



REPORT of STRATEGY, PERFORMANCE AND GOVERNANCE

**to
COVID-19 INTERIM MEASURES GROUP
23 JULY 2020**

LAND NORTH OF SOUTH WOODHAM FERRERS MASTERPLAN CONSULTATION

1. PURPOSE OF THE REPORT

- 1.1 To approve this Council's response to the consultation on the North Of South Woodham Ferrers Masterplan.

2. RECOMMENDATIONS

- (i) That IMG approves the draft response to the consultation set out in **APPENDIX 1** and that this is submitted to Chelmsford City Council

3. SUMMARY OF KEY ISSUES

- 3.1 Chelmsford City Council has consulted with Maldon District Council (MDC) on the masterplan for land north of South Woodham Ferrers (SWF). The site adjoins Maldon District's boundary. This masterplan has been prepared and promoted by the landowners and developers: Countryside Properties, ECC Property and Speakman Family / Bellway.
- 3.2 The masterplan proposes the comprehensive development of this site including c1000 homes, a new primary school, 2 early years facilities, a local centre, a mixed-use employment area, a Travelling Showpeople yard, as well as playing pitches and informal open space.
- 3.3 This site is allocated in the recently adopted Chelmsford Local Plan as a strategic growth area, as such, the principle of development has been established.
- 3.4 The draft consultation response (**APPENDIX 1**) has been jointly prepared by Planning Policy and Development Management.
- 3.5 The deadline for responding to the consultation is 24 July 2020.
- 3.6 Planning and Licensing Committee approved the Council's responses to the consultations on the draft Chelmsford Local Plan. There is continued Member interest in this allocation, and the impact its development could have on the District.

- 3.7 Officers propose that the draft consultation response in **APPENDIX 1** is approved for submission to Chelmsford City Council.

4. CONCLUSION

- 4.1 The Chelmsford Local Plan allocated land north of SWF as a strategic growth area. The Chelmsford City Council is now consulting upon the proposed masterplan for the development of the allocation. This is the Council's opportunity to comment on the masterplan.

5. IMPACT ON STRATEGIC THEMES

- 5.1 The Environment includes an outcome of 'partnership working to protect our countryside and coastline.' This consultation provides the council the opportunity to comment on the masterplan.

6. IMPLICATIONS

- (i) **Impact on Customers** – none
- (ii) **Impact on Equalities** – Positive. It will provide a new Travelling Showpeople's yard, in line with the Chelmsford Local Plan and helping to meet the need identified in the Essex GTAA. The site will provide new early years and primary school facilities.
- (iii) **Impact on Risk** – none
- (iv) **Impact on Resources (financial)** – none
- (v) **Impact on Resources (human)** – none
- (vi) **Impact on the Environment** – The masterplan takes careful consideration of watercourses and habitats on the site. There are likely to be impacts on the wider environment through increased leisure use of the countryside and coastal path.
- (vii) **Impact on Strengthening Communities** - none

Background Papers:

An interactive version of the masterplan is available at <https://northofswf.co.uk/>

Enquiries to: Leonie Alpin / Devan Hearnah