

Welcome

Bellway

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Welcome. This exhibition outlines our plans for a proposed new development of up to 300 homes on land north of Brays Lane, east of Ashington.

This exhibition gives you the opportunity to have an active role in shaping our proposals as we work towards submitting an outline planning application. We would like to hear your views on the proposals and how this development may integrate with the existing Ashington community.

This will be an outline application with all matters reserved except access. This means almost all the detail, such as design, layout, infrastructure, green space, etc., will be subject to a subsequent reserved matters application.

Once you're familiar with our proposals, please do complete the survey questionnaire and let us know your thoughts on the plans, and your suggestions. This can be done today, later when you are at home and posted, or online on the website (www.planningconsultation.com/brays-lane). The consultation will run **until Sunday 3rd August 2025**.

Get in Touch

For further information and to register for updates please go to our project website: www.PlanningConsultation.com/brays-lane or call our helpline number 020 7939 7950 or email us at: planning@chelgate.com



About Bellway

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Bellway began as a small family business in 1946, with a passion for building exceptional quality homes in carefully selected locations, inspired by the needs of real families.

To this day, we maintain these same core values, combining our decades of expertise with the level of personalised care that Bellway is known for.

We currently employ 3,042 staff, have been awarded 5-star builder status by the Home Builders Federation for the ninth year running, and nine out of ten of our customers say they would recommend us to a friend. We were crowned 'Large housebuilder of the year' in The Housebuilder Awards 2023.

Bellway is eager to work with Ashingdon residents to help shape the proposals for the land north of Brays Lane. Your feedback and contributions will play an important role as the proposals develop.

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The site



The history of the site:

- The site was previously submitted as part of Rochford District Council's call for sites exercise in 2017 for consideration for allocation through the emerging Local Plan. In February 2025, a further update was prepared for the council following their request for updates on previously submitted call for sites submissions.
- The site, land north of Brays Lane, was confirmed as still actively promoted, and remains suitable, sustainable, available and achievable.
- Following positive engagement with officers, Bellway consider this site is suitable to meet the local housing needs for Ashingdon and Rochford district through a high-quality, landscape-led, proposal and is therefore proceeding to prepare a planning application.
- There have also been ongoing Pre-Application discussions with: The Local Planning Authority, Essex County Council Highways and Flooding.

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What the site will provide

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What are we proposing:

- Up to 300 dwellings,
- A mix of family housing reflecting the policy requirements of Rochford District Council and local needs, ranging from 1-bed maisonettes to 4-bed houses,
- 50% of houses will be affordable in a variety of tenures (affordable rent, part ownership and First Homes),
- Access will be via the roundabout on Brays Lane, to the south of the site,
- There will be a minimum 10% Biodiversity Net Gain (BNG),
- Homes will be built to fit the new Future Homes Standard which is set to be introduced in the UK in 2027,
- Proposals will include a range of sustainable drainage systems to handle rainfall run off,
- Sustainable pedestrian and cycle connections, including via Victory Lane, and a new crossing over Brays Lane will be included,
- A central public open space, alongside smaller pockets of open space across the site, with play areas included and integrated active travel routes are all included.
- Infrastructure provision will be as required by the relevant authorities. This is likely to include financial contributions for primary and secondary education, health provision, and others.

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- The site is exceptionally well located for public transport, with excellent connections to Rochford town and Southend-on-Sea,
- Bus stops on Brays Lane and Ashingdon Road are within a 5-minute walk from the site's south boundary,
- Buses reach London Southend Airport in 25 minutes and Southend-on-Sea city centre in 35 minutes,
- Rochford train station is a 30-minute walk or 6-minute bus ride (up to 3 buses per hour), offering direct trains to London Liverpool Street in under an hour for those who commute or wish to travel to the capital,
- Hockley train station is also reachable by bus in 20 minutes,
- A new access point will be created via the Brays Lane roundabout, provided under a previous planning permission and already in use,
- Sustainable pedestrian and cycle connections including via Victory Lane and a new crossing over Bray's Lane.

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Sustainability / Future Homes Standard

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- The houses proposed will be designed to meet the Future Homes Standard that is set to be introduced in England by 2027,
- The homes will have low-carbon heating systems, air source heat pumps, electric vehicle charging and solar PV panels,
- The site is in Flood Zone 1, the lowest level of flood risk, with a small area of low surface water flooding along the eastern boundary. A Sustainable Urban Drainage System (SUDS) has been incorporated into the proposals to ensure surface water is effectively drained from the proposed development,
- This is a sustainable site, with excellent local transport connections and local shops available within walking distance.



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- Bellway is committed to consulting with the local community and residents to understand how best to support the local community with its existing infrastructure. The usual Section 106 (S106) contributions towards local community infrastructure projects will apply in this scheme,
- There is currently not a requirement for a school on the site as schools in Rochford are currently under-subscribed. Bellway is likely to make financial contributions to the education authority for pre-school, primary and secondary education provision, in accordance with Essex County Council requirements,
- There is no requirement for healthcare provision on the site, but Bellway is likely to make a financial contribution towards other provision in the area, in accordance with the Mid and South Essex Integrated Care Board (ICB), whom we are in contact with,
- Financial contributions towards highways improvements are also being considered, with engagement with Essex County Council (ECC) on the proposals and how they will integrate Essex standards and provide for suitable mitigation measures as required,
- Bellway welcomes any suggestions how financial contributions can best be utilised for the existing community in Ashingdon.

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- The proposals will have a minimum Biodiversity Net Gain (BNG) of 10%,
- Most existing trees and hedgerows will be retained, with new trees, hedgerows and parkland to be included within the development,
- A central park area will be the main focus of the development, establishing a high-quality landscaped area where nature and recreation can take place,
- It is hoped that smaller open spaces will also be established throughout the site, including pocket parks, tree lined routes and play on the way features,
- A play area will also be accommodated in the scheme, in line with Rochford open space requirements,
- The land is in Flood Zone 1, the lowest level of flood risk,
- Bellway will incorporate mitigation measures in the scheme, in line with independent ecological assessments and the Essex Coast Recreational Disturbance Avoidance and Mitigation Strategy (RAMS). Extensive work is being undertaken to survey for and suitably mitigate against any key species and habitats on the site and in the surrounding area.

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Timescales and next steps

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- Bellway is expecting to submit a planning application in August 2025, at which time the council will undertake their own consultation on the proposals.
- It is then anticipated that a reserved matters planning application will follow during 2026.
- If approved, construction is likely to commence in 2027, and will last for around five years.

Thank you for taking the time to look through our public exhibition. We encourage you to provide your feedback by completing the questionnaire provided, either today or to return it later in the pre-paid envelope provided, or to complete the questionnaire online on the website (www.newhomesforbrayslane.co.uk).

The consultation will close at midnight on the Sunday 3rd August.

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