

## Welcome

**Thank you for attending today's public exhibition for Garon East and Bakers Gate. We wanted to introduce ourselves at an early stage, share our emerging vision for the site, and explain the types of uses we are looking to bringing forward.**

We are at a very early stage of developing our proposals for an outline planning application. This event is therefore the start of a long-term conversation with you about the principles of our development. In the coming months and years we would like to share more details about our designs, which will come forward over several phases.

### Introducing Bellway Strategic Land

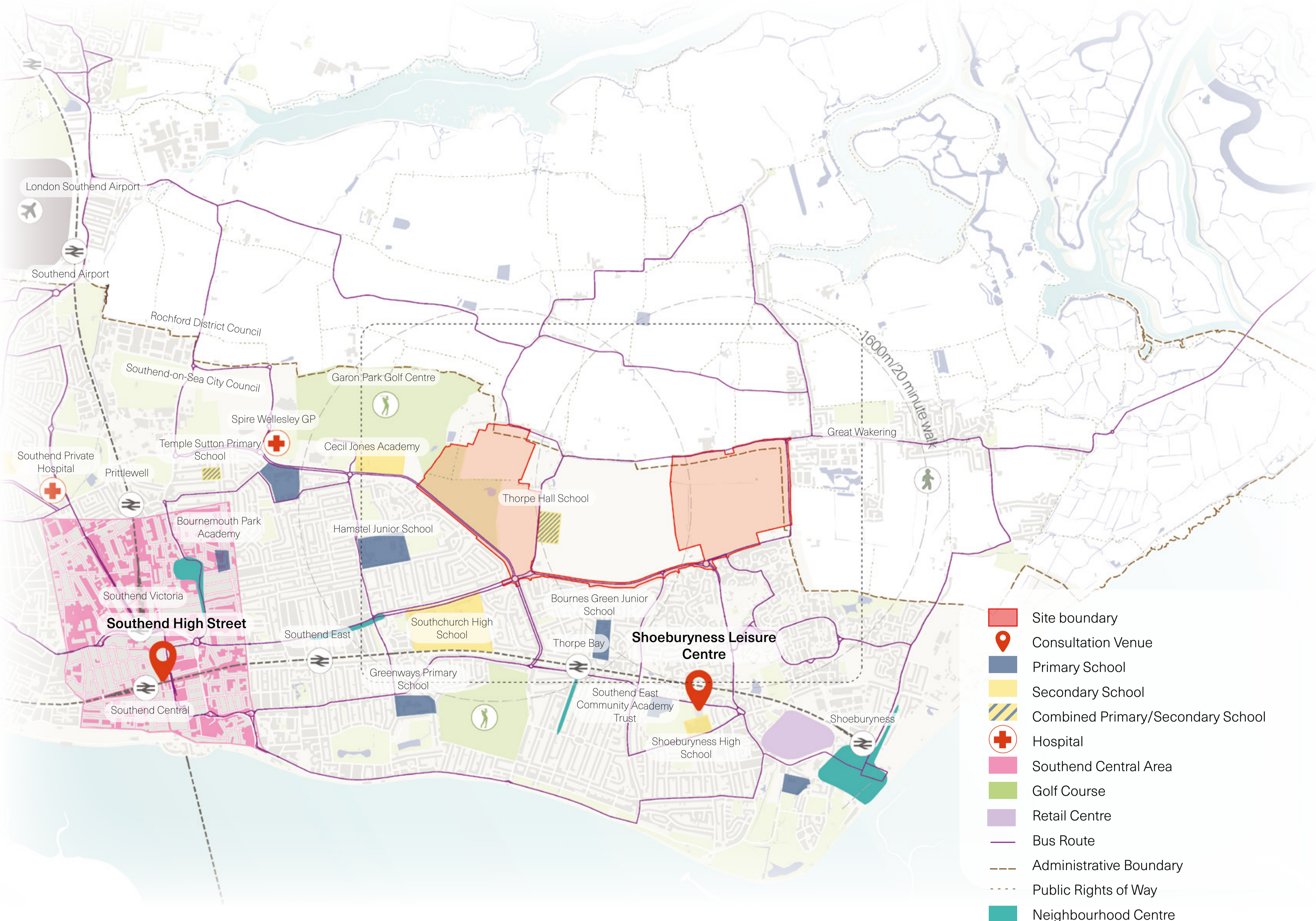
We design and deliver high-quality new homes and communities across the UK, with Bellway Strategic Land playing a key role in promoting residential-led development in carefully selected locations. With a strong track record of successful schemes across Essex and nationwide, our work involves identifying suitable land, securing planning permission, and supporting the delivery of a wide range of homes alongside green spaces and essential infrastructure, helping to create well-designed, sustainable places where people can live and work.

As a developer, these values are upheld by blending decades of experience in housebuilding with the personal touch that Bellway is renowned for. This is recognised by earning our 5-star builder rating from the Home Builders Federation for the ninth consecutive year. Additionally, in 2023 and 2025, we were honoured as 'Large Housebuilder of the Year'

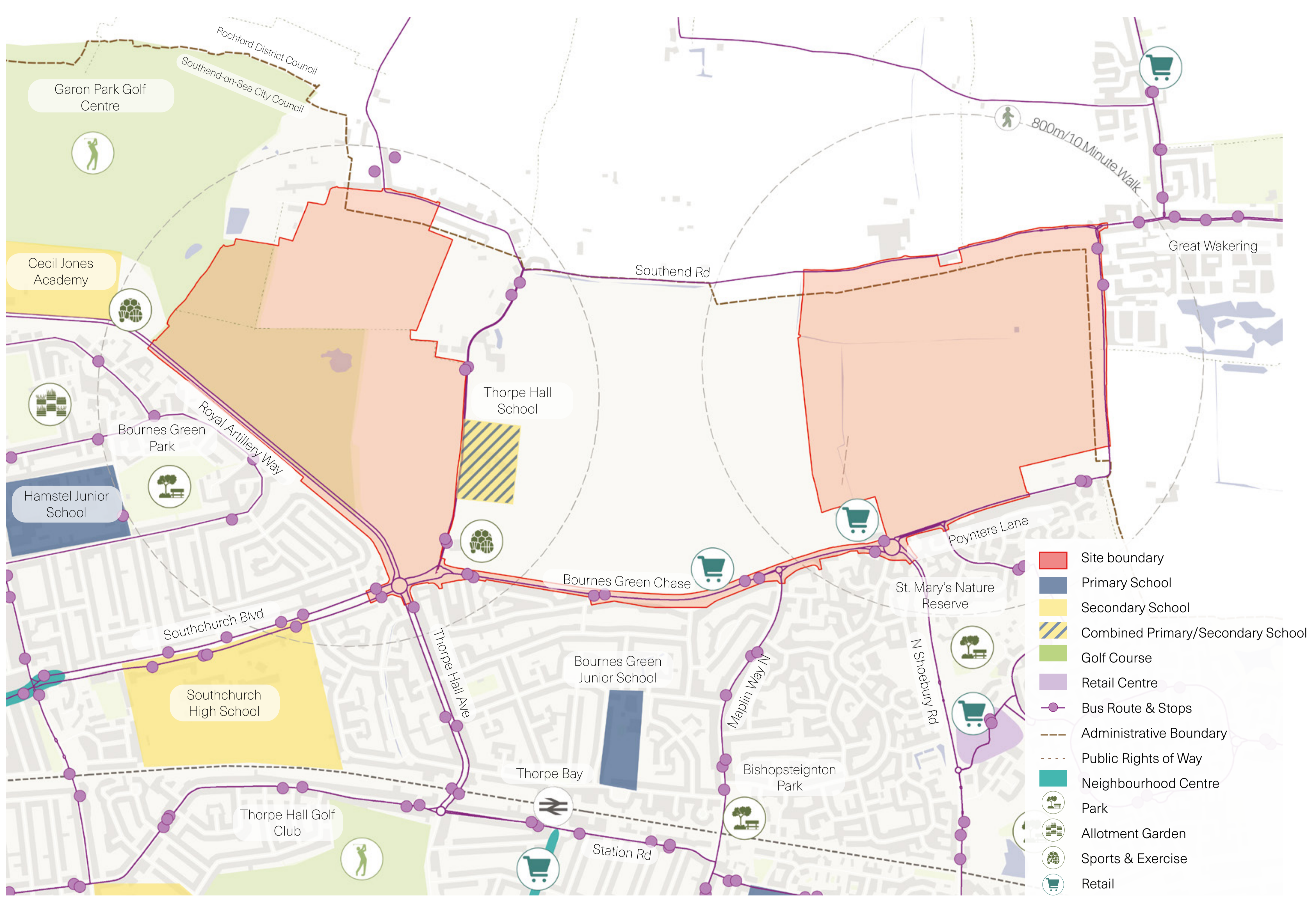


## Site location

Made up of two parcels of land (Garon East, and Bakers Gate), our site is situated to the north of Royal Artillery Way, Bournes Green Chase and Poynters Lane. We have provided a map below so you can see where the site is, relative to where we are.



Site Location: Southend-wide



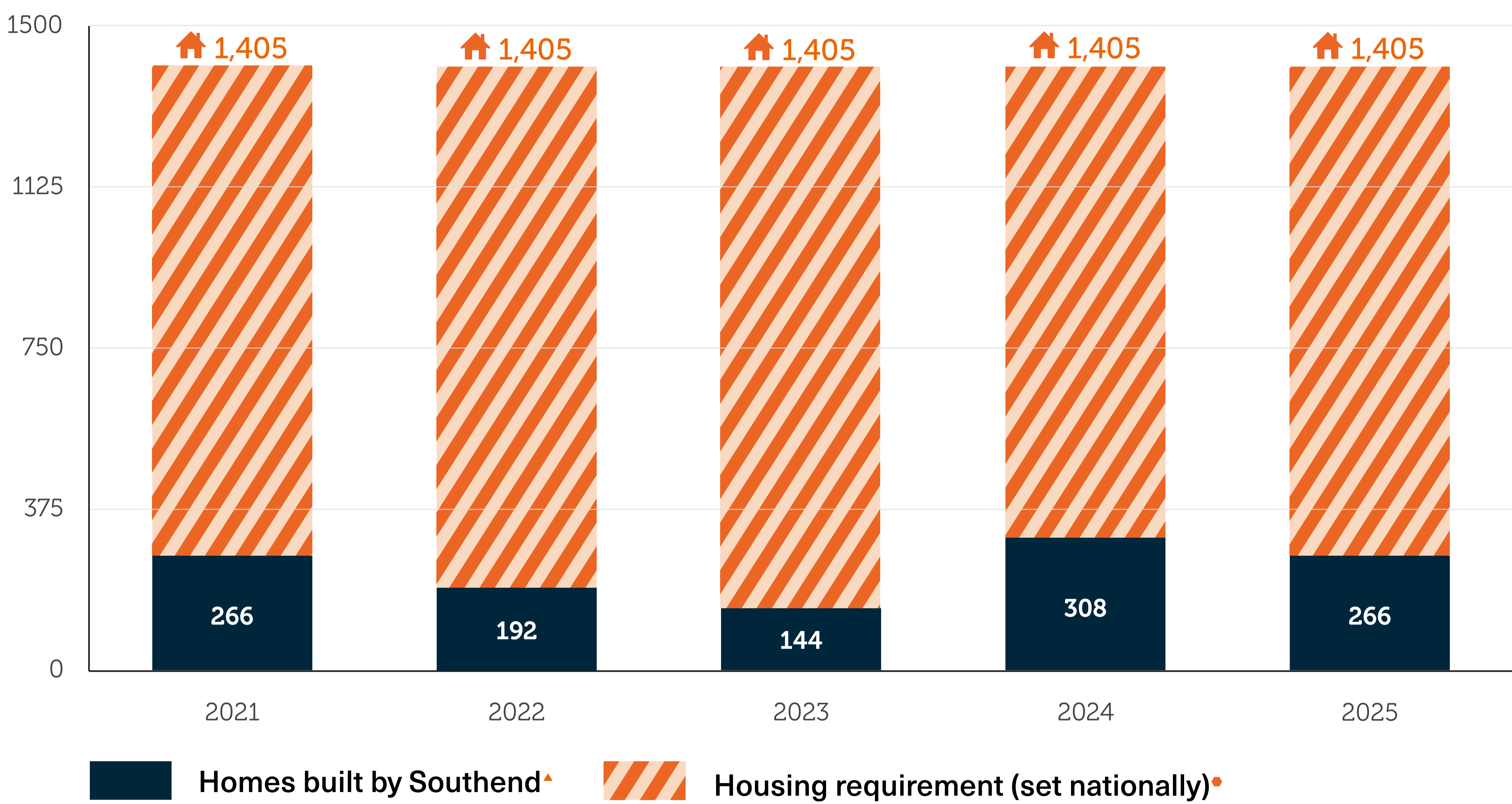
Site Location: local context

## Understanding local needs

The land is identified as an area for growth by Southend-on-Sea City Council – described as Sector D in the South East Essex Strategic Growth Locations Assessment. Sector D, covering both Southend-on-Sea and Rochford, has the ability to support unmet housing demand which has grown over time.

### Southend’s Changing Housing Needs

Southend Council has been unable to keep pace with nationally-set targets in recent years. The chart below shows housing delivery in Southend, measured against the housing requirement set by national planning policy after Southend’s Local Plan expired.



**£33,594**  
Median income of Southend residents\*

**1,340 households†**  
Are on Southend’s housing register

**7.8x**  
Ratio of median income to median house prices in Southend\*\*

**381 households‡**  
Are in temporary accommodation in Southend

While this is a development that is directed at addressing Southend’s needs, we recognise the potential for cross-boundary impacts so we want to ensure Rochford’s own needs are considered and that any benefits are shared between both.

▲ Taken from Southend Council Authority Monitoring Reports  
 \* ONS Annual Survey of Hours and Earnings (ASHE), 2025 provisional  
 \*\* Taken from ONS Housing Affordability Statistics, 2024  
 † Southend City Council Housing Register statistics (as at March 2024 when last published)  
 ‡ Southend City Council Corporate Performance Report Q1  
 ● The 1,405 homes per year figure reflects the housing need for Southend-on-Sea calculated using the Government’s standard method, which applies where there is no up-to-date adopted Local Plan.

## Building Upon Our Vision

We want to use this site to create a new quarter for Southend that builds upon the rich character of the surrounding area. We are at a very early stage, but we have some clear ideas about what could be delivered, including:

**Understanding and improving upon existing infrastructure**, ensuring what is provided responds to local issues, from transport and access to services, to drainage and flooding, through to jobs and opportunities, shaped by local views to support long-term investment and the wider community.



**Meeting local housing needs**, with a diverse mix of up to 3,000 homes that respond to Southend's changing needs, offering choice and flexibility across types, sizes and tenure, including affordable homes.



**Creating sustainable travel connections** between Southend, Rochford and other key local destinations. This could include safe accessible walking and cycling routes, and high-quality public transport.



**Bringing nature into everyday life** with an extensive nature of parklands and natural landscape as well as opening up inaccessible land for play, recreation and wellbeing.



**Working in partnership with Norman Garon Trust** to improve the local sports and leisure offer.



**Building strong community identities** by ensuring each neighbourhood serves as a vibrant hub that support everyday living, including spaces to work, learn, and shop.



At this early stage, we are working to understand the existing environmental conditions. We will be able to share further information on the outputs from these, and how they will inform our scheme, at our next consultation event.

### Where We Are Now

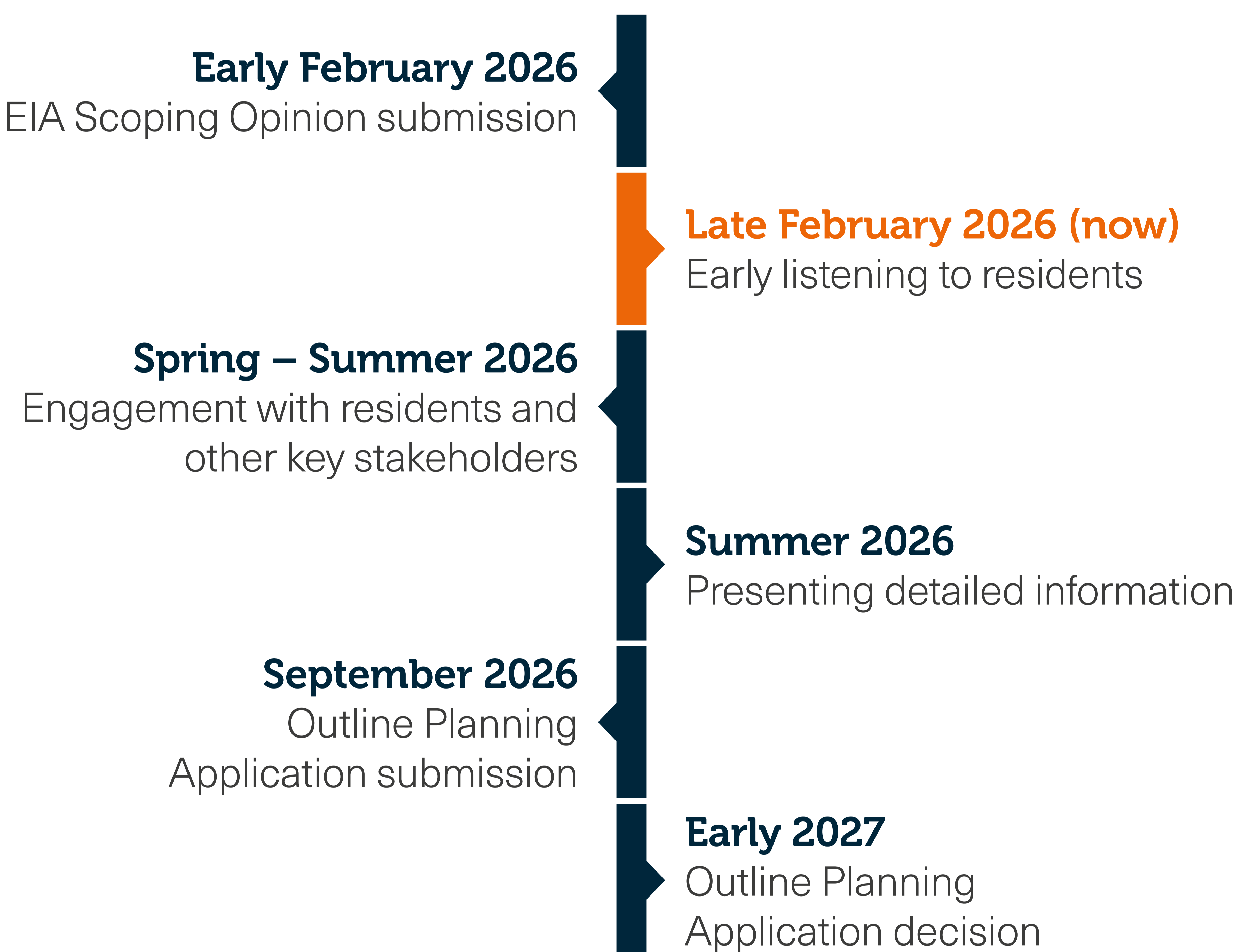
We are sharing early information on our vision, which will, over the coming months, shape the design principles of an Outline Planning Application. This will set out the quantum and type of housing, the amount of space for shops or schools, location for leisure and community uses, green spaces, and what the key transport access points are.

Should an Outline Planning Application be approved, the next stage is to consult again with residents on detailed information like the appearance of buildings, landscape details and layout, on what are known as Reserved Matters. These Reserved Matters applications are often smaller, and submitted over a longer period of time, with homes built gradually over several years.


### Next Steps – Tell Us What You Know


Your feedback will help inform the next stage of our work, including the design principles that will guide future plans. We would like to hear your views on housing, movement, green spaces, local services and what matters most about Southend as a place to live – so please complete one of our feedback forms available today, or complete it online via our website.

Please note that we will be accepting feedback on the proposals until Sunday 8 March.



**Contact Us**

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 Scan Here