



THE BENEFITS



This approach directly supports one of the objects of the Council's Economic Development Strategy 2022-2025:

“Support the delivery of green tourism initiatives including to better capture the economic potential of London Southend Airport within the local area”.

SUPPORTING THE VITALITY OF ROCHFORD TOWN CENTRE

The provision of approximately 2,000 new homes is projected to generate a total of around **£52m in additional expenditure** in local shops within the first year of development*.

- New multi-purpose arts & performance venue/studio
- Community hall
- Community pub
- Units for local services such as hairdressers
- Doctor's surgery/ other health facilities
- Commercial units
- Day nursery
- Wellness and Sensory Therapy centre
- SEND school
- Hotel
- Animal therapy centre



Our primary aim is to create a modal shift in employment, where opportunities within the area mitigate the need to search beyond.

This change will not only reduce commuting time and improve quality of life, but Rochford's economy will become more self-reliant and sustainable.

FACTORY

The new factory will play a significant role in the region by creating around 350 jobs. Employees will receive in-house training, and the use of innovative technology will help them acquire new skills.

Support industries such as catering, cleaning and logistics will create an additional 175 jobs and benefit the local workforce.

EMPLOYMENT HUB

The proposed neighbourhood also includes a new employment hub as an integral part of its future operation. This hub will be located central to the neighbourhood, well connected to the new residential areas and the wider area through sustainable transport links. This provides opportunities for innovative technologies, apprenticeships and tertiary sector jobs with the aim of providing entrepreneurial opportunities with workshops and incubator units.

JOBS IN AGRICULTURE

Growing hemp requires little to no use of pesticides or herbicides and provides valuable food for insects without harming the crop. It could become a key break crop in the agricultural rotation, competing with second wheat, while offering benefits for soil health, biodiversity, and carbon capture.

Local farmers would gain a competitive edge, enabling the low-input, high-output cultivation of crops that thrive in the unique conditions of South Essex; where late harvests, dry Septembers, and heavy clay soils are well-suited for spring crops during dry years.

JOBS IN TOURISM & LEISURE

The conversion of existing heritage assets at Doggetts Farm to tourism accommodation will support local tourism and encourage more people to enjoy the area.



Circa 525 New Jobs relating to the HEMSPAN® factory



Further circa 500 new jobs in the new neighbourhood and across Rochford.

*Based on the HBF Based on the HBF Housing Calculator available at <https://www.hbf.co.uk/policy/policy-and-wider-work-program/hbf-housing-calculator/>

**COMMUNITY
ENHANCEMENT
& EMPLOYMENT OPPORTUNITIES**



Farming in the Rochford District area

FARMING THE MOST VERSATILE CROP ON THE PLANET

The farming of hemp will not only stimulate the growth of the agricultural sector locally and regionally, but also satisfy the requirements for Climate Positive construction innovations.

5,000 Hectares of new farmed hemp demand on +50,000 hectares of farmed land in Rochford, Maldon, Southend, Chelmsford, Brentwood and surrounding areas.

400 Estimated local farms, using 10% of their land required to satisfy the demand for hemp

35,000 Tonnes of hemp straw required annually

85,000 Tonnes of carbon sequestered every year

£7,000,000 Added to the local farming economy each year



New species-rich meadows and woodlands



Existing trees retained to form structure of landscape and wildlife corridors



Recreational woodland walks.

The development includes approximately **66ha of green space** that would benefit the local community, landscape and nature. The site already benefits from an **extensive network of perimeter and internal hedgerows, trees, woodland copses and water bodies**. These would form an integral part of the structure of the masterplan, and contribute to the wider setting of the new homes as well as the basis for new spaces and corridors. In addition to recreating boundaries, using native hedging instead of fences and, where possible, avoiding hard boundaries would retain the agricultural setting and heritage. The most notable vegetation enhancement would include a commitment to creating an extensive area for communal **woodland** throughout the eastern part of the site. This would include the **Sloppy Wood local wildlife site** as well as the planting of **locally sourced native tree** specimens. This would provide a soft rural edge to the new neighbourhood, ensuring it creates no significant visual effects on the wider area. The woodland would have numerous other benefits including

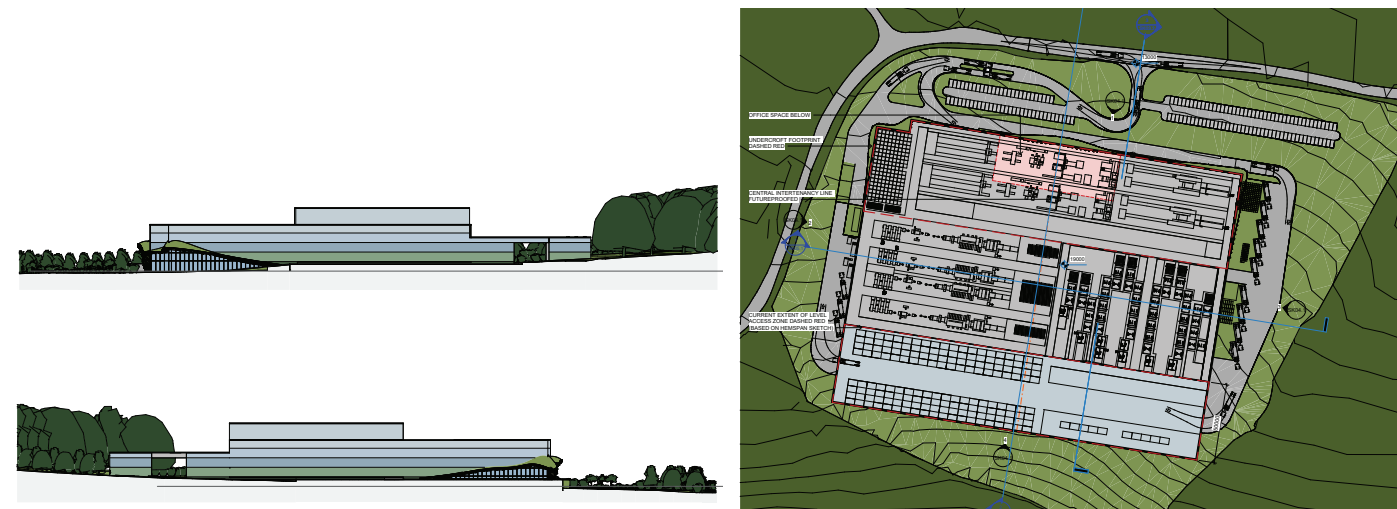
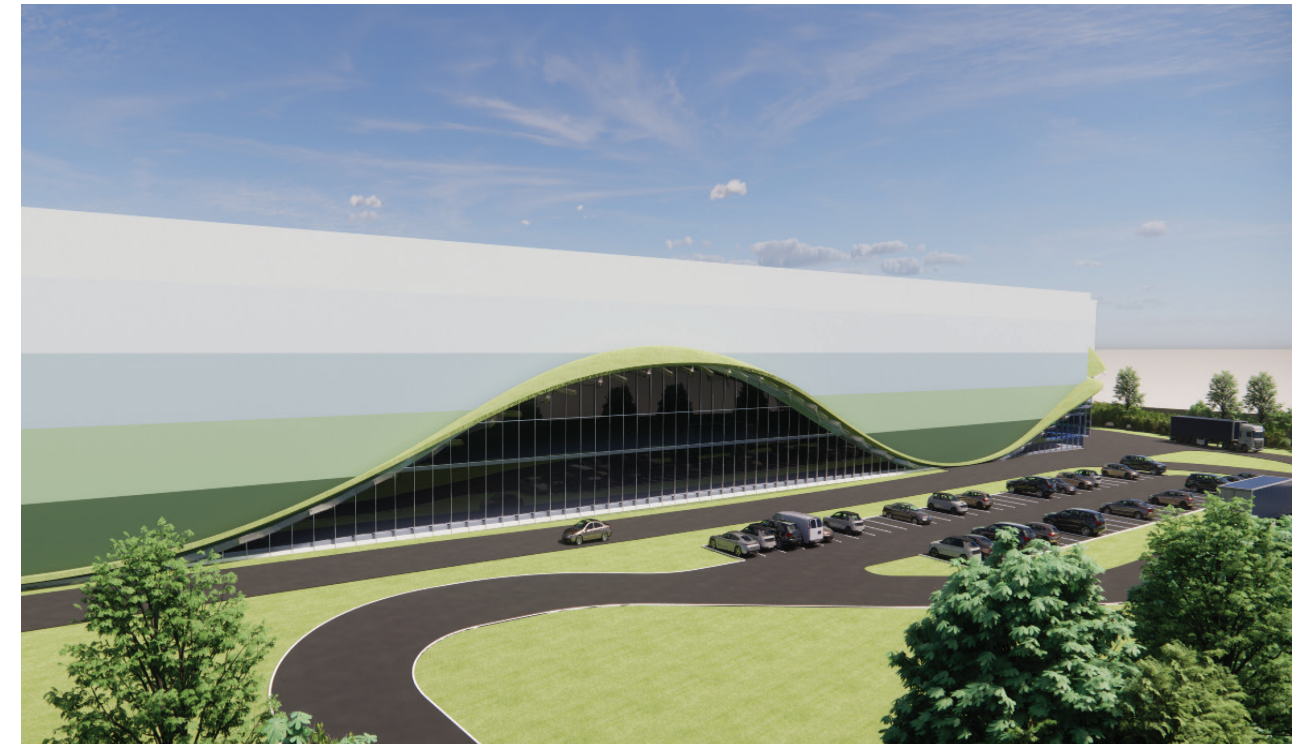
recreation, leisure and education, as well environmental benefits such as habitat creation and carbon sequestration. A key function of the green infrastructure would also be for educational and natural play opportunities, including a connected network **natural/ woodland play spaces**, and **outdoor provision**. In addition to the generous areas of strategic landscape, we recognise the importance of green infrastructure within the streetscape. The primary streets would be designed as green corridors, incorporating new **avenue tree planting** and verges which can accommodate **sustainable drainage systems** such as swales and rain gardens. These would help alleviate the challenges posed by climate change including floodwater management, urban heating and habitat loss. The green infrastructure would also support a vast range of communal amenities including **sports pitches** and the opportunity to provide a **5km trim trail**, facilities for **multi-use mountain biking** and **BMX** and **open water swimming**. In addition community food growing will be provided, including allotments as well as community orchards.

FARMING &
BIO DIVERSITY
NET GAIN

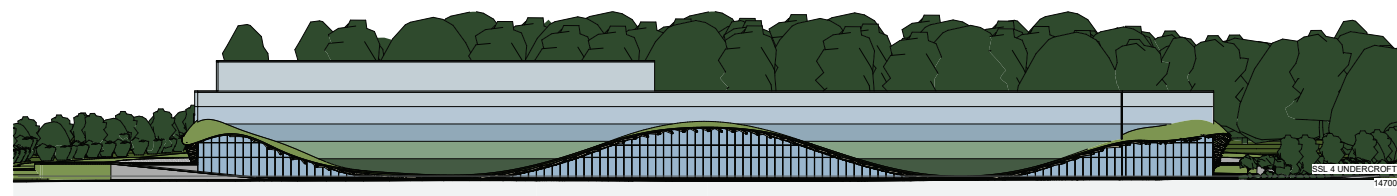
MODERN METHODS OF CONSTRUCTION FACTORY



HEMSPAN® Factory SE view 3D perspective



Proposed site plans



Proposals for Rochford HEMSPAN® Factory



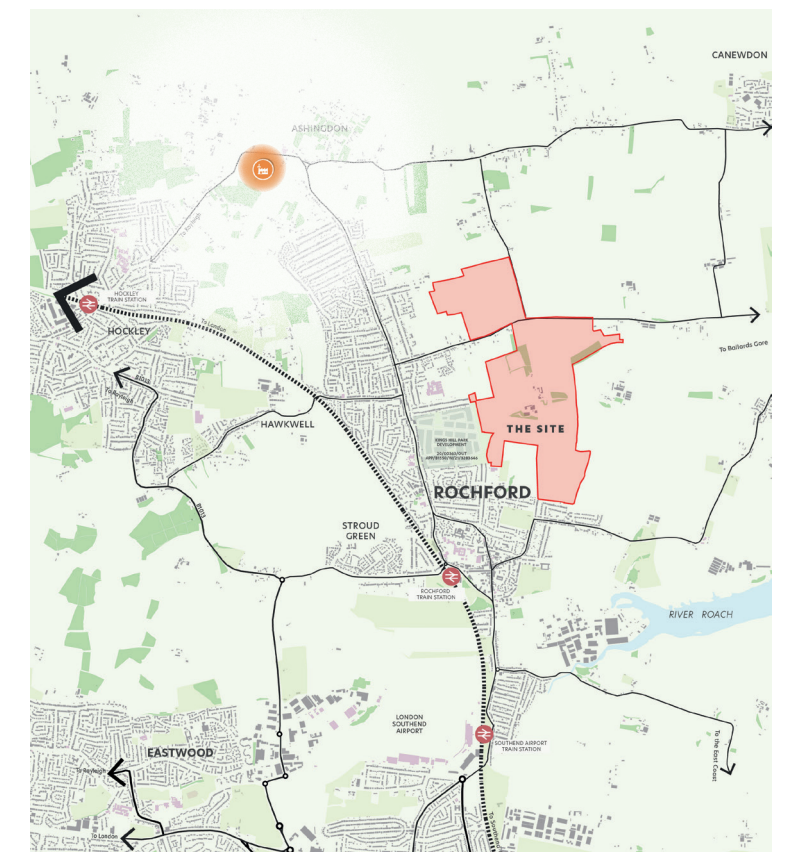
Factory likely to generate
£700M GDP per annum

+

Further **£800M GDP** per annum
from local indirect & induced
multiplier effect



Factory likely to employ **350 jobs**
+ generate further **175 jobs**
indirectly



Potential Factory Location