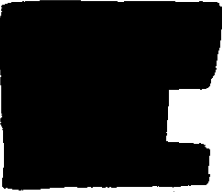


8<sup>th</sup> July 2011

Mr Shaun Scrutton  
Head of Planning and Transportation  
Rochford District Council  
Council Offices  
South Street  
Rochford  
Essex, SS4 1BW



Dear Mr Scrutton

Re: Sustainability Appraisal of Core Strategy Submission

I have received your recent letter with respect the above in addition to the submission by David Wilson Homes to develop the land between Main Road and Rectory Road and Clements Hall Hockley.

I had responded to the previous outline proposal by David Wilson in 2010, which was subsequently rejected.

I have considered the current proposal and believe that this offers no change to the previous proposal in terms of its sustainability for the community of Hawkwell.

The following points were made in my last communication:

If the council examined the area and current infrastructure, it is clear that:

- Transport systems are poor
- Traffic congestion through Rectory Road from Main Road and Ashingdon Road is currently a serious issue.
- Due to the current housing framework there is no possibility to extend/improve current highways
- It has inadequate Primary and Secondary School facilities
- It is inadequately served by shopping facilities.
- The distance to train stations is such that links for other transport systems (buses) are essential.
- Clements Hall Sports Centre already attracts a high volume of traffic from 7am to 10pm daily.
- There are no social benefits of any kind of development for the local community on this green belt land.
- The area currently supports a significant wild life population, with examples from Roe deer to common newt, which has been enhanced by the Spencer's Park rural development.

Since that time a number of incidents have further ratified the points made previously.

- During the period from September 2010 rainfall in the area was a little above normal. The land area in question, which is a natural flood plain, had been under water for much of that time. In fact, the land, which is, used paddock and grazing for horses could not be used for this purpose. The development of the area would impact on the ability of the land area to cope with expected rainfall, resulting in potential flooding of the extended community.
- Road works at the end of 2010 in the Ashingdon and Hockley areas proved what happens with relatively minor changes to the normal traffic flow along Rectory Road. During this time significant problems occurred for traffic entering Hall Road from Rectory Road, particularly at peak times. The increase in traffic caused through the addition of up to 175 dwellings would result in an unsustainable situation, which could not be resolved by any improvements to the road infrastructure.

**The points made by council members at the public held in 2010 are still entirely relevant.**

The changes made to the road layout at the junction of Hall Road and Rectory Road will not offer significant improvement to the traffic flow. Whether the proposal was 30 or 175 houses the conclusion would be the same. The impact on social and environment levels would be seriously detrimental, and offer no economical benefits to the local economy.

Due the low level of local industry travel by car is essential due to inadequate Public Transport facilities. Increasing the local population by as little as 30 households would be detrimental, 175 disastrous. Clearly a development where car use is minimised would be far more in keeping with current government directives.

Additional vehicular access to Rectory Road, and Clements Hall Way would significantly impact on what is already a high throughput road link for traffic moving between Main Road and Ashingdon Road, in addition to the traffic to and from Clements Hall Sports Centre.

There is a requirement for more housing in the district however the intensity of housing in the Hawkwell West area already exceeds current facilities and further development would seriously effect the character and existing education, road and education framework.

**I believe that the alternative proposals made by the council in its core strategy for sustainable development for the local area considers more sensibly current and future social, economic and environmental implications relative significant developments of this kind.**

**It is for this reason** I consider that the planning application by David Wilson Homes for 175 houses is both **UNSOUND and UNSUSTAINABLE**

Yours sincerely,

