

Sempra Homes

Chapelgate (Former Car Park (14))

Statement of Community Involvement.

April 2021

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Executive Summary

- Semptra Homes ('the Applicant') has carried out a full programme of pre-application engagement in support of the proposals for the development of Land at the former car park (14) and adjacent land (known as Chapelgate), Basildon to deliver 233 new homes.
- A full description of the proposed scheme is set out below:

Full Planning Application for residential development comprising apartment blocks and dwellinghouses including affordable housing, vehicular access from Laindon Link, cycle and pedestrian accesses, associated parking, landscaping including open space, boundary treatments, drainage and earthworks.

- The Applicant appointed SEC Newgate to undertake a programme of community engagement and consultation on the proposed scheme, in line with Basildon Borough Council's Statement of Community Involvement (SCI) and the tenets of the Localism Act 2011. This document explains the public consultation that has been carried out in relation to this application.
- In support of the proposed scheme, engagement including phone calls, meetings and presentations were held with a range of stakeholders. These included:
 - Ward Councillors (Lee Chapel North)
 - Ward Councillors (Nethermayne)
 - Essex County Councillors for Laindon Park and Fryerns
 - Members of the Basildon Planning Committee
 - Members of the Basildon Housing and Communities Committee
 - Members of the Basildon Policy and Resources Committee
 - Members of the Basildon Town Centre Revival Committee
 - Member of Parliament for Basildon and Billericay
- Due to the constraints of Covid-19 the Applicant devised a remote public consultation, involving a range of alternative engagement techniques.
- Two distinct periods of public consultation were held:
 - A consultation on initial proposals was held in December 2020
 - A consultation on detailed proposals was held in February 2021.
- Both consultations were advertised via:
 - A newsletter delivered to approximately 2,200 households
 - A complementary letter was also delivered to immediate neighbours (initial proposals consultation only) on the same day as the newsletter
 - Newspaper adverts in the Basildon Echo
- Both consultations had the following features:

- Two interactive events were held via online webinar, with the project team giving a presentation and then answering questions.
 - A dedicated project website (www.chapelgatesemprahomes.co.uk) on which all the exhibition materials could be accessed, and an online feedback form.
 - A free post address to write to request copies of printed exhibition materials and printed feedback forms
 - A consultation phone line to make direct contact with the project team
 - A dedicated project email address (info@chapelgatesemprahomes.co.uk)
- The applicant has committed to continuing to consult with local stakeholders in the lead up and following submission of an application.

Background



The site comprises land south of Laindon Link including land at the former car park (14) and adjacent land.

Purpose of and approach to consultation

The Applicant recognises the potential impact that development has on local communities and believes that local people should be involved in helping shape the environment in which they live.

The importance of pre-application engagement is recognised in the Government's revised National Planning Policy Framework (NPPF), updated in February 2019, which states that:

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community" (Section 39, page 13)."

In accordance with the NPPF, the Applicant has undertaken a programme of engagement with the local community, to ensure that local people have the opportunity to inform the proposals prior to the submission of a planning application. This programme is also compliant with the National Planning Policy Guidance (NPPG).

Against this background, the objectives of this engagement strategy and programme were as follows:

- To meet the requirements for pre-application consultation on major planning applications set out in the Planning and Compulsory Purchase Act 2004 and supporting guidance, including the Council's SCI and the Localism Act.
- To ensure that the local community and its elected representatives were informed and consulted in respect of the proposed plans.
- To demonstrate how feedback has been incorporated in the revised proposals, and to explain why not, if it has not been.

Effective community involvement should ensure that people:

- Have access to information.
- Can put forward their own ideas and feel confident that there is a process for considering those ideas.
- Can take an active part in development proposals and options.
- Can comment on formal proposals.
- Get feedback and can be informed about progress and outcomes.

The Applicant is committed to fulfilling these principles and engaged SEC Newgate to co-ordinate the public consultation and report back on the results.

Basildon Borough Council Statement of Community Involvement

Basildon Borough Council's SCI (Third Revision) was adopted in October 2020 and sets out the authority's position on pre-application consultation:

2.1 The Developer's role

- *In accordance with the Localism Act 2011 and the NPPF, the Council encourages developers to consult with the wider community, stakeholders and residents prior to submission of a planning application. The aim is that the community is involved at the earliest possible stage before the developers finalise their proposals. This can often reduce the time taken to determine an application.*
- *For small-scale development proposals, applicants should speak to nearby neighbours about their plans. For larger scale development proposals, the Council expects developers to engage with relevant stakeholders, including the local community and ward Members. Effective techniques for more controversial schemes could include exhibitions and workshops which can be attended either in person or remotely. The Planning Case Officer will advise the developer of the Council's expectations in terms of the level and scale of consultation expected for individual schemes, on the basis of site-specific circumstances.*
- *Developers will be asked to provide information on all community engagement they have undertaken on the proposal, along with an explanation of how issues raised have been taken into account. This information will be considered by the Council when determining the planning application.*

SEC Newgate and Consultation

SEC Newgate is expert at developing specific programmes to ensure that its community consultations contribute positively to the planning process.

SEC Newgate is an accredited member of the Consultation Institute, which helps all those engaged in public or stakeholder consultation to absorb best practice. As a founder member, SEC Newgate also adheres to ethical standards as set out by the Public Relations & Communications Association.

The consultation process set out below has encompassed SEC Newgate’s Seven Point Plan, used to guide public consultations and ensure that they are carried out in a clear and transparent manner:

Principle	Importance
Notify the public and stakeholders of the consultation programme	Notification must be comprehensive: the community must be made aware of the consultation programme along with a timescale of different activities. It is not desired that an individual or group emerge at the end of the process feeling they have been excluded.
Inform those being consulted about the proposal and the constraints of the site	Having notified people of the consultation process, information is then provided on the background of the proposed development and any constraints which may be influential, for example, planning, geographical, technical and financial.
Consult with the public and stakeholders and get their views	Members of the public and key stakeholder groups to liaise with the project team and put forward ideas and aspirations for the development. Methods can vary widely from newsletters and websites to exhibitions. Our approach is explained in the later sections of this document.
Measure responses and analyse the results	Having allowed an acceptable timeframe for everyone with an interest to comment, the results are then quantified using both qualitative and quantitative techniques.
Report back to the local community about the views expressed	Feedback is then analysed, and the results publicised within the community and through stakeholder groups to keep consultees informed throughout the process.
Respond by amending the proposals where sensible	The developer responds to the views of the community and incorporates changes into the scheme where appropriate. It is important to try to include as much input from consultees as possible. This may involve, not only making amendments to the scheme, but also recording how much of the feedback accords with the original thinking about the site.
Publish details of the revised scheme and how the consultation programme has influenced it	At the conclusion of the programme, a full consultation assessment report will be submitted to the Council as part of the planning application. This document will demonstrate how the programme has been implemented, and the resultant implications for the scheme. Records of all feedback will also be made available to the Council and open to public scrutiny.

Public Consultation: Initial Proposals (December 2020)

Advertising the event

Newsletter (invitation) and letter to immediate neighbours.

An A4 invitation was delivered to approximately to 2,200 homes on Saturday 12th December. The delivery area and newsletter can be found in Appendices A and B.

In addition, a letter to immediate neighbours was delivered on the same day. This is included in Appendix C. The properties that received this were

- Hempstalls (1-22)
- Maplewood Court, Long Lynderswood (Flats 1-21)
- Great Knightleys 2-14, 1-17
- Wickhay 65-69
- Holy Trinity Church (by email)

Newspaper advert

A quarter-page advert appeared in the Basildon Echo on on Tuesday 15th December. This can be seen in Appendix D.

Website

The website launched on Saturday 12th December. It had been visited 148 times by Friday 15th January. Screenshots of the website as it appeared on Tuesday 5th January are included in Appendix E.

Interactive events

Format

Arranged as a webinar using the Zoom platform, members of the project team talked through a presentation (Appendix F) lasting approximately 20 minutes. Members of the public then submitted questions via the 'Q&A' function which the project team answered verbally.

At the end of the event, the project team encouraged members of the public to provide formal feedback (Appendix G) via the project website.

Attendance

The total number of members of the public who attended the events was four. This was spread equally across the two days as follows:

- Thursday 17th December (6pm) (2)
- Friday 18th December (2pm) (2)

Representatives of Sempra Homes, Basildon Borough Council, BPTW (Architects), Barton Wilmore (Planning Consultant) and SEC Newgate (Consultation facilitators) attended the event.

Feedback form

The newsletter and website encouraged members of the public and other stakeholders to complete a feedback form. Those who attended the public consultation were also encouraged to fill out the online feedback form. The form contained eight substantive questions. A copy of the feedback form is included in Appendix G.

One form was returned. The responses to the questions posed are analysed in the following section.

Quantitative analysis: Response to feedback form

As previously discussed, members of the public and further stakeholders have been encouraged to complete a feedback form that could be found on the consultation website. The form was designed to be completed and submitted online, however could also be downloaded and either emailed or posted (via the freepost address) to the consultation team. The feedback form contains eight questions, and at the close of consultation had one response. The feedback form gathered the following results:

1. Do you think the site, a disused car park, is a good place to provide new homes (including affordable homes) for Basildon?

1 response



2. Do you think Basildon town centre would benefit from local investment (including new homes) and residents who would support existing and new businesses?

1 response



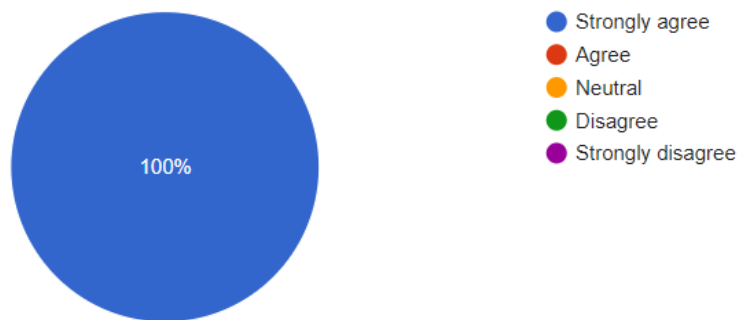
3. Do you support the design approach that the taller buildings should be located closer to the town centre?

1 response



4. Do you support the inclusion of green spaces providing open space, landscaping and biodiversity improvements?

1 response



5. Do you support the creation of a new pedestrian and cycling facilities (such as along the south side of Laindon Link) to improve links to and from the town centre?

1 response



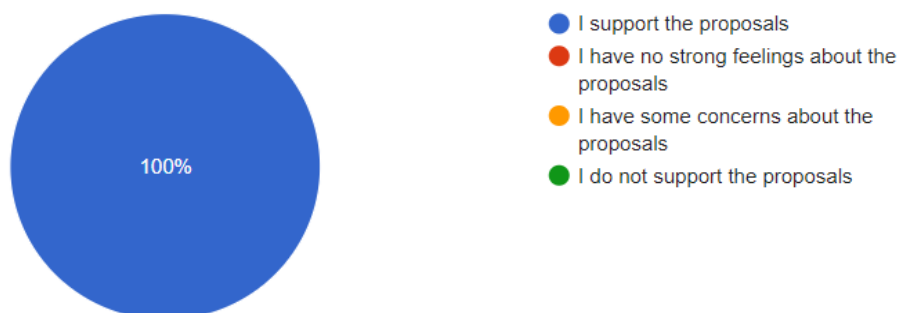
6. Do you support the financial contributions that will be made to support social infrastructure in the area (as well as affordable housing provision)?

1 response



7. Which of these statements best describes your opinion about the overall proposals?

1 response



Qualitative feedback

Interactive events - feedback form

Question 8 allowed respondents to add their own written comments to the feedback form. However, during the first consultation only one response was received, and this did not contain constructive or critical comments in relation to the proposals.

Interactive events - questions asked and comments made

During the two interactive events, members of the public made a number of comments and asked questions that could constitute qualitative feedback, these included:

Site's status as a brownfield site: *members of the public raising concern about the undeveloped land to the west of the site.*

Ecological Value: *it was pointed out that this land had previously contained a Basildon Council sign saying 'Conservation Area', which had been removed in the last couple of years. It was later clarified that the area was not a Conservation Area in planning terms, nor did it have any special ecological status. However, existing ecological value was a key consideration and proposals would seek to enhance biodiversity.*

Sunlight/Overlooking: *the impact to Maplewood Court was raised. The project team said that initial analysis suggested that the separation distances meant impacts would be minimal but detailed analysis would be undertaken.*

Parking: *Concern about the amount of parking provided. The project team clarified that the number of spaces hadn't been confirmed but that a ratio of 0.6 was being considered.*

Energy: *it was asked if an energy strategy was in place as part of the proposals, the project team answered that they were looking at the best possible energy strategy for the site.*

Enquiries (received during the period of public consultation only)

The team operated an email address and phone number for residents to make enquiries. Some of the specific enquiries received are detailed below.

- Will development occur on the whole of the site within the red line?
- Concern about development on the west of site due to ecology here.
- Heights should be lower than 5 storeys - taller buildings linked to mental health and fire safety.

Public Consultation - Detailed Proposals (February 2021)

Advertising the event

Public Consultation newsletter (invitation)

An A4 invitation leaflet was delivered to approximately 2,200 homes on 4th February 2021. The delivery area and the leaflet itself are included at Appendices H and I.

Newspaper advert

A quarter-page advert appeared in the Basildon Echo on Monday 8th February. This can be seen in Appendix J.

Website

The website was edited on Tuesday 2nd February to reflect the launch of the second public consultation.

Interactive events

Format

Arranged as a webinar using the Zoom platform, members of the project team talked through a presentation (Appendix K) lasting approximately 20 minutes. Members of the public then submitted questions via the 'Q&A' function which the project team answered verbally.

At the end of the event, the project team encouraged members of the public to provide formal feedback (Appendix L) via the project website.

Attendance

The total number of members of the public who attended the events was 11. This was spread across the two days as follows:

- Thursday 11th February 6pm (6)
- Friday 12th February 2pm (5)

Representatives of Sempra Homes, Basildon Borough Council, BPTW (Architects), Barton Wilmore (Planning Consultant), Matt Lee (Landscape Architect) and SEC Newgate (Consultation facilitators) attended the event.

Feedback form

The newsletter and website encouraged members of the public and other stakeholders to complete a feedback form. Those who attended the public consultation were also encouraged to fill out the online feedback form. The form contained seven questions relating to the key themes of the proposals. A copy of the feedback form is included in Appendix K.

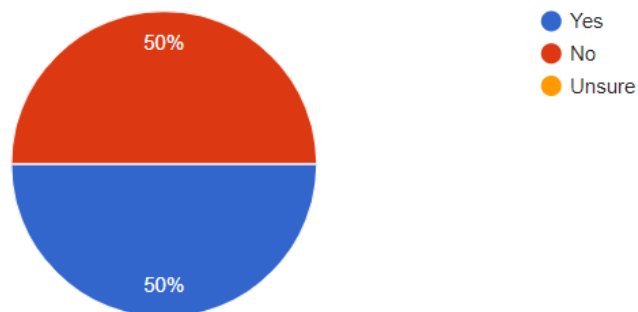
Quantitative analysis: Response to feedback form

As previous mentioned, members of the public and stakeholders have been encouraged to complete a feedback form that could be found on the consultation website. The form was designed to be completed and submitted online, however could also be downloaded and either emailed or posted (via the freepost address) to the consultation team.

The feedback form contained seven substantive questions, and received two responses.

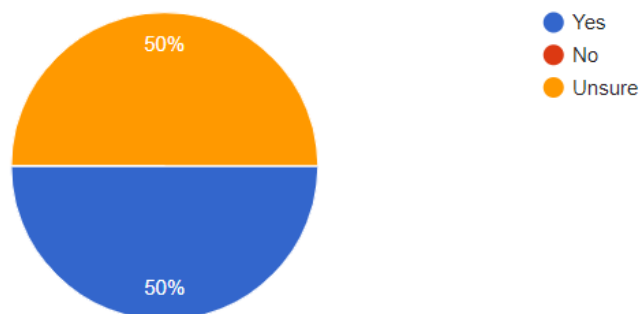
1. Do you think that Basildon is in need of new homes (including affordable homes)?

2 responses



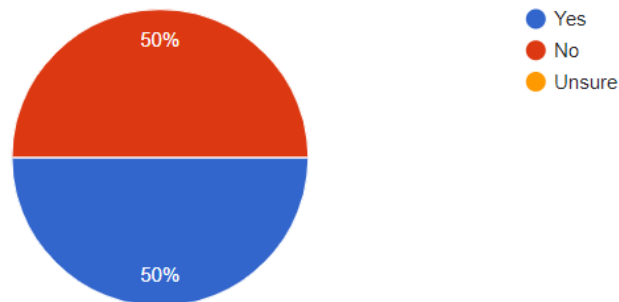
2. Do you think the site, a former car park and adjacent land, is a suitable place to provide new homes for Basildon?

2 responses



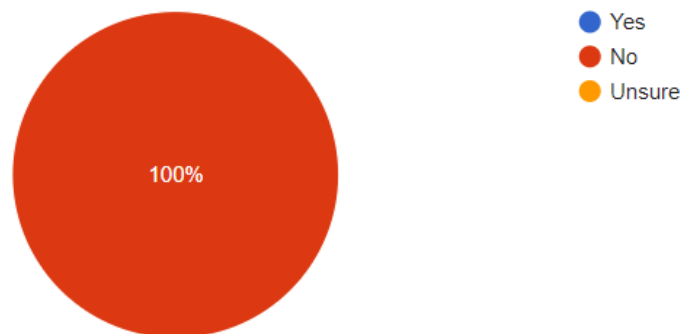
3. Our proposals will deliver houses and five blocks of flats at a site on the edge of the town centre. Four blocks will be 5-8 storeys and one block, overlooking Roundacre roundabout will be part 7, part 10 storeys. Do you think the building heights are acceptable given the need to deliver new homes?

2 responses



4. Our proposals could deliver a new pedestrian and cycling path along the south side of Laindon Link, to improve links to and from the town centre? Do you support this?

2 responses



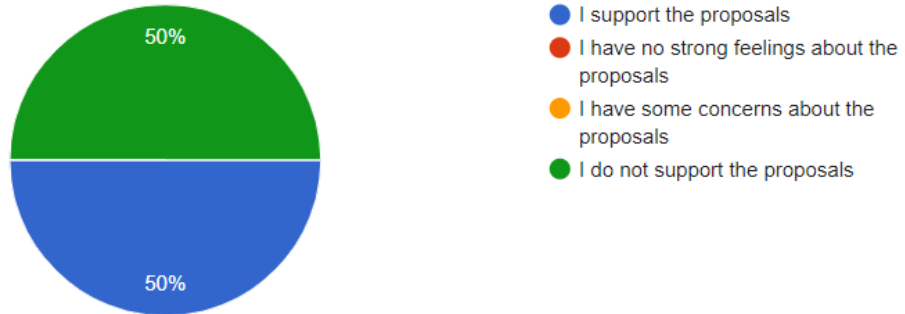
5. Financial contributions will be made to support social infrastructure (e.g. schools, roads, the park, affordable housing) in the local area. Please let us know your priorities for these contributions.

One response, paraphrased below

I am concerned that developments such as this are being imposed on Basildon by stealth without proper provision for improving the supporting infrastructure. Covid aside, roads, peak train services, my GP surgery, schools, parking in residential roads, etc, are already at, or over, capacity. Identifying priorities for financial contributions does not address these problems in any significant way.

6. Which of these statements best describes your opinion about the overall proposals?

2 responses



Qualitative feedback

Interactive events - feedback form

Question 7 of the feedback form allowed respondents to submit further comments. It is shown below, along with the one response received.

Question 7: Do you have any further comments you would like us to consider?

I would prefer the site to be returned to green space. If development must proceed, it should be restricted to the 'brown field' site of the former car park. In relation to question 4, I would like to add that I am strongly opposed to a new pedestrian and cycle path on the south side of Laindon Link, particularly if it extended to Staneway roundabout. This would be highly likely to have a severe adverse impact on the woodland and green space in this area, and its biodiversity. The pedestrian and cycle path on the north side of Laindon Link is adequate and, ironically, is one of the few elements of local infrastructure that is currently under used. Car parking provision in the proposed new development is wholly inadequate. Essex County Council's minimum standard for a one bedroom household is one vehicle. In the 2011 census there were on average 12 cars per ten households. The proposed provision of 0.6 parking spaces per household does not match the real level of demand. It is unrealistic to expect to impose lifestyle changes so that residents use public transport instead of car ownership. It simply will not happen. Instead, the proposed green spaces, landscaping and biodiversity improvements will disappear under a sea of BMWs, Audis and Mercedes Benz.

Interactive events - questions asked, and comments made.

During the two interactive events, members of the public made a number of comments and asked questions that could constitute qualitative feedback, these included:

Parking: Members of the public raised concern about the lack of parking on site, which led to concerns of residents using parking around surrounding roads.

Overlooking: some concerns were expressed about overlooking to neighbouring properties, in particular those living on Great Gregorie.

Affordability: One attendee questioned the affordability of the scheme and exactly how the homes would be made affordable

Environmental considerations: questions about how homes would be heated. Also whether the proposals would include electric charging points.

Height: some concerns were expressed about the height of the buildings in particular the 10-storey building.

Enquiries (received during the period of the second public consultation only)

The team operated an email address and phone number for residents to make enquiries. Each bullet point below summarises the nature of the enquiry and the response. It is worth noting that enquiries summarised in the first two bullet points were made by individuals who also attended the interactive events. Of note:

- Overlooking to neighbouring streets such as Great Gregorie?
 - Response - no significant overlooking was expected onto Great Gregorie, the site had been designed to minimise any impact on overlooking to existing residents.

- Would Roundacre Roundabout be included in the proposals?
 - Response - Roundacre Roundabout would not be part of the proposals.

- Supported the overall proposals and encouraged even more houses to be built on the site
 - Response - Thanked for feedback.

- Overlooking
 - Response - new buildings are a significant distance from existing properties and therefore no existing residents will be significantly overlooked.

- Issues with air pollution and concerned with the pressure on local services.
 - Response - Explained as part of the development a contribution to local services would be made by Sempra. It was also noted the environmental aspects of the proposals.

Stakeholder engagement

Initial Proposals (December 2020)

Political stakeholders were invited to preview events on Wednesday 16th December. Stakeholders were informed that if they could not attend an alternative time could be arranged.

The stakeholders invited included:

- Ward Councillors (Lee Chapel North)
 - Cllr Olukayode Adeniran
 - Cllr Andrew Gordon
 - Cllr Elaine Macdonald
- Ward Councillors (Nethermayne)
 - Cllr Derek Fellows
 - Cllr Kerry Smith
 - Cllr Pauline Kettle
- Essex County Councillors for Laindon Park and Fryens
 - Cllr Alan Davies
 - Cllr Jeff Henry
- Members of the Basildon Borough Council Planning Committee
 - Cllr Adele Brown
 - Cllr Melissa McGeorge
 - Cllr Olukayode Adeniran
 - Cllr Pauline Kettle
 - Cllr Carole Morris
 - Cllr Craig Rimmer
 - Cllr Phil Turner
- Members of the Basildon Borough Council Housing and Communities Committee
 - Cllr Kerry Smith
 - Cllr Andrew Gordon
 - Cllr Jeff Henry
 - Cllr Craig Rimmer
 - Cllr Andrew Schrader
 - Cllr Maryam Yaqub
- Members of the Basildon Policy and Resources Committee
 - Cllr Gavin Callaghan
 - Cllr Kerry Smith
 - Cllr Andrew Baggott
 - Cllr Adele Brown
 - Cllr Anthony Hedley
 - Cllr Aidan McGurran
 - Cllr Stuart Sullivan
- Members of the Basildon Borough Council Town Centre Revival Committee

- Cllr Gavin Callaghan
- Cllr David Burton-Sampson
- Cllr Jeff Henry
- Cllr Anthony Hedley
- Cllr David Harrison
- Cllr Don Morris

Preview events were attended by Cllr Elaine McDonald (Lee Chapel North) and Cllr Alan Davies (in his capacity as a County Councillor for the area in which the site was located).

Representatives of Sempra Homes, Basildon Borough Council, BPTW (Architects), Barton Wilmore (Planning Consultant, SEC Newgate (Consultation facilitators) attended the event.

During the preview event, Councillors were shown the presentation to be provided at the public consultation events (17/18 December) and provided with an opportunity to ask the project team questions and provide their comments.

Topics discussed included:

- Size of the apartments
- Type of affordable housing being provided.
- Approach to tree retention.
- Advertisement of the event
- Design approach, specifically the approach to building footprints and massing

Detailed Proposals (February 2021)

We contacted the same list of political stakeholders to invite them to preview events on 10th February in relation to the second public consultation. Stakeholders were informed that if they could not attend an alternative time could be arranged.

Preview events were attended by

- Cllr Derrick Fellowes (Nethermayne)
- Cllr Aidan McGurran (Vange)
- Cllr Carol Morris (Wickford North)

Representatives of Sempra Homes, Basildon Borough Council, BPTW (Architects), Barton Wilmore (Planning Consultant, Matt Lee (Landscape Architect) and SEC Newgate (Consultation facilitators) attended the event.

During the preview event, Councillors were shown the presentation to be provided

at the public consultation events (11/12 February) and provided with an opportunity to ask the project team questions and provide their comments.

Topics discussed included:

- Site layout and parking provision, including use of communal car parks
- Overlooking.
- Height in the context of emerging proposals in the town centre.
- Wildlife, ecology and tree retention.
- Electric vehicle charging points.
- Fast broadband provision.
- Size of apartments.
- Waste collection.

Conclusion

In line with local and national guidance, the Applicant has undertaken a programme of consultation to engage with local residents and elected representatives in respect of proposals for development of Land at the former car park (14) and adjacent land.

SEC Newgate, on behalf of the Applicant, undertook engagement with the local community prior to the planning application being submitted. Local stakeholders have had the opportunity to engage with representatives of the project team, as well as direct engagement via email and phone during the formal public consultation process.

The Applicant has demonstrated a willingness and desire to meet and engage with a wide range of stakeholders, and to continue this dialogue post submission, and will make every effort to incorporate comments received from the consultation where possible in the final plans.

The feedback received from the consultation reflects the primary concern about the height and massing of the new buildings, parking provision and impacts on the existing ecology.

The Applicant is keen to emphasise that the submission of the planning application is not the end of the consultation process and intends to continue a dialogue with the local community throughout the application phase and beyond.



PUBLIC
CONSULTATION
YOUR INVITATION



The former Car Park (14) has been disused since 2011.

Sempra Homes is developing initial proposals for **new homes** on the site of the former Car Park (14).

Earlier this year, Sempra Homes bought the site, which has been disused since 2011. Development of the site can provide new homes for Basildon and help bring investment and vitality to Basildon town centre.

A public consultation has now opened for you to have your say, with interactive events next week.



Aerial view of the site



About Sempra Homes

Sempra Homes was established by Basildon Council to deliver new homes, helping to meet Basildon's local housing needs.

We deliver quality, well-designed and sustainable homes, including affordable homes.



We have recently completed Maplewood Court in Lee Chapel and Cherry Tree Court in Laindon.

Contact us

We welcome your questions. Please contact us via

📧 info@chapelgatesemprahomes.co.uk ☎️ 07783 315595 🌐 www.chapelgatesemprahomes.co.uk

About our proposals

We want to repurpose the disused former car park, providing new homes for Basildon and bringing investment and vitality to the town centre.

Our proposals for the site could deliver:

- Up to 250 homes.
- Flats and houses, including affordable homes.
- Range of building heights up to 10 storeys.
- Beautifully designed homes in keeping with the character of the area.
- Green spaces, landscaping and biodiversity improvements.
- Parking provision for cars and bikes for residents within the development.
- Improved pedestrian and cycling links to the town centre.



Early sketch view of our ideas
(looking south towards Roundacre roundabout).

PUBLIC CONSULTATION – NOW OPEN

Our commitment to local people

We want local people to help us shape our plans – your input is valued.

We have a website, phone line and email address. Due to coronavirus, an interactive event will be held online – with two dates to make it easier to join.

At these events, the project team will tell people more about our initial proposals for the former car park site and of course answer people's questions. Then we would really like to get your feedback.

Immediate neighbours

For these residents very close to the site, we will also be sending you a letter too.

Find out more

- Website launching
- Interactive events next week
- Call or email us

Have your say

Online interactive event 1

Thursday 17 December (6pm-7pm)
Visit www.zoom.com and input code:
990 3912 7059

Online interactive event 2

Friday 18 December (2pm-3pm)
Visit www.zoom.com and input code:
982 0599 9700

Unable to attend next week?

If you are not able to attend our interactive events, you can visit our website, email us or call us. We are happy to arrange alternative methods for you to find out more and provide your feedback.

Contact us

We welcome your questions. Please contact us via

@ info@chapelgatesemprahomes.co.uk ☎ 07783 315595 🌐 www.chapelgatesemprahomes.co.uk

Appendix C – Neighbour Letter (December 2020)



Sempra Homes Limited
The Basildon Centre
St Martins Square
Basildon
Essex
SS14 1DL

Saturday 12 December 2020

Dear Neighbour

Re Development at former Car Park 14

Today we will deliver to you and residents in the local area a newsletter about our plans for development at the former Car Park 14 site.

To residents who **live very close to the site**, we are also delivering this letter.

Public consultation opens

As explained in greater detail in the newsletter, our public consultation starts today, with interactive events taking place next Thursday (6pm) and Friday (2pm) – full details are in the newsletter.

The interactive events next Thursday and Friday are an opportunity for local people to hear a presentation from the team about our proposals and to ask questions.

A website is scheduled to launch today and we also have an email address and telephone number to assist residents to find out more. Paper copies of the information on the website are available.

Opportunity to speak with the team

We would also like to make you aware, as a recipient of this letter, that the team would be delighted **to talk with you** informally before the interactive events next Thursday and Friday.

Prior to coronavirus, we might have visited you at your home to chat. Unfortunately, this will not be possible, but we can speak on the phone or speak over video call (Zoom/ Teams etc).

We can explain the proposals, answer any questions and listen to any concerns you may have.

If you would like to **arrange a chat with the team**, please let us know us via the contact details below and we would be delighted to arrange this.

Kind regards

Sempra Homes

E: info@chapelgatesemprahomes.co.uk

T: 07783 315595

W: www.chapelgatesemprahomes.co.uk (launching soon)



Appendix D - Newspaper Advert (December 2020)



sempra
HOMES

PUBLIC CONSULTATION THIS WEEK

Sempra Homes is developing initial proposals for **new homes** on the site of the former Car Park (14), which has been disused since 2011.



Aerial view of the site

LAINDON LINK

Former Car Park (14)

A176

Town centre

Development of the site can provide new homes for Basildon and help bring investment and vitality to Basildon town centre.

Find out more and provide your feedback by attending one of our interactive events this week.

Have your say

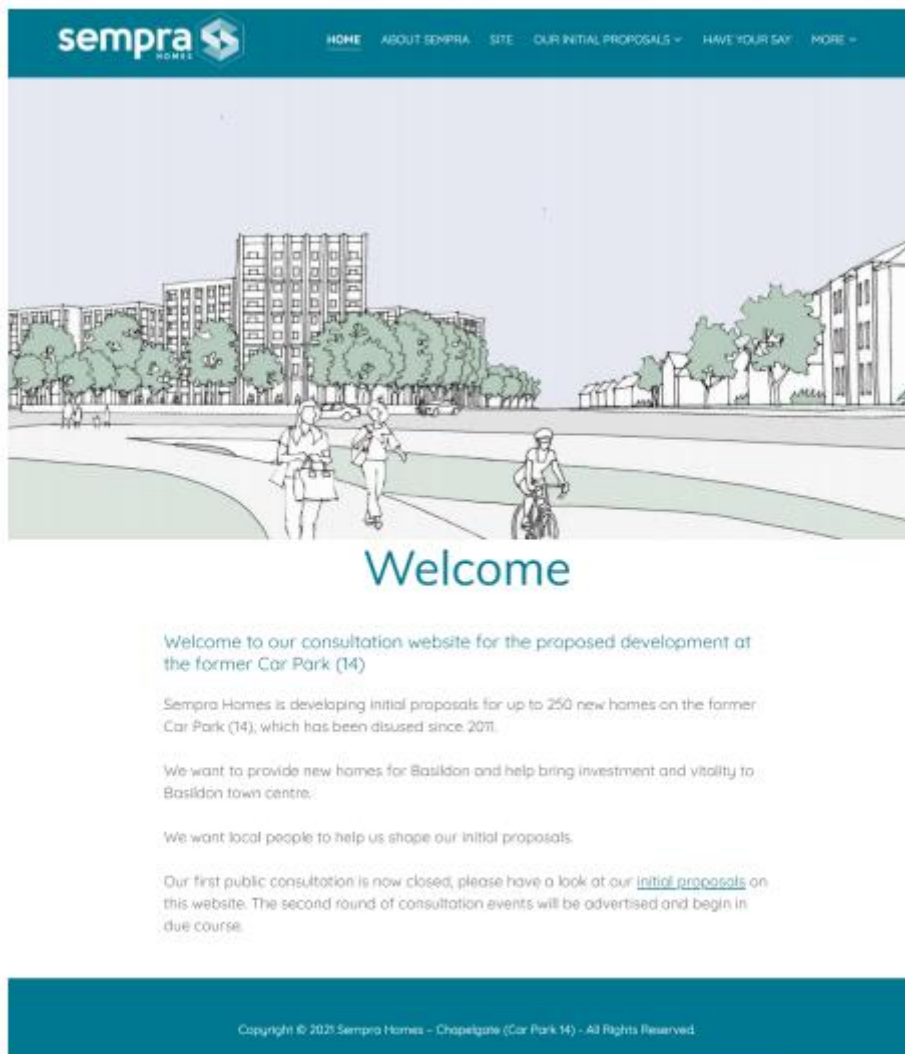
Online interactive event 1
Thursday 17 December (6pm-7pm)
Visit www.zoom.com and input code:
990 3912 7059

Online interactive event 2
Friday 18 December (2pm-3pm)
Visit www.zoom.com and input code:
982 0599 9700

@ info@chapelgatesemprahomes.co.uk ☎ 07783 315595

🌐 www.chapelgatesemprahomes.co.uk

Appendix E - Website screenshots (as it appeared in December 2020)



About Sempra

Sempra was established by Basildon Council to deliver a range of new homes across the borough.

As a quality house builder operating locally, we understand the demand for high-quality and affordable homes for Basildon residents.

We believe we understand how people want to live, which is reflected in our offering of sustainable, thoughtfully designed, high quality homes.

Homes include affordable rent, shared ownership and private sale. Sempra Homes has completed a number of developments across the borough.

Last year, we were proud to complete Maplewood Court off Long Lynderswood, which provided 20 homes for Borough residents and key workers on a shared ownership basis. The development is an example of our vision - high quality, well-designed and sustainable homes.



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The Site

The site's location, on the edge of the town centre, makes it a perfect site to provide new homes to meet Basildon's housing needs.

The former Car Park (14) site has been disused since 2011. It was formerly used as overflow parking for the town centre's Westgate Retail Park, which was built at the turn of the millennium.

Sempra Homes acquired the site in March 2020 in order to provide new homes for Basildon.

Site Photos

View from Nethermayne footpath



View from Laindon Link



Former entrance to car park

Our Initial Proposals

We want to repurpose the disused Car Park, providing new homes for Basildon and investment and vitality to the town centre. Our proposals for the site could deliver:

- Up to 250 homes.
- Flats and houses, including affordable homes
- Range of building heights up to 10 storeys
- Beautifully designed homes in keeping with the character of the area.
- Green spaces, landscaping and biodiversity improvements.
- Parking provision for cars and bikes for residents within the development.
- Better pedestrian and cycling links to the town centre.

You can find out more by viewing the [presentation](#) given during our interactive events.



Investing in Basildon

Development of the former Car Park (14) site will provide an economic boost for Basildon.

Redevelopment of the site will bring a major boost to Basildon's economy, providing jobs and increasing local spend.

Development would also produce financial contributions to support local services.

During construction, activity will provide jobs, apprenticeship placements and support local supply chains ensured through contract.

Once complete, the development would support a small number of jobs.



Basildon Town Centre

Basildon Town Centre is being transformed, delivering a new retail and leisure offer.

An important part of this vision is to provide new quality homes in and around the town centre.

The former Car Park (14) site is on the edge of the town centre and its development will contribute to the ongoing transformation.

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Community Benefits



We are committed to maximising the benefits the development could bring to the local community.

Our proposals could deliver:

- New Homes, of various tenures including affordable homes, which will support people on Basildon's housing waiting list.
- Financial contributions via s106 and CIL which could be used to improve local infrastructure.
- Local economic growth – new homes and new residents will bring greater footfall to the town centre, helping to support our local businesses.
- Job creation – hundreds of jobs during construction, during support for local supply chains. Once complete, the development will support several property management jobs and support people employed in town centre businesses.

Have your say

We are consulting the local community on our early proposals so that they are shaped by local residents, businesses and key stakeholders.

Semptra will be running two periods of public consultation, the first will outline initial proposals, and the second, to be held in the New Year, will outline detailed proposals, identifying any changes made as a result from feedback from residents and stakeholders.

As the project progresses, we may issue updates to the local community via email. If you would like to register your details to receive these, please enter your email address [here](#)

Public Consultation

Our first public consultation is **now closed**. We distributed a community [newsletter](#) and held two interactive events on 17 and 18 December 2020.

At our interactive events, the team explained our initial proposals and then answered your questions. You can view the materials we presented [here](#).

Our online feedback survey closed on Monday 4th January. The project team will be using this feedback to help form our proposals ahead of the second round of consultation events will be advertised and begin in due course.

Contact Us

We welcome your comments and questions. Please use the form below to contact us or send us an email at info@chapelgatesemprahomes.co.uk or call 07783 315595.

Name

Email*

Message

SEND



Former Car Park (14) – Public Consultation

Welcome

The event will start shortly



About this
Project

sempra
HOMES



BARTON
WILLMORE

Newington

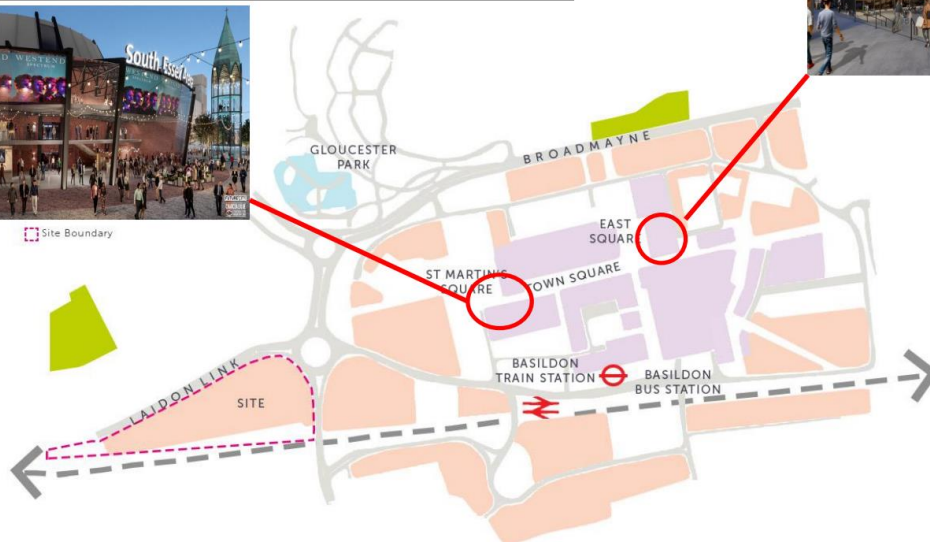
About



Investment in Basildon



Site Boundary



Our consultation for former Car Park (14)



Initial proposals – consultation 1

- Newsletter
- Website
- Interactive events
- Email/ phone line

Detailed proposals – consultation 2

- Newsletter
- Website
- Interactive events
- Email/ phone line



Site Context

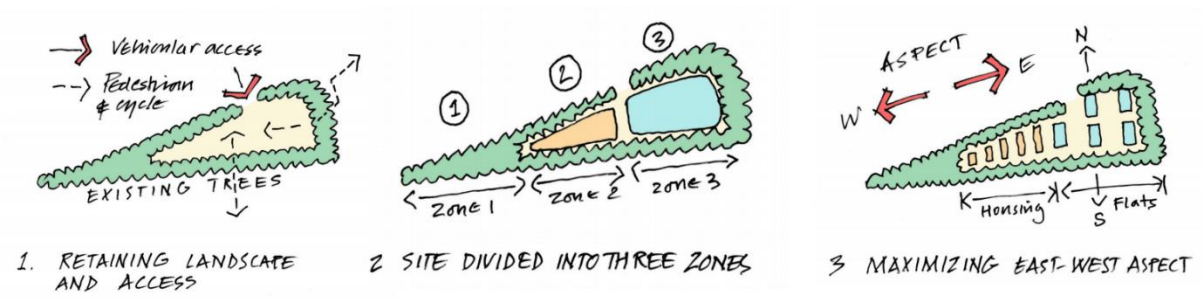


Disused since 2011

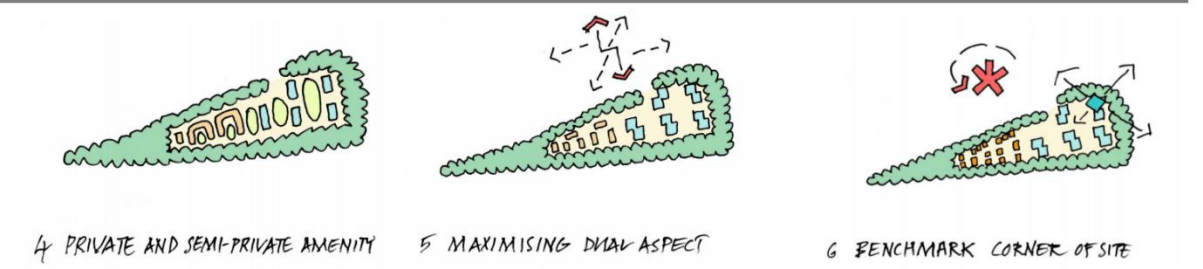




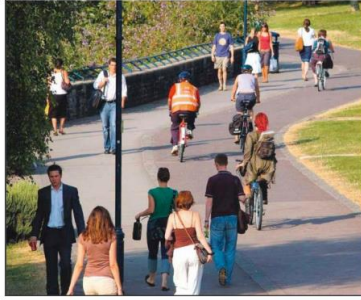
Site Context



Design – initial considerations



Our Initial Proposals



- Up to 250 homes.
- Homes will include both flats and houses.
 - Targetting policy-compliant affordable housing provision
- Beautifully designed homes
 - Homes meet or exceed National space standards
 - Private amenity space
 - in keeping with the character of the area.
- Green spaces – open space for all, landscaping and biodiversity value.
- Parking provision for cars and bikes for residents within the development (0.6/ home)
- Better pedestrian and cycling links to the town centre.

Our Initial Proposals



Our Initial Proposals



Our Initial Proposals



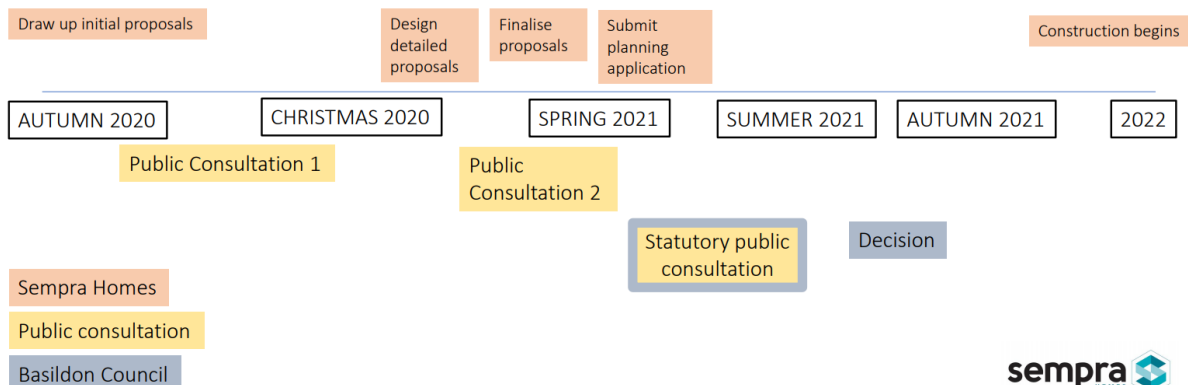
Benefits of the proposals



- New Homes to meet Basildon's needs
- Affordable Housing
- Infrastructure contributions
- Green spaces
- Improved pedestrian and cycle links
- Job creation – hundreds of jobs during construction.
- Local economic growth



Next steps



Have your Say!

- ✓ Presentational materials on website
- ✓ Online feedback Form
- ✓ Post back a feedback form
- ✓ Contact us via 07362 937331 or info@chapelgatesemprahomes.co.uk



Appendix G - Feedback Form (December 2020)



Thank you for participating in our first public consultation about our initial proposals for the former Car Park (14) site.

All comments will be used to form our Statement of Community Involvement (SCI) as part of the planning application process.

About you

- a. Are you
Local Resident Other stakeholder
- b. Please provide your Postcode
- c. Age bracket
0-17 18-24 25-34 35-44 45-54 55-64 65 and over
- d. Did you receive a newsletter through your door
YES NO
- e. Did you attend one of our interactive events?
YES NO
- f. If so, how useful did you find the interactive event?
Useful Undecided Not useful
- g. If you wish to receive project updates by email please enter your email address:
Your data will be handled in accordance with the Data Protection Act 2018 and GDPR.

1. Do you think the site, a disused car park, is a good place to provide new homes (including affordable homes) for Basildon?

Strongly agree Agree Neutral Disagree Strongly disagree

2. Do you think Basildon town centre would benefit from local investment (including new homes) and residents who would support existing and new businesses?

Strongly agree Agree Neutral Disagree Strongly disagree

3. Do you support the design approach that the taller buildings should be located closer to the town centre?

Strongly agree Agree Neutral Disagree Strongly disagree

info@chapelgatesemprahomes.co.uk [07710 315595](tel:07710315595) www.chapelgatesemprahomes.co.uk

4. Do you support the inclusion of green spaces providing open space, landscaping and biodiversity improvements?

Strongly agree Agree Neutral Disagree Strongly disagree

5. Do you support the creation of a new pedestrian and cycling facilities (such as along the south side of Laindon Link) to improve links to and from the town centre?

Strongly agree Agree Neutral Disagree Strongly disagree

6. Do you support the financial contributions that will be made to support social infrastructure in the area (as well as affordable housing provision)?

Strongly agree Agree Neutral Disagree Strongly disagree

7. Which of these statements best describes your opinion about the overall proposals?

- I support the proposals
- I have no strong feelings about the proposals
- I have some concerns about the proposals
- I do not support the proposals

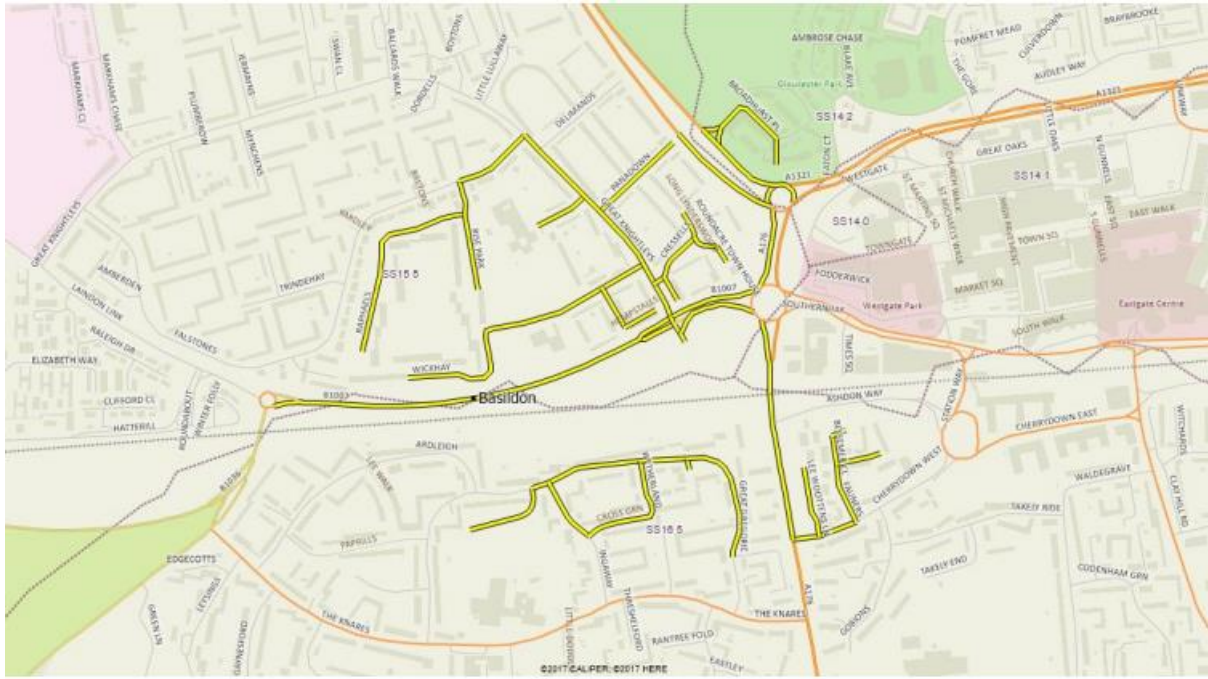
8. Do you have any further comments you would like us to consider?

(if required please continue on a separate page)

Newington Communications has been asked by Sempra Homes to keep a record of feedback. The personal data that you provide in this form (name, address, email, telephone) will be stored by us and may be shared with Sempra Homes. We are of the view that we have a legitimate interest in storing this information and passing this information on to the owners for this specific purpose and are processing your data in accordance with the EU General Data Protection Regulation.

If you would like further information about our legitimate interest, or the ways in which we will process information, please contact Julia at juliana@newingtoncommunications.co.uk. You are entitled to object to our processing your personal data. Please contact Julia at juliana@newingtoncommunications.co.uk if you wish to do so.

Appendix H - Consultation Area (February 2021)





PUBLIC CONSULTATION
YOUR INVITATION

After holding the first public consultation in December, Sempra Homes has now developed detailed proposals for new homes on the site at the former Car Park (14) and adjacent land.

Last year, Sempra Homes bought the site, which has been disused since 2011. Development of the site can provide new homes for Basildon and help bring investment and vitality to Basildon town centre.

A second public consultation, about our detailed proposals, has now opened for you to have your say, with interactive events next week.



Aerial view of the site

Proposed area for development



About Sempra Homes

Sempra Homes was established by Basildon Council to deliver new homes, helping to meet Basildon's local housing needs.

We deliver quality, well-designed and sustainable homes, including affordable homes.



We have recently completed Maplewood Court in Lee Chapel and Cherry Tree Court in Laindon.

Contact us

We welcome your questions. Please contact us via

@ info@chapelgatesemprahomes.co.uk ☎ 07783 315595 🌐 www.chapelgatesemprahomes.co.uk



Indicative image looking north-west (towards Laindon Link).

About our proposals

We want to repurpose the disused former car park and adjacent land, providing new homes for Basildon and bringing investment and vitality to the town centre. Our proposals for the site could deliver:

- **233 homes (flats and houses).**
 - At least 72 affordable homes.
- **Range of building heights up to 10 storeys.**
 - Two storey houses towards the west of the site.
- **Beautifully designed homes in keeping with the character of the area.**
 - Retention of existing woodland.
 - Retention of nearly all trees and area of most ecological value to the west.
 - Buildings' external appearance predominantly brick.
 - Homes meet or exceed size standards.
- **Green spaces, landscaping and biodiversity improvements.**
 - 1,900 sqm of new public green space open to new and existing residents.
- **Parking provision for cars and bikes for residents within the development.**
- **Improved pedestrian and cycling links to the town centre.**
 - New routes along the south of Laindon Link and through the site.

Our commitment to local people

This is the second public consultation – another opportunity for local people to help us shape our plans – your input is valued.

We have a website 🌐, phone line 📞 and email address @.

Due to coronavirus, an interactive event will be held online – with two dates to make it easier to join. At these events, the project team will tell people more about our detailed proposals for the site and of course answer people's questions. Then we would really like to get your feedback via our website.

PUBLIC CONSULTATION – NOW OPEN

Find out more

- Visit our website:
www.chapelgatesemprahomes.co.uk
- Interactive events next week
- Call or email us

Have your say

Online interactive event 1

Thursday 11 February (6pm-7pm)
Visit www.zoom.com and input code:
974 0244 0987

Online interactive event 2

Friday 12 February (2pm-3pm)
Visit www.zoom.com and input code:
975 3786 2423

Unable to attend next week?

If you are not able to attend our interactive events, you can visit our website, email us or call us.

We are happy to arrange alternative methods for you to find out more and provide your feedback.

Contact us

We welcome your questions. Please contact us via

@ info@chapelgatesemprahomes.co.uk 📞 07783 315595 🌐 www.chapelgatesemprahomes.co.uk

sempra
HOMES

PUBLIC CONSULTATION THIS WEEK

After holding the first public consultation in December 2020, Sempra Homes has now developed detailed proposals for new homes at the Chapelgate site (former Car Park 14) and adjacent land.

Aerial view of the site



Development of the site can provide new homes for Basildon and help bring investment and vitality to Basildon town centre.


Have your say

Online interactive event 1
Thursday 11 February (6pm-7pm)
Visit www.zoom.com and input code:
974 0244 0987

Online interactive event 2
Friday 12 February (2pm-3pm)
Visit www.zoom.com and input code:
975 3786 2423

Find out more and provide your feedback by attending one of our interactive events this week.


@ info@chapelgatesemprahomes.co.uk ☎ 07783 315595
🌐 www.chapelgatesemprahomes.co.uk



Former Car Park (14) – Public Consultation

Welcome

The event will start shortly



About
this
Project



About



Our consultation for former Car Park (14)



Initial proposals - consultation 1

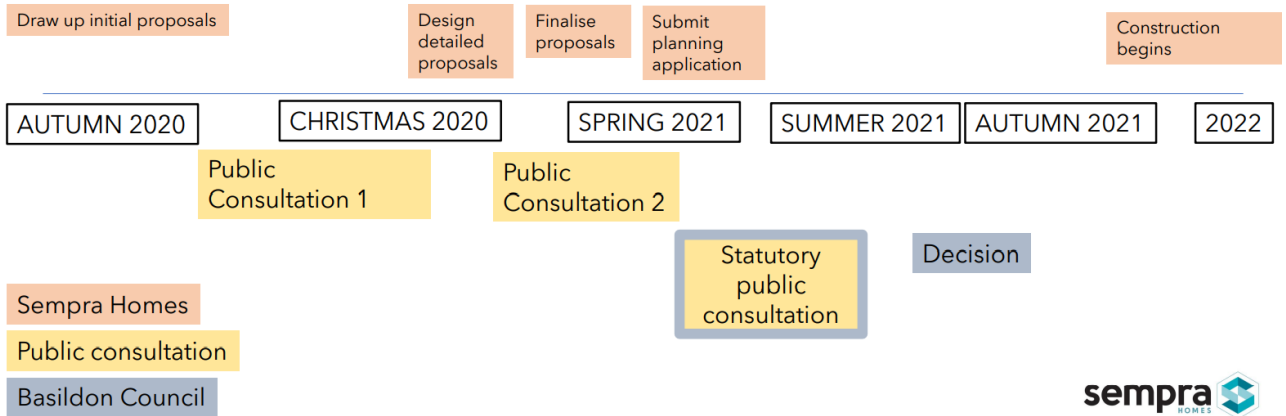
- Newsletter
- Website
- Interactive events
- Email/ phone line

Detailed proposals - consultation 2

- Newsletter
- Website
- Interactive events
- Email/ phone line

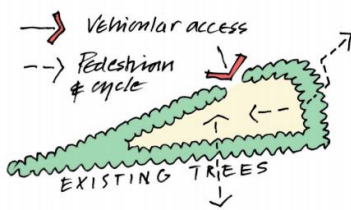


Our timeline

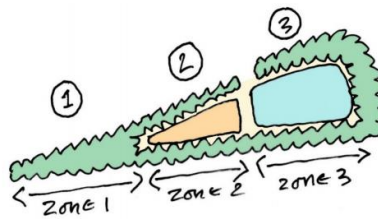


Our initial proposals - consultation

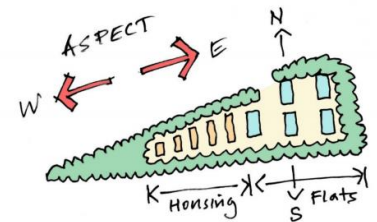
Issue	Feedback	Our response
Principle of development	Support	We welcome this
Heights of buildings	Concern – are buildings up to 10 storeys suitable for the site	Only one building reaches 10 storeys. We think the heights of buildings are appropriate given the location and the massing strategy used
New green public spaces	Support	We welcome this
Ecology/ biodiversity impacts	Concern - Tree retention very important	Trees will be retained and net biodiversity gain delivered.
Overlooking and daylight impacts	Concern	Our designs will not produce any significant overlooking/ daylight issues for existing or proposed new residents



1. RETAINING LANDSCAPE AND ACCESS

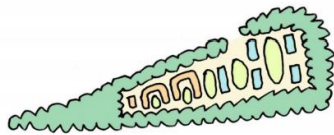


2. SITE DIVIDED INTO THREE ZONES

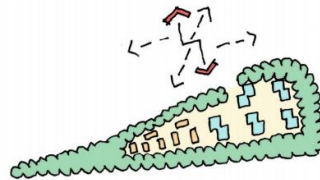


3. MAXIMIZING EAST-WEST ASPECT

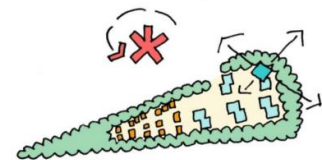
Design - initial considerations



4. PRIVATE AND SEMI-PRIVATE AMENITY



5. MAXIMISING DUAL ASPECT

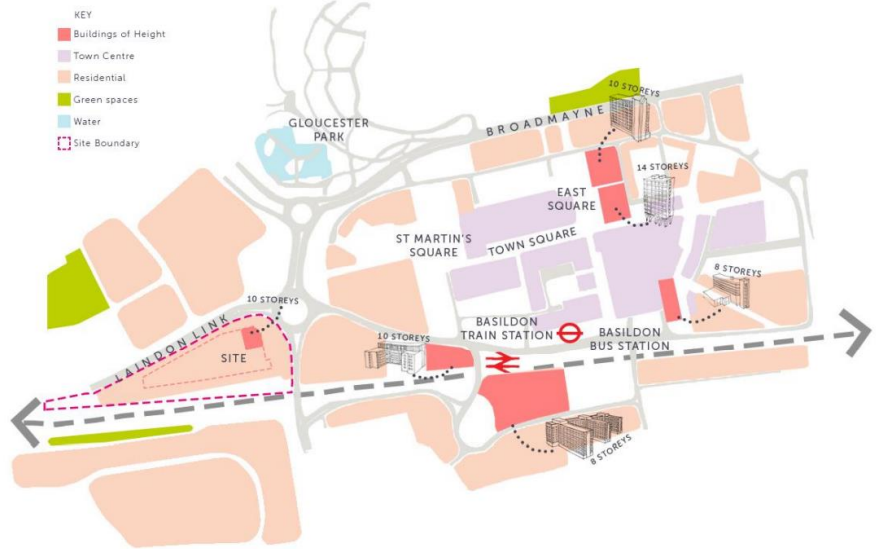


6. BENCHMARK CORNER OF SITE

Scale and Massing



View looking towards site from the Icon



Site Plan



Sketch Views



Houses overlooking woodlands



Apartment buildings set within landscape



Wayfinding building of height

Massing



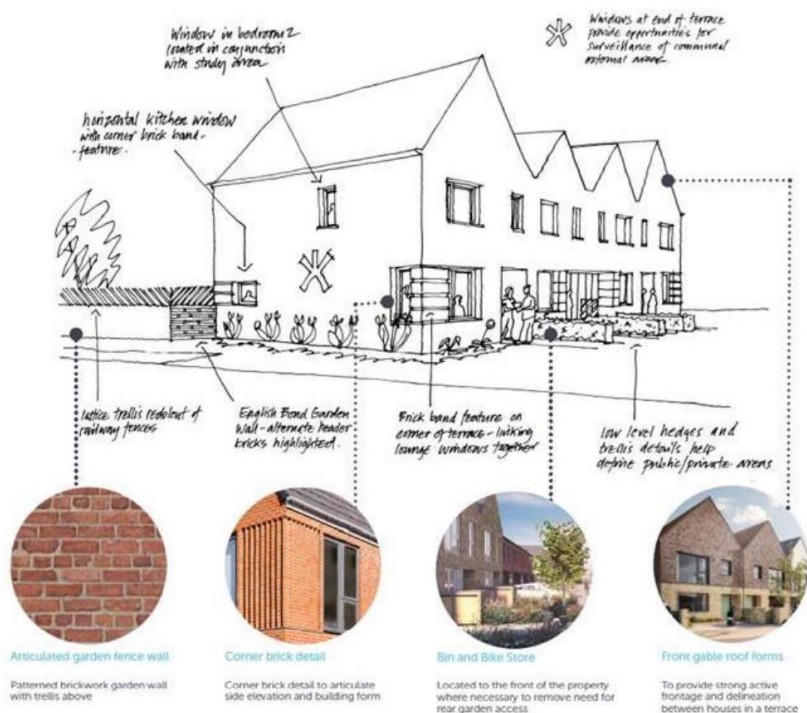
Design – our detailed designs

- 233 beautifully designed homes (flats and houses)
- At least 72 affordable homes
- Range of building heights
 - One block that is part 10, part 7 storeys
 - Four blocks that range from 5-8 storeys
 - 16 two storey houses on the west
- Buildings set in landscape designed around retention of existing trees and new green spaces – 1900 sqm of new public green space
- Approx 140 car parking spaces for residents
- Improved pedestrian & cycle links.



Beautiful homes in keeping with the character

- Architectural design inspired by local character
- Buildings to be predominantly brick, with interest to balconies, windows and entrances.
- Side windows to houses provide active frontage and surveillance.



Beautiful homes in keeping with the character

- At least 31% of homes to be affordable (72 homes)
- 10% of affordable homes to be designed to Adaptable and Accessible homes standard
- Layout designed to maximise room sizes.
- External private space; gardens for houses, balconies for flats.



Improved pedestrian and cycle link

- Re utilizing existing vehicular entrance from Laindon Link
- New spine road running east west connecting the houses and apartment blocks
- Dedicated car parking spaces for residents and visitors. 0.5 spaces per apartments and 2 spaces per house.
- Cycle and pedestrian link connecting site to wider cycle and pedestrian network.
- Dedicated cycle store





A green and sustainable place: Sustainability

We want to deliver a sustainable development.



- Air Source Heat Pumps reduce carbon emissions
- Solar Panels reduce demands on the energy network.
- Internal design considers daylight/ sunlight, overheating and ventilation.

A green and sustainable place: Ecology and Trees

- No development on woodland to the west of the site
- On-site translocation of existing ecological wildlife.
- New ecological corridor along the south of the site of hedges and wildflower.
- Re landscaping of existing watercourseway
- Retention of existing trees to the north and east of site
- Retention of large mature trees in the centre of the site



A green and sustainable place: Landscape Design

- 2 new green spaces; central to the apartment blocks
- New trees to the north of the site; south of Laindon Link
- New tree planting along the new cycle and pedestrian path running through the site

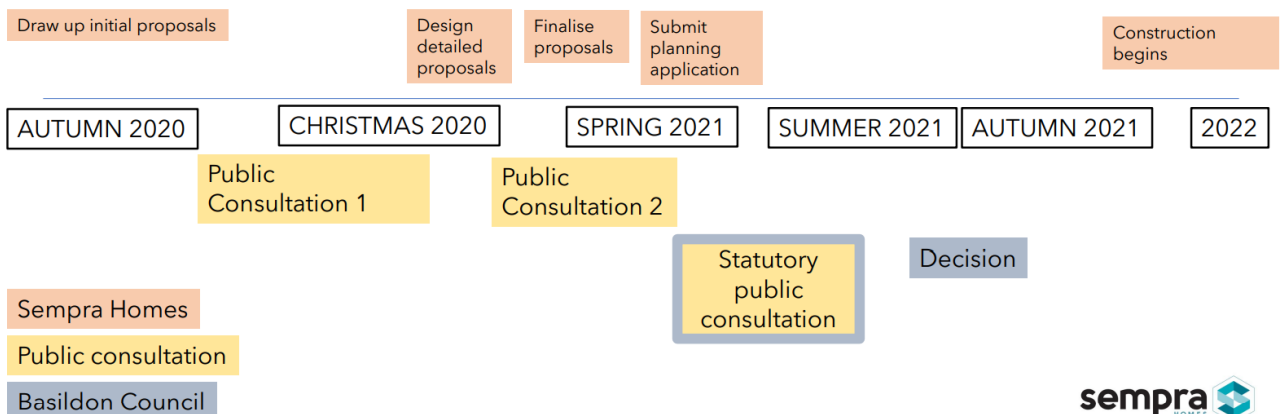


Benefits of the proposals



- **233 beautiful new Homes** to meet Basildon's needs, including at least **73 affordable homes.**
- Improved **pedestrian and cycle links**
- **Green spaces** - 1,900 sqm of new public green spaces
- **Infrastructure contributions**
- **Job creation** - hundreds of jobs during construction.
- **Local economic growth** - benefits to local area and town centre.

Our timeline



Appendix K - Feedback Form (February 2021)



Thank you for participating in our second public consultation about our detailed proposals for Chapelgate (former Car Park (14) site and adjacent land).
All comments will be used to form our Statement of Community Involvement (SCI) as part of the planning application process.

About you

- a. Are you
Local Resident Other stakeholder
- b. Please provide your Postcode
- c. Age bracket
0-17 18-24 25-34 35-44 45-54 55-64 65 and over
- d. Did you receive a newsletter through your door?
YES NO
- e. Did you attend one of our interactive events?
YES NO
- f. If so, how useful did you find the interactive event?
Useful Undecided Not useful
- g. If you wish to receive project updates by email please enter your email address:
Your data will be handled in accordance with the Data Protection Act 2018 and GDPR.

1. Do you think that Basildon is in need of new homes (including affordable homes)?

Yes Unsure No

2. Do you think the site, a former car park and adjacent land, is a suitable place to provide new homes for Basildon?

Yes Unsure No

3. Our proposals will deliver houses and five blocks of flats at a site on the edge of the town centre. Four blocks will be 5-8 storeys and one block, overlooking Roundacre roundabout will be part 7, part 10 storeys. Do you think the building heights are acceptable given the need to deliver new homes?

Yes Unsure No

4. Our proposals could deliver a new pedestrian and cycling path along the south side of Laindon Link, to improve links to and from the town centre? Do you support this?

Yes Unsure No

info@chapelgatesemprahomes.co.uk [07763 315595](tel:07763315595) www.chapelgatesemprahomes.co.uk



4. Our proposals could deliver a new pedestrian and cycling path along the south side of Laindon Link, to improve links to and from the town centre? Do you support this?

Yes

Unsure

No

5. Financial contributions will be made to support social infrastructure (e.g. schools, roads, the park, affordable housing) in the local area. Please let us know your priorities for these contributions.

6. Which of these statements best describes your opinion about the overall proposals?

- I support the proposals
- I have no strong feelings about the proposals
- I have some concerns about the proposals
- I do not support the proposals

7. Do you have any further comments you would like us to consider?

If required please continue on a separate page

SEC Newgate UK has been asked by Sempra Homes to keep a record of feedback. The personal data that you provide in this form (name, address, email, telephone) will be stored by us and may be shared with Sempra Homes. We are of the view that we have a legitimate interest in storing this information and passing this information on to the owners for this specific purpose and are processing your data in accordance with the UK General Data Protection Regulation.

If you would like further information about our legitimate interest, or the ways in which we will process information, please contact Julia at Julia.raew@secnewgate.co.uk. You are entitled to object to our processing your personal data.

Please contact Julia at Julia.raew@secnewgate.co.uk if you wish to do so.



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