



Acting on behalf of Redrow Homes (Eastern), Planning Potential secured a resolution to grant planning consent at Committee on 7<sup>th</sup> March 2023, and formal decision notice on 3<sup>rd</sup> April 2023, for the Reserved Matters (appearance, landscaping, layout, and scale) for 253 new dwellings, alongside significant open space and landscaping.

The site comprises 15.79ha of greenfield land to the north of Church Street, Bocking. The site received outline consent at Public Inquiry in 2020 by Gladman Developments. The outline consent was very controversial locally, attracting over 600 objections. With Redrow taking the site forward through Reserved Matters, a sensitive planning approach was required, including a comprehensive programme of planning and community engagement.

The scheme was subject to a Planning Performance Agreement and Planning Potential guided the application through a comprehensive planning and design process including:

- Formal pre-application discussions with Braintree District Council relating to the Site Wide Design Guide, and Reserved Matters
- Discussions with key consultees including landscaping, housing, ecology, drainage and highways
- A series of formal and informal design workshops with Braintree District Council
- Attendance at a series of workshops and engagement with local residents and stakeholders
- A suite of amendments relating to first the Site Wide Design Guide, and secondly the Reserved Matters to respond to consultee and stakeholder comments

Planning Potential worked very closely with the client, architects, and team of technical consultants, to create a scheme which produced the best possible design solution for the site, maximising the site's benefits, whilst remaining in accordance with the approved Site Wide Design Guide.

The scheme provides 253 high quality new homes, including 76 affordable homes and a mix of housing typologies, to cater for different needs. Redrow's objective was to play a key role in establishing a real sense of place for the scheme, embedded in sustainable and landscape-led design principles. To this effect, the scheme also provides for a large area of accessible open space, a Community Orchard, children's play space and kick about area, the planting of over 500 new trees, a net increase of 33.72% of hedgerow units, and the creation of wildlife ecology corridors.

Planning Potential Ltd  
London  
Magdalen House  
148 Tooley Street  
London SE1 2TU  
T: 020 7357 8000

Planning Potential and Braintree's collaborative approach was fundamental throughout the process, ensuring the application went to Planning Committee with no outstanding technical matters associated with the application. It was rewarding to hear both Officers and Cllrs give recognition at Planning Committee to the level of commitment and engagement from Redrow and the professional team to produce a high-quality, well-designed and considered scheme.



### Summary of achievements

- Comprehensive appraisal and due diligence of outline consent
- Clear advice on the strategy required to secure Reserved Matters planning permission
- Instructions to Counsel and attendance at a conference
- Project management of the process and consultant team
- Preparation of compelling evidence to support the application
- Full co-ordination and submission of the planning application
- Comprehensive negotiation / liaison with the Local Planning Authority throughout the process
- Securing a resolution to grant planning permission