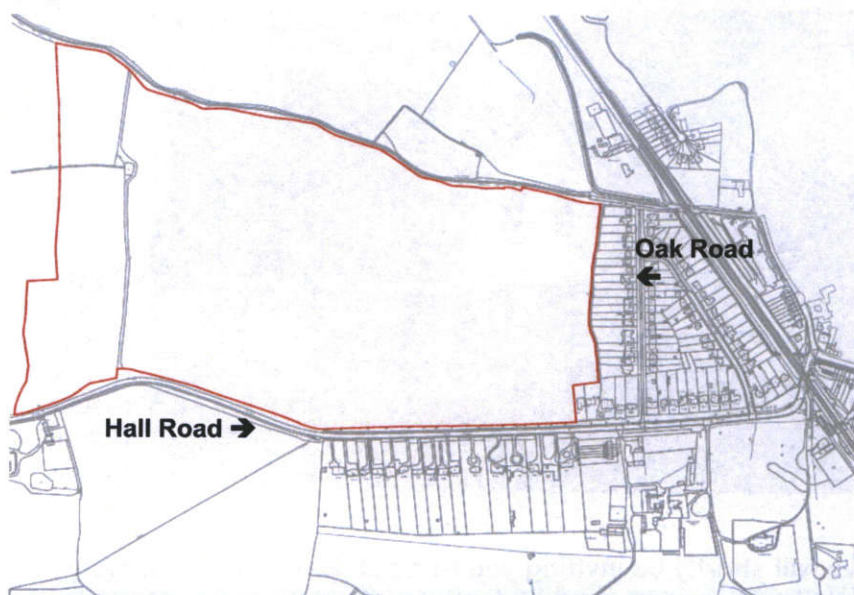
An outline planning application is one that focuses on the principle of development. Should the application be approved, there will then be subsequent applications which will cover issues such as detailed design, on which we would hold further in-depth consultation.

As a local resident your views are important to us and if you would like to send us your initial comments prior to our public exhibition as part of the early consultation process please do write to our consultation team (no stamp required) at the address displayed on page 2 of this leaflet.

Richard Burrows

Managing Director Bellway Homes

Left: map showing proposed development area (marked with red line)



If you would like more information on the proposals please telephone Kelly Edwards or Ben Johnson from Bellway's Community Consultation team
(Green Issues Communications)
0118 983 9459 (Kelly) or 0118 983 9486 (Ben)
E-mail your query to benj@greenissues.com

In future we would like to broaden the way in which we communicate with you. If you would prefer to receive our newsletters via e-mail then please let us know.

Our proposals

New homes for the community

- Rochford District Council has allocated land to the west of Rochford for 600 new houses.
- Our proposals are for approximately 600 new homes ranging from 2 to 5 bedrooms with emphasis placed on larger, family-sized homes
- There are not enough brownfield sites to provide the number of new homes that the local community needs and development at land west of Rochford will allow for high quality homes that meet the needs of different members of the community ranging from starter homes to large family houses.

Reflecting existing development at Hall Road

- New homes proposed for the land opposite the existing houses on Hall Road would be reflective of the local area and would be of a 5-6 bedroom nature with extensive landscaping and green buffers

Public Spaces

- The development will contain public open spaces, footpaths and recreation areas for new and existing residents with play facilities for children

Community and education

- The development will provide the opportunity for new facilities, such as a primary school



The proposed housing will be of a similar style and quality to these Bellway Homes in Billericay

Environmental credentials

- The finished homes and build process will use the latest environmental technology



Transport and Parking

- There will be sufficient on-site parking to accommodate the cars of residents and visitors. There will be measures to mitigate traffic such as improving junctions.

Contacting us

If you would like to send us your initial views as part of our community consultation you can write to us via FREEPOST (no stamp required) to Ben Johnson, Green Issues Communications, FREEPOST NAT 22750, Reading, RG14BR or email benj@greenissues.com

We will shortly be inviting you to a public exhibition where you can view the proposals in more detail and provide more in depth feedback to our consultation team.

Your comments and details provided via letter or email regarding the above development proposals will be carefully considered by the Bellway project team as part of Bellway's community consultation on land west of Rochford. Your views will also be made available to the relevant planning authority and shared within the Bellway Homes project team for Rochford. We will, however, request that your personal details are not placed on the public record. Your personal details will be held by Green Issues Communications and Bellway Homes securely in accordance with the Data Protection Act 2000 and will be used solely in connection with the Rochford consultation and any subsequent planning application.