

Welcome



The M25 is one of the busiest and most important motorways in the UK. However, it is significantly under-served by places to rest, refresh, and refuel – especially across the eastern stretch for traffic feeding to and from the Channel ports.

Welcome Break is proposing to develop a new Motorway Service Area (MSA) to serve the busy eastern section of the M25 between junctions 27 (M11) and 28 (A12).

Our proposals respond to a need to reduce the existing distances on the M25 between MSAs. National policy states that the maximum distance between motorway services should be 28 miles and, in certain circumstances, 14 miles for HGVs.

The existing distances on the M25 exceed this, with a 33-mile gap between South Mimms and Thurrock as well as the forthcoming 62-mile gap between South Mimms and Maidstone that will occur once the new Lower Thames Crossing has been developed.

What we are consulting on

We're looking for your feedback on our proposals for Roding Valley Motorway Service Area (MSA) before we submit a planning application to Brentwood Borough Council.

Consultation is an important part of our planning application process as it enables everyone to comment on the proposals with feedback helping inform the development of our proposals.

Your feedback is important to us as we develop our proposals.

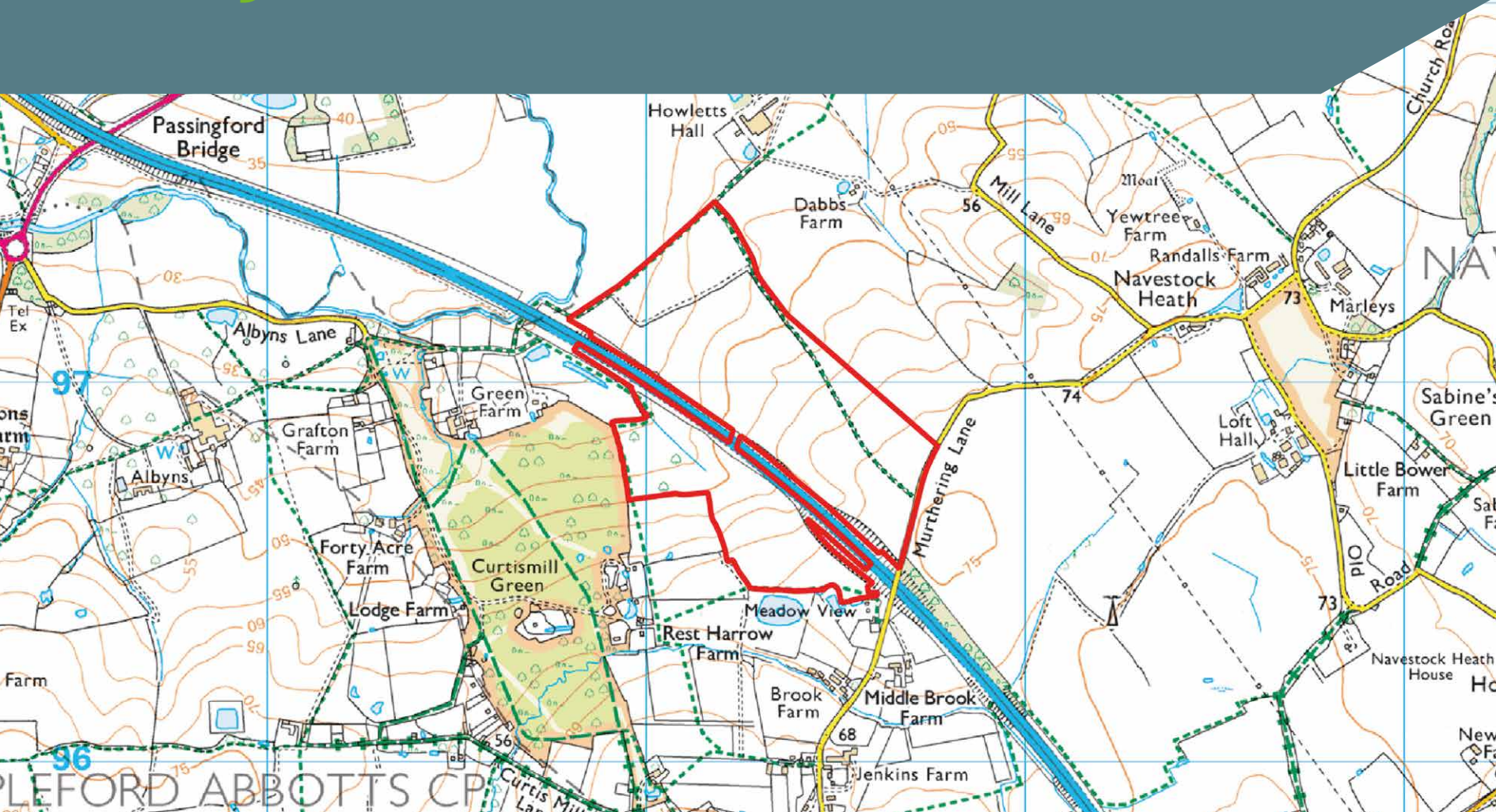
EMAIL US AT: enquiries@welcomebreakrodingvalley.info

WRITE TO US AT: FREEPOST WELCOME BREAK RV (no stamp required)

CALL OUR FREEPHONE: 0800 138 5406 (between 9am and 5:30pm)

PROVIDE FEEDBACK ONLINE AT: www.welcomebreakrodingvalley.info

Why here?



The site comprises of 37.7 hectares of land either side of the M25. It is divided in two by the motorway with the larger space to the northeast (34.1 hectares) and the smaller space to the southwest (3.5 hectares) with a bridge connecting the two.

Adjoining the smaller space is a further 12.1 hectares of land owned by Welcome Break which is likely to remain outside the service area boundary but would instead be used to develop a biodiverse habitat that will improve the natural environment of the area.

This site sits perfectly between the South Mimms MSA and Thurrock MSA, reducing the 33-mile gap between stops as well as the forthcoming 62-mile gap between South Mimms and Maidstone that will occur once the new Lower Thames Crossing has been developed.

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Sustainability at its heart



We have designed an MSA for the future, with sustainability at its core.

That includes more than 100 EV (Electric Vehicle) charging spaces, or ready charging spaces, and the capability to increase this as demand rises. It will create green spaces for drivers to enjoy on their visit and provide new spaces and habitats for wildlife, with some 24% of the site committed to improving biodiversity.

The project will be delivered and operated by Welcome Break, one of the UK's leading motorway service operators, running 59 service areas and 31 hotels up and down the country. With 24-hour fuel courts, EV charging, and world-class food and retail brands, we welcome over 85 million customers every year.

This MSA represents a £155 million investment in the region and would result in significant job creation, with at least 300 new full-time jobs created.

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Compact, smart design



Security and Traffic

- No vehicular access to or from local roads
- 24/7 security management with complete CCTV coverage and perimeter fencing to keep our motorists and the local community safe.

Visibility

- The design incorporates reducing existing ground levels for the main developed areas and the introduction of earth mounds and extensive internal and peripheral woodland planting. This will break up the scale of the proposal and screen it from most external viewpoints.

Maintaining and contributing to your green space

- Our proposals will include a small diversion of an existing footpath around the edge of the services. Other footpaths running alongside the site boundary would be protected and new landscaping would be proposed to screen the scheme from walkers and create further green space and habitats.

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Green spaces, net zero and biodiversity



Our proposals for Roding Valley have been developed with environmental stewardship and biodiversity in mind.

We have designed plenty of green spaces for drivers to enjoy on their visit and provide new spaces and habitats for wildlife:

- 70% of the total site area will be green spaces including landscaping and areas for biodiversity net gain.

We have dedicated a separate area inside the M25 to the creation of a biodiverse habitat which will contribute to the Green Belt landscape:

- 24% of the overall site area will be exclusively dedicated to biodiversity net gain, which will be located on around 12 hectares of land to the south of the site, inside the M25.

To support the move to achieve net zero on carbon emissions, at the time of opening, the MSA will provide in excess of 50 rapid EV charging points, with well over 50 further EV ready charging points which can be deployed quickly as demand requires. The scheme has also been designed with a layout that can accommodate even more EV charging spaces in the future, again as demand requires.

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Local views

These images show what the land looks like now, what it will look like in the first year and after ten years.



Visual Representation of Development Proposals prepared in accordance with Technical Guidance Note 06/19 (Landscape Institute, 2019).

These zoomed in images appear much larger than would be perceived from this location with the naked eye and have been provided for illustrative purposes only.



Now



In the first year



After ten years

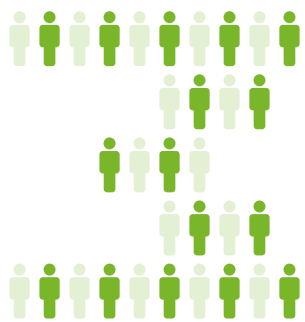
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Key benefits



300
full time jobs
plus supply chain
opportunities



£155
million
investment
in the region



24%
of site dedicated to
biodiversity
with green spaces
and wildlife habitats



Screened
from local
communities



NO
vehicular
access to
local roads



Equipped for future
EV demand



70%
of site dedicated to
green spaces,
landscaping and
biodiversity

NO
light or noise



above existing ambient



Smart
compact
footprint
with development
only on one side
of the M25



24/7
security and
perimeter fencing

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