



LAND EAST OF STATION ROAD, ELSENHAM

Statement of Community Involvement

September 2022



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1.0 EXECUTIVE SUMMARY

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1.1 Purpose of this document

This Statement of Community Involvement (SCI) demonstrates the schedule of pre-submission engagement, which was undertaken by Bloor Homes Ltd and Gillian Smith, John Robert Carmichael Smith, Robert Giles Russell Smith and Andrew James Smith (referred to hereafter as 'The Applicant') in preparation for the submission of their application at Land East of Station Road, Elsenham. This SCI has been compiled by Concilio on behalf of The Applicant.

The site is located on the north-eastern edge of Elsenham (referred to hereafter as 'The Site'). The site is in agricultural use as arable land. The proposed development would be located on part of the existing field, but does not extend to the western, northern or eastern field boundaries. The site is 10.85Ha in size and is broadly rectangular in shape. The site is relatively flat, although the eastern part of the site at a slightly higher level than the western part of the site.

To the west of the site is the railway line, with Elsenham Station and station car park located to the north west of the site. There are commercial buildings located to the north of the station car park. To the north and east of the site are agricultural fields. There is a public right of way adjacent to the northern field boundary. The land to the south of the site currently comprises a construction site and Bloor Homes are currently building out the 350 dwellings (Refs. Outline Permission UTT/17/3573/OP and APP/C1570/W/19/3243744 and Reserved Matters UTT/21/3269/DFO) approved here.

The Applicant is planning to submit an Outline Planning Application, with all matters Reserved except for the Primary means of access for the development, of up to 200 residential dwellings along with landscaping, public open space and associated infrastructure works at the Land East of Station Road.

A comprehensive description of the proposals can be found in the Design and Access Statement accompanying this submission.

Concilio was appointed in October 2021 to perform a public relations and public affairs role to consult with neighbouring residents and stakeholders concerning these proposals.

While the Statement of Community Involvement is not a statutory requirement, the Applicant felt that the local community and other key stakeholders should be engaged to gain valuable feedback to help shape the final proposals.

To achieve this, Concilio put together an effective engagement strategy, which included making briefing offers to local stakeholders and elected representatives, alongside creating a flyer advertising the consultation, a consultation website and an online survey, and holding an online webinar.

This process is in addition to ongoing correspondence and communication with Uttlesford District Council officers as part of formal pre-application processes.

Please find below a list of consultation activities undertaken by the project team to raise the profile of the scheme and engage with residents and key community and political stakeholders.

- Letters sent to key stakeholders, including briefing offers – 6th July

- Letters sent to local elected representatives, including briefing offers – 6th July
- Delivery of 965 flyers to neighbouring properties and businesses notifying them of the launch of the consultation and the consultation event – 7th July
- Launch of digital consultation website – 7th July
- Online survey accessible on website – 7th July
- Online webinar – 14th July

1.2 Objectives of the consultation

The objectives of the consultation were to ensure that local residents, businesses, community groups, interested parties and elected representatives were made aware of the proposals and had an opportunity to comment and put forward questions concerning the plans. The Applicant, therefore, implemented a programme of community engagement which began in July 2022 and included the following:

Digital Consultation Website

A digital website was created and has been live since 7th July featuring information about the Outline Application and Bloor Homes, contact information to provide further feedback, information on the online webinar alongside a link to sign up for this, and a link to the online survey. After the webinar had been held, Concilio uploaded a recording to the website so that those who were unable to attend could watch it at a later date. The survey closed on Thursday 21st July, however the website has remained live so the project team can continue to receive comments.

Engagement with locally elected representatives

From the outset, the Applicant sought to engage with the site's Ward Councillors from Uttlesford District Council. Letters were sent notifying the Councillors about the launch of the consultation and offering a personal briefing on the proposals. Letters to the same effect were also sent out to Elsenham Parish Council and Henham Parish Council. Follow up emails were sent to both Parish Councils on the day of the webinar, reiterating the invitation to that event. Further briefing offers were made to both Parish Councils and the Ward Councillors in the Autumn. Alongside this, the Applicant is in regular dialogue with Elsenham Parish Council regarding the Phase 1 proposals (Refs. Outline Permission UTT/17/3573/OP and APP/C1570/W/19/3243744 and Reserved Matters UTT/21/3269/DFO) approved at the land to the south of the site.

Direct liaison with residents and businesses

The Applicant ensured that local residents and businesses were notified of the consultation via a flyer that was posted to them. Alongside this, a letter was sent to key stakeholders on notifying them of the launch of the consultation and inviting them to attend the webinar. The Applicant hosted an online webinar so that the consultation would be accessible and uploaded a recording of the webinar to the website to ensure that those who were unable to attend the webinar could still participate in the consultation and learn more about the proposals.

2.0 BACKGROUND AND APPROACH

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2.1 Policy Framework

There is no statutory requirement to involve the community at the pre-application stage of planning proposals. However, planning policy at every level strongly encourages pre-application consultation with the community on proposals for significant development.

The Uttlesford District Council's Statement of Community Involvement (Approved by Cabinet 9 March 2021) outlines the Council's commitment to involve the community in all aspects of planning.

This document sets out that:

Applicants are encouraged to involve the community, including the Town or Parish Council or Meeting before a formal application has been submitted as this will help to address issues and may help to avoid unnecessary objections being made at a later stage. At times of Government restrictions relating to Covid-19, applicants are encouraged to discuss the approach with the case officer.

This document also advises that consultation be advertised widely by a variety of means to reach as many people as possible, that a range of engagement methods are used to enable more sections of the community to participate, that communities are given sufficient notice of engagement events, and that sufficient time is given to respond to consultations.

The National Planning Policy Framework (NPPF) 2021 encourages positive community engagement between all parties involved and affected by development proposals. Specifically, the NPPF states (at paragraph 40) that, "Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.

The NPPF sets out that the participation of other consenting bodies in pre-application discussions should enable early consideration of all the fundamental issues relating to whether a particular development will be acceptable in principle, even where other consents relating to how a development is built or operated are needed at a later stage.

The consultation strategy has been influenced by the advice for community engagement laid out in the NPPF, Planning Practice Guidance and Uttlesford District Council's Statement of Community Involvement.

3.0

SUMMARY OF PROPOSED APPLICATION

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3.1 Planning description of development

Outline Planning Application with all matters Reserved except for the Primary means of access for the development of up to 200 residential dwellings along with landscaping, public open space and associated infrastructure works.

4.0 CONSULTATION

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4.1 The Consultation Process

The consultation process that Concilio has undertaken with respect to the planning application for Land East of Station Road, Elsenham has been influenced by the advice for community engagement laid out in Uttlesford District Council's Statement of Community Involvement, and other consultation guidelines.

Specifically, Concilio has:

- Conducted an engagement programme that is appropriate for the local community and key stakeholders;
- Conducted a well-publicised and accessible digital consultation for two weeks;
- Explained clearly what the scope of the consultation is;
- Analysed the results from the consultation objectively;
- Publicised collective responses, with due regard to the Data Protection Act and GDPR requirements;
- Summarised how these responses have informed the proposals.

The Applicant sought to engage with key stakeholders and local residents. To do this we hosted an online webinar and uploaded a recording of the webinar to the website to ensure that those who were unable to attend could still participate in the consultation and learn more about the proposals.

The consultation website has been live since 7th July and has remained live to allow everyone interested to view the proposals and leave comments.

4.2 Meetings with identified stakeholders

Letters were sent out to local elected representatives, notifying them of the consultation and inviting them to a briefing with the project team. Briefing offers were made to the Ward Councillors from Uttlesford District Council (Elsenham and Henham ward) and to Elsenham Parish Council and Henham Parish Council. Letters were also sent out to local community and economic stakeholders, notifying them of the consultation and inviting them to attend the online webinar.

4.3 Consultation

As part of the consultation process, a digital consultation website has been live since 7th July 2022. The website remained live so visitors could continue to view the proposals and provide comments.

The website included information about the Outline Application and Bloor Homes, contact information to provide further feedback, information about the online webinar and a link to sign up for this, and a link to an online survey. The website was later updated to provide a link to the recording of the webinar.

The consultation website was publicised by a hand-delivered flyer which was sent to 965 residential and business addresses and encouraged people to visit the consultation website, sign up for our online webinar and provide feedback.

The Applicant hosted an online webinar where slides featuring information about the scheme were presented. During this session the project team was available to provide details on the proposals and answer any questions raised by local residents and interested parties.

A telephone number was also provided to give residents the chance to speak to the project team and to request hard copies of the consultation material be sent in the post.

Appendix A	Flyer that was sent to local residents and businesses
Appendix B	Flyer distribution area
Appendix C	Briefing offer letter sent to local elected representatives
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4.4 Statistics – Consultation

In total, to date (20th September), 1463 people visited the consultation website and viewed the proposals since the launch. The online webinar was watched by 10 people, live or recorded.

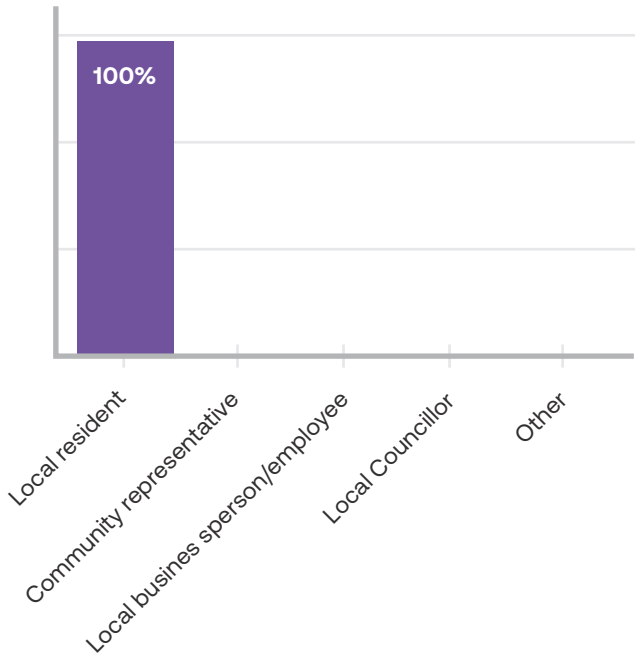
4.5 Feedback Response

Residents and interested parties were able to submit questions and make comments concerning the proposals through the contact details made available on the consultation website and flyer. The contact details consisted of an email address and a freephone telephone number.

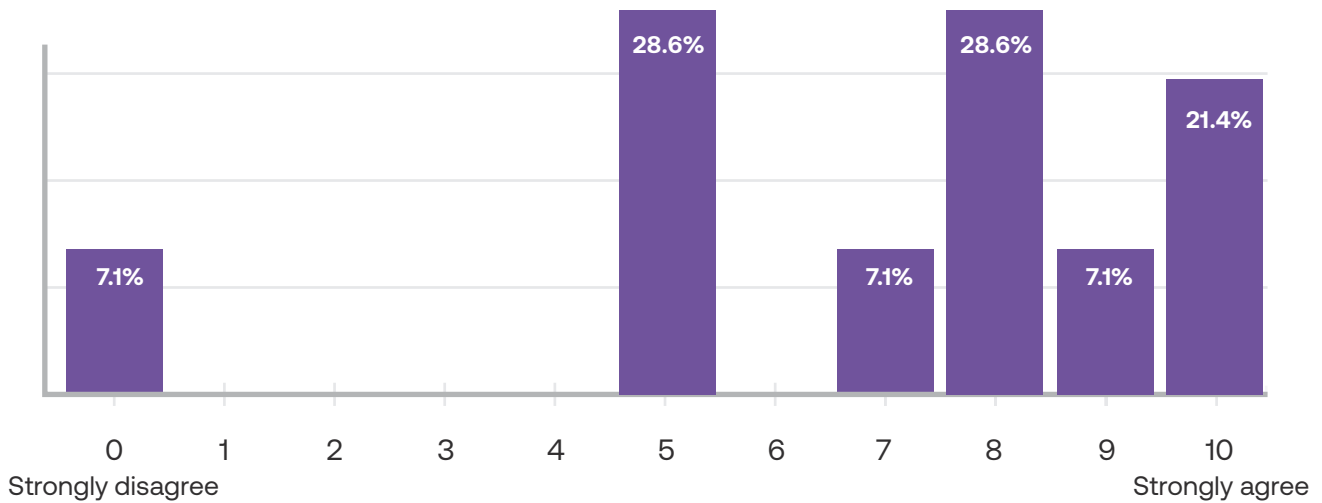
Alongside this, an online survey was made available between Thursday 6th July and Thursday 21st July, where residents and interested parties were able to provide their feedback on the proposals.

A summary of the results of the survey can be found below:

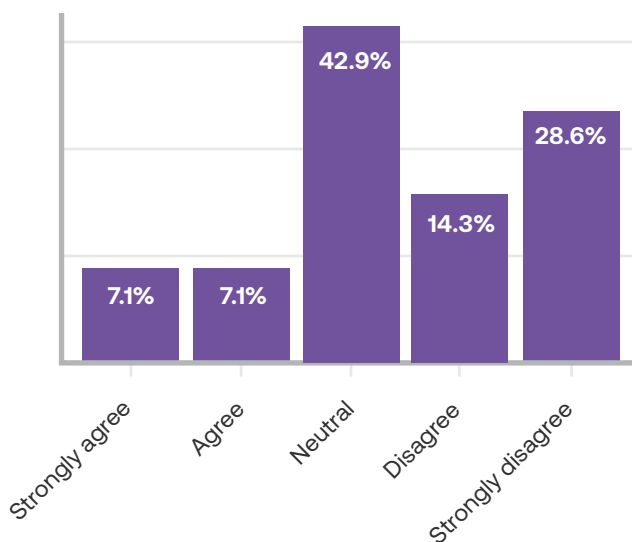
Question 1 - What is your relationship to the local area?



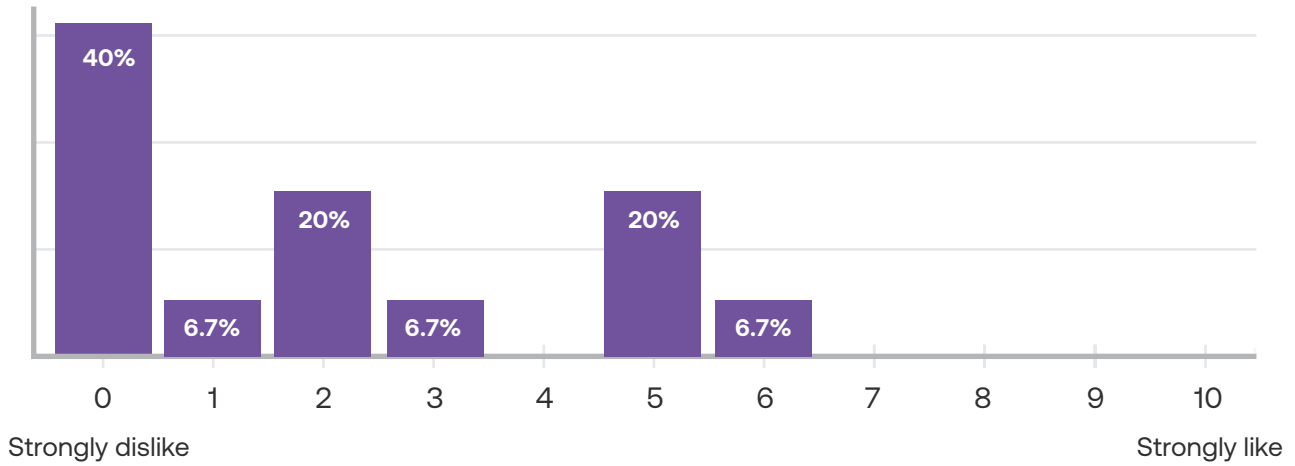
Question 2 - The plans aim to future proof the development against climate change, with a particular focus on enhancing energy efficiency. On a scale of 1-10 (with 10 the highest) how important is energy efficiency to you?



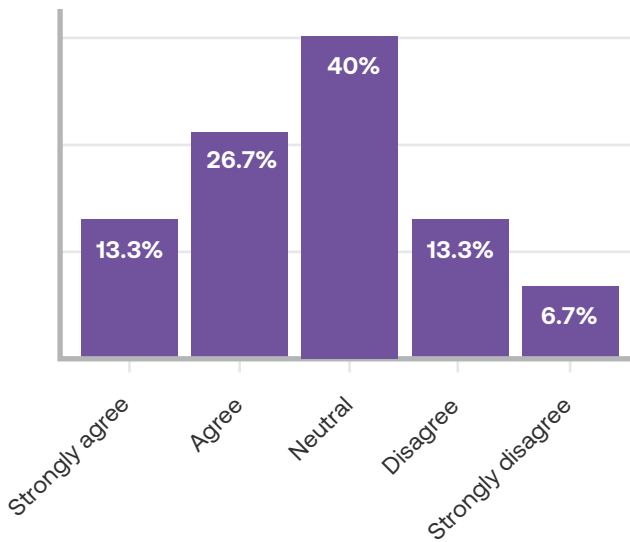
Question 3 - Do you agree that new leisure spaces will provide a benefit to Elsenham?



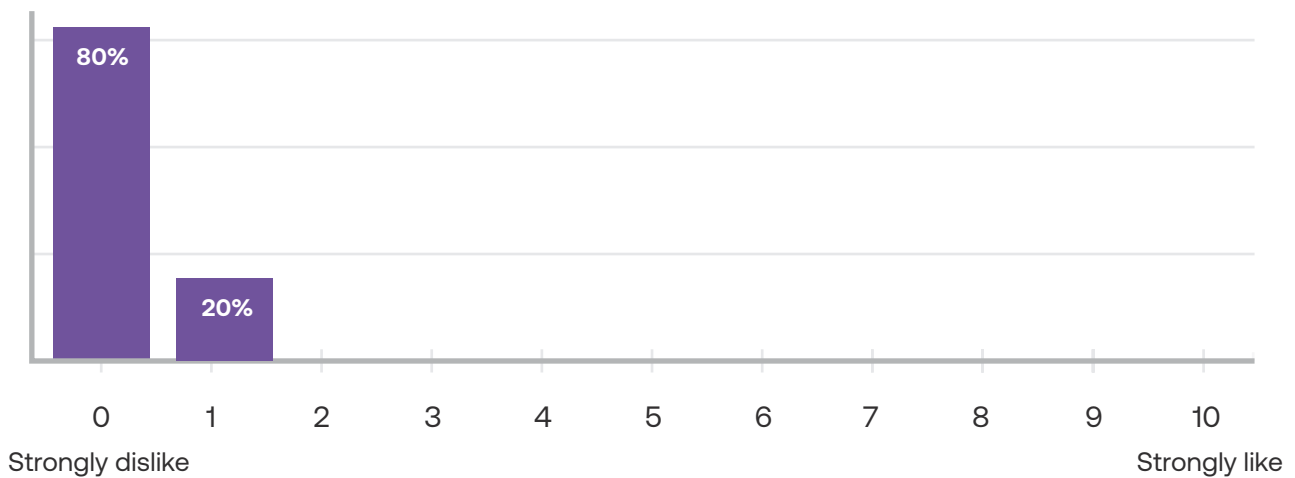
Question 4 - What do you think about the design of the new building?



Question 5 - 40% of the new homes that the proposals will deliver, will be affordable. Do you agree that providing new affordable homes is important?



Question 6 - On a scale of 1-10 (with 10 the highest), how do you feel about the proposed scheme?



With regard to question 6, the proposals are disliked locally. The key issue for respondents in Elsenham is traffic/transport related. The application is accompanied by a Transport Assessment, the scope of which has been agreed with Essex County Highways and is considered acceptable. The applicant team have been in pre-app discussions with Highways for the past 6-9 months and two meetings have taken place. The assessment provided in this TA shows that the Proposed Development trips will not have a severe impact on the operation of the existing local pedestrian, cycle, public transport and road networks. A Residential Travel Plan will also be implemented that will include measures to further encourage sustainable travel to and from the Proposed Development. The Transport Assessment demonstrates that the Proposed Development conforms to the requirements of national and local transport related planning policies. As such the principle of development should be acceptable to both the local planning and highway authorities.

Question 7 - Do you have any further comments?

the key themes revealed in the further comments and our responses to these are as follows:

- **Concern around excess traffic**

The application is accompanied by a comprehensive Transport Assessment and this is picked up within this document. The Proposed Development is considered to be in accordance with national and local transport policy objectives. Based on the assessments described in this report, the traffic generated by the development can be accommodated on the surrounding transport network and future residents will have the opportunity to undertake local trips on foot and by bicycle and will have good access to existing public transport services. A car club vehicle is also proposed to be introduced on site.

- **Concern over a lack of infrastructure in Elsenham, including GP services, school places and local amenities**

Elsenham benefits from a wide range of services and facilities and importantly can sustain the additional dwellings proposed. Contributions towards local infrastructure projects including Healthcare and education will be secured within the S106 Agreement. A new Primary School within the Village is also to be delivered within the site immediately to the south.

- **Particular concern about inadequate road infrastructure**

Information regarding this is provided within the accompanying Transport Assessment. The existing local road network is relatively lightly trafficked with a good safety record. A robust highway impact assessment of the proposed development has been undertaken which includes, however detailed consideration of committed development trips on the local road network.

- **Interest in retaining green space**

New publicly accessible areas of open space will be delivered on site including a large central space (including a LEAP) and circular walkway that will connect with the Station. A Biodiversity Net Gain will also be delivered on site alongside other biodiversity enhancements.

Please see Appendix H for a full list of the written comments provided.

5.0 CONTINUED ENGAGEMENT

5.0 CONTINUED ENGAGEMENT

5.1 Commitment to continued engagement

The Applicant has undertaken public consultation in advance of submitting a planning application to ensure local stakeholders have had an opportunity to comment on the emerging proposals.

This Statement of Community Involvement demonstrates that the Applicant is committed to carrying out public consultation.

The submission of the planning application does not mark the end of this consultation. The Applicant will meet with local groups and individuals as appropriate throughout the process.

We have also taken the decision to leave the consultation website live. This is to ensure that the project team can still receive comments, respond to feedback and incorporate suggestions where possible.

6.0

CONCLUSION

6.0 CONCLUSION

6.1 Summary

The purpose of this consultation process was to facilitate dialogue between the Applicant, key stakeholders, residents and community groups. The Applicant has actively sought meetings with interested parties throughout the consultation, positively engaging with the local residential community to fully explain the context for the proposal, present the design and respond to comments raised.

The Applicant has been able to conduct a comprehensive community consultation that included an online webinar, a live website explaining the proposals since 7th July, and an online survey to gauge community feedback. A number of local residents and stakeholders watched the webinar or viewed the proposals online through the website.

Following pre-application discussions with Uttlesford District Council planning officers and engagement with key stakeholders and the local community, the Applicant believes the proposals are befitting of this area.

The applicant will deliver a scheme appropriate to the needs of the community. The Applicant will continue to engage regularly with stakeholders and interested parties post submission, and if the application is approved throughout the construction period.

7.0

APPENDICES

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Appendix A Flyer that was sent to local residents and businesses

Appendix B Flyer distribution area

Appendix C Briefing offer letter sent to local elected representatives

Appendix D Notification of consultation launch letters sent to key stakeholders

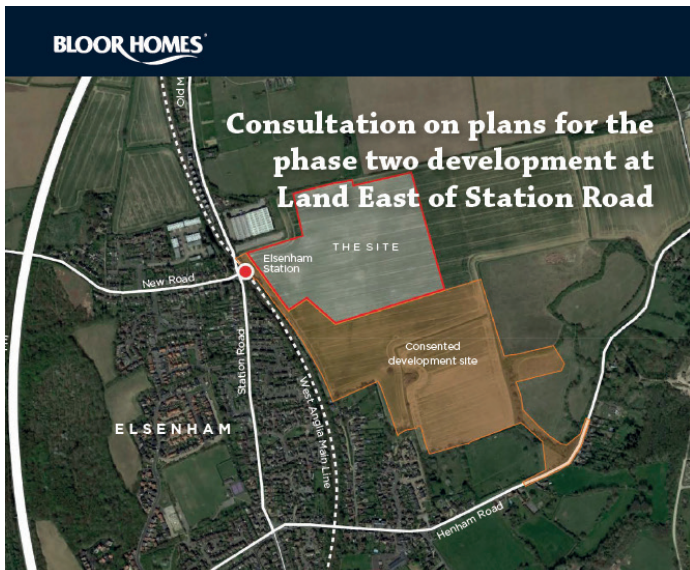
Appendix E Consultation website

Appendix F Webinar presentation

Appendix G Online survey

Appendix H Final Feedback Report

Appendix A: Flyer that was sent to local residents and businesses









Bloor Homes is delighted to present its proposals to deliver up to 200 homes and associated open space at Land East of Station Road, Elsenham. The proposals represent phase two of Bloor Homes' ambitious vision for the site and will provide new homes, of which 40% will be affordable, alongside areas of accessible open space and attractive new pedestrian routes connecting the village and the station.

Outline Planning Permission and subsequent Reserved Matters has been approved for 350 homes and a One Form Entry Primary School on the Land to the South of the proposed site as part of phase one.



For more information on how to get involved in the consultation on these proposals, please visit our website by going to www.landeastofstationroadphasetwo.co.uk or by scanning our QR code.

Please turn over for further details on the proposals ▶

 <p>Affordable New affordable homes, to help local residents get on the housing ladder</p>	 <p>Sustainable Future proofed against climate change, with particular focus on energy efficiency</p>
 <p>Accessible New routes to and from the train station and new primary school</p>	 <p>Biodiverse Tree planting and habitat creation to enhance the biodiversity of the local area</p>
 <p>Quality Design Design inspired by the characteristics of the surrounding area</p>	 <p>Open Space New green open spaces, creating a healthy community environment</p>

Have your say

To discover more about the proposals and get involved in the consultation:

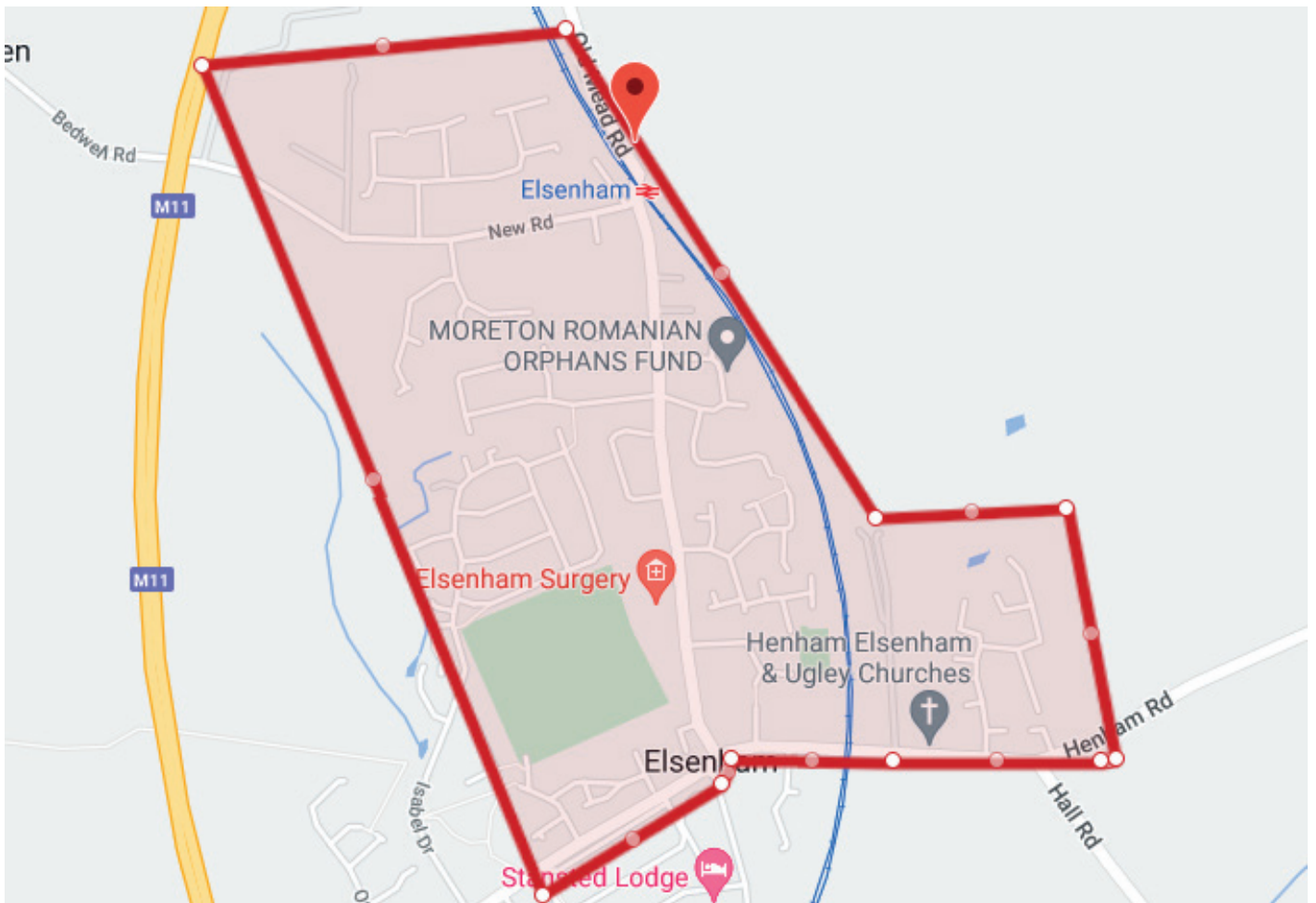
Visit our website at www.landeastofstationroadphasetwo.co.uk

Sign up to attend our webinar on **Thursday 14th July, 18:00 – 19:00**

To provide your feedback on the proposals, please fill in our survey, available until **Thursday 21st July**

If you have any further questions for the project team regarding the planning application, please email clovett@concilocomms.com or call **0800 994 9049**

Appendix B: Flyer distribution area



Appendix C: Briefing offer letter sent to local elected representatives



50-60 Station Road,
Cambridge, CB1 2JH

T: 020 3890 7305
conciliocomms.com

6th July 2022

Dear Councillor Gooding,

RE: Public consultation on plans for the phase two development at Land East of Station Road

I am writing to you on behalf of Bloor Homes to inform you that a public consultation has launched on plans for the phase two development of Land East of Station Road.

Outline Planning Permission and subsequent Reserved Matters has been approved for 350 homes and a One Form Entry Primary School on the Land to the South of the proposed site as part of phase one. Phase two will deliver up to 200 new homes, of which 40% will be affordable, alongside areas of accessible open space and attractive new pedestrian routes connecting the village and the station.

Bloor Homes has been building quality homes for over 50 years and is now one of the UK's leading housebuilders. Bloor Homes is recognised within the housebuilding industry and by its customers for the quality of its homes and developments, its level of attention to detail and its investment in the communities in which it builds. Bloor Homes have a proven track record of delivering sustainable housing schemes in the region, including developments at Halstead, Boreham, Rowhedge and Saffron Walden. You can find out more about Bloor Homes here [REDACTED]

We plan to launch a public consultation on these proposals shortly, which will include a website, available at [REDACTED] and a flyer drop introducing Bloor Homes and the proposals to local residents and inviting them to get involved in the consultation, as well as an online webinar.

The online webinar will take place on **Thursday 14th July** between **18:00 and 19:00**. During the session, attendees will be able to learn more about the proposals directly from the project team. To sign up for the webinar, please visit our website at the link above.

If you have any further questions regarding the proposals, please do not hesitate to get in touch with me by emailing [REDACTED] or by calling 0800 994 9049.

Yours sincerely,

Charlie Lovett
Account Executive

Appendix C: Briefing offer letter sent to local elected representatives



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Cambridge, CB1 2JH

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Dear Councillor LeCount,

RE: Public consultation on plans for the phase two development at Land East of Station Road

I am writing to you on behalf of Bloor Homes to inform you that we are preparing to launch a public consultation on plans for the phase two development of Land East of Station Road.

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We believe it important to discuss the proposals with local elected representatives. Therefore, we would be pleased to offer you a private briefing with the project team on the proposals if this would be of interest to you. If you would like to take up this offer, please do not hesitate to get in touch with me by emailing [REDACTED] or by calling 0800 994 9049.

Yours sincerely,

Charlie Lovett
Account Executive

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Charlie Lovett
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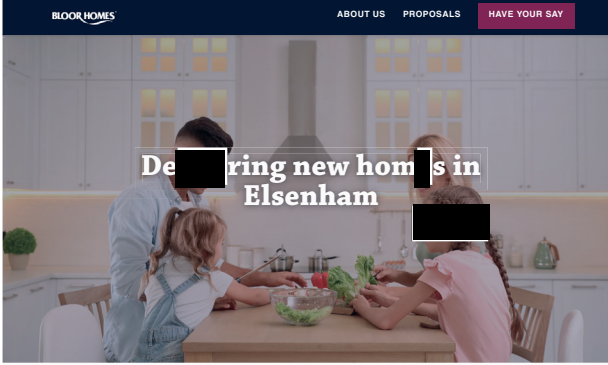
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Yours sincerely,

Charlie Lovett
Account Executive

Appendix E Consultation website

BLOOR HOMES ABOUT US PROPOSALS **HAVE YOUR SAY**



Delivering new homes in Elsenham

Welcome to our consultation website for phase two of our plans for Land East of Station Road, Elsenham

Bloor Homes is delighted to present its proposals to deliver up to 200 homes and associated open space at Land East of Station Road, Elsenham. The proposals represent phase two of Bloor Homes' ambitious vision for the site. Outline Planning Permission and subsequent Reserved Matters has been approved for 350 homes and a One Form Entry Primary School on the Land to the South of the proposed site as part of phase one.

Phase two will provide new homes, of which 40% will be affordable, alongside areas of accessible open space and attractive new pedestrian routes connecting the village and the station.

VIEW OUR PROPOSALS

Our Vision for Phase Two

- Affordable**
By providing 40% affordable homes, the scheme will help families in Elsenham get on the housing ladder and remain in the community they grew up in.
- Sustainable**
Future proofed against climate change, with particular focus on energy efficiency.
- Accessible**
New routes to and from the train station and new primary school.
- Biodiverse**
Tree planting and habitat creation to enhance the biodiversity of the local area.
- Quality Design**
Design inspired by the characteristics of the surrounding area.
- Open Space**
New green open spaces, creating a healthy community environment.



A sustainable location next to Elsenham Station

Have Your Say



WEBINAR
Thursday 14th July
18:00 - 19:00

WATCH RECORDING



ONLINE SURVEY
Our survey is now closed.

Get in touch.

If you are interested in finding out more about our phase two proposals, please fill in this form and we will get back to you.

FIRST NAME LAST NAME

EMAIL

CONTACT US

*Any information you choose to provide will be processed in accordance with our privacy policy which you should read carefully.

BLOOR HOMES

Land East of Station Road Phase Two

The second phase of Bloor Homes' vision for a sustainable new community in Elsenham.

EXPLORE

ABOUT US
PROPOSALS

CONTACT US


0800 994 9049
clovel@bloorhocomms.com

We use technical and analytics cookies to ensure that we give you the best experience on our website. [View policy](#)

Appendix E Consultation website

BLOOR HOMES ABOUT US PROPOSALS HAVE YOUR SAY

About us



About Bloor Homes

Bloor Homes has been building quality homes for over 50 years and is now one of the UK's leading housebuilders. As the largest privately-owned housebuilder in the UK, Bloor has a proven track record in delivering successful new communities.

We take great pride in delivering high quality and energy efficient homes and our designs have evolved over the years based on customer feedback. We are also proud to be named a 5* Home Builder for Customer Satisfaction by the Home Builders Federation 2021.

Bloor Homes is therefore recognised within the housebuilding industry and by its customers for the quality of its homes and developments, its level of attention to all details and its investment in the communities in which it builds.

Bloor Homes have a proven track record of delivering sustainable housing schemes in the region, including developments at Halstead, Boreham, Rowhedge and Saffron Walden.

[FIND MORE ABOUT BLOOR HOMES](#)

Past Developments



Get in touch.

If you are interested in finding out more about our phase two proposals, please fill in this form and we will get back to you.

FIRST NAME	LAST NAME
EMAIL	
CONTACT US	

*Any information you choose to provide will be processed in accordance with our [Privacy Policy](#) which you should read carefully.



Land East of Station Road Phase Two

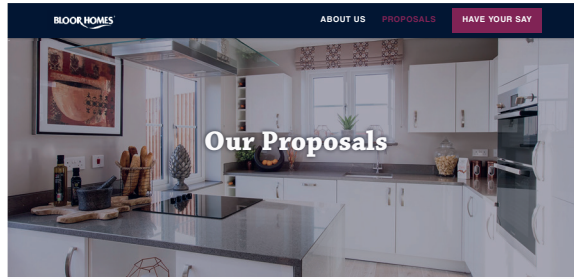
The second phase of Bloor Homes' vision for a sustainable new community in Elsenham

EXPLORE

[ABOUT US](#)
[PROPOSALS](#)

CONTACT US

0800 994 9049
 clovett@conclio.com



An accessible and sustainable neighbourhood for the local community

Phase two of Bloor Homes' vision for Elsenham will deliver up to 200 new homes, of which 40% will be affordable, alongside areas of accessible open space and attractive new pedestrian routes connecting the village and the station.

Proposed Site

1. Main highway access is achieved from the proposed primary street, connecting the Site to Henham Road via the consented development.
2. A primary, tree-lined route is proposed to be continuous from the main access at Henham Road into the proposed site.
3. A key pedestrian and cycle route along a secondary street, to connect to the planned dedicated non-vehicular route between the site to the south and Elsenham Station.
4. A central open space, providing a focus for the development area, with the potential to include areas for children's play and surface water attenuation.
5. Extensive areas of open space, with dedicated areas to increase biodiversity and habitats.
6. Potential connections from the Site through to the public right of way along the Site's northern boundary.
7. A circular leisure route through open space, along the Site's periphery with opportunities for a trim trail or nature trail.
8. Potential dedicated pedestrian and cycle connection from the Site to the proposed Primary School and early years childcare.
9. Buffer planting to soften the edge of development to the east.



Key Benefits


 <p>The scheme will provide new walking and cycling routes to increase accessibility for the local community and encourage greater uptake of sustainable forms of transport.</p>	 <p>Many of the existing trees and hedgerows will be retained, with additional tree planting and the creation of a green hood being formed into a diverse habitat which creates a safe haven for wildlife within the built environment.</p>	 <p>The proposals will establish new green open spaces, providing a healthy community environment which will provide a range of leisure opportunities for local residents.</p>	 <p>By providing 40% affordable homes, the scheme will help families in Elsenham get on the housing ladder and remain in the community they grew up in.</p>
 <p>Building new homes in a residential-led development, ranging from one bed to five bed properties, will provide the opportunity for residents of all ages to find a home which meets their needs/requirements.</p>	 <p>Bloor Homes are looking to future proof against climate change and put particular focus on making homes energy efficient.</p>	 <p>The designs will respect the character and historic features of Elsenham, and take inspiration from characteristics of the surrounding area, to ensure the development complements the current community.</p>	 <p>The development will provide new routes to and from the train station, enhancing local connectivity.</p>

Get in touch.

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CONTACT US	

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 <p>Land East of Station Road Phase Two</p> <p>The second phase of Bloor Homes' vision for a sustainable new community in Elsenham.</p>	<p>EXPLORE</p> <p>ABOUT US PROPOSALS</p>	<p>CONTACT US</p> <p>0800 994 9049 cove@concliaconcepts.com</p>
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Appendix E Consultation website

BLOOR HOMES ABOUT US PROPOSALS **HAVE YOUR SAY**




Have your say

Bloor Homes wants to ensure that you can meet the project team behind our proposals for Elsenham and have the opportunity to ask any questions that you may have.

We therefore hosted a webinar on Thursday 14th July from 18:00-19:00 to provide further details about our plans for the site. If you were unable to attend or would simply like to watch the project team discuss the proposals, then a recording of our webinar can be found at the link below.


Our consultation has now closed, however, if you still wish to comment on the proposals, please feel free to get in touch using the contact details at the bottom of this page.



WEBINAR

Thursday 14th July
18:00 – 19:00

WATCH RECORDING



ONLINE SURVEY

Available until Thursday 21st July

ACCESS

Get in touch.

If you are interested in finding out more about our phase two proposals, please fill in this form and we will get back to you.

FIRST NAME LAST NAME

EMAIL

CONTACT US

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BLOOR HOMES

Land East of Station Road Phase Two

The second phase of Bloor Homes' vision for a sustainable new community in Elsenham

EXPLORE

ABOUT US
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Land East of Station Road

Phase Two Bloor Homes
Webinar

Thursday 14th July



Introduction to Bloor Homes

Bloor Homes has been building quality homes for over 50 years and is now one of the UK's leading housebuilders. As the largest privately-owned housebuilder in the UK, Bloor has a proven track record in delivering successful new communities.

We take great pride in delivering high quality and energy efficient homes and our designs have evolved over the years based on customer feedback. We are also proud to be named a 5* Home Builder for Customer Satisfaction by the Home Builders Federation 2022.

Bloor Homes is therefore recognised within the housebuilding industry and by its customers for the quality of its homes and developments, its level of attention to all details and its investment in the communities in which it builds.

Bloor Homes have a proven track record of delivering sustainable housing schemes in the region, including developments at Haleshead, Bonham, Rowhedge and Saffron Walden.



Point Developments



The Site and Planning Context

The Site

The Site is located to the north-east of Elsenham, Essex, and extends to 14.27 Ha (35.23 acres). It is currently in use as arable farmland. The Site is bounded to the west by the West Anglia Mainline railway, Elsenham Station car park and existing commercial uses accessed from Old Mead Road. The area of land to the south of the Site is currently also characterised by arable farmland, however, planning permission has been granted for up to 350 dwellings and a One Form Entry Primary School on

this Site. The Site's eastern boundary is comprised of arable land, running towards Mill Pond Farm. A public right of way runs along the northern extent of the Site. The wider context of the Site to the east and south east is characterised by Elsenham village, which will over time extend to the area south of the Site as development progresses. The Site's wider context to the east and north is farmland, with the village of Henham approximately 1.5km beyond. The site would be an extension of Elsenham but it is located within the parish of Henham.

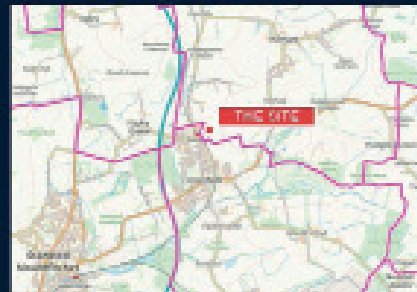


Planning Context

Uttlesford District Council, which is in the process of preparing a new Local Plan, has already consulted on Issues and Options. The Reg 18 'Preferred Options' consultation is due to take place later this year. The land East of Station Road, Elsenham has been promoted through the Local Plan process.

Outline Planning Permission and subsequent Reserved Matters has been approved for 350 homes and a One Form Entry Primary School on the Land to the South of the proposed site as part of Phase One.

Phase Two will see approval sought for an Outline Planning Application for up to 200 new homes on the current site.



Uttlesford District Council boundary map

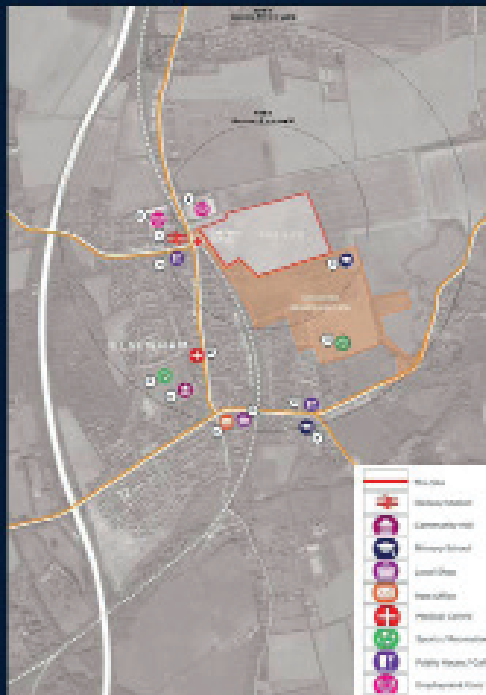
Connectivity

The Site

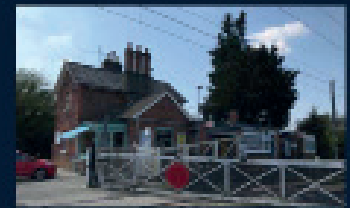
Elsenham is well served by a range of community facilities, all within a short walk or cycle from the Site. Elsenham is also served by local bus route 7, from stops along Station Road. The service connects Elsenham with Stansted Airport, Henham, Bishop's Stortford and Takeley.

Key local facilities shown on the map are as follows:

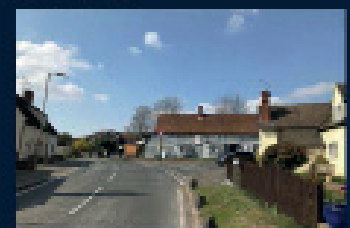
1. Elsenham Railway Station
2. Jenkins Drive industrial area
3. Old Mead Road industrial area
4. Jeff & Eddie's cafe/takeaway
5. Elsenham Playground and recreation ground
6. Elsenham Memorial Hall
7. Elsenham C of E Primary School
8. New one form entry primary school (planned) and early years childcare
9. Elsenham Post Office
10. Elsenham Surgery
11. New sports pitches (planned)
12. The Crown Inn, Elsenham
13. Tesco Express



Elsenham C of E Primary School



Elsenham Postage Station



The Crown Inn, Elsenham

Technical Considerations

Topography

The topography of the Site is relatively flat, gently rising as you move from the lower lying land in the west towards the eastern boundary.

Existing Vegetation

There are hedgerows on the Site's northern boundary and southeast corner.

Noise

There is the potential for noise disturbance from the existing railway line to the west.

Open Aspect

The Site's eastern boundary is not characterised by a hedgerow or any planting.

Surrounding Land Uses

Existing commercial uses are located close to the north west corner of the Site.

Access & Movement

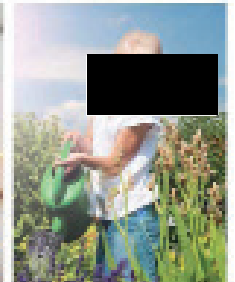
The Site is located adjacent to Elnesham Railway Station, which is located on a level crossing. The Station is located on a level crossing. A public right of way runs along the site's northern boundary and a pedestrian and cycle link runs adjacent to the proposed site boundary.

Heritage - The Site does not contain any designated heritage assets.



Vision and Objectives

The Land East of Station Road presents an excellent opportunity to assistively extend Elnesham and create a high quality new residential neighbourhood which responds to its setting. Short walking and cycle links to existing and planned transport and social infrastructure will allow a sustainable new community to flourish, set in a network of biodiverse open spaces.



Our Vision for Phase Two



Affordable
10% of the houses will be affordable, helping to offset the housing deficit.



Sustainable
Rains proofed against climate change, with a focus on energy efficiency.



Accessible
New routes to and from the rail station and new primary school.



Biodiverse
Tree planting and natural corridors to enhance local biodiversity.



Inclusive
Increase all the various range of types, sizes and formats, creating a mixed and balanced community.



Quality Design
Design inspired by the character and history of the surrounding area.



Open Space
New green open spaces, creating a healthy, vibrant community.



Local Involvement
Involvement of Elnesham Parish Council, Elnesham Parish Council, Elnesham Parish Council and local stakeholders groups to gain consensus on the nature of the development.



Community
Significant social and environmental benefits for the local community.

Landscape Framework Plan

- Green streets with verges and street trees to link areas of open space to the primary street and central open space
- Areas of open space around the development provide opportunities for nature trails, biodiversity enhancement and tree trails
- Buffer planting on the eastern and northern edges provide new green edge to Elsenham



Emerging Masterplan

1. Main highway access is achieved from the proposed primary street in Phase 1
2. Primary, tree lined route to be continuous from the main access at Hetham Road into the site
3. Pedestrian and cycle route along a secondary street to connect to the dedicated path between Phase 1 and Elsenham Station
4. Central open space providing a focus to the place and potentially formal children's play & surface water attenuation
5. Areas of open space with dedicated areas to increase biodiversity and habitat
6. A circular leisure route through open space with opportunity for a trim trail or nature trail
7. Potential pedestrian and cycle connection from the site to the proposed Primary School and early years childcare
8. Block planting to soften the edge of development to the east



Key Community Benefits



The scheme will provide new walking and cycling routes, to increase accessibility for the local community and encourage greater uptake of sustainable forms of transport.



Many of the existing trees and hedgerows will be retained and new green open spaces will be provided, creating a healthy community environment.



We will make significant £750 contributions to put towards local facilities and services in Elsenham and Hembs.



By providing 40% affordable homes (including First Homes), the scheme will help families in Elsenham get on the housing ladder and remain in the community they grew up in.



Building new homes in a residential led development, ranging from one bed to five bed properties (including bungalows), will provide the opportunity for residents of all ages to find a home which meets their needs/requirements.



Bloor Homes are looking to future proof against climate change and all new homes will be fitted with Air Source Heat Pumps and PV Panels along with EV charging points.



The built environment will respect the character of Elsenham and Hembs, and take inspiration from characteristics of the surrounding area, to ensure the development complements the current community.



The development will provide new routes to and from the train station, enhancing local connectivity.

BLOOR HOMES

Next Steps

We are aiming to submit a planning application by the end of the year. Prior to that, we want to get your feedback on our proposals to help shape the plans.

If you haven't already, please fill in our survey which is available on our website www.landeastofstationroadphasetwo.co.uk.

If you have any questions about the proposals, you can contact us by emailing clovatt@conclio.com

or calling our free phone number 0800 394 9049.

Thank you for listening.
Any questions?



Please complete our survey on the phase two proposals for Land East of Station Road, Elsenham

We look forward to hearing your feedback!

Start

press **Enter** ↵

🕒 Takes X minutes

1 → What is your relationship to the local area?

A Local resident

B Local Councillor

C Community representative

D Local businessperson/employee

E Other

OK ✓



Powered by **Typeform**

2 → The plans aim to future proof the development against climate change, with a particular focus on enhancing energy efficiency. On a scale of 1-10 (with 10 the highest) how important is energy efficiency to you?

0 1 2 3 4 5 6 7 8 9 10

OK ✓

^ v Powered by Typeform

3 → Do you agree that new leisure spaces will provide a benefit to Elsenham?

Did you know – The proposals include a circular leisure route around the Site, with opportunities for a nature trail, and areas of open space where children and families could play.

A Strongly Agree

B Agree

C Neutral

D Disagree

E Strongly Disagree

OK ✓

^ v Powered by Typeform

4 → The proposals include new routes to and from the train station, enhancing local connectivity. On a scale of 1-10 (with 10 the highest), do you like the idea of greater new routes to and from the train station?

0 1 2 3 4 5 6 7 8 9 10

OK ✓

^ v Powered by Typeform

5 → 40% of the new homes that the proposals will deliver, will be affordable. Do you agree that providing new affordable homes is important?

A Strongly Agree
B Agree
C Neutral
D Disagree
E Strongly Disagree

OK ✓

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6 → On a scale of 1-10 (with 10 the highest), how do you feel about the proposed scheme?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

OK ✓

^ v Powered by Typeform

7 → Do you have any further comments?

Type your answer here...

Shift ⬆ + Enter ⬅ to make a line break

OK ✓

^ v Powered by Typeform

8 → Please provide your name below:

Type your answer here...

OK ✓



Powered by Typeform

9 → Please provide your postcode:

Type your answer here...

OK ✓



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10 → Please provide your email:

Type your answer here...

OK ✓



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11 → Please provide a contact number:

Type your answer here...

Submit



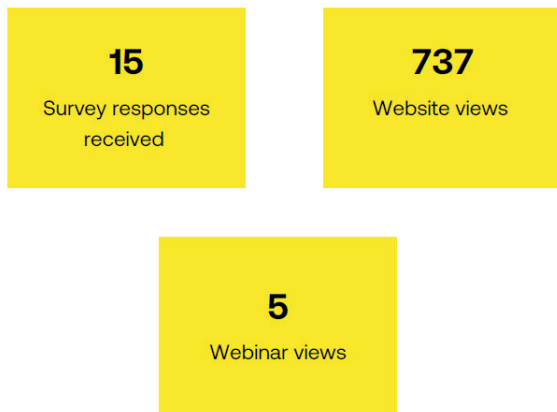
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● CONCILIO

LAND EAST OF STATION ROAD, ELSENHAM - CONSULTATION

Final Feedback Report - 26th July

The consultation so far:



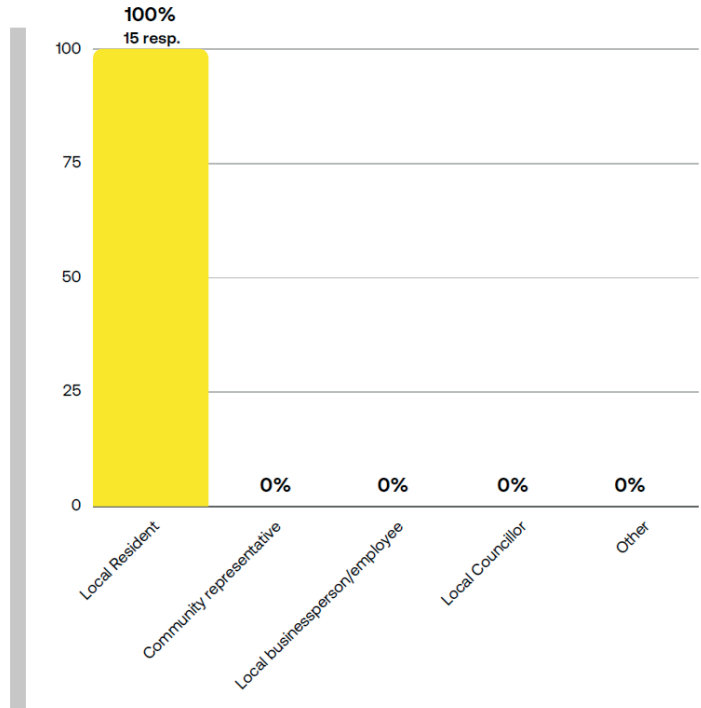
Consultation website

**YOUR
SAY.**

QUESTION 1:

WHAT IS YOUR RELATIONSHIP TO THE LOCAL AREA?

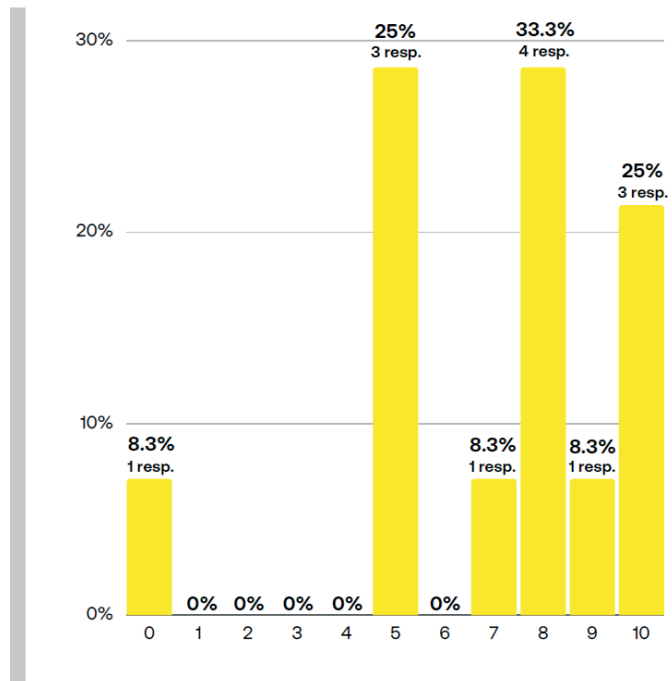
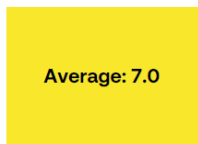
15/15 Answered



QUESTION 2:

THE PLANS AIM TO FUTURE PROOF THE DEVELOPMENT AGAINST CLIMATE CHANGE, WITH A PARTICULAR FOCUS ON ENHANCING ENERGY EFFICIENCY. ON A SCALE OF 1-10 (WITH 10 THE HIGHEST) HOW IMPORTANT IS ENERGY EFFICIENCY TO YOU??

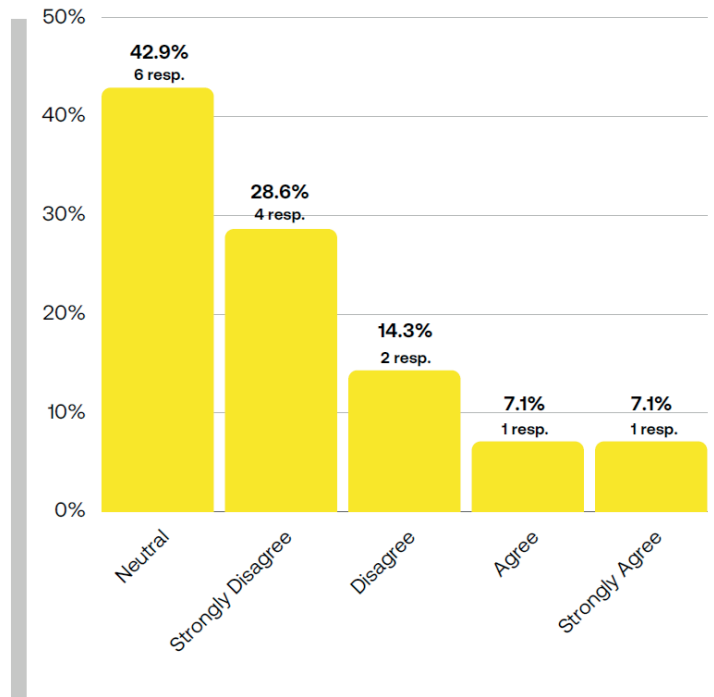
14/15 Answered



QUESTION 3:

DO YOU AGREE THAT NEW LEISURE SPACES WILL PROVIDE A BENEFIT TO ELSENHAM?

14/15 Answered

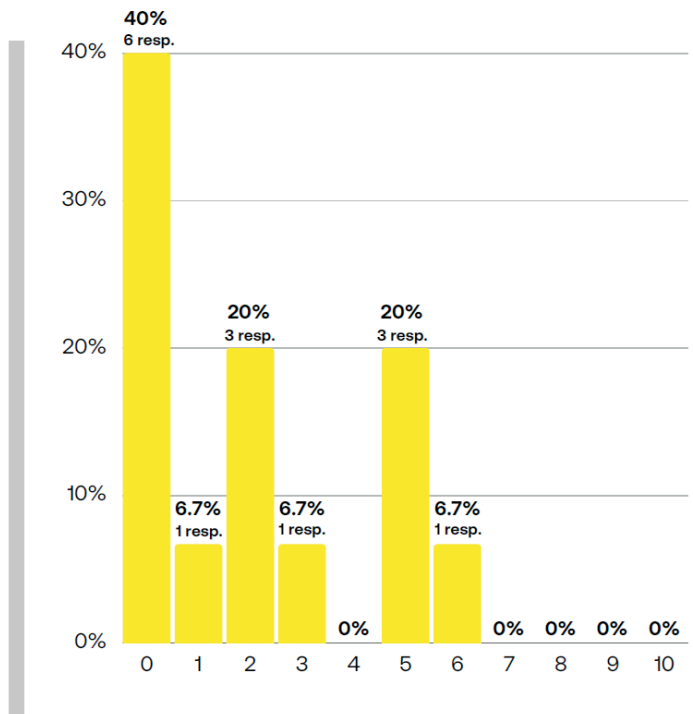


QUESTION 4:

THE PROPOSALS INCLUDE NEW ROUTES TO AND FROM THE TRAIN STATION, ENHANCING LOCAL CONNECTIVITY. ON A SCALE OF 1-10 (WITH 10 THE HIGHEST), DO YOU LIKE THE IDEA OF GREATER NEW ROUTES TO AND FROM THE TRAIN STATION?

15/15 Answered

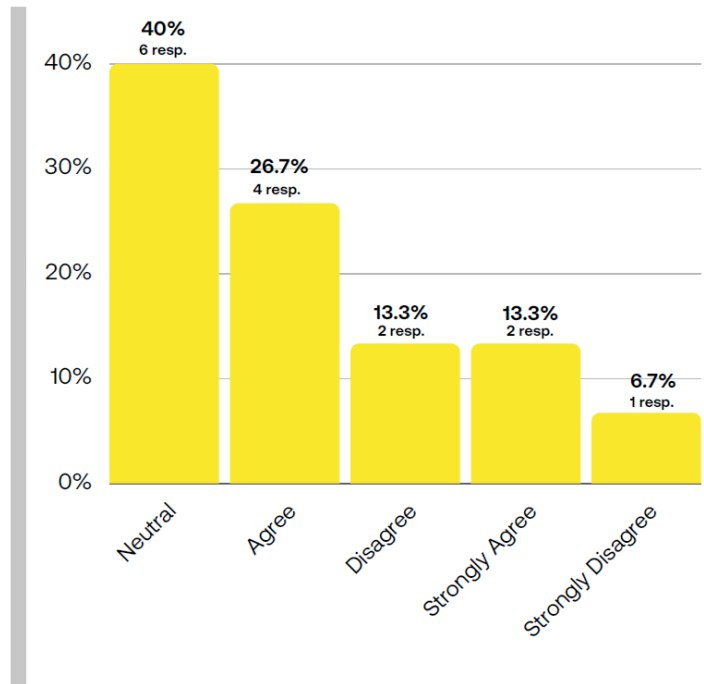
Average: 2.1



QUESTION 5:

40% OF THE NEW HOMES THAT THE PROPOSALS WILL DELIVER, WILL BE AFFORDABLE. DO YOU AGREE THAT PROVIDING NEW AFFORDABLE HOMES IS IMPORTANT?

15/15 Answered

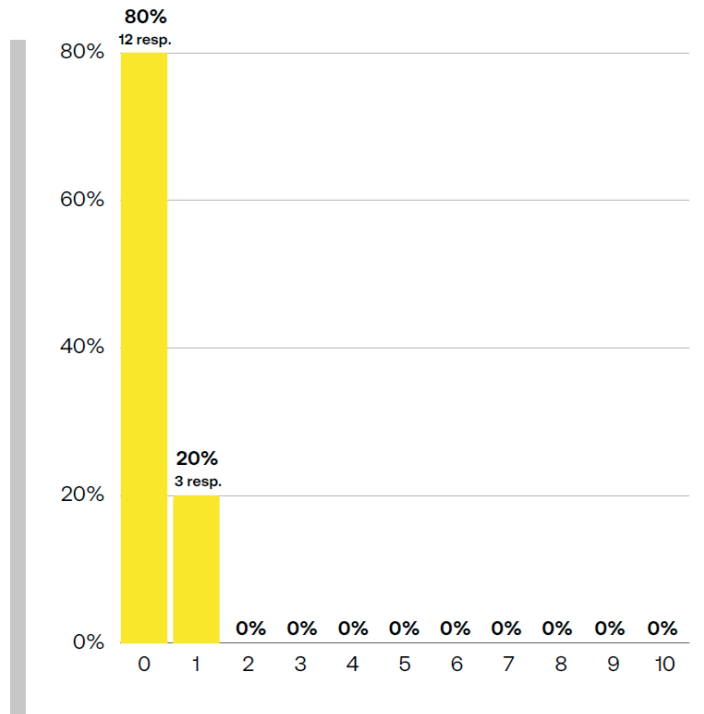


QUESTION 6:

ON A SCALE OF 1-10 (WITH 10 THE HIGHEST), HOW DO YOU FEEL ABOUT THE PROPOSED SCHEME?

15/15 Answered

Average: 0.2



QUESTION 7:

DO YOU HAVE ANY FURTHER COMMENTS?

The following responses are a sample of answers. For a full list of answers, please see the Appendix A at the end of this report.

- Understand people need homes but because of lack infrastructure it reduces the quality of life for people already living here. Due to climate change and the situation in Ukraine it makes more sense to grow our own food and not rely on imported. The land in question is green belt and has provided crops for many, many years. WE DO NOT have the INFRASTRUCTURE to cope with more houses and cars on our rural roads.
- Cannot believe you actually think it is acceptable to build another 200 houses in a village with the road infrastructure this village has
- The roads and infrastructure within the village cannot support the extra housing.
- I absolutely advocate for new houses especially affordable housing. However Elsenham and surrounding areas are already struggling with high traffic levels, poor road conditions, overcrowding in GP and local amenities. Any larger development will cause road safety issues and worsened the pollution. Lorries are already destroying the roads and this will only get worse.
- This is a nightmare for all residents who live here. You get permission for one scheme, where will it end? We have lost so much countryside around here and this is only going to be detrimental to this area. Another development that will look exactly the same as all new developments, a complete eyesore. We do not want more housing in this area, when will developers understand and consider local residents who have lived here all their lives seeing the once lovely countryside decimated

**YOUR
SAY.**

APPENDICES



Appendix H Final Feedback Report

APPENDIX A: DO YOU HAVE ANY FURTHER COMMENTS?

- The local roads, facilities and infrastructure are not capable of accommodating any more people living in this area, stop building. The roads are busy enough already and are literally falling apart, shops are too small and far between, local facility car parks aren't big enough. Also it would be nice to preserve some green space which will do a lot more for the environment than building on it will, which is something you at least claim to care about
- This proposal just spoils the local area and will cause disruption for ages with heavy vehicles and damage to roads in the locality
- While the development of new homes in the area is generally required. There is insufficient investment in local infrastructure, particularly roads to enable such a development. Further growth of housing without investment in the infrastructure will impact existing residents significantly. I note this is a very peculiar survey with several leading questions not relevant to the development proposal.
- Money for the stakeholders is all I see. This is a village, one public house, a small post office a Tesco express small shop, a fish shop a hairdressers a school and a doctors surgery and a very poor bus service. With these in mind how is this housing phase one and two delivering sustainable climate change? They will need cars to travel. The store is too small for the amount of dwellings/families and the bus service is non-existent, but BLOOR will say this is a local problem. But this is a BLOOR problem created. Yes small open space created in the phases, Elsenham is surrounded with open space. Road infrastructure around Elsenham what is being done to mitigate the extra vehicles into the "village"? The works vehicles? What route are they taking? The drivers of these lorries don't care what route they take as long as they get to the site.... Villages are being turned into housing estates for the money grabbing stakeholders with no care for the local wildlife, or village community, unless it's their own village!! Are you investing in growth? More shops, better station facilities, bus routes added for greener travel? or just parking slots for all dwellings?

**YOUR
SAY.**

APPENDIX A: DO YOU HAVE ANY FURTHER COMMENTS?

- The roads already cannot cope with the traffic passing through the area and parking is extremely limited. The roads are in disrepair and the potential to extend the development with more houses will push residents out of the area they once loved as it has changed. Elsenham is not a village that can cope with more congestion and residents in the area. The countryside belongs there and it seems the proposal is becoming too large.
- The roads can't cope already this is just going to make things worse. We don't need another primary school the current one has already been double in size! If you intend on building all these houses you need to think about older children in the area we need a high school. Newport is no longer in the catchment for Elsenham leaving us with little choice of schools!!
- Unless you have homes available for under £150,000, or else provide deposit free options or other forward thinking schemes, none of these homes will be affordable for the vast majority. I grew up in this area and, even when working full time as a teacher, could not even afford to part-buy a property.
- You must be kidding!! Improved routes to the station may be good but what about improved routes into the village? Grove Hill is already a bottleneck and Chapel Hill in Stansted a few hundred yards away is already a problem. All these new vehicles will cause gridlock at busier times (when your traffic surveys were NOT carried out). Other entry points into the village are also inappropriate, especially for larger vehicles. The village cannot cope with more people and houses. There is no room at the doctors and dentists in the area all have long waiting lists. You also take about open spaces. By building these, you are taking AWAY open spaces so you are actually reducing what we have now. You are turning a village into a town and NO ONE here wants that

**YOUR
SAY.**

Appendix H Final Feedback Report

APPENDIX A: DO YOU HAVE ANY FURTHER COMMENTS?

- Biggest concern is excess Traffic in the area, which is already a big problem.
- This is not an appropriate site for new development. The loss of a green field site and the environmental damage which will be sustained far outweighs any benefits. Also places greater stress on the current infrastructure (both road and rail) which is already inadequate for existing dwellings.

**YOUR
SAY.**



 020 3890 7305

 hello@conciliocomms.com

 **CONCILIO**