

Ms E Goodings
Director (Place)
Rochford District Council
[via email]

Ref: SH / RochfordParkPA
Number: 07592 041676
Email: sam.hollingworth@ceresproperty.co.uk
Date: 9 May 2025

Dear Emma,

Rochford Park – Request for Pre-Application Advice

I am delighted to submit to the Council proposals for development of Rochford Park – a climate positive, highly sustainable new residential neighbourhood proposed by HEMSPAN® – for pre-application discussion.

The new place and infrastructure-led, low-density development focuses on wellness, health, and leisure and provides a flagship scheme that provides a blueprint for others to emulate to achieve a genuinely sustainable development.

Proposals include provision of a new, state-of-the-art MMC factory to be operated by HEMSPAN® that will manufacture and deliver c.2,000 climate positive new homes, making a huge contribution to meeting the District's and wider UK housing needs, in a manner that not only delivers significant environmental benefits, but also ensures the vast potential social and economic benefits of the development are captured locally.

As part of this pre-application submission, we are pleased to furnish you with our Vision and Concept Masterplan for the development of Rochford Park for your consideration and for discussion, prepared in conjunction with ADAM Architecture – recognised worldwide for their award-winning projects.

Our pre-application submission is accompanied by a Planning Report relating to the proposed Factory, which explains the rationale for its proposed location.

As set out in the Vision and Concept Masterplan, the social, economic and environmental benefits of the benefits of the proposals are numerous and substantial.

We understand the pre-application process will attract a fee from the Council, and as per previous discussions, we would very much welcome the opportunity to enter into a Planning Performance Agreement, which confirms the arrangement for collaborative working between the parties.

Separately, we will be engaging with the local community and other stakeholders at this pre-application stage. I appreciate that this will of course be of interest to the Council Officers and Members. We will be providing you with a copy of our proposed approach to engagement, including timetable of events, once this has been finalised.

We trust you will agree that these proposals represent an incredible opportunity for the District, and we look forward to working with the Council to ensure these opportunities are realised.

Yours sincerely



Sam Hollingworth MRTPI
Associate Partner

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