

# Welcome

Thank you for taking the time to come to this exhibition which outlines our proposal to deliver a new residential, leisure and recreational area on the edge of Essington. Your views, local knowledge and feedback are important to us.

Jack Moody Limited are promoting the future development of “white” land situated off Hobnock Road. The proposals are for high quality housing, leisure and recreation development that would provide up to 65 new homes including a variety of housing types as well as affordable housing and retirement bungalows. In addition there will be a significant landscaped sound barrier along the M6 corridor.

We are consulting you prior to submitting the planning application for the development to South Staffordshire Council. We are keen to hear your views on the proposals, and where feasible these will be taken into account. There will be an opportunity to comment further on the proposals once the application has been submitted.

## SITE LOCATION



The site is located south of Hobnock Road

## The Developer and Design Team

Jack Moody Limited are highly experienced developers, with a proven track record of delivering high quality schemes across Staffordshire that are sympathetic to the local environment.

Jack Moody Limited intends to apply for planning permission to develop land situated off Hobnock Road and are supported by the following team of consultants:

First City Limited are Town Planning Consultants who are responsible for the overall planning application.

BEA Landscape Designs Ltd are undertaking the landscape and visual assessment work for the site.

Kevin R Twigger & Associates Limited are providing the master planning service for the development.

JMP Consultants Limited are providing the Flood Risk Assessment of the site.

Middlemarch Environmental Limited are carrying out a Phase 1 habitat of the site.

Georisk Management are preparing a Coal Mining Report.

# Jack Moody Limited



**Jack Moody Limited is the promoter of this exciting scheme and welcomes the opportunity to contribute to the local area by providing much needed homes and recreational facilities to cater for the whole community of Essington.**

With over 45 years experience in the landscaping industry, Jack Moody Ltd have established themselves as leading experts in the construction and maintenance of living landscapes.

The Company started at Hollybush Farm in 1976. From less than 30 employees at the start of the company the group now has in excess of 360 directly employed staff.

Jack Moody Holdings PLC companies include:

- Jack Moody Limited (Landscaping)
- JM Nursery & Cash and Carry
- JM Maintenance
- Midland Compost Recycling (MCR)
- JM Plant Hire
- Hollybush Garden Centre
- A&D Garden Centre and Aquatics

Through their companies they provide both trade and individual customers with a variety of award winning horticultural, civil engineering, maintenance and recycling solutions, enhanced by highly skilled craftsmanship, quality service and experience developed over many years.

In the last 12 months the group has paid more than £2,200,000 to the Government to cover Corporation Tax, PAYE, National Insurance, VAT and Stamp Duty Land Tax and over £300,000 to Local Authorities for Business Rates.

Net payments to employees amount to approximately £3.5 million per year with 90% of these wages being spent within the area to support and maintain local businesses.

Jack Moody Holdings plc is based within Shareshill, South Staffordshire and has been home to the company since its establishment over 45 years ago. The company continues to work on its principle of creating jobs for local people in order to support local communities. Jack Moody Holdings plc look forward to Essington communities continued support.



British  
Association  
of Landscape  
Industries



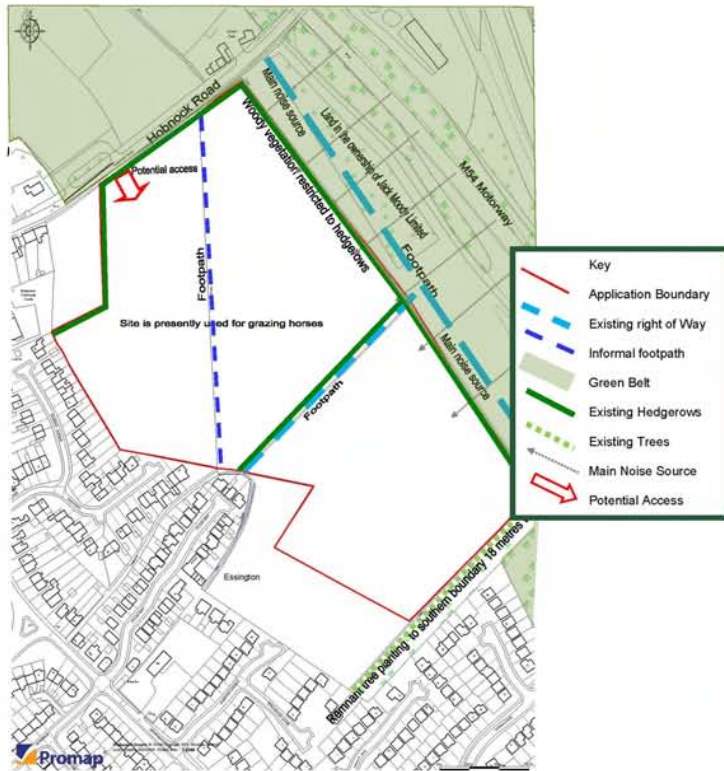
Proposed development on land situated off Hobnock Road, Essington

# Site Analysis

## OPPORTUNITIES AND CONSTRAINTS

These are the physical and environmental opportunities and constraints that we have identified which influence the layout and design of the development.

### OPPORTUNITIES AND CONSTRAINTS PLAN



### TRANSPORT

The development at Hobnock Road will deliver the following:

- The delivery of a T junction on Hobnock Road to serve the proposed development.
- Improvements to existing walking and cycling networks to and from the site via the new improved site access providing sustainable links.
- Provision of new pedestrian/cycle routes within the site.
- Access to existing public transport links located adjacent to the site.



- A Green Travel Plan to encourage future residents to reduce their use of private cars in favour of walking, cycling and public transport.
- A new "Green Park" entrance into Essington.

### OPPORTUNITIES

**TOPOGRAPHY** – The northern half of the site is relatively flat whilst the land south of the hedgerow, which runs through the middle, gently slopes down towards the adjoining housing development. The land along the eastern side of the site rises steeply from the M54/M6 slip road. The residential development will be focused in the west of the site, away from the motorway.

**LANDSCAPE & ECOLOGY** – The existing vegetation consists of a hedgerow which runs from west to east through the middle of the site and a narrow strip of remnant tree planting along the southern boundary of the site. This tree buffer will be enhanced and strengthened within the new development. Extensive tree planting will be incorporated on the eastern boundary of the site to provide the basis of a robust green parkland in which the development will be framed. The proposed landscaping will encourage and support strong wildlife corridors through the development to enhance the site's biodiversity. The landscaping will soften the development and further integrate the comprehensive scheme within its surroundings.

**ACCESS** – Existing pedestrian accesses will be retained and integrated into the development providing access to both the residential area of the site and the recreation and leisure facilities. New attractive pedestrian and cycle links will be provided through the site, connecting to the exiting rights of way and linking the development to the existing built environment adjacent to the site.



**TRANSPORT** – Vehicular access into the site will be achieved by improving the existing access off Hobnock Road which runs directly along the north site boundary. The site is also closely located to public transport links.

**DRAINAGE** – A sustainable urban drainage system (SUDS) will be implemented to serve the development. This will be designed to encourage site ecology, increasing both habitat and recreational opportunities.

### CONSTRAINTS

**NOISE** – The location of two major strategic transport routes - the M6/M54 adjacent to the site could provide implications for residential amenity in terms of traffic noise. An Environmental Noise Assessment has considered these issues. Jack Moody Limited intends to plant a substantial new tree buffer on the land adjacent to the motorway which will create an effective sound barrier and provide an attractive edge to the village.

# We will provide...

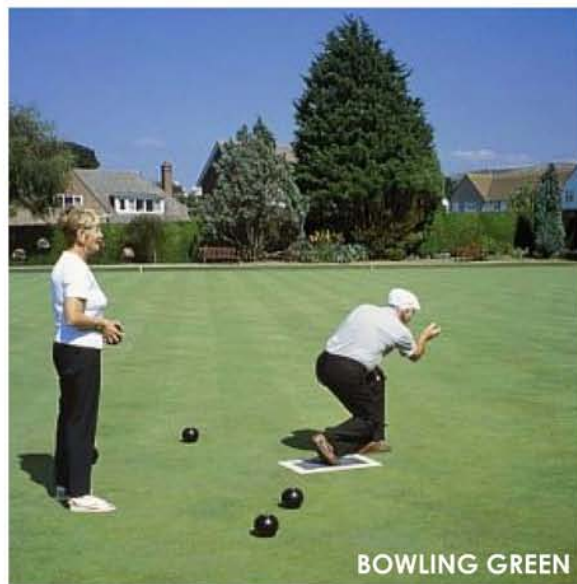
## RECREATION AND LEISURE FACILITIES

### Essington Park

If you enjoy the outdoors, there are a range of new facilities proposed as part of this scheme.

The new Essington Park will become home to a revamped children's playground, new bowling green and junior football or rugby pitches. A new youth centre building and school car park are included together with allotments.

The Park will provide for a wide range of outdoor and indoor activities within a natural environment from a leisurely stroll, a healthy jog or exercising the family dog. In addition there will be a significant landscaped sound barrier along the M6 corridor.



BOWLING GREEN



JUNIOR FOOTBALL PITCH



ALLOTMENTS

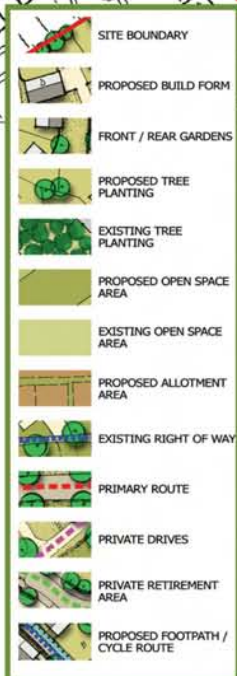


EQUIPPED PLAY AREA (LEAP)



YOUTH CENTRE

# Masterplan



# Next Steps...



**Your comments**



**Jack Moody Limited/  
First City Limited**



**Masterplanning**



**Planning application  
(Outline Design Principles)**



**Planning application  
(Reserved Matters Design Principles)**



**New homes and  
community facilities**



We aim to submit an outline planning application later this year. This will be to agree the principle of the development. If the application is successful then the detailed design of the recreation, leisure and housing proposal and ancillary landscaping and infrastructure will be reserved for approval by South Staffordshire Council in due course.

## Commenting on the proposals

Your thoughts on the proposals you have seen today are important to us. Please complete a comments form and drop into the box provided before you leave the exhibition. All comments will help to assist in the revised proposals and preparation of the outline planning application. The exhibition boards will be available to download from 4th November 2011 together with the comments form, please visit:

**[www.firstcity.co.uk](http://www.firstcity.co.uk)**