



Statement of Community Involvement

Officers' Meadow, Shenfield **Croudace Homes**

September 2023

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1. Introduction

This Statement of Community Involvement (SCI) sets out the consultation and engagement that Croudace Homes has undertaken with local residents and other stakeholders on plans for new homes and infrastructure for Officers' Meadow, Shenfield. This document demonstrates how Croudace Homes has met and exceeded pre-application consultation guidance contained in the National Planning Policy Framework and Brentwood Borough Council's SCI.

This SCI gives an overview of all consultation activity undertaken prior to the submission of the planning application alongside outlining how the plans have responded to feedback from the local community and other stakeholders.

Croudace Homes has ensured the community were made aware of the proposals and had multiple avenues to find out more and share their feedback. Croudace Homes is committed to ongoing engagement throughout the determination process.

This report has been prepared on behalf of Croudace Homes by Meeting Place, a specialist in stakeholder engagement in relation to planning and development issues.

2. Consultation requirements

Community involvement is at the forefront of national planning policy and is noted in the revised version of the National Planning Policy Framework (NPPF) (July 2021).

The revised NPPF highlights that early engagement has "significant potential to improve the efficiency and effectiveness of the planning application system for all parties". It also indicates that good quality pre-application discussion "enables better coordination between public and private resources and improved outcomes for the community".

Brentwood Borough Council's Statement of Community Involvement was adopted in December 2018 and outlines the Council's expectations on how the local community should be involved during the pre-application process. It outlines how the Council will involve the community and other national and local stakeholders in the planning process whilst also providing guidance for developers.

The SCI emphasises the Council's desire to see all sections of the community shape new development proposals within the borough and indicates that effective pre-application engagement and consultation is central to achieving this.

The SCI sets out that the authority's key principles for engagement are as follows:

"Early engagement by applicants, before an application is formally submitted, is encouraged so that the Council can give informal comments and help overcome any potential difficulties that may arise. This is a valuable way to improve understanding and consider any likely planning policy, design or other issues that may arise. The more issues that can be resolved at the pre-application stage, the more likely it is to result in a good quality and acceptable development."

Brentwood Borough Council, SCI, Pre-Application Stage, Section 5.6., page 17

"The Council encourages applicants for large scale development proposals to involve local communities before the formal application stage begins. This enables local communities

to provide initial constructive comments and suggestions and may lead to fewer objections being made later on in the process, which are then material to the determination of the application."

Brentwood Borough Council, SCI, Local Communities, Section 5.7., page 17

"It is recommended that involvement of local communities should be in the form of meetings, presentations and/or exhibitions. Applicants are encouraged to speak with the Council before arranging these events, so that they can be undertaken in a manner that is sensitive to local community concerns. However, any pre-application engagement undertaken with the community is done so by the applicant independent of the Council. Therefore, it is important that any comments being made are directed to the applicant and not the Council at this stage".

Brentwood Borough Council, SCI, Local Communities, Section 5.8., page 17

2.1 Our response to the consultation requirements

Croudace Homes has sought to create new homes and infrastructure for Shenfield in a way that adds to the vibrancy of the area. Croudace Homes recognises the importance of involving the community and a wide range of other stakeholders so has provided multiple avenues for engagement.

In response to national and local guidance as well as Croudace Homes' desire to create the right plans for Shenfield, engagement activity included:

- Opportunities for near neighbours to meet with the team 1-2-1.
- Newsletter with an enclosed feedback form sent to local addresses.
- Meetings and ongoing engagement with political and community representatives.
- Dedicated website with an online version of the feedback form.
- Engagement with the local media.
- Community webinar with key members of the professional consultant team which was recorded and uploaded to the dedicated project website.
- Dedicated email address, freephone telephone number and freepost address.

These elements and the feedback received are detailed in the following sections.

3. What is proposed?

3.1 About Croudace Homes

Founded in 1946, Croudace Homes is a residential developer providing a wide range of homes in good locations throughout the southeast, generally within commuting distance of London.

Croudace Homes is committed to building high quality homes backed up with a first-class customer service. For the eleventh year running, Croudace Homes has been awarded the prestigious Home Builder Federation five-star award for customer satisfaction.

"Our mission is to create homes of the highest quality for our customers and to exceed their expectations."

3.2 Site location

The site forms part of the allocation of R03 land north of Shenfield, which is being delivered by a group of developers.

The land is situated to the north of Shenfield School and the land ownership can be found below (figure one). Croudace Homes is bringing forward the centre parcel, shown in orange, with the other parcels being delivered by Countryside Properties, Redrow Homes and Stonebond Properties through separate individual planning applications.



Figure one: Site map

3.3 Proposals

Croudace Homes has worked hard to bring forward proposals that will provide much needed new homes and infrastructure for Shenfield in a way that is sustainable and supported by the existing communities.

The proposals comply with the approved Masterplan Development Principles document (also on the dedicated website) which covers the whole R03 allocation. This document was prepared by the group of developers collaboratively with the Council and its consultants over an extended period of time and approved in July 2023.

The submitted application is:

"Hybrid planning application for 344 units including 35% affordable housing, safeguarded land for a 2FE primary school and early years facility, public open space and associated landscaping, drainage and highways infrastructure."

4. Engagement

This section details Croudace Homes' programme of engagement.

This was a multi-channel approach which included a newsletter and feedback form for those who do not have access to the internet could still submit feedback and introduced the proposals. A webinar for the wider community which was recorded and uploaded to the website so residents could watch this back in the future. In addition, this was held in the evening to ensure that as many people as possible could attend. A targeted approach was undertaken with near neighbours where discussions were focussed on their specific concerns such as site boundary treatments.

By having a multi-channel approach, we received more than 90 feedback responses have been received from both near neighbours and the wider community in Shenfield.

4.1 Stakeholder meetings

Emails were sent on Thursday 6th July 2023 to the following councillors inviting them to meet with the project team to discuss the proposals in further detail as well as to answer any questions.

- Councillor David Worsfold – Shenfield ward member.
- Councillor Nicky Cuthbert – Shenfield ward member.
- Councillor Thomas Heard – Shenfield ward member.
- Councillor Jan Pound – Hutton North neighbouring ward member.
- Councillor Keith Barber – Hutton North neighbouring ward member.

All members were notified of the upcoming consultation and were invited to join the community webinar. A follow-up email was sent to members notifying that the webinar was uploaded to the website for residents to watch back.

A meeting with Councillor David Worsfold is took place on the 17th August 2023 at the Brentwood Borough Council offices. The meeting was a productive discussion of the proposals and key themes that were discussed during this meeting included:

- Drainage.
- The relocation of the care home.
- The delivery of the primary school.
- Self-build and custom build plots.
- Affordable housing.
- Biodiversity.
- Open space and active travel routes.
- The impact on Alexander Lane.
- Sewage.
- Design of new homes.
- Impact on infrastructure.

4.2 Community newsletter

A community newsletter was posted via Royal Mail to 1,803 addresses in the immediate area (pictured below) in July 2023. The area covered a 1km radius from the site location as shown below in figure two.

The newsletter provided information on Croudace Homes' proposals including the site location, details of the proposals and illustrative plans and precedent images to show how the new homes could look. Feedback was encouraged through an enclosed feedback form easily returnable by a freepost envelope provided.

A total of 68 forms have been received at the time of writing this report through our Freepost service.

The newsletter also invited people to the community webinar and promoted the dedicated project website. Freephone, email and freepost details were included for people to contact the team.

In addition to receiving the newsletter, residents living adjacent to the site were invited to a near neighbour event. An invitation was sent to 189 addresses offering the opportunity of a private appointment to discuss issues such as boundaries, traffic, access and the site more generally.

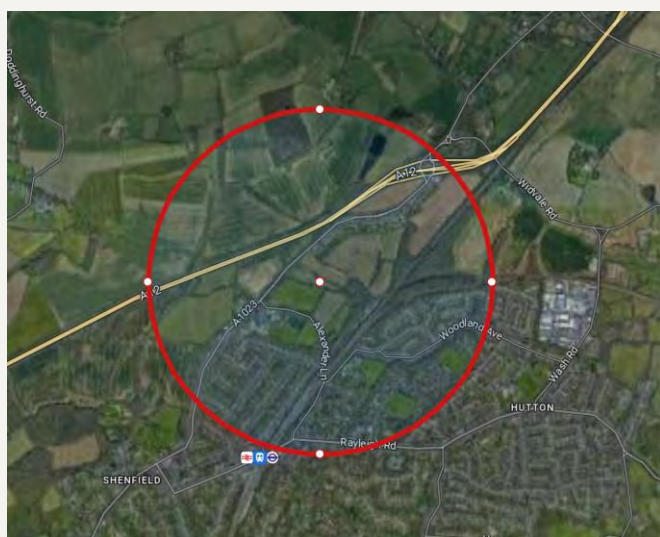


Figure two: Mailing radius'

The newsletter, feedback form and near neighbour letter can be found in **Appendices A, B and D**.

4.3 Project website

A dedicated project website, www.landnorthofshenfield.co.uk, was launched to act as an online hub of information for the Masterplan Development Principles and individual applications. and to provide channels for feedback. At the time of writing, 1,196 people have visited the website, and 26 people have completed feedback forms online.

The website was launched to coincide with distribution of the community newsletter and included further information beyond that contained within the newsletter including the

development principles, and the vision for the wider development at land north of Shenfield. The website also invited people to provide feedback, and included a link to register attendance for the community webinar.

The website has been designed and built to be viewed on all devices, from large desktop computers to smaller mobile devices, with a strong emphasis on user experience. The site is responsive, meaning the layout adapts to the user's device size and provides the best experience for that specific device. Navigation is provided in a clear way, at the top of the page and follows established design patterns for both desktop and mobile. The content has been laid out in a clear manner and sectioned out into logical pages which are easy to digest. From an accessibility point of view, the site is partially conformant with WCAG 2.1 level AA.

The website can be found in **Appendix E**.

4.4 Press release

A media release was issued to local outlets including Essex Live, Brentwood Gazette and the Essex Chronicle to engage local media and raise awareness of the proposals and associated consultation. The media release provided details regarding the proposals, the community webinar and included guidance on how to submit feedback.

The press release issued to local media is available at Appendix 3 and coverage received at **Appendix G**.

4.5 Near neighbour meetings

The near neighbour event took place on Wednesday 12th July 2023 at Brentwood Meeting House, 49 Hutton Road, Shenfield, Essex, CM15 8NF with the first appointment at 4:30pm and the last appointment at 7:50pm.

Each appointment lasted 20 minutes and these were offered on a first-come-first serve basis.

There were a total of 11 appointments available for residents to book and all 11 were filled, with everyone attending on the day. An overview of the key themes discussed can be found below:

- Number of houses being delivered onsite.
- Where is the affordable housing located and the mix of housing proposed.
- The school provision and what will happen to the land if this does not come forward by Essex County Council.
- Concerns from residents living on Chelmsford Road about the location of the school and the noise generated through-out the school day.
- Overall planning timescales including the other developers.
- Duration of construction and concerns from Chelmsford Road residents about the noise, dust generated.
- Boundary treatments and when this will be resolved.
- Sustainability of the new homes.
- Traffic and congestion increase along Alexander Lane and Oliver Road.
- Discussions in regard to the proposed new roundabout and how this would impact existing residents on Chelmsford Road.

- Stopping up of Alexander Lane and how this would prevent a 'rat-run'.
- Pedestrian and cycle links through the site and whether existing footpaths will remain open during construction.
- It was discussed whether there would be access to Arnold's Wood and how biodiversity would be protected and enhanced.
- Parking provisions through the development.
- Flooding and whether there will be mitigations in place to help prevent flooding along Chelmsford Road – this also includes sewage.
- Impact of the development on wider services and infrastructure including GP surgeries.

4.6 Community webinar

The webinar was held via Zoom on Tuesday 11th July 2023 between 7pm-8pm and was recorded and made available on the project website to be viewed back. Screenshots of the presentation can be found in figure 3.

A total of 62 residents registered to attend the webinar and a total of 54 residents attended on the night. A total of 41 questions were posted in the Q+A function.

The panel consisted of Ben Yallop (Croudace Homes), Jane Piper (Stantec), Mike McCullough (SLR Consulting), Rodrigo Magno (JNP Group) and Grace Weiner (Meeting Place).

The project team answered 24 questions during the Q+A session and those who did not have their question answered were encouraged to get in touch using the contact information on the newsletter and website.

The webinar slides can be found in **Appendix H** with some of the questions asked can be found in **Appendix I**.

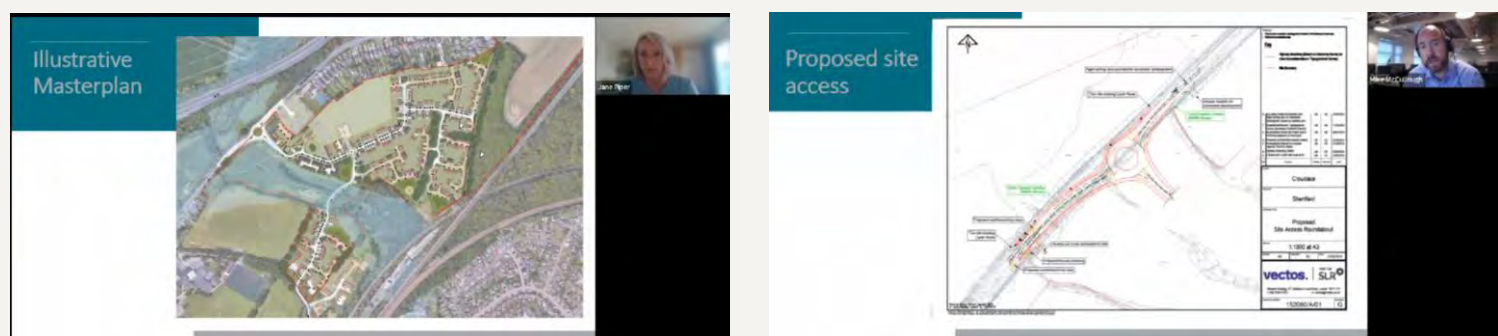


Figure 3: Screenshots from webinar presentation

4.7 Contact details

Ensuring the local community and other stakeholders were able to contact the team to ask any questions and make any comments was vital to ensuring effective community engagement. The freephone telephone number and freepost address provided an important opportunity for people unable to access the online channels to engage with the proposals.

The number, 0800 148 8911, and email address, info@landnorthofshenfield.co.uk were staffed between 9.00am and 5.30pm from Monday to Friday. Both were answered and managed by a member of the Meeting Place team. We received feedback via email and telephone and this can be found in **Appendices J and K**.

The Meeting Place freepost address was also managed by Meeting Place. These contact details were promoted through all communications including the newsletter, press release and website.

All lines of communication (the Freephone line and email address) are available and will continue to be available once the planning application has been submitted.

5. Feedback

This section summarises the feedback received through the feedback form that was posted along with the community newsletter and the online feedback form on the dedicated project website.

5.1 Feedback summary

We received more than 120 responses throughout the consultation process from a variety of different people from within the community of Shenfield raising many views and opinions.

The majority of these comments related around key themes, including:

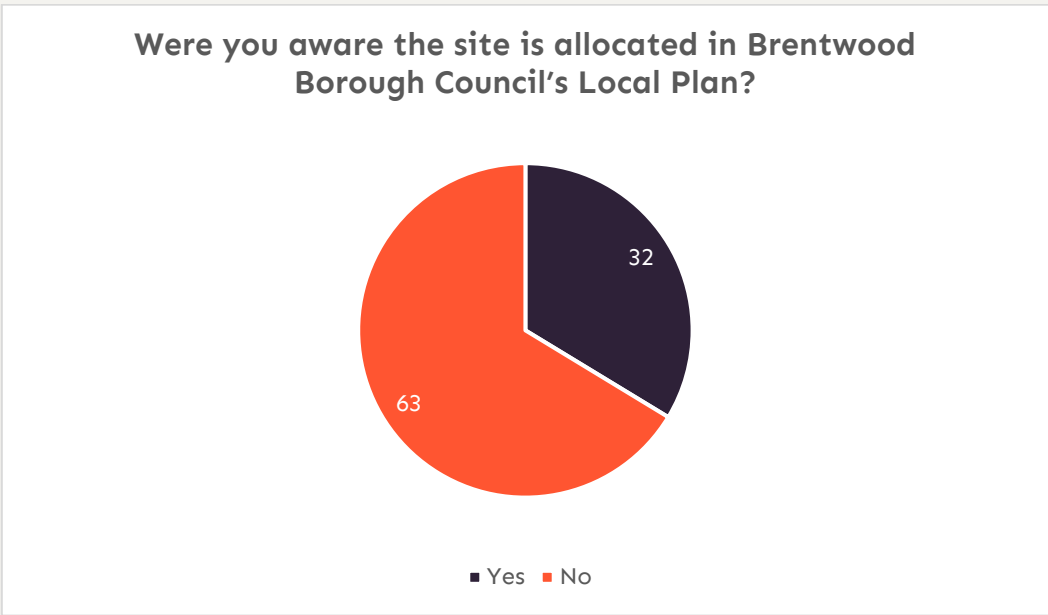
- Lack of infrastructure.
- Impact on existing infrastructure.
- Impact and safety of the existing road network.
- Increased traffic and congestions on the existing Highways network.
- Affordability of the affordable houses.
- Increased flood risk.
- Accessibility and connectivity between the parcels.
- Loss of Green Belt.
- Environmental impact and biodiversity.

Information setting out how the team have responded to the feedback received is included at **Section 6**.

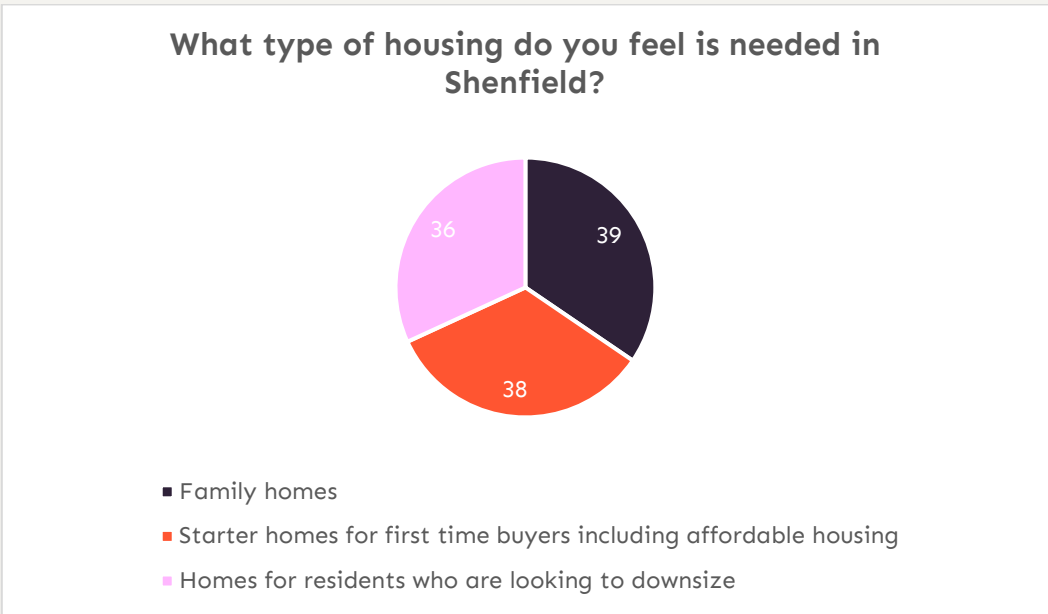
5.2 Freepost feedback form

At the time of writing this report, a total of 96 feedback forms have been received via the Freepost address. The feedback received is set out below.

Question 1: Were you aware the site is allocated in Brentwood Borough Council's Local Plan?



Question 2: What type of housing do you feel is needed in Shenfield?

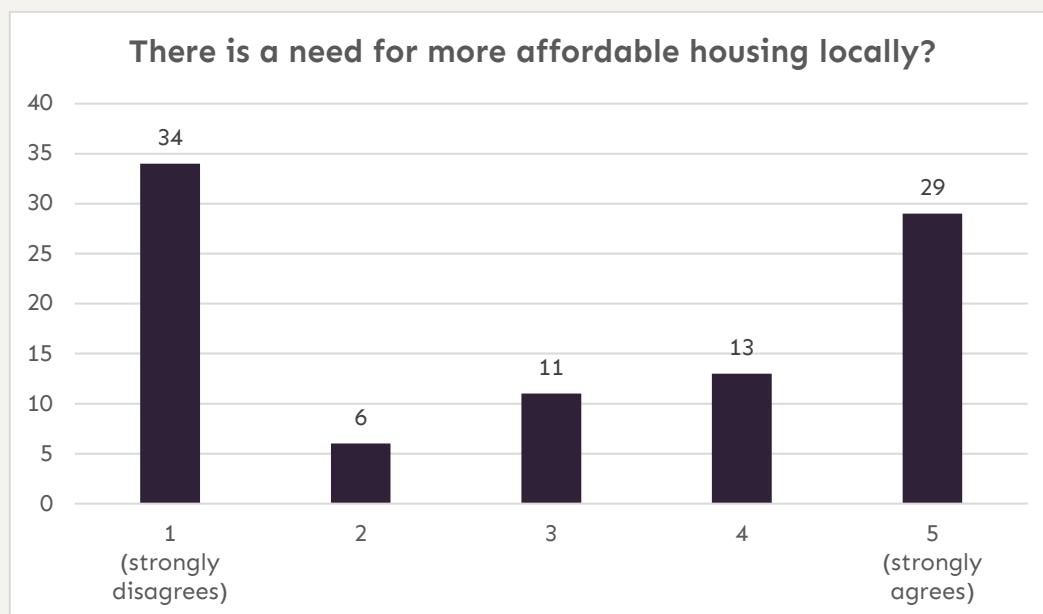


Verbatim responses received to this question included:

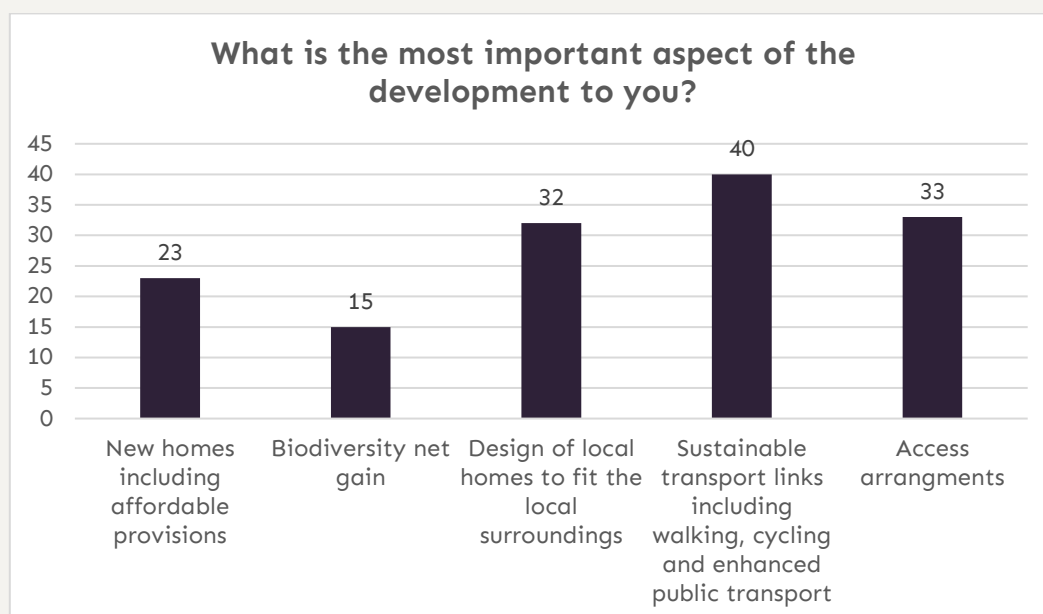
- "Don't rule out bungalows. We have an ageing population."
- "None is my preference. Too many new houses being built in area."

- "Shenfield do NOT need a massive new estate"
- "We don't need more homes in Shenfield"

Question 3: There is a need for more affordable housing locally? (1 = strongly disagree, 5 = strongly agree)



Question 4: What is the most important aspect of the development to you?

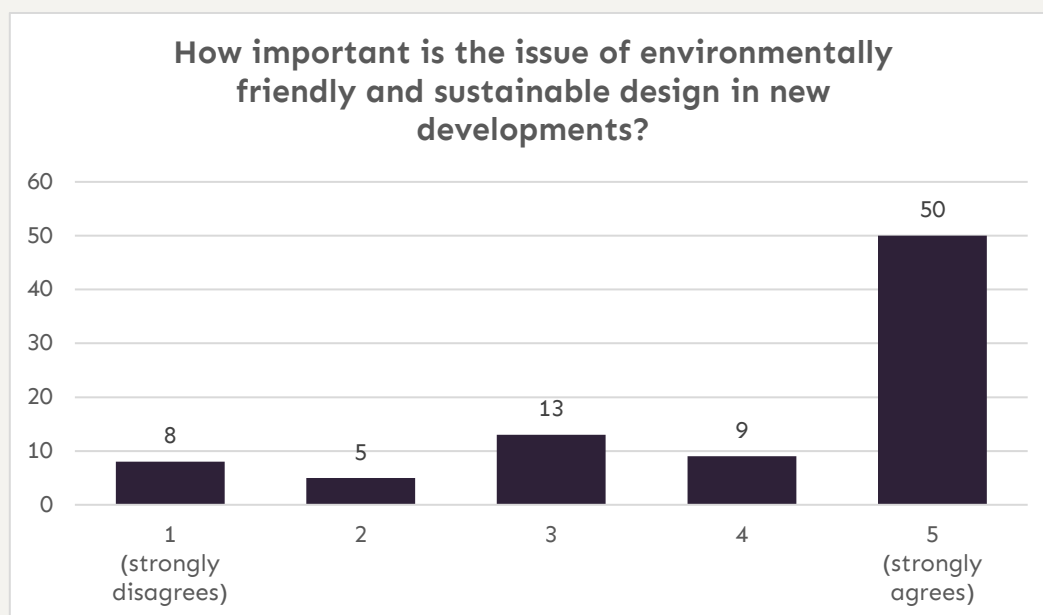


Verbatim responses received to this question included:

- "Shenfield has never been affordable there is a reason for that - proximity to London."
- "Yes - all with solar panels."
- "Yes + improved local services e.g. NHS doctors + dentists."
- "Yes - our roads are already blocked make sure access doesn't hinder traffic flow."
- "Yes - traffic on the Chelmsford Rd will not cope with the addition of these homes!"

- “not adding more houses to an area that already has a high density of housing and inadequate roads and local amenities”

Question 5: How important is the issue of environmentally friendly and sustainable design in new developments? (1 = strongly disagree, 5 = strongly agree)



Question 6: Do you have any proposed changes to the scheme?

Some of the key themes raised include:

- Traffic.
- Principle of development and should not be built.
- Impact on current infrastructure.
- Access.
- Sustainability including solar panels, EV charging points.
- Drainage.

Verbatim responses for feedback received for question 6, can be found in **Appendix C**.

Question 7: Do you have any further comments?

Some of the key themes raised include:

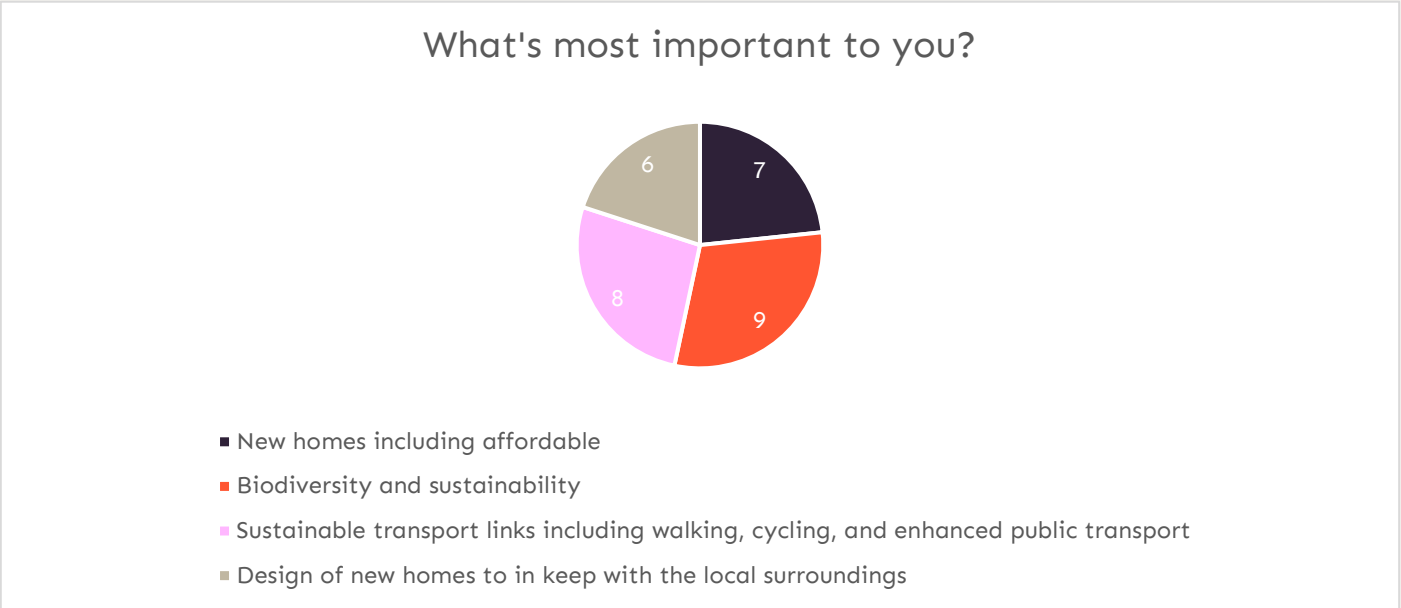
- Infrastructure including shops, schools, doctors surgeries and public transport.
- Green Belt.
- Quantum of development.
- Access.
- Design.

Verbatim responses for feedback received for question 7, can be found in **Appendix C**.

5.3 Website feedback

At the time of writing this report, 26 feedback forms have been completed via the website. The feedback received can be found below.

Question 1: What is the most important aspect of the development to you?



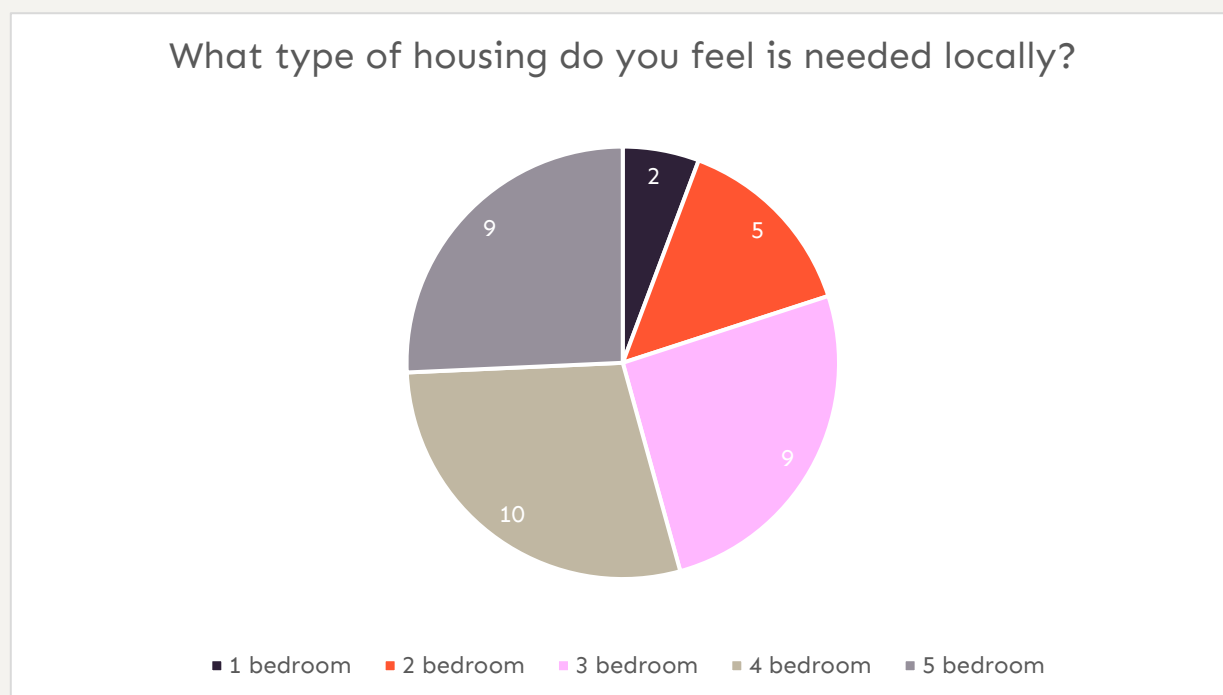
Those who answered this question is fairly equally split between all categories.

Question 2: What are your initial thoughts on the proposals that Croudace are bringing forward?

Some of the key themes raised include:

- Infrastructure including shops, schools, doctors surgeries and public transport.
- Green Belt.
- Quantum of development.
- Access.
- Design.

Verbatim responses for feedback received for question 7, can be found in **Appendix F**.

Question 3: What type of housing do you feel is needed locally?**Question 4: Do you have any proposed changes to the scheme?**

Some of the key themes raised include:

- More green space.
- Traffic management.
- Reducing the quantum of development and increase affordable housing.

Verbatim responses for feedback received for question 4, can be found in **Appendix F**.

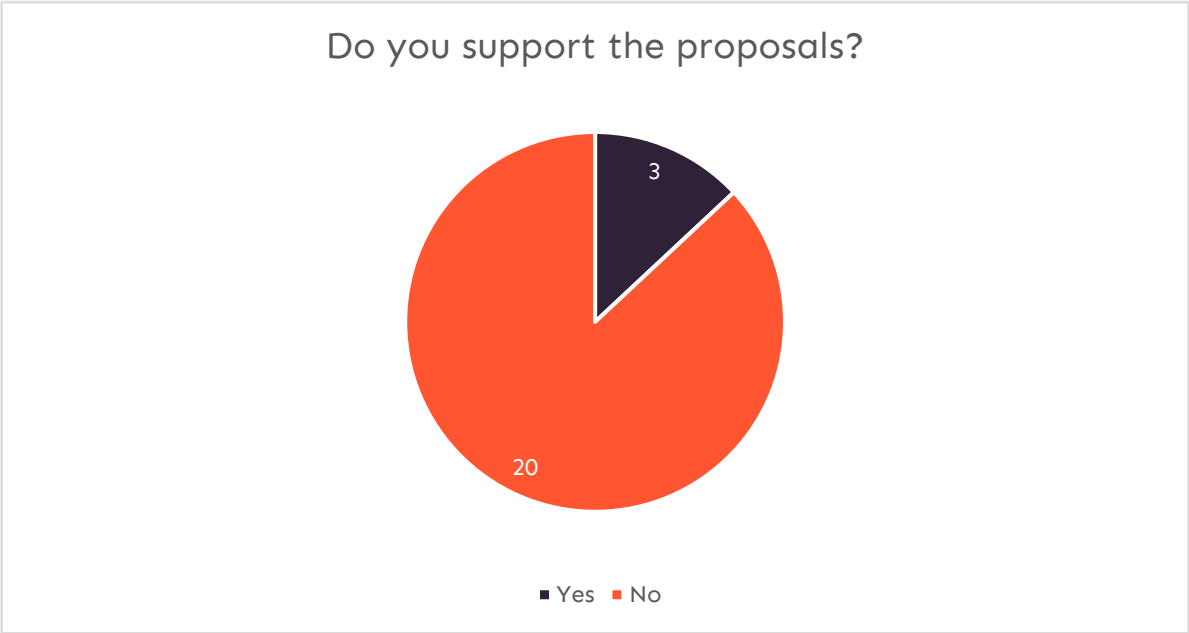
Question 5: Do you have any further comments or questions regarding Croudace's proposals?

Some of the key themes raised include:

- How will flooding be mitigated and handled.
- Open green space remains.
- Amount of car parking.
- Impact of traffic.

Verbatim responses for feedback received for question 5, can be found in **Appendix F**.

Question 6: Do you support the proposals?



5.4 Other feedback

All emails received to the project email address and freephone telephone number were responded to by the project team.

In summary, comments received through these avenues included questions surrounding timeframes, impact on traffic, residents signing up for the webinar, flooding and when the school was going to come forward. These comments reflected the key themes of those received through other channels.

Emails received can be found in **Appendix H**, Freephone call discussions can be found in **Appendix J**.

6. Response to key issues

All feedback has been reviewed by the team. This section details how the plans have responded to several key issues that were raised with the team during the consultation.

Key theme	Croudace Homes' response
Stopping up Alexander Lane and how this will help reduce traffic	<p>A section of Alexander Lane (south of the secondary school) will be closed to through vehicular traffic and repurposed as a shared footway/cycleway to improve sustainable access to the school and routes leading to Shenfield Station.</p> <p>The closure of this section of Alexander Lane to through vehicular traffic, will reduce the volume of traffic running through the area. This will reduce traffic travelling through these residential areas as well as improving air and noise pollution at and around Shenfield High School.</p>
Traffic congestion on Chelmsford Road and this would be mitigated	<p>Traffic modelling has been undertaken within the Transport Assessment at several junctions along Chelmsford Road (A12) which demonstrates that the development will not have a significant impact on road congestion along Chelmsford Road (A12) and this is in line with previous studies undertaken of the network.</p> <p>Improved connectivity by pedestrians and cyclists on Chelmsford Road have been proposed to enable movement by active travel.</p> <p>Further, the development proposes to enhance local bus stops to enable both existing and future residents to access local amenities via sustainable modes.</p> <p>A residential travel plan is proposed which will promote sustainable and active modes of transport aiming for a 10% reduction in private car use.</p>
Boundary treatments along Chelmsford Road	<p>Regarding the boundary treatments along Chelmsford Road there will be low-level planting to the front of the gateway apartment block facing the road. The remainder of Chelmsford Road will adjoin the new parkland that has been located at the centre of the scheme. The boundary will not be fenced, but instead planted with new trees and shrubs to frame views into / out of the Site. There will be a shared pedestrian / cycle path running from the north-western corner of the Site / Chelmsford Road through the park and onwards towards the School Plaza at the heart of the scheme. This is all illustrated in the drawings and DAS to be submitted with the application.</p>

<p>Flooding and drainage prevention strategies</p>	<p>All 'more vulnerable' parts of the proposed development (i.e., residential dwellings and school) have been located in Flood Zone 1, at low risk of flooding from the Shenfield watercourse, thus following a sequential approach to development. Finished floor levels (FFLs) have been set at least 600 mm above the estimated 1 in 100 year + climate change flood levels. Safe access to all parts of the proposed development for storm events up to 1 in 100 years + climate change is provided (via Alexander Lane) via a new crossing of the Shenfield watercourse linking the northern and southern parts of the site. The proposed development does not affect (fluvial) flood risk off-site.</p> <p>The proposed surface water drainage strategy has been designed so that flooding does not occur on any part of the site for all events up to 1 in 30 year and flooding does not occur in any building (i.e., dwelling/school) for all events up to 1 in 100 year + climate change. The proposed surface water drainage strategy has been designed in compliance with Essex County Council's strict guidance to ensure (as much as possible) that runoff leaving the site post-development mimics pre-development (i.e., greenfield) conditions, thus not increasing surface water flood risk elsewhere for all events up to 1 in 100 year + climate change.</p>
<p>Accessibility and connectivity through the parcels and connections into Shenfield</p>	<p>The site has been designed in accordance with the adopted Masterplan Development Framework design principles which was produced with the support of Brentwood Borough Council.</p> <p>The development parcels are connected via a primary route, which has a shared footway/cycleway travelling through the entire site. This also connects to the wider allocation (to Stonebond Properties and to Redrow Homes). These connections are via dedicated active travel routes and include a pleasant boardwalk.</p> <p>Secondary and tertiary routes are designed as shared or private drives which are safe and inviting for all modes of travel.</p> <p>Furthermore, there are several dedicated leisure routes through the sites wooded areas with low level lighting and sensitivity designed landscaping for the areas.</p>
<p>Primary school provision</p>	<p>The Allocation of site Policy R03 for 825 dwellings in the Local Plan includes the identification of an area of land to enable the creation of a new primary school of up to two forms of entry (420 pupils). The responsibility for ensuring sufficient school places are available for the local population lies with Essex County Council (ECC) and as and when the application is approved, a legal agreement will ensure that the land is safeguarded for transfer to ECC in due</p>

	course. The school can then be brought forward by ECC as the need arises.
Impact the development will have on the existing services and infrastructure in Shenfield	In relation to transport, the Transport Assessment has considered the movement of people to/from the site by all modes of transport and has proposed improvements to a number of areas such as Alexander Lane and Chelmsford Road along with significant enhancements to connectivity through the site for the wider allocation. The effects of this on the transport network have been considered and it has been considered that the impacts will not be significant on the existing transport infrastructure in Shenfield.
Sustainability	<p>Sustainable and active travel will be supported through the provision of routes for walking, wheeling and cycling. Electric vehicle charging points will be provided for dwellings to increase low emission vehicle usage.</p> <p>The development will be designed to provide a range of open spaces and play areas, enabling residents to enjoy active lifestyles with access to varied green spaces.</p> <p>The site is located in an accessible location with access via both active and sustainable modes. Within a short walking distance there are bus stops with services to key destinations. Additionally, the train station is within walking/cycling distance and connections to the existing walking and cycling network are proposed. This alongside a travel plan promoting their use reduces future residents reliance on private vehicles. This will enable sustainable travel behaviours to be developed from the outset.</p> <p>Solar photovoltaic panels will be provided on dwellings to reduce carbon emissions associated with energy supply and provide low-cost renewable energy.</p> <p>Homes will be energy efficient with high levels of insulation in excess of current Building Regulations requirements. Air Source Heat Pumps (ASHP) will be installed in dwellings to provide zero carbon ready heating.</p> <p>Biodiversity will be enhanced through creating connected green spaces for flora and fauna. Habitats will be protected with mitigation measures during the construction phase to minimise risk to local species.</p> <p>Flood risk will be managed through the design of Sustainable Drainage System (SuDS), managing rainfall.</p>

7. Conclusion

Croudace Homes is pleased with the response to the consultation. More than 120 responses have been received throughout the consultation period and via the various channels which demonstrates the value in a multi-channel approach that seeks to inspire people to engage. The engagement undertaken accords with Brentwood Borough Council's SCI by enabling early engagement with the wider community prior to an application being submitted and changes have been made following comments received.

A newsletter was sent to 1,803 addresses surrounding the site inviting them to visit our dedicated project website for additional information. The newsletter also encouraged residents to sign up to the community webinar which was recorded and uploaded to the website for residents to watch back.

In addition to the newsletter, residents living closest to the site received a letter encouraging them to book an appointment with the team to discuss specific concerns and issues. This invite was sent to 189 addresses.

Both the webinar and the near neighbour event were both well attended with 54 people coming to the webinar and all 11 appointments at the near-neighbour event being booked. Over 40 questions were asked during the Q+A section of the webinar.

Key themes that were raised during consultation included traffic management, the closing off of Alexander Lane, some discussions relating to the boundary treatments with near neighbours, principle of development, traffic and access and impact on infrastructure.

Engagement with local stakeholders was also undertaken. Both Shenfield ward members and neighbouring ward members in Hutton North were written to inviting them to the webinar and notifying them of the upcoming consultation. One separate meeting was held with Councillor David Worsfold and the key themes discussed included drainage, the relocation of the care home, the delivery of the primary school, self-build and custom build plots, affordable housing and biodiversity to name a few.

There have been some concerns raised about the boundary treatments along Chelmsford Road, impact on existing roads such as Alexander Lane and Oliver Road, drainage and how flooding will be prevented, whether the primary school will come forward and timeframes. Some comments received were positive including keeping the footpath open to Arnold's Wood in addition to receiving a few calls about purchasing a property onsite.

Croudace Homes have taken feedback onboard wherever possible to help evolve the proposals throughout the consultation process and will continue to engage with stakeholders and the local community.

Appendix A: Community newsletter

Officers' Meadows, Shenfield July 2023

croudacehomes

A new development for Shenfield


Dear resident,

Croudace Homes is proud to be bringing forward a planning application for 348 new homes on land north of Shenfield.


The site forms one parcel of a wider development being delivered by a consortium of developers, which is allocated in Brentwood Borough Council's adopted Local Plan under policy reference number R03. Parcels will come forward separately in individual applications.

Croudace's scheme has been designed to deliver much needed housing, infrastructure and schooling provisions which will offer many benefits to new and existing residents.

We would like to hear your views on our proposals and feedback will be incorporated wherever possible to help evolve the designs prior to an application being submitted. Please visit our website: www.landnorthofshenfield.co.uk



Site masterplan





Croudace Homes

Founded in 1946, Croudace Homes is a residential developer providing a wide range of homes in good locations throughout the southeast, generally within commuting distance of London.

Croudace Homes is committed to building high quality homes backed up with a first-class customer service.

"Our mission is to create homes of the highest quality for our customers and to exceed their expectations."

croudacehomes

Next steps

We look forward to seeing you at our community webinar on Zoom (details can be found below).

Please do visit our website for further information, where you can also fill out a feedback form online.

Alternatively, you can return the feedback form using the Freepost envelope provided (no stamp needed!).

If you have any further questions, please do contact us using the details below:

Email us at:
info@landnorthofshenfield.co.uk

Write to our Freepost address:
Freepost MEETING PLACE CONSULTATION

Call us on our dedicated Freephone line:
0800 148 8911
(Monday to Friday - 9am-5.30pm)

Visit our website:
www.landnorthofshenfield.co.uk

Join us for our community webinar

This will be your opportunity to see the proposals in greater detail, as well as ask questions to members of the project team and have them answered.

If you are unable to attend the webinar, a full recording will be available on our website afterwards for you to watch back.

Please scan the QR code using your mobile phone camera, or by going to our website to register:

www.landnorthofshenfield.co.uk

You can also email us for the link to register:

info@landnorthofshenfield.co.uk

**Save
the date**

**Tuesday
11th July 2023
from 7pm to 8pm**



Appendix B: Feedback form

Officers' Meadows, Shenfield | July 2023

croudacehomes

We welcome your feedback

Croudace Homes is preparing a hybrid planning application for 348 new homes on land north of Shenfield. We would like to gather your thoughts and comments on the proposals which will be taken into account wherever possible.

1

Were you aware the site is allocated in Brentwood Borough Council's Local Plan?

☐ Yes ☐ No

2

What type of housing do you feel is needed in Shenfield?

☐ Family Homes
☐ Starter homes for first time buyers including affordable housing
☐ Homes for residents who are looking to downsize

3

There is a need for more affordable housing locally?
(1 = Strongly disagree, 5 = Strongly agree)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

4

What is the most important aspect of the development to you?

☐ New homes including affordable provisions
☐ Biodiversity net gain and sustainability
☐ Design of the local homes to fit the local surroundings
☐ Sustainable transport links including walking, cycling and enhanced public transport
☐ Access arrangements

5 How important is the issue of environmentally friendly and sustainable design in new developments?

(1 = Strongly disagree, 5 = Strongly agree)

☐ 1☐ 2☐ 3☐ 4☐ 5

6 Do you have any proposed changes to the scheme?

7 Do you have any further comments?

Thank you for completing this feedback form.

Please return it to use using the Freepost envelope provided.

If you have any further comments or questions, then please email info@landnorthofshenfield.co.uk or call **0800 148 8911**.

Would you like to be kept update regarding the proposals for land north of Shenfield? ☐ **Yes** ☐ **No**

Please leave your details below:

Name:

Address:

Email:

Telephone:

This information is being collected on behalf of Croudace and will be shared with them and the project team, securely stored and destroyed at the end of the planning process. All written feedback will be anonymised and shared with the Local Planning Authority, Brentwood Borough Council. For further information about how we hold and use your data and your rights under General Data Protection Regulations please visit: www.landnorthofshenfield.co.uk

Appendix C: Detailed feedback received from feedback form

Question 6: Do you have any proposed changes to the scheme?

Verbatim responses include:

- "Stop it. Where is the infrastructure to support the increase in people - doctors, dentists etc."
- "The proposed new road merging with Alexander Lane is not a viable access option. The lane is extremely narrow has poor visibility and is already heavily used by school traffic."
- "Yes! Scrap it"
- "Is there a school, GP services etc included in the plan, if not there should be as both local schools are oversubscribed and both GP services are full"
- "Yes, don't build it!"
- "I strongly disagree with this proposed development. The traffic in this area is already extremely heavy, and your proposal will add at least another 348 cars. You have mentioned a new school but have you considered doctors, dentists and hospitals. These items are already overstretched and existing residents already have problems in getting appointments. I really don't think this infrastructure can support this proposal."
- "Is there an electric car charging station on site? What about drainage - the land gets very boggy + flooded during rain."
- "Fewer houses"
- "School provision? For 1000 more children? Parking? Doctors surgery? Don't build unaffordable luxury homes, just fit standard kitchens + bathrooms etc. - We don't want another Sawyer Hall Lane fiasco where parents get tickets when they are dropping/collecting their children."
- "See letter"
- "New houses look too close to existing properties particularly on Alexander Lane"
- "Don't build"
- "348 sounds a lot but is a drop in the ocean, can more be added?"
- "Less housing by 10%. More access/parking space for open areas"
- "We do not want any new housing estates of 300 + houses. The roads, parking and other facilities in Shenfield will not cope with 300 + new houses"
- "Not build on this land!"
- "No to be built already the infrastructure cannot cope. Chelmsford Rd, Oliver Rd, Alexander Rd, Shenfield High Street, Wash Rd, Raileigh Rd, already congested. We cannot cope with more people, cars and *illegible.*"

- "I object to the scheme. Shenfield does not need hundreds of new houses. Shenfield's beauty is in its small village community environment. The proposal will put additional pressure on the local schools, cause unnecessary burden to local roads, increase congestion + pollution, and turn the area into another faceless town with zero community feel."
- "More places to enter + exit the area must be found. Chelmsford Rd + Alexander Lane are not suitable to handle such a large development. Brentwood + Shenfield are already far too congested - a development this size is unattainable."
- "Details not clear on this sheet but thought must be given to accommodation of all the increased traffic in this area."
- "Leave alone. Shenfield + surrounding area is not equipped for all these houses. It will bring too much traffic. Also not enough schools, doctors in area to cope with all these extra people"
- "I would like confirmation that the use of the set aside land for the school and other units *illegible* will more houses be built if there is no school?"
- "More superstores required in Brentwood i.e. additional Morrisons"
- "How about new doctors' surgery and schools"
- "I think there is more than enough development going on in Brentwood. No access or infrastructure, schools, hospitals, doctors etc."
- "Not enough detail to comment"
- "We do not want so many houses"
- "We are completely AGAINST these homes as Shenfield does not have doctors to cope with this."
- "All properties need their own off street parking in order to keep in / fit in until the local surroundings rather than look like an estate."
- "The scheme is cancelled"
- "Where are the additional resources? Schools? Doctors?"
- "Do not build houses on the proposed development"
- "High quality + sustainable design need to be impacted alongside making affordable first time homes. I have yet to see an affordable first time purchase come to market from new developments based on National average salaries"
- "Yes don't build"
- "For this amount of new homes, the appropriate infrastructure is also needed. Doctors, hospitals, dentists, schools are inadequate at present in the area to support another 348 homes"
- "Not seen full plans - unable to attend webinar. Any additional residential development will need to include Infrastructure - schools/doctors/dentists etc. beware system also already under strain"
- "Recue this number of dwellings and encompass shopping facilities, medical facilities (doctors), community centres etc."

- "A development of family homes will swiftly generate need for nursery + school places. Where exactly will this be built + by when? Is it Local Authority funded? What happens if LA funding is cut? Or are developments funding Nursery + school provision? Equally important is provision by developers of a surgery not mentioned in plan. Access to doctor appointments is already very difficult in this area. GP practices are oversubscribed. With high density of families (probably 1000 people in Croudace homes (348) after 5 yrs) + elderly relatives demand for doctor + nurses will be huge."
- "Total area of all sizes means 1000 units / 1500 / 2000 cars. How would Shenfield cope. Current time to get a doctors appointment exceeds at Mount Avenue Practice now!!"
- "Provision for traffic improvement and safety for pedestrians. Speed management"
- "More infrastructure required"

Question 7: Do you have any further comments?

Verbatim responses include:

- "Where are the schooling + infrastructure provisions you claim to deliver?"
- "Additional provisions are required, as well as the new school, i.e GP surgeries, nurseries, traffic control, extended bus routes based on existing infrastructure, cycle paths, pavements."
- "Where are all these people going to shop / see a doctor / go to school?"
- "Your plan is very unclear in the site masterplan - it needs to be made clear as to the impact on the surrounding roads etc. - access from Chelmsford Rd, Alexander Lane."
- "Don't build on Green Belt!"
- "I already have to wait roughly 4 weeks to see a GP. It doesn't take a rocket scientist to work out that another 348 homes will add around 1000 people to the borough. What additions to infrastructure will there be???"
- "I don't do zoom or QR codes - I'm a technically incompetent dinosaur! I got a mobile phone to talk to my husband in hospital but no longer use it. The environment is important - solar panels etc should be used. A good local bus service would mean people won't use their cars for short journeys. At the moment the land is absorbing a lot of carbon. Are you preserving the trees - they are essential. Is there still a public right of way from Chelmsford Road to Alexander Lane?"
- "Far too many houses planned in a location which already cannot handle the volume of traffic. Additionally, unless you plan to include a doctors surgery (and the doctors to go with it) the infrastructure will be totally unable to cope. The plan is unsuitable and detrimental."
- "If you say, well why don't parents walk their kids to school? In the 70s and 80s where our parents was sufficient. That was feasible. Not these days though."
- "See letter"
- "The main concern is how this will effect the level of traffic in the area, how it will affect Alexander Lane. The roads in the area often get blocked particularly with school traffic + this will make it worse"

- "Don't build"
- "Q4 - my view is all are important, just ticked the most 3. What will be the price range, can gov subsidise say 25/50%?"
- "Will there be any extra local infrastructure provision i.e. doctors, school"
- "We doubt that new facilities will improve waiting times for doctors + dentists which are already severely stretched. This will increase parking problems on areas like Hutton Poplar Estate"
- "There needs to be thought given to capacity of GP surgeries, schools, parking in Shenfield."
- "There is not enough doctors, school and road congestion to sustain more houses in this area."
- "I will reject the planning application."
- "Are they going to be improved bus links to these housing. And local shops built."
- "The land would be much better if it were used for an outdoor recreation park that can be used and enjoyed by the local community."
- "I don't see many first time buyers being able to afford the land price of Shenfield. Larger family houses seem a better option. Where are shops, doctors + dentist in your plan. Its already impossible to get appointment now."
- "Personally, I feel we don't have the infrastructure in Brentwood to accommodate all od these new developments, i.e. schools, shops, NHS GPs + dentists etc. its becoming overcrowded!"
- "There are far too many affordable homes that are used as rentals, so not available to lower income people."
- "What provision is being made to increase GP's, schools and police presence?"
- "Where are the schools for children? Where are the surgeries and hospitals?"
- "You will notice that I have ticked all boxes at 2 and 4. The reason being that they are ALL of EQUAL importance."
- "A mixture of different types of homes with adequate parking spaces."
- "The design of Alexander Lane will lead to more traffic using Oliver Rd as a shortcut to the Chelmsford Rd? Will there be more spaces for bicycles at Shenfield station? Thank you for the webinar on the 11th July."
- "Brentwood + Shenfield already has too much traffic and local roads cannot cope. The focus of this new development particularly given its local should not be to cram in as many houses as possible but ensure there is sufficient space, including realistic parking and *illegible* home. Additional amenities, including shops + schools should also be provided. Please concentrate on creating a blueprint that actually delivers against local needs and doesn't focus solely on developer profits."
- "We have planning permission for *illegible* Lane. The bowling green in Hutton. Poplars will be built on. There is even rumours e.g. Bishops Hill being made into flats. Lets leave some green belt somewhere."

- "As above"
- "We do not need any development there! What about doctors, schools etc. too busy already. Too much traffic along Chelmsford Rd."
- "I would like to think we will still have some green space left after the development for the community to enjoy. Also, the impact on Shenfield Station needs to be considered as it is currently a busy station with few trains morning and evening."
- "Our schools, hospitals and recreational grounds are already over run. Any plans would HAVE to include additional infrastructure (park/ school/ surgery/ community centre)"
- "Shenfield is an expensive area with average house prices £700,000 + above with interest rates at 6% + the cost of living rising, I would like the developer on this large site to build affordable houses for young families + first time buyers. We don't need anymore luxury houses, we have plenty of those in this area already."
- "I hope that there are sufficient doctors, schools and general infrastructure to support these new homes."
- "How many more houses will be built by the other developers? You 348 houses? Traffic in the area is already heavy, another X number of cars. Getting an appointment with a GP is already difficult, add in say 700 new houses?"
- "Please make them affordable to first time buyers. The 'affordable' houses around now are not within most people's budget. We have 2 good incomes + still cannot afford them."
- "This scheme should only be re-considered once the provision of doctors, schools, nurseries etc etc are included into a binding legal agreement"
- "Traffic issues are already a problem on Chelmsford Rd. what are the provisions to support this development? Doctors/schools/is this included?"
- "Area cannot cope with the current infrastructure so more building will make problem even worse."
- "Whilst beautiful the pictorial homes shown in publicity are high - how many 1 or 2 bed houses (suited first time buyers/couples/small families) will be available?"
- "We need our green belt"
- "Sustainable transport links + Dr's, schools must be really thought out properly before building begins"
- "Shenfield property carries a premium owing to the fast rail links. It would be unrealistic + unreasonable to expect that premium transport link without paying a premium to obtain it As such, affordable housing has been provided just a bus ride away."
- "This development places a huge amount of provisions on *illegible*. It is poorly thought out and will not benefit those who most need housing. The impact on gridlocked Brentwood is not to be underestimated."
- "We were unaware of this proposal and are greatly concerned regarding the scale of the proposed properties. We would like to be informed of the date of the next consultation meeting as we notice that the meeting on 11th July has already taken place. We look forward to hearing from you, so that we may make our concerns known at the next meeting. Thank you."

- "Proper drainage to the site will be essential. During heavy rainfall Alexander Road regularly floods extensively just beyond Shenfield School + is impassible to, or dangerous for car use. This is a busy cut through linking Rayleigh Road + Chelmsford Rd. At present there is no proper transport network on the Chelmsford Rd, only an infrequent single bus route Chelmsford."
- "How many social housing units + percentage for travellers as required.*illegible*"
- "So often with new developments, little though is given to infrastructure or aesthetics. Room sizes to be adequate and storage needs considered. Make these homes to last, rather like the Victorian/Edwardian houses which are still standing 100+ years on."

Appendix D: Near neighbour letter



Address 1
Address 2
Address 3
Postcode

July 2023

Dear resident,

Officers' Meadows, Shenfield

I am writing to you on behalf of Croudace who are looking to submit a planning application for new homes on the land north of Shenfield, Brentwood.

The proposals will deliver 348 high-quality new homes including 35% affordable housing to help meet local need. The parcels which Croudace are bringing forward forms one element of the wider development which is allocated in Brentwood's Local Plan under reference number R03.

Other benefits that will be delivered as part of the proposals, new and improved walking, cycling and public transport links and significant green open space.

As someone who lives close to the proposed site, we would like to invite you to book a one-to-one appointment with members of the project team on Wednesday 12th July 2023. Appointments will be offered on a first-come-first-serve basis and all sessions are strictly by appointment only and will last for 20 minutes. The meetings are to discuss planning matters for the site only. In order to bring forward a well-considered scheme, non-planning matters will not be discussed.

Date: Wednesday 12th July

Time: 4:30pm-8pm

Location: Brentwood Meeting House, 49 Hutton Road, Shenfield, Brentwood CM15 8NF

If you would like to register for our near neighbour event, please email: info@landrums-shenfield.co.uk or call us on 0800 148 8951 (Monday-Friday 9am-5.30pm). When booking please provide your address, details of the time you would like and topics you would like to go through. This will be a tailored discussion aimed at the interests of near neighbours.

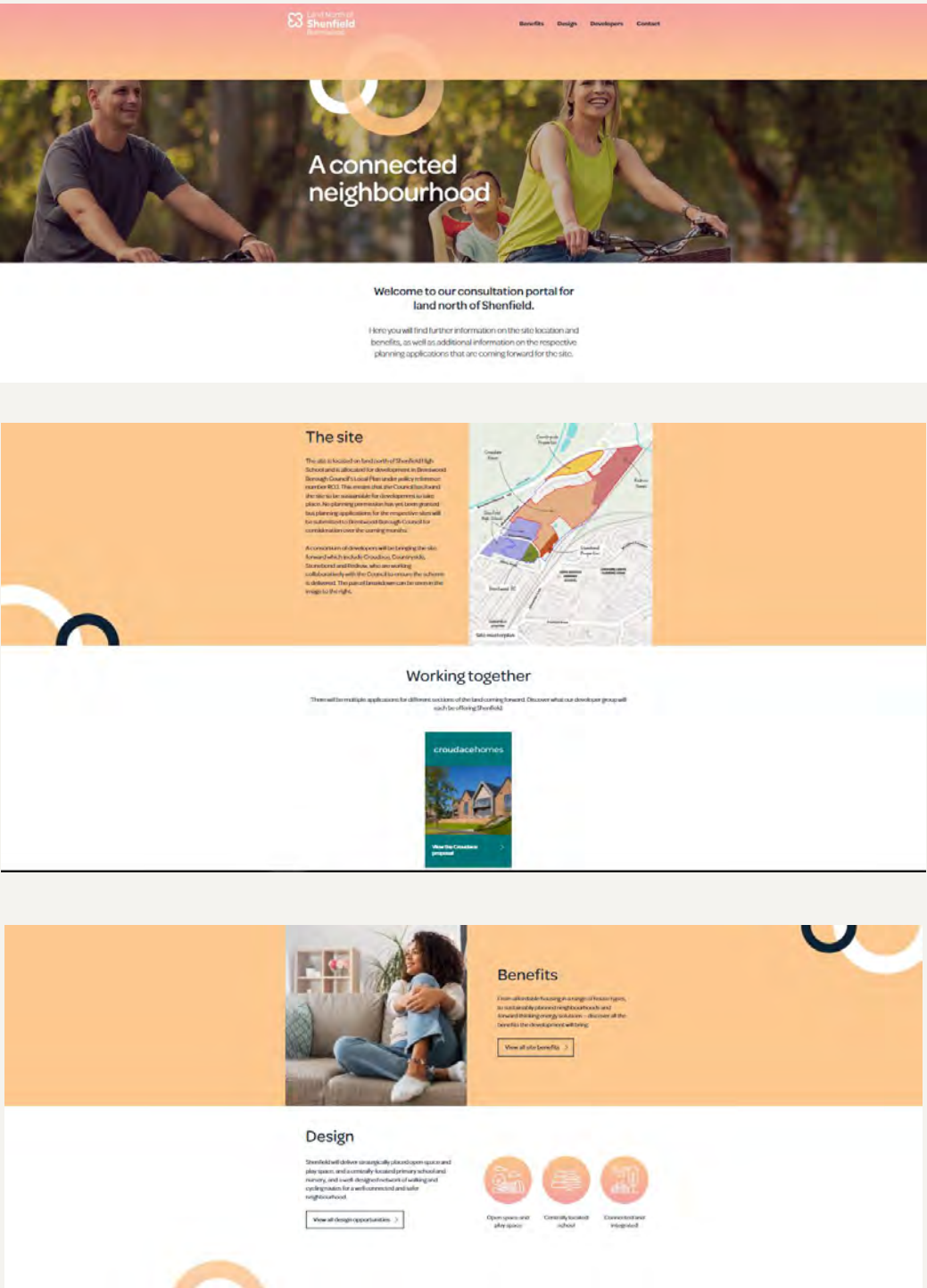
In addition to the event above, we will also be holding a webinar and will give more information on the proposals which will be held via Zoom. This will be held on Tuesday 11th July 2023 at 7pm which will include a Q&A session with members of the project team. To register, please visit our website - www.landrums-shenfield.co.uk

In the meantime, if you do have any questions, please do get in touch using the above contact details.

Yours sincerely,
|

Grace Weiner
On behalf of Croudace

Appendix E: Website





BenefitsDesignDevelopersContact

Benefits



This new part of Shenfield will offer a place that is well linked to the existing community, and will support existing services and facilities, as well as providing complementary uses such as a primary school and early years and childcare nursery site, employment and a care home.

New homes

Primary school

Early years provision

Accommodation

Employment

Childcare

Community



Vision

The development will provide the opportunity for a vibrant and diverse community with a significant residential area that will enhance biodiversity, create a sense of place as well as improved connectivity to Shenfield Station and High Street area.

In order to achieve a highly sustainable and connected community, some design aspirations for the site include:

Responsive to the context

The development will respond to the local context by the distinctive local characters of neighbouring towns and villages, offering high-quality living with some space that is suitable for both existing and future residents.



Sustainably planned and connected neighbourhoods

Units will be co-located and will complement the existing services and facilities in Shenfield, which are easily accessible by new and existing residents through new and enhanced walking, cycling and public transport routes.



Connected to nature

The site will protect, enhance, and celebrate the existing landscape of Officers' Meadow and surrounding vegetation, ensuring the existing and future residents of green and blue infrastructure that will enhance biodiversity and protect local species.

Homes for everyone

A variety of new homes will be delivered to include a mix of market and affordable housing in a range of house types, tenures and sizes that are accessible, adaptable and responsive to the housing needs of the community.

Resilient and energy efficient

The design will incorporate forward thinking energy building solutions to minimise the impact of the development on the environment and encourage a low-carbon lifestyle among residents.




AccessibilityPrivacyGuidance

©2023 Wellbuilt by Planning Place


Croudace site plan

Croudace will be submitting a Hybrid planning application, which will show all the detail of the housing, the access arrangements, gardens, open space and sustainable drainage, along with the principle of the school and nursery also being safeguarded so Essex County Council Education can bring forward the details in due course, if the site is required.




Croudace Homes site plan


Key benefits




240 high quality new homes to meet local need




122 (50%) affordable homes for rent and shared ownership



Significant green open space for all to enjoy



New and improved walking, cycling and public transport links



Play areas



Illustrative masterplan

A new sustainable neighbourhood for Shenfield

The development will provide the opportunity to deliver a vibrant new community within a significant landscaped area that will enhance biodiversity, create new areas of play as well as improved connectivity to Shenfield Station and High Street area.

Optimising its location and its landscape features, the Site can provide active travel routes and links for walking and cycling.

The development will offer a healthy lifestyle for those that live and work there - with easy access from the front door to an integrated green infrastructure network that leads to the wider recreational areas, services and facilities. Pleasant and safe routes will encourage residents to choose to walk, cycle or use public transport rather than private cars.





New homes

A range of high quality homes will be delivered by Croudace including a mix of size and layout to help meet housing needs. This will also include 50% of affordable housing to help residents get onto the housing ladder.

Play space will also be provided across Croudace's parcel to allow children of all ages which will be integrated into the open space and green network to provide a sense of adventure and exploration.

Design

The choice of materials, selection of colours, the rhythm of the roof line, the composition of windows and type of architectural detailing combine to create the identity of a place and how people experience it.

Buildings fronting Chelmsford Road will be arranged to create a continuous building frontage and complement the scale of the existing houses along the street while at the centre of the community homes will be made up of a variety of styles which integrate with the traditional buildings of Essex in their materials, height, and character.





Access

Access for the site will serve Chelmsford Road (A1022) and Alexander Lane. The development is well within walking distance of Shenfield Station and the town centre, and its accessible location is complemented by plans for a walkable neighbourhood where pedestrians have priority.

Alexander Lane will be diverted into the site to link to Chelmsford Road and create a safe and quiet lane for pedestrians and cyclists going to Shenfield School. Bus stops will be introduced nearby to residential areas for easy access and convenience to improve local journeying time.

Ecology

Our landscape-led approach for the site has sought to integrate and enhance the existing landscape elements on the site. The ancient Arncliffe Wood will be protected with a 10 metre buffer zone as part of our landscape-led approach which recognises the importance of access to open spaces and collaboration with the natural environment.

Local wildlife will benefit from the incorporation of bat boxes, bird boxes, and bug hotels to increase ecological habitats and encourage learning through nature.



About Croudace Homes

Founded in 1946, Croudace Homes is a residential developer providing a wide range of homes in good locations throughout East Angles. To this day we remain a family-owned business and are committed to building high-quality homes backed up with a first-class customer service. Our strength lies in the care and attention given to the internal and external design, specification of fixtures and fittings and a quality finish. This applies equally to the buildings and the landscaping and surroundings which enhance the street scene.

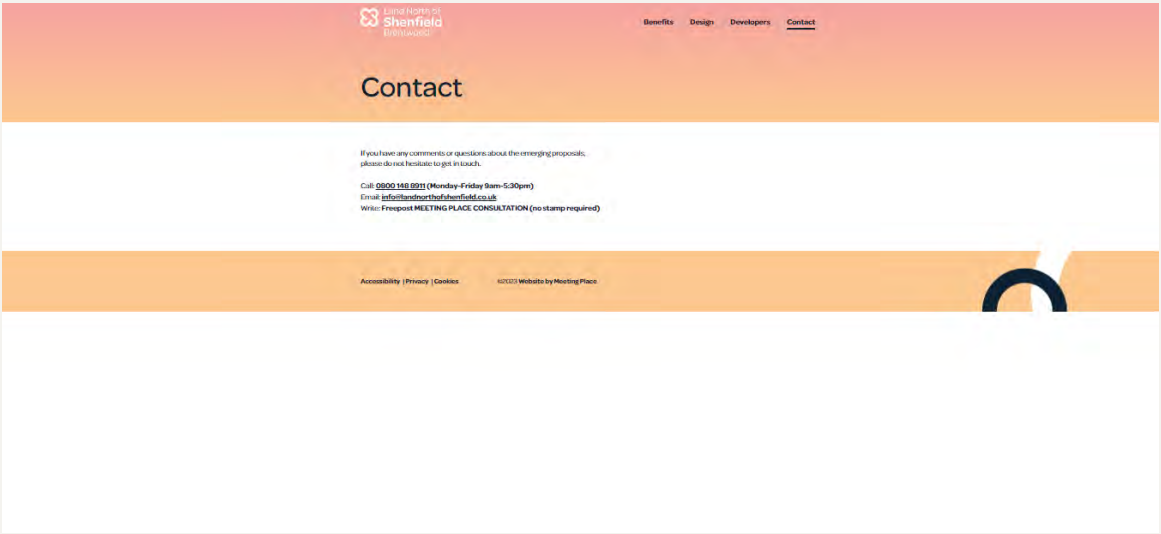


Have your say

Please do let us know what you think of the proposals that Croudace are bringing forward for their parcel of land by filling out the online feedback form below.

[Start the survey](#)

croudacehomes



Appendix F: Detailed feedback received from website feedback form

Question 2: What are your initial thoughts on the proposals that Croudace Homes are bringing forward?

Verbatim responses include:

- "Fantastic. As long as schools and doctors are accessible"
- "Well thought out"
- "The housing estate has been approved with no consideration or consultation with current residents".
- "I am concerned that there is no provision for additional health care. Our doctors surgeries are full!! Also, where are the local shops? A small grocery store/paper shop/coffee shop would be good to avoid an influx of masses of people in Shenfield which is already busy enough. You think people will walk or cycle but they won't! People are basically lazy around here. Good that the houses will be eco-friendly and that you are hoping to include a school but it remains to be seen if that will actually happen. Good also that you are catering for cycling/walking to the station."
- "There looks far too many houses that look on top of one another. Some of the pictures do not fit in with the existing properties in Shenfield. There doesn't seem to be any recreation areas where dog walking or children playing out can go"
- "Please ensure there is lots of green space and the house types have a decent element of design. Please also choose your partnering housing association wisely"
- "This will push a lot of traffic down Oliver Road which is already too busy"
- "Brilliant, would be great to have a more family. Environment feel with access to transport"
- "It looks very well thought out, I just hope the green areas remain as they are on the plan and trees don't get removed "by mistake".
- "The area is already quite bad for traffic and has a shortage of childcare places, but it would be good if it brings new facilities to the area and is well managed to avoid overcrowding"
- "Negative - too many new homes that will impact the local community"
- "Going to make Alexander Lane very busy and have a detrimental affect on the original residents. Alexander lane should not be linked into the estate. All traffic should go out onto Chelmsford Road. Alexander Lane is narrow and narrow pavements which would be unsafe to accommodate extra traffic"
- "Too many houses"
- "Does not look good for the area. This planning so close to an already crowded area will create traffic issues leading to all kinds of pollution"
- "Shenfield does not have sufficient infrastructure for the inhabitants it already has. There are already a shortage of school places and people struggle to get doctors

appointments. The roads are already at capacity at peak times of the day. Your development will only add to this, making it much worse. Bringing hundreds more people to the area is not a solution to an already crowded place. Where are your plans for doctors and schools? You state there is an area for Essex county council to provide education facilities if needed. Of course it will be needed. You're passing the buck".

- "Too many houses in an already populated area. Alexander lane is already over used for the purpose it was originally designed for."
- "Concerned that the area will be too densely populated with houses and people and put a strain on public amenities and infrastructure"
- "Nothing"
- "local amenities wont be able to cope"
- "Too many new homes in a small area which the local infrastructure is unable to support. The addition of yet another private care home will place unacceptable burdens on local GP and medical facilities. Regret the loss of greenbelt land when huge unused brownfield sites are available in the Brentwood area. The enormous increase in population and traffic will add further to pollution. This whole area should be wooded and turned into an environmental benefit for the current population."
- "Too many houses for such the site, and access as Chelmsford Road is already incredibly busy most of the day and particularly at school time. With this amount of new houses it will be absolute chaos."
- "No. Should remain as Green Belt."
- "This development needs to be self supporting. Therefore along with the new housing there needs to be one or more schools, a GP surgery, a convenience store, a pharmacy, etc. Demand already outstrips local resources within the Shenfield and Hutton area."
- "It should not be built!!!!"
- "I have no issues with the use of the site for new housing and the initial plan looks quite attractive. My concerns relate to the significant increase in the numbers of new inhabitants and their vehicles and the impact of these on local traffic flow and on public services, eg doctors."
- "Far too many houses"

Question 4: Do you have any proposed changes to the scheme?

Verbatim responses include:

- "Not so many houses in an already over populated area"
- "Only as mentioned before - need healthcare provision desperately and I think some on-site shops"
- "More Greenland. Areas of recreation. Less houses"
- "Alexander Lane and Oliver Road currently handle a lot of traffic cutting across to North Shenfield/Hutton/Hanging Hill Lane and beyond. This proposal should consider a route for this traffic rather than divert it down residential streets (Oliver Road)"

- "Make the frontage of houses more like front gardens with room for grass and plants, rather than paving"
- "Places to eat, a fitness/health centre, an outdoor pool"
- "Reduce the number of homes and availability of affordable housing"
- "Not linking Alexander Lane into the estate. All traffic should go onto Chelmsford Road. The extra traffic on Alexander Lane will have a huge detrimental affect on the original residents. Alexander Lane is narrow with narrow pavements making it unsafe to cope with the large amount of extra traffic. There is no need for an car access from Alexander Lane only pedestrian. How can you say it will make Alexander Lane a safe and quiet Lane, this is a lie. All the traffic will pass infront of the original homes"
- "More space needed"
- "I would prefer it if the Croudace site was connected to the Redrow and other sites. I also think a new bus route or GP provision could be made using S106 monies"
- "It should be moved away without affecting the green parcel of the land"
- "Don't do it. Think about the impact on the existing residents. Shenfield is a small place and does not have the capacity for the number of houses and people you and the other builders want to inflict on the area. You are not proposing to add infrastructure such as schools, nurseries and doctors surgeries, just to create more traffic and swamp an already crowded school and healthcare system in the area"
- "No vehicle access via Alexander Lane"
- "less houses, more green areas"
- "Don't build"
- "Use brownfield sites to build these homes not green belt land. For example the huge boarded-up sites opposite Shenfield Common."
- "Fewer houses, but larger and access from Alexander Lane looks ridiculous. Cannot see that working and will be detrimental to current residents who have not been consulted"
- "Yes. No scheme at all."
- "This development needs to be self supporting. Therefore along with the new housing there needs to be one or more schools, a GP surgery, a convenience store, a pharmacy, etc. Demand already outstrips local resources within the Shenfield and Hutton area."
- "Yes don't build it"
- "Less houses"

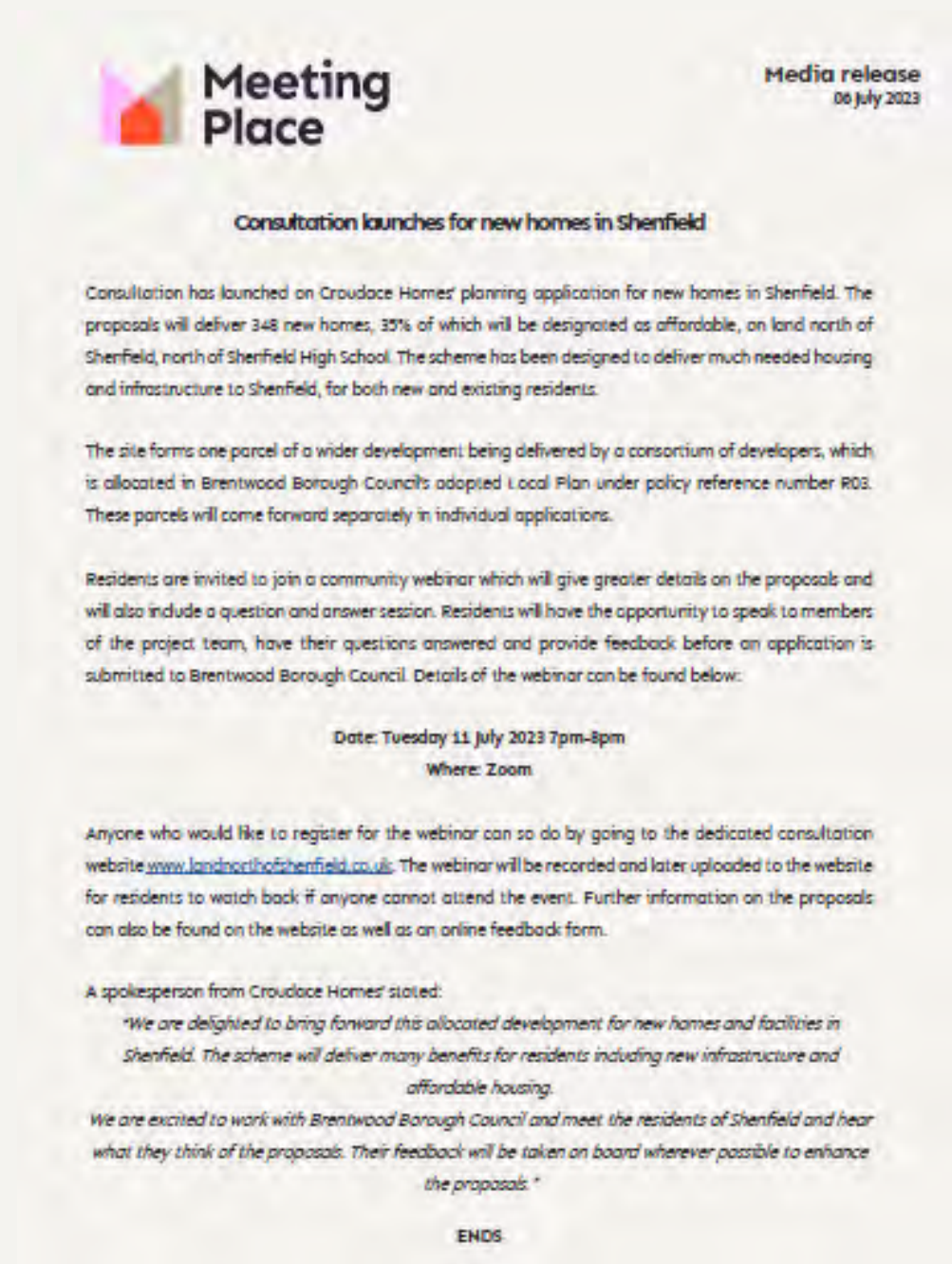
Question 5: Do you have any further comments or questions regarding Croudace Homes' proposals?

Verbatim comments include:

- "Residents need to be informed and consulted, not bullied into giving land away"
- "How is the site traffic going to be managed? This could cause a lot of congestion on Chelmsford Road and Alexander Lane is not suitable for large vehicles"

- "The area that is being built on has always been a flood plain. How is this going to be solved"
 - "Please ensure you keep lots of green space so you do not over crowd Shenfield"
 - "When is this due to start and how long will it take? What are the effects going to be on local residents? Will there be provision for Health facilities i.e. a GP surgery? Are there going to be enough places for local children to attend the local senior schools?"
 - "Very disappointing"
 - "How big is the park going to be?"
 - "Is there any preference or understanding of what "employment land" will actually be used as, a new supermarket or similar retail facility could benefit new and existing residents"
 - "No proper consideration given to informing local residents of the consultation. Thank goodness for local residents Facebook groups".
 - "No"
 - "Will you be sorting out the roads round the area? street lights, reducing the speed limit."
 - "Why can't you build on brown field sites?"
 - "Chelmsford road is very busy at peak times. I would suggest filter lanes allowing access to the development to avoid traffic jams in both directions."
 - "Leave our green land alone"
- "I have concerns regarding the impact on local traffic. The Chelmsford Road, Alexander Lane and Oliver Road are already heavily used and congested at peak times. What will be the effect on the following junctions; Alexander Lane with Rayleigh Road, Chelmsford Road with Hutton Road and Alexander Lane with Long Ridings Avenue ?"

Appendix G: Press release



Appendix H: Webinar slides

Officers' Meadow, Shenfield

Community webinar

July 2023

croudacehomes

Meet the team

Ben Yallop – Croudace Homes
Jane Piper – Stantec
Mike McCullough – SLR Consulting
Rodrigo Magno – JNP Group Consulting
Grace Weiner – Meeting Place

croudacehomes

Stantec

SLR

JNP GROUP
CONSULTING SHIRMSHIRE

Meeting Place

About Croudace

Founded in 1946, we remain a family-owned business. We are a residential developer providing a wide range of high-quality homes in desirable locations throughout the southeast.

Ranging from affordable starter homes and apartments through to luxury 6-bedroom family homes, we can offer something for all stages of life.



Site location

The site is allocated on land north of Shenfield School.

It is allocated in Brentwood Borough Council's Local Plan under policy R03.

Croudace is bringing forward part of the site, with separate applications being prepared by Redrow, Countryside and Stonebond for the wider site.



Proposals

348 high-quality new homes

Provision for new cycle ways and connections

Play areas

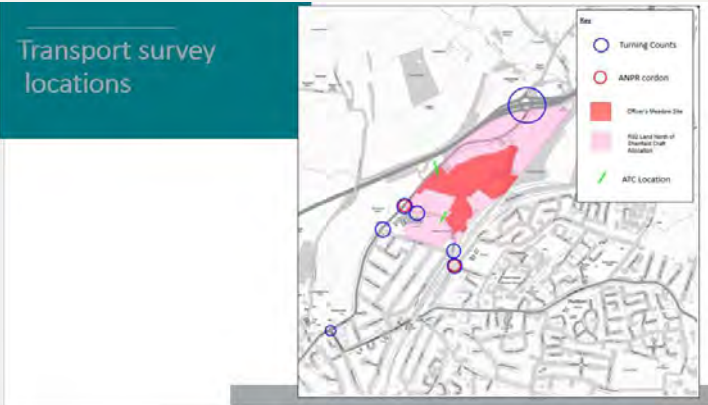
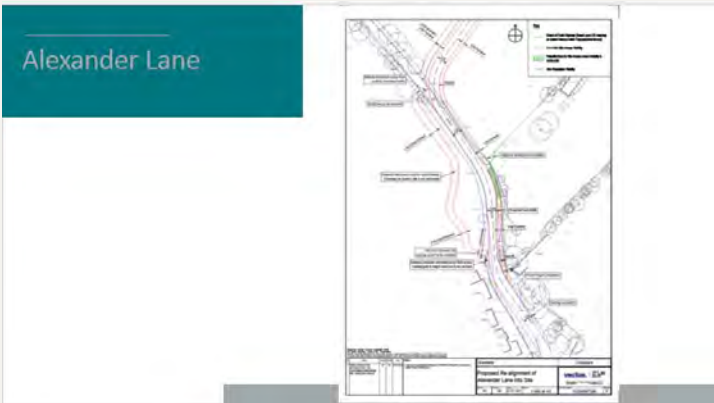
Significant public open space for all to enjoy

122 (35%) affordable homes including rent and shared ownership



Illustrative Masterplan



Q+A

Contact:
info@landnorthofshenfield.co.uk

croudacehomes

Appendix I: Questions posted through the Q+A session on the community webinar

- What uses are being explored for the employment land, will a GP be considered or other medical facilities?
- Are we able to share the recording?
- The Local Plan says that new development needs to be sustainable, carbon neutral and with no substantial impact on traffic. How will this development achieve this will the development provide electric vehicle (EV) chargers?
- Have traffic surveys been undertaken and have they been done at particular times such as when there is a problem on the A12? How many short car trips will the site generate and was the data capture undertaken at peak periods?
- Has this development considered school traffic and consider peaks of capacity? How many vehicles / impact on Alexandra Lane & Oliver Road and what mitigation is there for this?
- Flood management was mentioned in the presentation so what about drainage for the site itself?
- What response from Anglian water about drainage and sewage management?
- When you say that the watercourse is discharged from the site, what does that mean?
- Are there any thoughts on pedestrian safe cycling crossing on the A12. Is there a cycle path going through the Brentwood council's field. Will all residents be committed cyclists?
- What are the timings of the development and is this coordinated with other onsite development plans? When is building likely to begin and how long will take
- What evidence to support the statement that housing is much needed? What price will the homes be? How would you define an affordable home in Shenfield?
- Will a new bus route be provided onsite?
- What support for local services for local shopping and fuel stations?
- Is the whole area Green Belt onsite no longer considered Green Belt?
- Is the Arnold's Wood access to be closed off to improve biodiversity? How will you enhance the trees?
- When will we know what all three onsite development companies will be doing? It would good to see all of this joined up?
- Have you considered the impact on Shenfield station and cycle parking?
- Will there be any provision for travellers onsite?
- Can the affordable housing be identified on the plans?
- What controls will there be operating hours of construction?

- Cllr Worsfold asked when will there be a biodiversity plan as existing plants have already been cut away.
- Will a school provision come forward and will it be housing if it doesn't get approved?
- Can you share transport drawings?
- What will be the housing's number of rooms? How many of them will be 3/4/5 bedroom homes?

Unanswered questions that were submitted but were not answered live due to time constraints but it was encouraged if resident's questions remained unanswered to get in touch.

- Where does Croudace stand on the national issue/scandal of Ground Rent. How will this affect/be applied to properties on site?
- How are you going to manage the footfall from the development into Shenfield Highstreet? Alexander Lane is narrow and there is a pavement only on one side of the lane. There is no capacity.
- Will you be hosting a public consultation event within the local area as your proposals develop and before planning submission?
- 6.5 years of building traffic in the area? What controls will there be to control the hours of operation?
- Will further cycle storage be available at Shenfield station?
- Do you have data on the impact on local schools?
- Will I be able to safely reverse out of my drive on Alexander Lane due to increased car and bicycle traffic going to the development?
- What about foul water sewage? Or is that yet to be discussed with the water authority?
- Re. traffic, Shenfield High Street is already busy at certain times of the day. If Alexander Lane is closed as through road what affect will it have at the traffic lights with Shenfield Road and the Chelmsford Road? Plus additional traffic in Oliver Road as a "rat-run".
- The junction of Oliver Road and Chelmsford Road is notorious bad already – would there be a need to a roundabout at this junction as well?
- What numbers of social housing allowing for the percentage required for travellers on site?
- Will the pathway behind the rear gardens of houses on Chelmsford Road (where the school area is indicated) be maintained? This has always enable to walk across Alexander Lane and onto the rail station.
- What about the disturbance that will be caused during the construction phase? For example, we know for sure there are bats, slow worms and newts living on site.
- Jane was talking about the trees and how they will be "enhanced". Can you please explain how you do that?
- Jane referred to Alexander Lane as a rat-run. How do these proposals eliminate that?

- The leaflet states that there will be benefits to existing residents. What are these?
- I only received my literature about this meeting today. It would be more helpful if we were given more warning about future meetings. What was the delay?

Appendix J: Emails received

Verbatim emails and responses received can be found below.

1. "Hi there

We saw the flyer delivered regarding the plans for the land in shenfield, please are you able to provide more detail on the planned timescale?

Thanks"

"Hi [REDACTED],

Thank you for your email in regard to Officers' Meadow, Shenfield.

We're at the very first step of the process which is consulting with residents and gathering feedback and comments. Croudace will then take on board comments wherever possible to evolve the application. Once the application is submitted to the Council, Brentwood Borough Council will then undertake its own consultation.

Once the statutory consultation is up, the plans then go to planning committee for determination, where members will either vote to approve, defer the application to another meeting or refuse planning permission. Only once permission is granted can the development come forward.

I do hope the above is helpful but as you can see we are at the start of journey. If you have any further questions, then please do let us know.

Many thanks"

"Thanks [REDACTED], that's very helpful. From your experience of similar developments – how long do they tend to take from this stage to completion? I'm guessing quite a few years but just a rough guess would be helpful. Thanks!"

"Hi [REDACTED],

No problem at all, glad the information was helpful.

It does normally take a few years from this stage to completion. I would need to check with Croudace what the build out expectation would be, but this would be if everything went according to plan and on-time.

I will ask Croudace if they have a rough estimate and provide a further update once I hear back.

If you think of any other questions else then please do get in touch.

Many thanks"

"Hi [REDACTED]

Were you able to get a build out expectation from Croudace? I'd like to know when they expect for their first families to be moving in.

My primary concern about this development is around primary school capacity. I understand that there will be provisioning for a primary school but that won't be built for years and so there will be even more over subscription for the years once these houses are built until a new school is up and running. This is extremely concerning for those of us that will have primary school age pupils over the next few years. If you're able to let me know more detail on timing that would be much appreciated.

Thanks"

"Hi [REDACTED],

Thank you for your email.

The planning application has not yet been submitted and I have provided a rough outline of potential timelines below.

If planning permission is granted for the site (which could take up to a year if not longer), then the total duration (if everything goes smoothly and according to plan) will be 6/7 years total build out time. Croudace expect to be on site about year after planning permission is granted once the conditions have been discharged and legal agreements are signed and it's expected that the first houses could go on sale about a year after this.

However, please do take the above with a 'pinch of salt' as planning can be quite a slow process and these timeframes are not a guarantee.

In terms of the primary school, this land is safeguarded and will be bought forward by Essex County Council if required. If they do feel the primary school is required then they will bring forward their own application for this.

I do hope the above is helpful but please do let me know if you have any further questions.

Many thanks"

"Great thank you [REDACTED]. Hopefully we will be ok then (selfishly!) as we will be applying for schools end of 2025.

I understand that the land is safe guarded for a school but given that the schools are already well oversubscribed I'm surprised that more houses would be planned before a school is in place.

Appreciate your help in providing the rough time scales - it's put my mind at rest that hopefully we will just about miss the influx that would jeopardise us getting a place at the schools!

Thanks"

2. "I would like to register for this event although Wednesday evening is the worst for me, as I have regular unavoidable commitments on a Wed evening certainly after 6.30pm & I do preparation beforehand, so if the sessions don't start till 4.30, really the earlier the better for me.

I understand you met with [REDACTED] in relation to [REDACTED] next door and understand you have accepted 190m as the boundary for theirs 203, & my property - would be nice to get clarification of that for ourselves.

Drainage - how you propose to deal with the drainage issues on the site.

Revised timescales - I understand from [REDACTED] that the scheme has been put back.

Whether the "Illustrative site masterplan" is just a possible illustration or whether that is what you intend to submit.

Where the school is going - the yellow area?

Some indication of the types of employment envisaged in the 3rd are on the other side of Chelmsford Road.

Regards"

"Hi [REDACTED],

Thank you for your email in regard to Officer's Meadow, Shenfield.

The earliest slot we currently have for the near neighbour event is 5:10pm does this work for you? If not, I'm sure we can arrange a meeting with the project team at a suitable date if this doesn't work.

I have also passed your questions onto the project team and once I have further detail I will be able to respond with additional information.

Many thanks"

3. "Good Morning,

REDACTED

With reference to Land North of Shenfield and Croudace Homes latest communication I have many questions, but I will particularly like answers to the following three.

Question 1 – Why is what is referred to in the latest communication from Croudace as the "Masterplan" only focusing on the Croudace part of the development area known as R03.

A "Masterplan" would include the whole of the area known as R03.

Question 2 - Is there, or will there be a genuine comprehensive Masterplan covering the whole of R03 and, if so when will residents be able to view it?

This development is far too big to be considered and dealt with as several individual parcels of land.

Question 3 – Drainage: Brentwood Borough Council's Paper F99 – Clarification on Policy R03 Land North of Shenfield – Action # 12 – Bullet point 4a.

"As the site is located within a Critical Drainage Area proposals should be accompanied by an individually designed mitigation scheme to address the issue"

Has such a scheme been commissioned and if so why is this not included within the, what you refer to, as a "Masterplan"?"

"Hi [REDACTED],

Thank you for your email in regard to land north of Shenfield.

In regards to the Masterplan, the developers have been working together to produce a site wide framework to ensure connectivity between the parcels. However, each parcel is being brought forward separately, hence why the masterplan is only focusing on Croudace's parcel.

Each parcel will have it's own masterplan but ensured that connectivity is aligned between each parcel. Redrow have already submitted their application which can be found on Brentwood Borough Council's website planning portal under reference number: 22/01324/FUL you can access the portal by clicking this [link](#).

In relation to drainage, I will pass this onto the team for further information and I will be able to provide a further update once I've heard back.

If you do have any further questions, then please do let me know.

Many thanks"

4. "Hi, I live in Shenfield and have recently seen the plans for the new development of homes in the area. One of the current issues in this area is a lack of childcare places for under 5s in local nurseries. This issue will only be compounded by the government's recent pledge to increase free childcare places for younger children which will further increase demand in an already overstretched industry. Have you considered how these new homes will further exacerbate this problem?

I am a qualified teacher and psychologist planning on opening up a new, research informed early years setting for 0-5 years olds with a group of neuroscientists and early years experts. We are currently looking for a site and I wondered whether you would consider making this part of what's on offer in the new neighbourhood you are planning? This will be a cutting edge facility which would be appealing for both people looking to purchase property on the site, and the surrounding neighbourhoods. It would be great to offer existing residents in the area something new and innovative for their children, which may make them more accepting of the new development. We would only need a relatively small building for the site, although access to outdoor space and parking for parents would also be important.

If this is something you are interested in discussing please let me know.

Thanks"

5. "We saw the flyer delivered regarding the plans for the land in shenfield, please are you able to provide more detail on the planned timescale?

Thanks"

"Hi [REDACTED],

Thank you for your email in regards to Officers' Meadow, Shenfield.

There will be 35% designated as affordable which could include affordable rent or shared ownership for example, this equates to 122 homes on the development. Therefore, there will be a mix of affordable housing and private buyers/renters.

I do hope that helps but if you have any further questions, then please do get in touch.

Many thanks"

6. Hi

I received an invitation in the post today for this event tomorrow evening- I consider this to be unacceptably short notice.

Nevertheless, we would like to attend the event at 7pm tomorrow evening to discuss the impact of this development on Alexander Lane, where I currently live.

I would also like to see the transport maps in detail as they were very unclear in the webinar.

My address is [REDACTED]

I also have an unanswered question from the webinar this evening: How will I be able to safely reverse out of my drive on Alexander Lane due to increased car and bicycle traffic going to the development? We live right next to the BC Playing field.

Thanks"

"Hi [REDACTED],

Thank you for your email in regards to Shenfield.

Sorry to hear that the newsletter and letter only landed today, these were sent first class last week and once they go to the Royal Mail, it really is in their hands to deliver them all and I can only apologise that this did not land sooner.

Many thanks for your question, I will pass this onto Croudace and come back to you with further information. I have attached the transport plans for reference, but as mentioned this evening the webinar and the recording will be published on the website.

In regards to the near neighbour event tomorrow, the 7pm slot has been taken unfortunately. There is one appointment left which is 7:50pm. Does this work for you? If not, we can arrange a separate meeting at a time and date that suits.

Please do let me know what works best.

Many thanks"

"Hi [REDACTED]

Thanks for your email.

We will take the 7.50pm slot- will we have enough time to ask our questions as I note the event finishes at 8pm?

Thanks"

"Hi [REDACTED],

I will book you in for 7:50pm and yes, you will still the 20 minutes with us and the team.

I look forward to seeing you later today.

Many thanks"

7. "We live at [REDACTED] and have only just heard that details of plans have been submitted by the above.

Is there any chance that we can see these details please?"

"Hi [REDACTED],

Thank you for your email in regard to Shenfield.

The plans have not yet been submitted.

We have a dedicated project website – www.landnorthofshenfield.co.uk where you will be able to find out more information. We also held a community webinar on Tuesday, which was recorded and is in the process of being uploaded to the website so you can watch this back.

If you have any questions then please do get in touch.

Many thanks"

8. "Hello

I write further to the webinar held on Tuesday 11th July. I have the following remaining questions and comments:

1. It was stated that Alexander Lane is used as a "rat run" and this practice would be prevented by blocking the current route to Chelmsford Road. Which route are people supposed to take if not Alexander Lane?
2. What measures are being taken to prevent the roads in the new development being used as a "rat run"?
3. The new housing will almost inevitably cause more use of Alexander Lane so what improvements will be made to the lane? At the very least it ought to be resurfaced as it is very poor between the railway bridges and Rayleigh road.
4. The preservation of existing trees and hedgerows was emphasised as well as the encouragement of biodiversity. However, the plans clearly show that some trees and bushes will be removed, particularly near the entrance from Chelmsford Road. How is this defended?
5. The brochure states that the Croudace scheme will offer many benefits to existing residents. Please explain what these are.
6. The scheme will undoubtedly put more pressure on the local road system, which is very overloaded at peak times. This is especially the case around Shenfield station, where the access can be quite chaotic. That doesn't seem like a great benefit to existing residents so what measures are proposed? Parking in Shenfield can be very difficult yet this scheme will inevitably produce more cars seeking parking spaces. Again, what improvements are proposed?
7. We hear much in the press about sewage overflows into our rivers. Are the existing sewerage system and sewage treatment works adequate to deal with the large increase in flows?

I look forward to hearing from you

Regards"

"Hi [REDACTED],

Thank you for your email with your questions.

I have passed them onto the project team and will come back to you as soon as I have further information. If you do have any further questions in the meantime, then please do get in touch.

Many thanks"

9. "Following your recent letter I would like to book a one-to-one appointment with members of the Croudace project team regarding your planning application this Wednesday.

My address is [REDACTED].

I can currently make any time between 4:30pm and 8pm.

Looking forward to hearing from you"

"Hi [REDACTED],

Thank you for your email in relation to Officer's Meadow, Shenfield.

I have booked you in for an appointment at 5:50pm on Wednesday.

Is there anything specific you would like to discuss with the team? I can then pass this onto Croudace ahead of the meeting.

Many thanks"

"Thank you.

I am particularly interested in hearing what plans are in place to mitigate the risk of flooding (Chelmsford Road regularly floods due to the Victorian drainage system); where the public footpath that runs along the back of my property has gone; and the developer views on the impact of increased traffic congestion and pollution, especially around the small Alexander Lane that we can expect should this application be approved.

Finally, how the company plans to improve relationships with current Chelmsford Road residents having got off on a bad footing with the heavy handed installation of ugly over-the-top metal barriers that have in effect barricaded us into our property cutting previous access for emergency services.

King regards"

"Hi [REDACTED],

Thank you for letting me know what you would like to discuss.

I have passed this onto Croudace and we look forward to meeting with you tomorrow. Should you have any further questions then please do let us know.

Many thanks"

"[REDACTED],

Could you confirm where the meeting will be held today?

Thank you"

"Hi [REDACTED],

Its taking place at the Brentwood Meeting House (49 Hutton Road, Shenfield, Essex, CM15 8NF).

Hope that helps.

If you have any issues, then please do give me a ring on [REDACTED]

Many thanks"

"Thanks for your help today in organising this [REDACTED]. Could you confirm the names of the two people I met and their job titles for future reference.

Thank you"

"Hi [REDACTED],

No problem, I hope you found the meeting useful but as mentioned yesterday, if you do have any questions then please do get in touch using the info@landnorthofshenfield.co.uk as myself and Emily will be able to respond.

In terms of the names, please see below:

Ben Yallop – Land Director at Croudace
Jane Piper – Planning Director at Stantec

Many thanks"

10. "Dear [REDACTED],

My husband and I both attended the Webinar on July 11th and had a F2F meeting with the Croudace Development team on July 12th regarding the development of Officers Meadow. Both were informative and we were able to raise / discuss some of our concerns.

We would now like to put these concerns in writing to Croudace and later will do so with Essex Highways and Brentwood Council Planning Department once Planning Permission has been requested.

We live at [REDACTED], and wish to strongly object to the proposed plans to develop Officers Meadow by the building companies Redrow, Croudace Homes and Stonebond Properties.

We recently received through the post a plan with outline for the development from Croudace Homes, particularly the infrastructure of cycle paths, access roads and pavements.

It is the above proposal that concerns and alarm us greatly.

Alexander Lane

Our home, [REDACTED], sits at the edge of Alexander Lane Recreation Field and near where the road bends towards Shenfield School. Having lived here for 17 years, the amount of traffic has steadily increased to such an extent that it is now a regular

through road for traffic – Cars, Lorries, Vans and even Rail Replacement coaches! We have witnessed car crashes, near misses and most significantly speeding on a very narrow road(lane).

It is proposed that Alexander Lane will be diverted into the new development and will become the in and out road at the back of the development, with the main entrance/exit being onto the Chelmsford Rd. Another road into and out of the land brought by Stonebond Properties is also proposed and will also exit onto Alexander lane at the bend, very near our home.

Croudace Homes hope that this route will not be overly used by traffic as the development plans contain footpaths and cycle lanes. It is argued that people will walk or cycle more especially towards Shenfield. This quite frankly is wishful thinking. Of course, some people will cycle and walk, but being realistic, most people are very orientated to cars and as Shenfield is the nearest shopping centre and easier to access than Brentwood, people will drive to the shops specifically or stop enroute when going onto another destination. Families with young children are very active going to various clubs after school and parents will be driving them to and fro. People will be picked up from the station by car if living on the new development after working all day, you only need to see the traffic waiting at the station at peak times to see this. These are just a few examples.

The amount of traffic on Alexander Lane will increase even more than today , cars will still use the road as a through route and the road will become even more dangerous than it is already.

We would therefore like to propose that the entrance/exit from the Croudace development onto Alexander Lane be reserved for emergency vehicles only, and additionally that the proposed Stonebond Development road onto Alexander Lane be scrapped with access to these properties being provided from the existing road network in the Croudace Development.

Cycle Lanes

We see from the plans that potentially there could be a cycle path through the Brentwood Council owned Alexander Lane Recreation field exiting just at the side of our drive. **How is this proposal of a cycle path even possible as this is not part of the Development? If allowed, this would pose a significant risk to ourselves and others when we reverse out of our drive due to restricted visibility together with the increased traffic flow from the housing development.**

Pavement

The pavement from our house on Alexander Lane towards the junction at Oliver Rd is extremely narrow in places, in fact so narrow that you have to wait at the narrowest point on the footpath for traffic to pass as it would be unsafe to continue until the traffic has passed(especially outside the house called Leclarely, on Alexander Lane). There does not seem to be any space for widening the pavement or even continuing a cycle lane at this point. This means that cyclists will exit the cycle lanes onto Alexander Lane provided by the developers but will then be cycling on the road and contending with the increased traffic flow.

In summary, we strongly object to Alexander Lane being used as a through road for the Officers Meadow housing development. This road(lane) is not fit for purpose, and will become more dangerous with increased traffic. Although cycling and walking should be encouraged, we strongly believe that the pathways will not be used as much as the developers think, people preferring to use their cars.

We have done a short traffic survey ourselves from our house on Alexander Lane and would be happy to share this if requested.

As a long term resident of [REDACTED], we will be profoundly affected by this development and would like our objections to be included with the planning application.

We look forward to receiving a response to the above points in our objection.

Yours sincerely"

Appendix K: Freephone discussions

We've received three Freephone calls, the topics have included:

- One person interested in purchasing a property and wanting to know timescales for the development.
- One resident wanted to confirm the access points on Chelmsford Road.
- One caller expressed multiple questions and points which we have summarised below:
 - > Always been a village – now it's like a town
 - > No more housing is needed in Shenfield unless it's for affordable and for the local people
 - > No infrastructure! Improvements needed on
 - Doctors,
 - dentist,
 - schools,
 - delays on trains,
 - state of the roads – Alexander Lane going to be a rat-ran – winding lane with potholes,
 - parking.
 - > Affordable housing – price wise what will they be
 - > Timescale?
 - > What are the others doing too, countryside etc – are they affordable –
 - > Are we working together with other companies
 - > Busy roundabout! Who would want to live next to that!
 - > Wildlife – badger sets – have we looked at that
 - > Migrants – don't let them live there