



Securing swift consent for Barratt David Wilson Homes in Bocking through a s73 application

In 2024, Redrow merged with Barratt Group to form Barratt Redrow plc. As part of the merger, Barratt Redrow plc undertook a detailed review of sites to assess whether there were opportunities to bring some homes forward under more than one brand. As part of this review, an opportunity was identified at the Bocking site in Braintree to bring forward 60 open market homes under the David Wilson Homes brand, with the remaining proportion of the development (i.e. 193 dwellings) to continue to be brought forward as approved under the Redrow brand – enabling both quicker delivery of housing and allowing for a greater choice of designs to be delivered to the market.

The proposals sought the substitution of Redrow house types with the David Wilson Homes designs, affecting 60 open market plots across the site (comprising a total of 253 dwellings).

Planning Potential worked closely with the Planning Officer and Urban Design Officer at the LPA to agree the mechanism and scope of the application, prior to submission, to ensure all parties were aligned.

Through ongoing and iterative engagement, including an informal pre-application meeting, Planning Potential were able to seek feedback from the Urban Design Officer on the proposals which were amended to respond to the relevant comments prior to submission. This early collaboration enabled a smooth application process following the formal application submission, and Planning Potential achieved delegated consent, including a Deed of Variation to the S106, in March 2026.