

[REDACTED]

From: [REDACTED]
Sent: 10 July 2011 15:32
To: Local Plans (Planning Policy)
Subject: SAA consultation
Importance: Low
Attachments: hockleycentral1.pdf; hockleycentral2.pdf

Reading through the published responses to the SAA, I was struck by a number of Hawkwell residents who commented that Hockley's housing allocation has been reduced to only 50. This, I believe, is factually incorrect.

The personal details of respondents have been redacted, so I can't ask the individuals personally but its been suggested that this stems from Keith Hudson's leaflet for the last election, as attached.

His comment that "Hockley will provide just 50 of the 3800 new homes that are identified in the Core Strategy and those 50 homes are likely to be located solely on pre-built on land." seems very inaccurate to me. As I understand it, the current position remains 50 houses in Folly Lane and about 200 in the Town Centre, and we can debate whether it is brownbelt or not.

As Portfolio Holder, people have a right to believe what he said. Sadly, some people in Hawkwell seem to have picked up on this 'fact' and used it in their current SAA responses, complaining that Hockley is getting fewer houses than Hawkwell. As its factually wrong it undermines their responses. It may also be that some people in Hockley have been deterred from commenting on the belief Hockley is only getting 50 houses.

I therefore believe that this consultation must be regarded as UNSOUND.

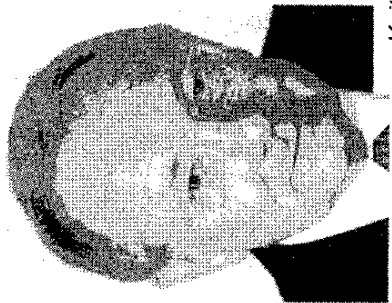
Please acknowledge.

Regards

[REDACTED]

Rochford District Council Election
Thursday 5th May 2011

Hockley Central Ward



Keith Hudson

Lower Hockley Hall Farm, Lower Road
Hockley, Essex SS5 5LT
(01702) 233434 email: k.hud@btopenworld.com

Resident in the area for over 40 years,
previously a director of local and
London based companies.

Married with son and daughter and two
grandchildren who live in the area. Son
owns and runs a successful business in
Hockley.

Past Parent Governor of his children's
school.

Trustee of Imperial Cancer Research
Fund, Governor of RNLI and supporter
of local charities.

**PLEASE REMEMBER TO VOTE ON MAY 5TH
YOUR VOTE IS IMPORTANT**

Keith
Hudson

The Conservative Party Candidate

Conservatives



Promoted by Mark Anderson on behalf of Keith Hudson, both of R&WCCA, 25 Bellingham Lane, Rayleigh SS6 7ED
Printed by Rochford Printing Co. Unit 7 Riverside Ind Est, South Street, Rochford, Essex SS4 1BL

Rochford District Council Election
Thursday 5th May 2011
Hockley Central Ward

Portfolio Holder for Planning &
Administration of Rochford District
Council - Co Chairman of the Joint Area
Development Plan Committee for Southend
District.

Previous posts held with RDC include:
Chairman of the Review Committee -
Chairman of Finance & Procedures
Review & Scrutiny - Vice Chairman
Planning - Member of Development
Control - Appeals - Licensing -
Planning Services - Policy & Finance
Committees and various
sub-committees and outside bodies.

My aims are for strong and effective
policing of our neighbourhood, a clean,
safe and pleasant environment to live in
& the best value for council tax revenues.

**POLLING STATIONS
WILL BE OPEN FROM
8.00am TO 10.00pm**

Promoted by Mark Anderson on behalf of Keith Hudson,
both of R&WCCA, 25 Bellingham Lane, Rayleigh SS6 7ED
Printed by Rochford Printing Co. Unit 7 Riverside Ind Est,
South Street, Rochford, Essex SS4 1BL

Rochford District Council Election

Thursday 5th May 2011

Hockley Central Ward

Eight years ago I came to you and asked for your vote. I said "put me in office and I will work hard and Endeavour to make a difference". You trusted me, and for eight years I have worked hard, I have made a difference.

So what have I achieved?

Through my role as Chairman of the Overview and Scrutiny function the committee system was revamped and decision time has been reduced by 75%. This is an ongoing crusade to reduce bureaucracy and help to propel the decision making processes into the twenty first century; with appropriate attendant cost savings and efficiency gains

I facilitated the provision of enhanced safety systems for security and fire protection within our sheltered housing

I have made significant contributions to our new planning rules and regulations in order to protect our green belt, whilst being mindful of the need to provide for housing and business needs.

I have assisted individual residents of our village with their difficulties, from planning matters to benefit claims, from transport problems to environmental difficulties such as waste and recycling, from fly-tipping to youth nuisance.

I have facilitated alterations to the built environment in and around our public areas in order to help reduce the incidence of anti social behaviour in all its unsavoury forms, not just youth nuisance, but also the unfortunate thoughtlessness of the minority of residents that make life uncomfortable for the majority of us.

I have been instrumental in getting graffiti cleared from around your homes and workplaces.

I have mentioned youth nuisance three times now and with good reason because it is probably the most significant thing that blights our lives at this time. I have been on patrol with the police to observe first hand. I have sat in many committee meetings and attended many seminars with the police, other councils, health departments, the county youth service and other interested parties. I have met with many residents and discussed at length the options available to us; with the result that the troubles may have calmed down in one area only to surface in another. A dispersal order is applied in one place and the trouble pops up elsewhere! I have not got a single "one answer fits all" for you. I will say though that acceptance of this behaviour is not an option and work will continue until the problem is reduced to a manageable size; when we have reinstated youth clubs and other facilities for our children; when we have instilled a little of the civic pride that folk had and expected in return. They, of course, may not have called it "civic pride" maybe just plain old fashioned neighbourliness.

Last but by no means least I have helped to keep down the council tax. Rochford District Council's Tax increase this year is **zero**; even though we have had our funding severely cut back by central government. Rochford District Council will not charge you a penny piece more for the outstanding services that we provide, which includes one of the finest recycling schemes in the country; and by anyone's assessment, that takes careful and accurate business management.

Do I listen? Do I fairly and honestly represent the views of the Residents of Hockley?

You told me that you did not like the first Hockley Area Action Plan and its suggestions for our Village, so I had the Council scrap it and employ a new Consultant. They carried out a study and provided a new consultation document from which you will ultimately decide Hockley's future.

Hockley will provide just 50 of the 3800 new homes that are identified in the Core Strategy and those 50 homes are likely to be located solely on pre-built on land.

You alone will decide whether I have listened to the Residents of Hockley and whether I have represented them fairly and honestly, and you will tell me the answer at the ballot box.

So here I am, eight years on and asking you to vote for me again, I would like to continue the work I have started. With me you will always get the honest and complete answer, you will get my personal attention and with your support I will continue to attend to my civic duties in full measure.

Yours sincerely

f/f