

Help shape the proposals for new development

Welcome to our consultation on the emerging proposals for development of land at Honeypot Lane, Brentwood, being brought forward by Welbeck Land, on behalf of Christ Church, Oxford.

Our aspiration for the development in Brentwood is to deliver and create a vibrant and sustainable community that encourages economic growth and social interaction through landscaping and provision of infrastructure that will benefit both existing and new residents.

As our plans develop, we will continue to work closely with local stakeholders, Brentwood Borough Council and the community to ensure this scheme is designed to complement the local community.

After looking at the materials on display, please fill in a feedback form and leave it with us or return it using our Freepost address. Alternatively, you can fill out the online version via our project website. Members of the project team are at hand to discuss the proposals with you and answer any questions you may have.

Up to 150 new high-quality homes including self-build and accessible residential accommodation.



Illustrative CGI of proposed development

About

Welbeck Land

Welbeck Land is one of the UK's leading independent land promoters in the planning of residential led and mixed-use development.

Providing high quality living environments is about much more than building houses. Welbeck Land believes that new housing should bring additional benefits to existing local communities and economies, while helping to meet the national and local housing shortages.

Creating a sense of place, an attractive area for the whole community, accessible open space and evident environmental benefits requires a holistic vision. This is the approach that Welbeck Land will bring to the development on land at Honeyplot Lane, Brentwood.

For more information on Welbeck Land, please visit **www.welbeckland.co.uk**

Christ Church, Oxford

Christ Church is one of the largest colleges of Oxford University. In addition to this, it acts as both a significant landowner and developer through its management of extensive property assets.

Christ Church has developed and implemented a Responsible Ownership Policy for Property (ROPP). As long-term investors it has a particular interest in addressing its environmental and social responsibilities.

ROPP guides responsible decision-making according to seven principles:

- Connectivity
- Identity
- Community
- Ecology
- Energy
- Carbon
- Health & Wellbeing

This ethos and approach will be used at Honeyplot Lane, Brentwood.



Illustrative CGI of proposed development

Site location

The site is situated on the western edge of Brentwood, located off Honeypot Lane and comprises a parcel of circa 10 hectares.

The site consists of four fields bounded by hedgerows and trees with a stream running through it. It is bordered by existing residential housing to the south and southeast on Honeypot Lane, Hill Road, Langley Drive and Selwood Road, with the A12 running along its western boundary. The Honeypot Lane Allotments are also located on its eastern boundary.

The site benefits from a sustainable location and access to the wider public transport network including Brentwood railway station (1 mile) which provides connections to London and is on the Elizabeth Line, and local bus stops along the A1023. The site is also well connected to the wider strategic road network with the A12 and M25 in close proximity.

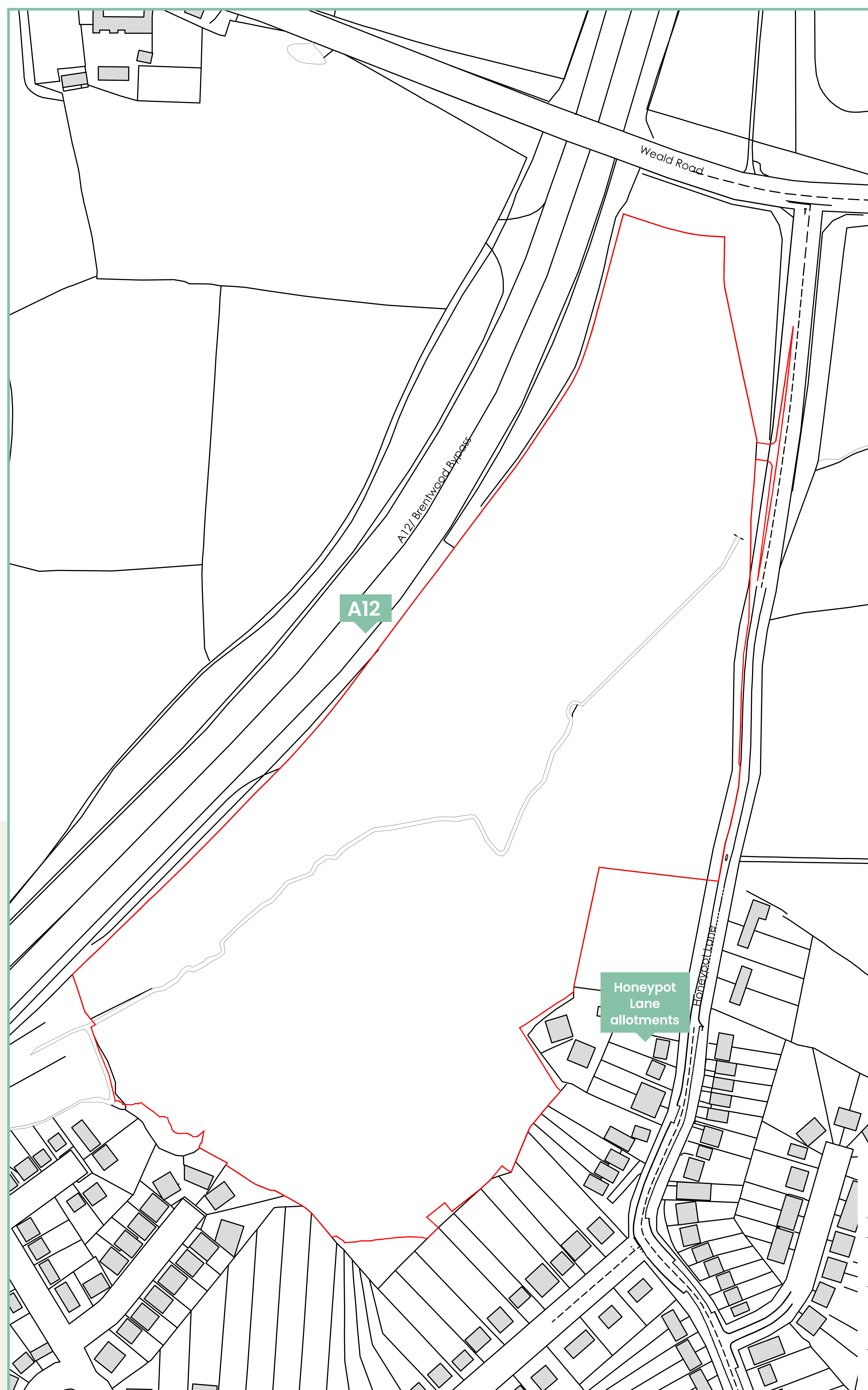


Image showing site boundary

Site context

As part of Brentwood Borough Council's Local Plan Review process, the site was submitted for consideration in their Call for Sites in March 2024.

Prior to this, you may be aware that the site was previously considered for allocation in the Brentwood Local Plan 2016–2033 which was adopted in March 2022; however, it was removed from the plan before assessment by the Secretary of State (examination) in November 2018.

At that time, members of Brentwood Borough Council cited concerns regarding road infrastructure, including the capacity of Honeypot Lane. It is important to note that Essex County Council, as the Highway Authority, did not raise objections to the site on highways grounds.

In bringing forward these proposals, we are currently in discussions with Essex County Council to identify potential improvements to Honeypot Lane.

Public open space,
including informal
and formal open
space, extensive
landscaping.



Proposals

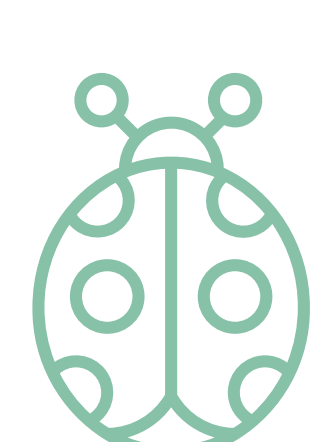
Our aspiration for the development off Honeypot Lane is to deliver and create a vibrant and sustainable community that integrates into the local area, providing additional high-quality new homes and associated infrastructure that will benefit both existing and new residents.

The development will deliver a number of key benefits including:



Homes

- **A mix of up to 150 new high- quality homes** including self-build and accessible residential accommodation.
- **50% affordable homes.**



Sustainability

- **At least a 10% biodiversity net gain will be provided on site.**
- **Sustainable drainage principles** will be utilised on site, improving the current on-site drainage and reducing flood risk downstream.
- **Retention of as much existing vegetation** as possible, alongside enhancements.
- **Promotion of a sustainable approach to energy and heating.**



Outdoor spaces

- **Play areas inspired by nature.**
- **Significant public open space**, including an informal and formal open space, extensive landscaping.
- **Pedestrian and cycle routes** to enhance connectivity and promote active travel.
- **Shared community garden space/allotments.**



Illustrative masterplan

The Illustrative Masterplan prioritises open green space and landscaping, while remaining sensitive to the character of the local area. We are keen to hear your thoughts and comments on the proposals to help evolve the plans wherever possible prior to submission.



New homes and affordability

The proposals will deliver up to 150 high-quality new homes, in a range of housing types, sizes and tenures addressing the differing needs of residents in Brentwood.

The new homes have been designed across two residential parcels, separated by generous green space that embraces existing landscape features and creates distinctive neighbourhoods within the development.

Given that this is an outline application and is to establish the principle of the development, the detailed design will come forward at a later Reserved Matters stage. The new homes will be designed to not only complement the local area but also to allow the development to establish its own distinct sense of place, helping create a community.

As part of the proposals, 50% will be designated as affordable homes including a mix of affordable rent (homes let at least 20% below local market rents), shared ownership (allowing the purchase of a share in the home) and first homes. This will provide a range of options for residents who wish to remain in an area they call home.

Additionally, the new homes proposed include self-build and homes accessible for those with specialist needs in accordance with Policy HP01 of the Brentwood Local Plan.

50% of homes will be affordable.



Access and travel

The proposal splits the site into two residential parcels, each with its own access off Honeypot Lane.

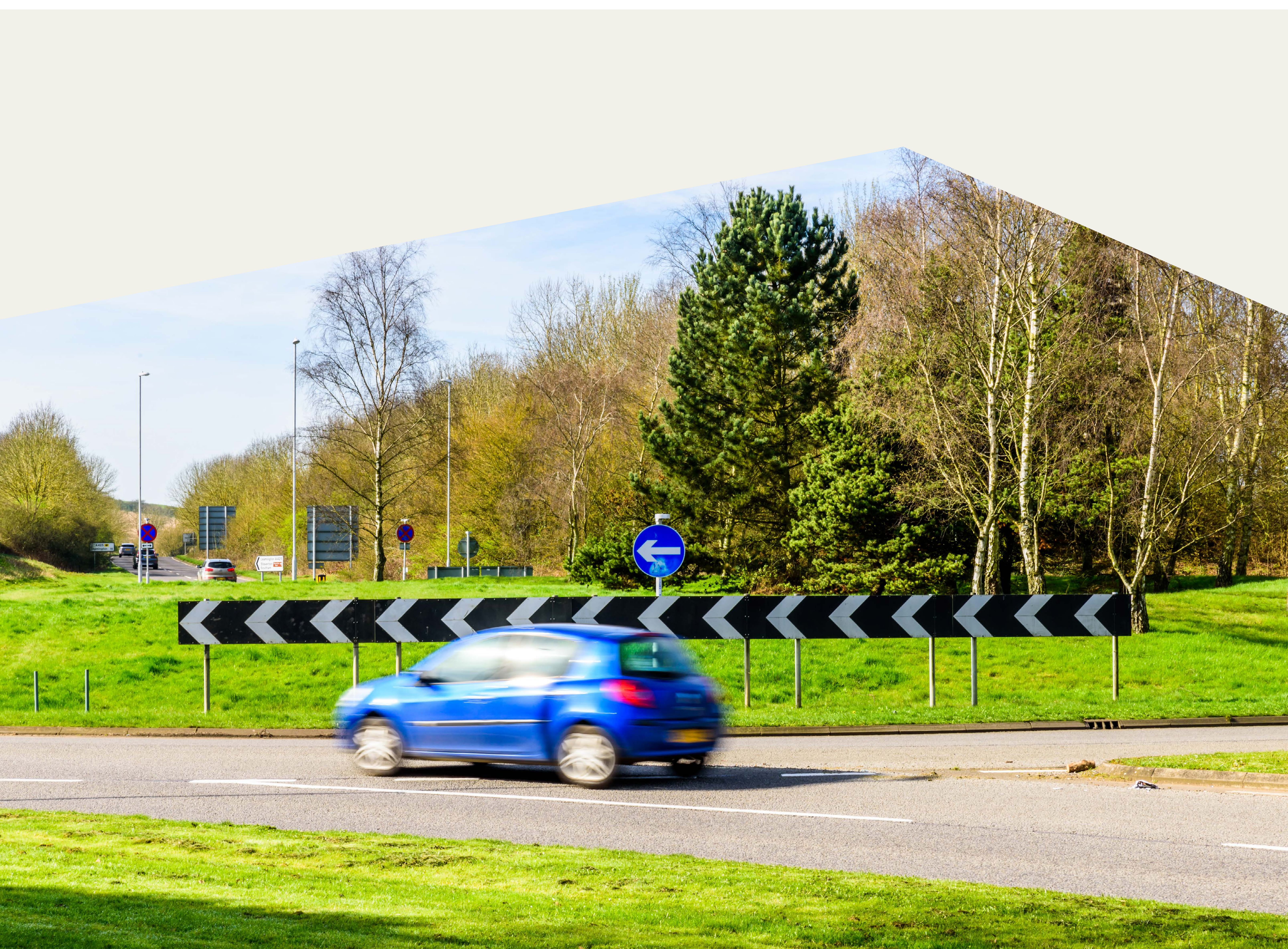
The first will be located towards the northern end of the scheme, closer to Weald Road, and will serve the parcel nearest to the A12.

The second access will be positioned more centrally along Honeypot Lane, providing entry to the parcel situated nearer to the road itself. Both access points will connect to primary spine roads running through the development and will also be suitable for pedestrians and cyclists.

Engagement and discussions are currently being undertaken with Essex County Council Highway Authority on the proposed access arrangements which also includes potential improvements to Honeypot Lane.

To promote Active Travel, the scheme will include a comprehensive network of footpaths and cycle routes enhancing connectivity and promoting a healthier lifestyle.

The footpaths and cycleways will connect both parcels internally and provide links to the wider area via the two vehicular access points.



Green spaces

With landscape at the heart of the proposals, the proposals will deliver circa 6 hectares of public open space, which is currently inaccessible to the community, incorporating both formal and informal areas for the community to enjoy.

Extensive landscaping will create an attractive setting throughout the development, complemented by a dedicated community garden/ allotments and a play area for new and existing residents to enjoy.

Alongside this, the proposals are designed to deliver at least a 10% biodiversity net gain on-site through the retention of as much flora as possible, species-rich planting, ecological enhancements and extensive landscape buffers. Additionally, the ecologically sensitive central watercourse running through the site will be retained and safeguarded.



Illustrative landscape plan

Drainage

The proposals have been designed to effectively manage surface water.

The proposed surface water drainage strategy will use sustainable urban drainage systems (SuDS) and attenuation basins to capture, control and release water generated on-site, back to pre-development greenfield rates.

The system is designed to manage severe weather that happens very rarely, such as a 1-in-100-year storm event and to account for climate change.

The proposed SuDS features have been designed to also promote biodiversity and are located in suitable locations throughout the development to capture surface water runoff.

Sustainable drainage principles will be utilised on site, improving the current on-site drainage and reducing flood risk downstream.



Sustainability

Sustainability is at the heart of the proposals, with the following measures integrated into the proposals to meet both Brentwood Borough Council's and Welbeck Land's sustainability goals:

- **The promotion of sustainable travel and transport** through enabling the use of public transport, with access to the existing local walking and cycle route network for enhanced sustainable transport connectivity.
- **The inclusion of measures to reduce carbon emissions beyond standard requirements**, including the promotion of high levels of energy efficiency, the use of renewable energy where suitable, and mechanical ventilation with heat recovery (MVHR) systems where appropriate.
- **The incorporation of sustainable features** such as waste management, water efficiency, natural materials, secure cycle storage, and electric vehicle (EV) charging.
- **The integration of best practice in energy and sustainability**, with careful attention to layout, street design, and plot orientation.

Pedestrian and cycle routes to enhance connectivity and promote active travel.



Next steps

Thank you for attending our community engagement event to view the proposals for land at Honeypot Lane, Brentwood.

We appreciate you taking the time to visit and hear more about the site and sharing your suggestions for the proposals. Please fill out our feedback form and either hand it to a member of staff or leave it in the box provided.

Alternatively, you can take it with you and return it via our Freepost address (see below) or fill out the online version on the project website.

We will consider all feedback provided during the consultation and will take on board comments wherever possible in evolving the proposals.

How to get in touch

0800 148 8911 (Freephone)
Monday–Friday 9am–5:30pm

info@honeypotlaneconsultation.co.uk

**Freepost MEETING PLACE
CONSULTATION** (no stamp required)

www.honeypotlaneconsultation.co.uk

Project timeline

- **Autumn 2025**
Launch of consultation
- **Winter 2025**
Targeted submission of planning application
- **Autumn 2026**
Targeted determination of planning application
- 2028/29**
Estimated start of construction

