

Community Consultation for Proposed Care Home for 122 Laindon Road, Billericay, Essex

1 WELCOME / ABOUT ASPIRE

A proposed new care home for Laindon Road, Billericay



Welcome to our public consultation

Aspire LPP is pleased to share its emerging proposals for a new care home at 122 Laindon Road, Billericay.

We are at an early stage in the process and would like to hear the views of local residents, businesses and other stakeholders before submitting a planning application to Basildon Borough Council.

Your feedback will help the project team understand local priorities and consider how to refine the proposals as the scheme progresses.

The proposed care home would meet a need for additional care accommodation for the growing population of older people.

Basildon faces the highest care bed need in South Essex, with demand rising to 380 new care home bedspaces by 2040. Across South Essex as a whole, the requirement reaches 2,239 bedspaces by 2040.



About Aspire LPP

Aspire LPP is a specialist residential care home developer, dedicated to delivering bespoke care homes for leading care operators across the UK.

Each home is tailored to meet the operational needs of its provider, helping to create high quality care environments for residents, staff and visitors.

Aspire is committed to designing developments that respect local character and architectural style, while supporting care provision within the community.

OUR COMMITMENT



People First

Create a safe, comfortable and dignified environment for future residents by providing high quality care environments for residents, staff and visitors.



Bespoke Design

Our bespoke designs are tailored to resident and operator needs whilst respecting the local character of the area and its surroundings.



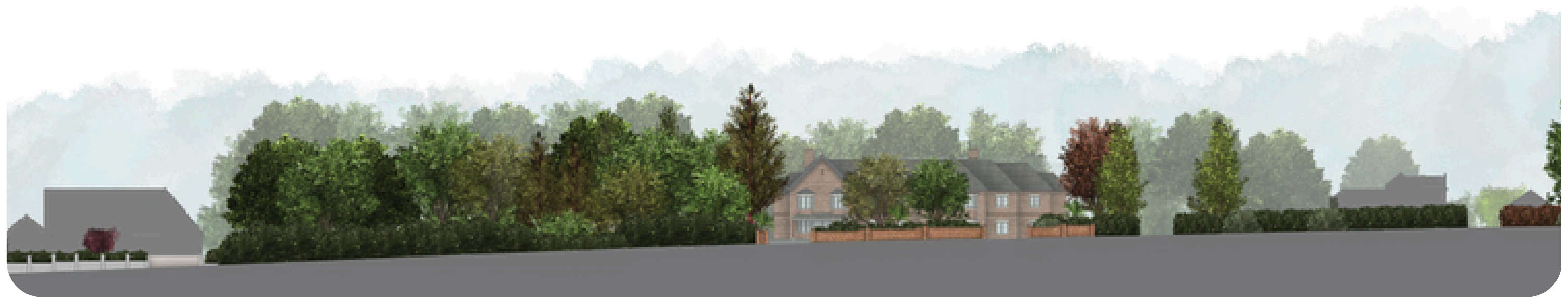
Sustainable Development

Our care homes incorporate sustainability via landscaping, biodiversity enhancements and renewable technologies whilst also providing an attractive place for residents and visitors to use.



Support Communities

Purpose-built care homes provide services on-site and help reduce pressure on local health services but also provide employment and wider local benefits.



Thank you for taking the time to get involved and help shape this exciting new development.

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SITE CONTEXT

The site and its allocation



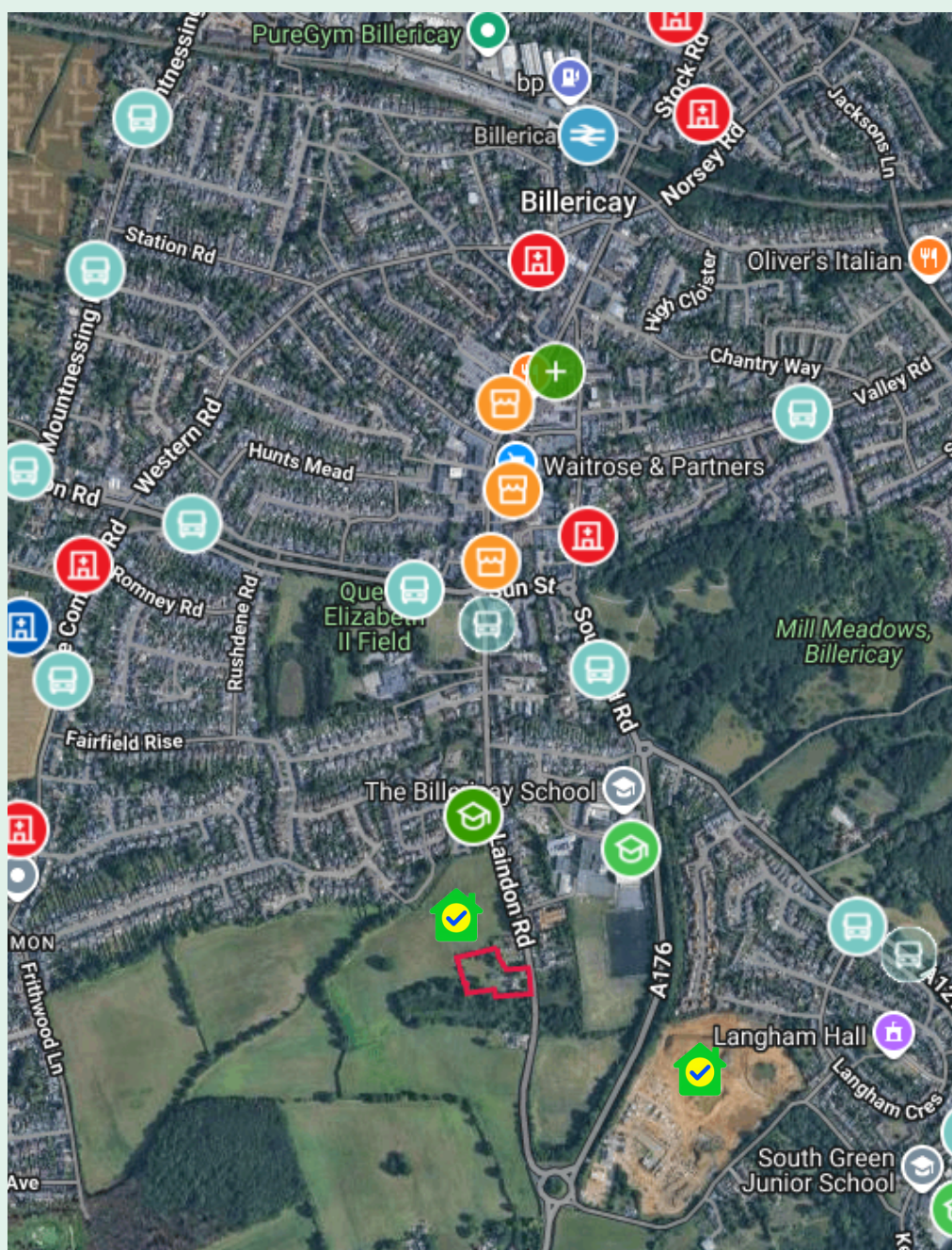
SITE CONTEXT AND LOCATION

The site is located at 122 Laindon Road, Billericay, CM12 9LE.

The site is well related to local services, public transport connections and the wider Billericay community.

The site is well positioned adjacent to the approved development (24/00762/OUT), which will deliver 250 new homes with access from Laindon Road, reflecting the area's planned residential growth and connectivity.

SITE LOCATION



KEY

- Train Station
- Bus Stop
- Shops
- School
- The Site
- New Residential Development

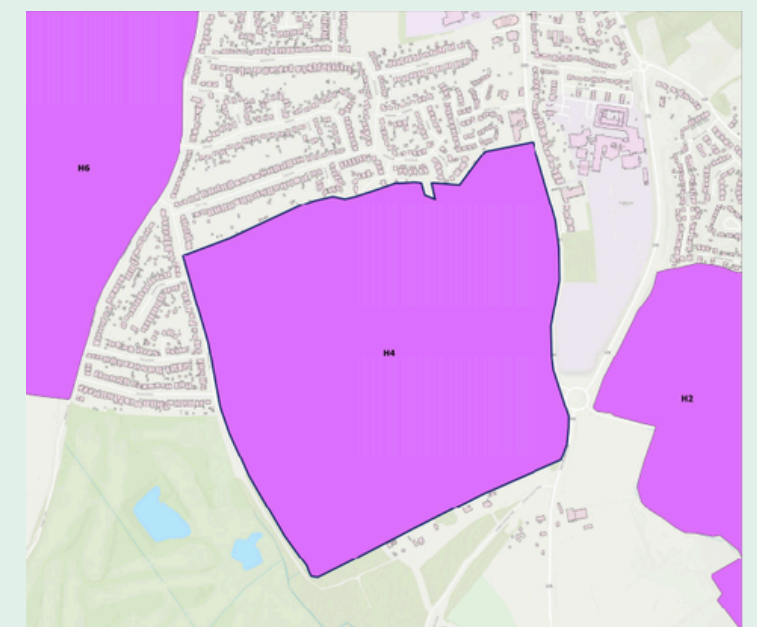
SITE PLAN



DRAFT ALLOCATION- POLICY H4, LAND WEST OF LAINDON ROAD

Basildon Council is preparing a new Local Plan to make sure that new homes are built in a co-ordinated and sustainable way, rather than through ad hoc development.

Although the Site is currently in the Green Belt, it is classified as Grey Belt. It is also part of a larger site that the Council is proposing to be removed from the Green Belt and allocated for development, under draft Policy H4. As a care home is a place for people to live, it is a suitable, appropriate and efficient use of the land.



Allocation Information	Details
Location	Billericay / Little Burstead
Allocation area (ha)	53.42
Indicative capacity	730 – 760 homes
Indicative Net Residential Capacity*	40 dph
Phasing	2025-30, 2031-35, 2036-40

KEY POINTS



SUITABLE AND SUSTAINABLE LOCATION

The Site and its immediate surroundings are identified for removal from the Green Belt to accommodate new residential development. 250 homes have already been approved to the north. The site sits comfortably within an area identified as suitable for expansion, supporting the principle of a care home as a compatible and sustainable land use.



CLOSE TO EXISTING NEIGHBOURHOODS

The location enables older residents to remain within their community, maintaining connections with family, friends, and familiar surroundings; supporting wellbeing and continuity of care.



WELL-CONNECTED TO SOUTH ESSEX and LONDON

The site offers convenient access to local services, public transport and community facilities, supporting easy day-to-day living for residents and visitors. The bus services provide frequent travel every 10 minutes across wider South Essex, and the Train Station connects to London.



LOWER EVERYDAY IMPACTS

A care home for elderly people and those in need of care creates minimal daily traffic movements, limited parking pressures as all parking requirements will be met on the Site, and no demand for school places, offering a managed and balanced form of development.



SUPPORTS LOCAL CARE NEEDS

This accessible location is well suited to meeting an identified need for specialist older persons' accommodation, helping to strengthen local care provision within the community.



EFFICIENT USE OF PREVIOUSLY DEVELOPED LAND

The proposal would re-use previously development land to deliver specialist accommodation while still allowing for landscaping, all on-Site parking and amenity space.

Community Consumption for Proposed Care Home for 122 Laindon Road, Billericay, Essex

3 THE PROPOSED DEVELOPMENT

A high-quality care home in a landscaped setting

WHY A CARE HOME HERE?

A purpose-built care home would deliver high-quality, specialist accommodation for older people, providing a safe, comfortable, and supportive environment tailored to their needs.

Located near to Billericay Town Centre and proposed to be allocated, the site aligns with planning policy by directing development to sustainable locations with established infrastructure, services, and accessibility.

The proposal would help address identified local care needs, enabling residents to remain close to their families and communities, while offering a calm, well-managed form of development that integrates sensitively with its surroundings.

COMMUNITY BENEFITS



Biodiversity net gain and ecological improvements for wildlife



Retained and new landscaping that helps maintain the character and calmness of the area



Lower strain on local infrastructure, including more managed traffic movements



Helps relieve pressure on health and care services by providing dedicated care accommodation



Creates local jobs and helps families keep loved ones nearby and supported

BLOCK PLAN



BUILDING APPEARANCE - ELEVATIONS



A RESIDENT-FOCUSED ENVIRONMENT



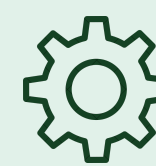
Safe, accessible and comfortable place for residents to live.



Landscaping and biodiversity enhancements support the wider environment.



Supports residents, visitors and families with high-quality care close to home.



Provides employment and operates with managed access, parking and servicing.

This proposal has been designed to deliver a high-quality, purpose-built care home that meets the needs of residents while enhancing the local environment and contributing positively to the Billericay community.

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CARE NEED, LOCATION AND CONSTRUCTION MANAGEMENT

Meeting local care needs in an accessible and allocated location

WHY CARE HOMES ARE NEEDED

There is a growing national and local need for specialist care accommodation for older people. National planning guidance recognises that the need to provide housing for older people is critical, with the number of people aged 85 and over projected to increase from 1.6 million in 2016 to 3.2 million by 2041.

Basildon has the greatest demand for care beds in South Essex, with a need for an additional 380 care home places projected by 2040. Across the wider South Essex area, total demand is expected to reach 2,239 bedspaces by the same year.

Basildon cannot currently demonstrate a sufficient supply of housing or care accommodation.

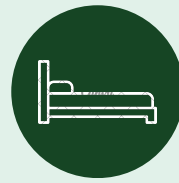
There is also a qualitative need for new care homes that meet modern standards and expectations of residents and their families.

- Many existing care homes are older, smaller and/or no longer fit for purpose and often lack modern facilities.
- New purpose-built homes provide high quality accommodation, including improved accessibility, nursing facilities, measures to reduce infection-transmission, energy efficiency and resident wellbeing.
- The proposed home would provide modern en-suite wetrooms for all residents (rather than shared bathroom that older care homes have), helping deliver dignified, high-quality care in safe surroundings close to local communities.



1.6m to 3.2m

People aged 85+ in England, 2016 to 2041



380 beds

Residential care home beds needed in Basildon by 2040



Substantial growth

Scale of growth to 2040 projected to be between 14,000 and 16,850 of those aged 65+.

WHY THIS LOCATION?

- Draft residential allocation under Policy H4
- Accessible to local services, shops and bus routes
- Located close to established residential neighbourhoods
- Provides a quieter and familiar setting for residents
- Daily activity from staff and visitors can increase natural surveillance along Laindon Road
- Suitable size for a care home, landscaping and on-site parking



PARKING AND MOVEMENT

Care homes generate low trips and low traffic impacts, with few daily vehicle movements overall, helped by staggered staff shift patterns out of peak times, and visits more evenly spread throughout the day and week.

The Site will accommodate all parking requirements for its users on-Site. As well as plentiful standard bays, it also includes disabled bays, electric vehicle charging bays and an ambulance / delivery space.

Residents would not typically not have their own cars due to the typical nature of their care requirements, so the parking will be used by staff and visitors.



MANAGING TEMPORARY CONSTRUCTION IMPACTS

If planning consent is granted, Aspire would seek to minimise negative impacts as much as possible.

- Construction Management Plan will be prepared in conjunction with the Council to address traffic, deliveries, waste, dust and noise, amongst other matters.
- We will take feedback and concerns on board during both the planning and construction phases.
- We will provide updates on any road disruption and key construction milestones to those most likely to be affected.

COMUNITY BENEFITS



Achieves biodiversity net gain and provides additional ecological improvements for wildlife,



Maintains the character and calmness of the area.



Less strain on local infrastructure, schools and traffic, helping relieve pressure on the NHS and public services.



Creates local jobs and training opportunities during construction and ongoing operation.



Helps families keep loved ones nearby and supported within their community.

This proposal responds to a clear need for care accommodation in Basildon and seeks to deliver a purpose-built care home on an allocated, accessible site while managing impacts responsibly.