

Nethermayne, Basildon

Redrow Homes

● Planning ● Engagement



Planning Potential has supported Redrow Homes since early 2016 to progress a major strategic residential-led development at Nethermayne, delivering up to 700 new homes and supporting community infrastructure.

Demonstrating our ability to manage complex, long-term strategic sites, combining multi-phase planning expertise, committee advocacy, and effective community consultation to secure consistent successful outcomes.

The Challenge

Land at Nethermayne is a circa 50-hectare strategic allocation identified by Basildon Borough Council to deliver significant housing growth. The site adjoins existing residential areas, requiring careful consideration of design quality, character integration and community impact across multiple development phases.

Following outline consent in 2013 and Reserved Matters approval of Phase 1, subsequent phases needed to complement the built development while responding to evolving technical, design and stakeholder considerations.

Without clear project leadership and an agreed long-term strategy, the site risked fragmented delivery, community opposition and delay across successive reserved matters and amendment applications.

Our Approach

- Managed submission of multiple Reserved Matters Applications across successive phases
- Led preparation of Minor Material and Non-Material Amendments to refine approved schemes
- Presented the case for development repeatedly at Basildon Planning Committee
- Coordinated effective community consultation alongside Communications Potential
- Managed condition discharges and associated applications including substations and advertisements

The Outcome

- Outline and Reserved Matters approvals progressed to deliver up to 700 new homes
- Local centre, primary school expansion and hospice expansion supported
- Multiple planning committee determinations secured with a 100% success rate
- First phase delivered with homes substantially reserved, enabling continued site build-out