HS053

Land West of Willow Grove, South Woodham Ferrers
Hearing Statement prepared on behalf of Dandara Eastern
October 2026

BIDWELLS

CHELMSFORD LOCAL PLAN EXAMINATION: HEARING STATEMENT PREPARED ON BEHALF OF DANDARA EASTERN (REPRESENTATION NUMBER: 1326599) MATTER 5 ISSUE 1

Quality Assurance

Site name:	Land West of Willow Grove, South Woodham Ferrers
Client name:	Dandara Eastern
Type of report:	Hearing Statement
Prepared by:	Erin Harcombe
Signed	
Date	20 October 2026
Reviewed by:	Sam Metson
Signed	
Date	20 October 2026

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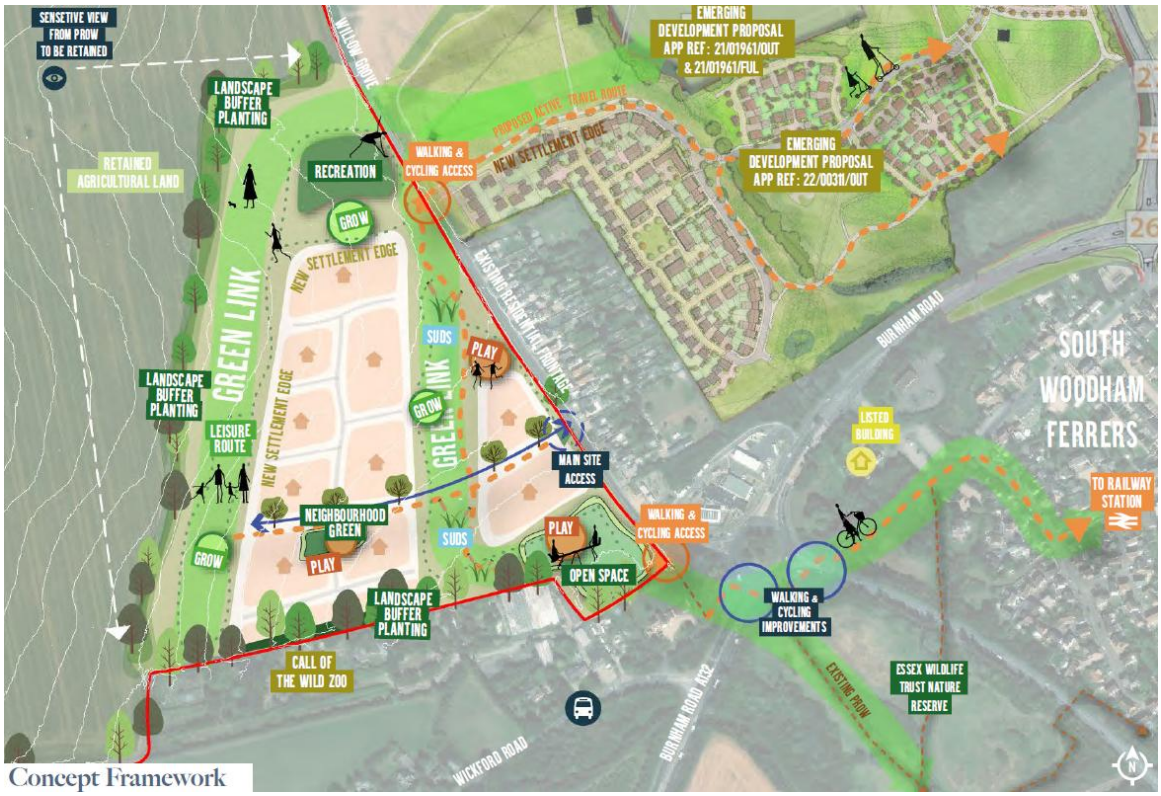
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1.0 Introduction

1.1 This Hearing Statement has been prepared by Bidwells on behalf of Dandara Eastern in support of Land West of Willow Grove, South Woodham Ferrers (SHLAA reference: 20SHELAA3/21SHELAA3 - thereafter "the site").

1.2 Dandara has promoted the site through each of the previous Local Plan consultation stages. The Vision Document submitted with their Regulation 19 Additional Sites representations showed how a development of up to 200 dwellings could come forward on this easily deliverable site, within five years, in a highly sustainable location adjacent to Strategic Growth Site 10 and just a 15 minute walk from South Woodham Ferrers train station. An extract is provided below.



Above: Land west of Willow Grove, South Woodham, Ferrers, which could boost the draft Local Plan's housing land supply in a highly sustainable location

1.3 The purpose of Dandara Eastern's involvement in the Examination process is to demonstrate the availability and deliverability of the site, and to comment on Matter 5. These comments are based on the Regulation 19 representations under Comment ID: **PSQ25-6298** (Policy DM1).

1.4 This Hearing Statement responds to:

- Matter 5: Securing the Right Type of Homes
  - Issue 1: Whether the Plan will provide for the right mix of housing
    - Question 5.5

Response to Matter 5, Issue 1

Question 5.5: Do the housing mix and accessibility requirements strike an acceptable balance between meeting assessed needs and allowing the development industry appropriate flexibility?

1.5 Policy DM1 Part C (ii) requires developments of more than 100 dwellings to provide Specialist Residential Accommodation, including provision to meet Gypsy and Traveller Needs, taking account of local housing needs. Dandara does not consider the 100-dwelling threshold to be appropriate. Such accommodation has specific requirements and should be directed to locations that are suitable and sustainable rather than being triggered by an arbitrary site size threshold. It would therefore be more appropriate for this requirement to sit within Part D of Policy DM1 and be focused on larger-scale developments that are more likely to benefit from enhanced accessibility, services and public transport provision.

1.6 Similar concerns apply to the requirement for 5% self-build and custom-build plots on sites of more than 100 dwellings. The threshold is considered too low given the current assumptions for Community Infrastructure Levy and Section 106. The policy would be more effective if considered under Part D of Policy DM1 on sites that are better placed to accommodate such provision.

1.7 The policy would also benefit from greater clarity regarding the term "older persons" accommodation, as no definition is currently provided. A clear definition would assist applicants in interpreting and applying the policy consistently.

Word Count: 404