LAND WEST
OF RAYLEIGH

Statement of Community Consultation

08 / 2014
Statement of Community Consultation

West of Rayleigh Masterplan (Outline Planning Application)

Land North of London Road and South of Rawreth Lane, Rayleigh, Essex
August 2014

Prepared by Spring on behalf of Countryside Properties (UK) Plc

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1. Introduction

This report has been prepared in support of the Outline Planning Application submitted by Countryside Properties (UK) Plc (‘Countryside’) who seeks consent for residential development, non-residential development, the provision of a primary school, associated infrastructure and open spaces (please see the Planning Statement for a full description of the proposals) on land west of Rayleigh (north of London Road and south of Rawreth Lane) on part of the land known as SER1 in the Rochford District Site Allocations Plan.

A programme of pre-application community consultation commenced in March 2014, inviting comment on an initial masterplan for the development site. This statement details the consultation activities, the feedback and the outcomes.

The National Planning Policy Framework (NPPF) encourages applicants to engage with the local community on large development proposals. It states:

"66. Applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. Proposals that can demonstrate this in developing the design of the new development should be looked on more favourably."

Countryside has carried out public consultation in order meet this requirement, raise awareness of the proposal and engage local residents and stakeholders in the planning and design process. On behalf of Countryside, Spring has organised the consultation and produced this Statement of Community Consultation.
2. Executive Summary

A programme of pre-application community consultation commenced in March 2014, following an initial pre-briefing to Council members in November 2013. This phase of consultation involved two public exhibitions, a newsletter to local residents, a briefing document for local councillors and interest groups, media publicity and a website.

Over 5,500 people (local stakeholders, residents and businesses) were contacted directly about the consultation and were invited to attend the public exhibitions and provide comments. Advertising and editorial in the local newspaper, plus posters and the project website, helped to make the wider public aware of the consultation.

Approximately 239 people attended the public exhibitions and 55 feedback forms were completed. A further 96 feedback forms were submitted via the project website, 6 were returned via the project FREEPOST address, and 15 emails were received, giving 172 feedback submissions in total. The feedback form invited open comments.

The key themes of the comments made during the consultation process were:

- Concerns regarding existing traffic problems and the potential for any new development to add to this;
- Suggestions for road and junction improvements;
- Risk of flooding; and
- The requirement for infrastructure to support the development (namely education and health facilities).

This report details all of the comments received, the themes raised and how they have been considered when developing the masterplan. Countryside reported back to the Rayleigh community on the outcomes of the consultation process in May 2014 and will continue to engage throughout the determination period.
3. Framework for Pre-Application Consultation

The following was taken into consideration when the consultation programme was developed.

Rochford District Council’s Statement of Community Involvement (‘SCI’)

Rochford District Council’s SCI (adopted 2007), states: “There are a number of techniques available to applicants in undertaking pre-application community involvement...The Council, will consider working in partnership with applicants in aiding their efforts in engaging with local communities prior to submitting an application.”

The table to the right “outlines a range of techniques that a developer should use in order to effectively engage with local communities prior to submitting a planning application. The type of proposal being considered will determine which techniques should be used. The list is by no means exhaustive or exclusive.”

<table>
<thead>
<tr>
<th>Table 4: pre-application public involvement techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large scale applications likely to generate considerable controversy</td>
</tr>
<tr>
<td>Public Exhibition</td>
</tr>
<tr>
<td>Public Meeting</td>
</tr>
<tr>
<td>Workshops</td>
</tr>
<tr>
<td>Consultation Panel</td>
</tr>
<tr>
<td>Notice on Council Website</td>
</tr>
<tr>
<td>Notice in Local Media</td>
</tr>
<tr>
<td>Consultation letters</td>
</tr>
</tbody>
</table>
The SCI also states “The applicant should submit the results of pre-application consultation and public participation to the Council with the planning application”, and as such this Statement of Community Consultation has been produced.

Countryside aimed to facilitate a consultation process that was fair, inclusive and meaningful; and which engaged with the right people in the right ways at a time when the masterplan could be influenced by feedback. It was felt important to engage with a wide range of stakeholders who would potentially be affected by the development: immediate neighbours to the proposed site, local residents of the town, and other relevant third party groups.

A number of methods of consultation were adopted. As well as two public exhibitions (including a preview session for local councillors), a newsletter was sent to over 5,000 local properties, a website was launched, and email and FREEPOST addresses were made available for comments and enquiries. A press release was also issued, posters produced and two adverts placed in the local newspaper, to raise awareness of the exhibition.

Countryside produced a Community Consultation Plan to outline the proposed approach to community consultation and presented this to officers at Rochford District Council in September 2013. The Plan was based on consultation commencing in November / December 2013, which was postponed until March 2014, in order to await the outcome of the Site Allocations Plan hearings and the Inspector’s report. Feedback received from officers was incorporated into the Community Consultation Plan, a copy of which can be found in Appendix 1.
4. Stakeholders

The views of the Rayleigh community are important to Countryside who are committed to undertaking genuine and early community consultation that helps contribute towards truly sustainable development. The following stakeholders were identified and contacted about the proposal and the opportunities for consultation.

Residents and businesses
Research was undertaken into the local community to identify a ‘consultation zone’ (residents and businesses) and key stakeholders.

This zone reflects the political boundaries of the following wards: Downhall and Rawreth (which includes Rawreth parish), Grange and Swayne Park (see map, ward boundaries shown in pink, parishes in blue), and comprises 5,217 properties in total.

A newsletter was sent to these properties two weeks prior to the first public exhibition.

The wider Rayleigh population was made aware of the public consultation via advertising, press coverage, a website and posters.
Local councillors

Essex County Council

- Leader
- Deputy Leader
- Relevant members of the cabinet
- County councillors for Rayleigh North and Rayleigh South

Rochford District Council

- Leader
- Deputy Leader
- All members of the executive
- All ward councillors
- Planning committee members

MP for Rayleigh and Wickford

Rawreth Parish Councillors

Rayleigh Town Councillors

Interest groups

- Rayleigh Town Football Club
- Rayleigh Sports and Social Club
- Rayleigh Action Group
- Lady Bird Children's Centre
- Sport England
5. Pre-Application Consultation Activities

The consultation activities are based on Countryside's experience of community engagement and best practice methods used previously to consult on development projects across the UK. The activity proposed also seeks to respond to Rochford District Council's Statement of Community Involvement. The public consultation commenced in March 2014, in preparation for the planning application submission.

Overview of consultation programme

<table>
<thead>
<tr>
<th>Activity</th>
<th>Timings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial briefing with Rochford District Council members</td>
<td>26 Nov 2013</td>
</tr>
<tr>
<td>Launch consultation process to all stakeholders: issue briefing documents, newsletters &amp; press release, launch website</td>
<td>3 – 5 Mar 2014</td>
</tr>
<tr>
<td>Advertise public exhibitions in The Echo</td>
<td>14 &amp; 19 Mar 2014</td>
</tr>
<tr>
<td>Hold preview of public exhibition for councillors</td>
<td>17 Mar 2014</td>
</tr>
<tr>
<td>Hold first public exhibition</td>
<td>19 Mar 2014</td>
</tr>
<tr>
<td>Hold second public exhibition</td>
<td>22 Mar 2014</td>
</tr>
<tr>
<td>Update project website to address key questions raised to date</td>
<td>27 Mar 2014</td>
</tr>
<tr>
<td>Issue post-exhibition press release</td>
<td>02 Apr 2014</td>
</tr>
<tr>
<td>Close consultation period</td>
<td>11 Apr 2014</td>
</tr>
<tr>
<td>Report back to public on consultation feedback and outcomes to date</td>
<td>May 14</td>
</tr>
<tr>
<td>Submit planning application</td>
<td>Aug 14</td>
</tr>
</tbody>
</table>
Consultation activities

Briefing document to stakeholders
A briefing document was sent by email to the local MP, county and district councillors, Rawreth Parish Council, Rayleigh Town Council and local interest groups (as identified in Section 4) on 3rd March. This provided information on the proposal, invited recipients to the public exhibitions (including a preview session) and extended an offer to discuss the proposal further. A copy of the community newsletter (see below) was included with the briefing document.

See Appendix 2 for a copy of the briefing document.

Project website
A project website www.westofrayleigh.co.uk was launched on 3rd March. The website provides full details of the masterplan proposals, including maps, initial plans and FAQs. From launch until 11th April, the website also enabled visitors to register to receive project news by email, and to complete an online feedback form.

Between 3rd March and 11th April, 1,506 people visited the website (unique visitors); and 78 people registered to take part in consultation.

The website was kept up to date throughout the consultation process with project news and will continue to be updated throughout the planning process. As is detailed in Section 7, a new webpage was added in May 2014 to detail the consultation feedback received and the outcomes.

A screen grab of the website homepage can be found in Appendix 3.
Community newsletter

A newsletter was sent to residents and businesses in the Consultation Zone (5,217 properties) by 1st class post on 3rd March, with a summary of the proposal, a location map, details of the public exhibitions and the various ways to engage in consultation (website, email and FREEPOST postal address).

See Appendix 4 for a copy of the newsletter sent to residents and businesses.

Press release – consultation launch

A press release to raise awareness of the proposals and the various opportunities for consultation, including the exhibitions, was issued on 5th March, to:

- The Echo
- The Southend Standard
- Castlepoint Rayleigh Standard
- Leigh Times, Rayleigh & Eastwood Times
- Brentwood Gazette
- Essex Chronicle
- Southend and Chelmsford Radio
- BBC Radio Essex
- Radio Essex
- Heart
- BBC Look East
- ITV Anglia
- Rochford Life
- Rochford Independent
- Rayleigh Facebook page
- Online Focus
- Rochford District Matters
- BBC Essex

A copy of the press release can be found in Appendix 5.
Poster
An A4 poster publicising the public exhibitions was posted to the two exhibition venues, Rawreth Parish Council and Rayleigh Town Council with the request that they were displayed on local noticeboards to assist in raising awareness of the consultation.

A copy of the poster can be found in Appendix 6.

Adverts
An advert was placed in the Echo on 14th and 19th March to publicise the public exhibitions. The adverts were quarter page in size and positioned in the early pages of the papers, to ensure a wide reach.

See Appendix 7 for copies of the press advert.

Public exhibitions
Two drop-in public exhibitions were held:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Reason for choosing venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 19th March</td>
<td>4:30pm – 8:30pm</td>
<td>Rawreth Village Hall</td>
<td>The development site is located in the parish of Rawreth</td>
</tr>
<tr>
<td>Saturday 22nd March</td>
<td>10am – 5pm</td>
<td>St Nicholas C of E Primary School, Rayleigh</td>
<td>The school is located within a residential area that is directly adjacent to the development site</td>
</tr>
</tbody>
</table>
A preview of the exhibition was held for District Councillors, Rawreth Parish Councillors, Town Councillors, County Councillors and Mark Francois MP at District Council offices on 17th March from 1pm to 4pm. In total, 16 councillors attended this session, and a number also came to the public exhibitions.

13 Information boards and a large ‘pop-up’ display of the draft masterplan were presented at the exhibitions, as shown in the photograph to the right. The community newsletter was available for visitors to take away. A copy of the exhibition boards and pop-up display can be viewed in Appendix 8.

Approximately 109 people attended the first exhibition; and approximately 130 attended the second. Representatives from Countryside; Spring; flooding and drainage consultancy, URS; transport consultancy, Mayer Brown; and architect, Blue Pencil Designs; were available to discuss the plans with attendees and answer questions.

Feedback forms
Feedback forms were available at the exhibition to capture comments about the proposal. Comments could also be returned in the post to the project FREEPOST address, by email or via the project website. The feedback forms received were analysed and collated and the results fed back to the project team. A summary of the feedback can be found in Section 6.
A copy of the feedback form can be viewed in Appendix 9.

Website update – key questions
Following the exhibitions, a number of questions and answers were added to the Frequently Asked Questions page of the website to address some of the queries raised by attendees. All those who had provided their email address during the consultation process, were contacted to make them aware of this update and to invite them to view the information.

Press release – exhibition follow up
Following the exhibitions, a press release was issued on 2\textsuperscript{nd} April to the media listed above, to inform the local community of the feedback received through the consultation process so far, and as a reminder of the deadline for the pre-application consultation period (11\textsuperscript{th} April).

A copy of this press release can be found in Appendix 10.

Close of pre-application consultation period
The pre-application consultation period closed on 11\textsuperscript{th} April to allow Countryside time to consider the feedback received prior to finalising the masterplan proposal.

On this day, the feedback form was removed from the project website (although the contact details remained).

Prior to this, on 7\textsuperscript{th} April, an email was sent to all those who signed up for news on the website, or provided their email address at the exhibition, via email or post, to remind interested parties of this closing date.
6. Consultation Feedback

Correspondence received
Feedback submissions were invited during the consultation process via the feedback forms made available at the exhibition, the project website, email and FREEPOST. A telephone number was also available for comments and/or enquiries, although no telephone calls were received. The table below shows how many submissions were received via the various channels.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Submissions received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public exhibitions</td>
<td>55</td>
</tr>
<tr>
<td>FREEPOST address</td>
<td>6</td>
</tr>
<tr>
<td>Project website</td>
<td>96</td>
</tr>
<tr>
<td>Email address</td>
<td>15</td>
</tr>
<tr>
<td>Telephone</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total submissions</strong></td>
<td><strong>172</strong></td>
</tr>
</tbody>
</table>

Respondents were asked to provide their postcode on feedback forms. 117 out of 137 submissions that provided a postcode were marked as from respondents in SS6, which is the Rayleigh postcode area.

Feedback is reported and analysed in the next section of this Statement. Please see Appendix 11 for all feedback received (personal details removed).
Feedback themes
Definitions of terms used in this section:

- Submission – feedback provided in a single occurrence by a respondent; some respondents provided multiple submissions at different times
- Comment – the remark(s) made within a submission
- Theme – the subject matter(s) of a comment

<table>
<thead>
<tr>
<th>Theme</th>
<th>Sub-theme</th>
<th>Occurrences</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Traffic &amp; transport</em></td>
<td></td>
<td>237</td>
</tr>
<tr>
<td>(within 125 submissions)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potential for increase in traffic due to</td>
<td>Increase in traffic (general)</td>
<td>36</td>
</tr>
<tr>
<td>development (106)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase in traffic on Rawreth Lane</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>Increase in traffic on London Road</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>Increase in traffic on other roads</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Increase in traffic in town centre</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Other: concern re cumulative increase in traffic with other development in area (1); increase in traffic on A127 (1)</td>
<td>2</td>
</tr>
<tr>
<td>Need for highways improvements (54)</td>
<td>Improvements needed (non-specific)</td>
<td>18</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>-----------------------------------</td>
<td>----</td>
</tr>
<tr>
<td></td>
<td>Junction upgrade required</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>New roads required</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Road repairs required</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Road widening required</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Work need to footpaths</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Reduced speed limits required</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Other: suggestion to make London Road one way (1)</td>
<td>1</td>
</tr>
<tr>
<td>Concerns regarding construction traffic (20)</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>Concerns regarding prosed access (12)</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Public transport (12)</td>
<td>Bus service required</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Public transport needed (non-specific)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Other: free bus service won't be a solution (1)</td>
<td>1</td>
</tr>
<tr>
<td>Rail service at capacity (9)</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Estate road (8)</td>
<td>Estate road will become a rat run</td>
<td>7</td>
</tr>
<tr>
<td>Topic</td>
<td>Other: support for estate road (1)</td>
<td>Questions regarding traffic surveys carried out (8)</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Question</td>
<td>Count</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>Questions / concerns regarding drainage / efficacy of proposed SUDS</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Questions / concerns regarding lack of capacity to deal with sewerage locally</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Comments regarding current / historic flooding of site</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Questions regarding Flood Risk Assessment or other studies</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Concerns regarding housing insurance</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Concern regarding flooding of roads</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Queries regarding future maintenance of SUDs</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Development does not provide flooding solutions for wider area</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Areas of open space will flood (1); support for flood plain being left undeveloped (1); support for flooding management / drainage plans (1)</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Statement of Community Consultation – West of Rayleigh Masterplan
August 2014
<table>
<thead>
<tr>
<th>Consultation &amp; planning</th>
<th>28</th>
</tr>
</thead>
<tbody>
<tr>
<td>(within 16 submissions)</td>
<td></td>
</tr>
<tr>
<td>Public consultation process (20)</td>
<td>Criticism of chosen venues</td>
</tr>
<tr>
<td></td>
<td>Consultation insufficient / ineffective</td>
</tr>
<tr>
<td></td>
<td>Criticism of referring certain queries to the Council</td>
</tr>
<tr>
<td></td>
<td>Criticism of number of events</td>
</tr>
<tr>
<td></td>
<td>Other: criticism of chosen dates of exhibitions (1); query regarding responses from CP to questions (1); Query regarding consultation process once application is submitted to the Council (1); thanks for the consultation opportunity (1)</td>
</tr>
<tr>
<td>Planning process (4)</td>
<td>Comment regarding RDC</td>
</tr>
<tr>
<td></td>
<td>Other: query regarding wildlife surveys (1); collaborative approach needed with RDC (1)</td>
</tr>
<tr>
<td>Statutory consultation (3)</td>
<td>Query re consultation with Anglian Water</td>
</tr>
<tr>
<td></td>
<td>Other: query e consultation with ECC Highways</td>
</tr>
<tr>
<td>Other</td>
<td>Plans go against core strategy</td>
</tr>
<tr>
<td>Construction process</td>
<td>Count</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Concern regarding traffic construction / access</td>
<td>10</td>
</tr>
<tr>
<td>Noise</td>
<td>3</td>
</tr>
<tr>
<td>Disruption (non-specific)</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
<tr>
<td>Concern about cumulative impact with other constr. in area (1); dust (1); health &amp; safety (1)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Equestrian use of site</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request that equestrians be able to use green links in/through site</td>
<td>18</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Site selection</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green belt land should not be developed</td>
<td>5</td>
</tr>
<tr>
<td>Brownfield sites would be preferable</td>
<td>3</td>
</tr>
<tr>
<td>Theme</td>
<td>Occurrences</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Rayleigh is not the right location for development</td>
<td>2</td>
</tr>
<tr>
<td>Site is too large</td>
<td>2</td>
</tr>
<tr>
<td>Other (2)</td>
<td>2</td>
</tr>
<tr>
<td><strong>Site for non-residential uses</strong></td>
<td><strong>14</strong></td>
</tr>
<tr>
<td>(within 11 submissions)</td>
<td></td>
</tr>
<tr>
<td>Query re intended use</td>
<td>11</td>
</tr>
<tr>
<td>Other (3)</td>
<td>3</td>
</tr>
<tr>
<td>Query re who is responsible for developing this area</td>
<td>1</td>
</tr>
<tr>
<td>query regarding ownership of area (1)</td>
<td></td>
</tr>
<tr>
<td>concern regarding impact on nearby properties (1)</td>
<td></td>
</tr>
</tbody>
</table>

Themes with fewer than 10 occurrences / mentions:

<table>
<thead>
<tr>
<th>Theme</th>
<th>Occurrences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support for development</td>
<td>8</td>
</tr>
<tr>
<td>Comment on design / layout of development</td>
<td>7</td>
</tr>
<tr>
<td>Requirement</td>
<td>Count</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Requirement for sports / community facilities</td>
<td>6</td>
</tr>
<tr>
<td>Visual impact of development</td>
<td>5</td>
</tr>
<tr>
<td>Infrastructure concerns (non-specific)</td>
<td>5</td>
</tr>
<tr>
<td>Comment regarding affordable housing</td>
<td>5</td>
</tr>
<tr>
<td>Requirement for retail facilities on site</td>
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<tr>
<td>Concern re potential pollution</td>
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<td>Concern regarding industrial estate as neighbour to proposed development</td>
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<tr>
<td>Concern re building in close proximity to pylons</td>
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<tr>
<td>Wildlife</td>
<td>2</td>
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<tr>
<td>General objection (non-specific)</td>
<td>1</td>
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<tr>
<td>Archaeology</td>
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<tr>
<td>Drainage ponds outside land allocation</td>
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</tr>
<tr>
<td>Comment regarding West of Rayleigh name</td>
<td>1</td>
</tr>
<tr>
<td>Comment</td>
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<td>------------------------------------------------------------------------</td>
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<tr>
<td>Comment regarding pedestrian links into site</td>
<td>1</td>
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<tr>
<td>Timescales</td>
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<tr>
<td>Land ownership</td>
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<tr>
<td>Benefits to Rayleigh</td>
<td>1</td>
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<tr>
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<tr>
<td>Comment regarding Rayleigh Town Sports and Social Club</td>
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</tr>
<tr>
<td>Redevelopment of Rawreth Industrial Estate</td>
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</tr>
</tbody>
</table>
7. Responses to Key Themes

The feedback received during the pre-application consultation helped Countryside to prioritise the key issues for consideration when finalising the submitted planning application for West of Rayleigh. This feedback will also help to develop the detailed design of the scheme at the next stage.

Countryside’s responses to the key themes of the feedback were reported back to the community in May 2014 and can be found in Appendix 12. These responses have been updated in the run up to the planning application submission, and a summary can be found below.

Traffic & transport

- The results of the traffic impact and mitigation assessment, which includes consideration of both Rawreth Lane and London Road, has fed into the detailed proposals. It identifies potential improvement works that may be required for local roads and junctions as a result of this development, which will be agreed with Essex County Council as Highways Authority where appropriate.
- A Construction Management Plan will deal with practical issues such as routing of large vehicles to the site; working days and hours; contractor parking; machinery to be used; wheel washing facilities; protection of the environment during construction; any temporary drainage; and similar matters.
- The Council’s Site Allocations Plan specifically requires the provision of an access from Rawreth Lane and from London Road, within the allocated site area. The proposed points of access are designed to comply with these requirements.
- The development will be linked to the local public transport network. The estate road running through the development will be designed to accommodate a bus service.
• It is the responsibility of the railway service provider to address any deficiencies there may be in service capacity.

• The road through the development will be designed as an ‘estate road’ and will be designed to slow traffic speeds (possibly 30mph). The road will link London Road and Rawreth Lane and will provide access to the various areas of the development rather than being a fast, straight road used as a quick route. This road will be designed to best serve the development in terms of getting around the town and to the wider road networks.

Education & healthcare

• Countryside continues to be guided on education provision by Essex County Council (ECC) as Education Authority. At the request of ECC the masterplan now shows an area of land that could accommodate a one-form entry primary school (see Section 8 for more details). ECC may decide to meet the pupil needs generated from our site at existing primary schools.

• In terms of secondary schools it is standard practice for the developer to make a financial contribution to the Education Authority who will use that funding to increase the capacity of existing schools.

• The masterplan includes an area of land of around 0.38 hectares on Rawreth Lane that may be suitable to accommodate small-scale non-residential uses – the application sets out a range of possible uses, such as small retail units, restaurant/pub, care home, or nursery, for example. In response to feedback received during the consultation, the masterplan now also allocates a potential area of land for healthcare provision (see Section 8 for more details).

Flooding & drainage

• No building is proposed within the flood plain. By leaving the existing flood plain areas undeveloped, the land will have the same capacity to take surface water flows from the Rawreth Brook as it does at the moment.
• New drainage systems will be put in place to ensure that surface water run off downstream is no greater than it is at present, therefore there will be no risk of increased flooding either upstream or downstream.

• To manage drainage of the land, the proposals include surface water attenuation ponds, ditches, swales and permeable surfacing to ensure that there is no increase in the rate of surface water run-off from the development site.

• In terms of sewerage, Countryside has consulted with Anglian Water who has confirmed there is available capacity at the sewerage treatment works downstream of the site.

Consultation & planning

• One exhibition was held in a venue close to the properties neighbouring the development site (St Nicholas School), and one in the host parish of Rawreth. Other venues in the London Road area were considered but these were booked with regular clubs and so it was not possible to book the time periods required.

• For anyone who was unable to attend an exhibition, information packs were offered in our press adverts, and a website, email address, FREEPOST address and telephone number were made available.

• The approach to community engagement was agreed in advance with Rochford District Council and the consultation period lasted for just over five weeks.

• Countryside is committed to engaging local residents and stakeholders in consultation on the draft Masterplan have invited comments to help form the proposal. The feedback received was considered before a final proposal was drawn up and submitted to Rochford District Council.
Equestrian use of the site

- Countryside has contacted Essex County Council (as the Highway Authority responsible for maintaining bridleways) to seek their views on this matter. However, advice is still awaited on this matter.

Site selection (green belt)

- The Rochford District Allocations Plan was formally adopted by the Council on 25th February 2014 and has removed the land from the Green Belt.

Site for non-residential uses

- As mentioned above, the masterplan shows an area of land on Rawreth Lane that may be suitable to accommodate a range of small-scale non-residential uses (see Planning Statement for further details). In addition, a second smaller non-residential site is now included within the Masterplan, which is identified as a potential site for healthcare provision (see Section 8 for more details).

Design & layout

- Comments and suggestions for the design of the development will be considered at the next stage, when the detailed layout and designs are drawn up.
Requirement for sports / community facilities

- Rochford District Council announced on 20th March 2014 that it has no plans for the relocation of the Rayleigh Sports Town and Social Club.
- The masterplan now includes formal open space, likely to be suitable for youth/mini soccer pitches, since a lack of this form of sports provision has been previously identified by Rochford District Council (see Section 8 for more details).
8. Outcomes of the Consultation

Level of participation
Over the course of the consultation period, the proposal and consultation activities were publicised directly to over 5,500 local stakeholders (councillors, residents, businesses and interest groups) and the wider community was notified by advertising in the local media, posters and a project website.

Approximately 239 people attended the two public exhibitions and 1,506 people visited the project website (unique visitors). A further 21 people submitted comments via email or post.

This demonstrates a relatively good level of participation in the consultation process.

Feedback
172 submissions were received during the consultation period. Due to the level of comments received within these submissions, the key themes raised were responded to when Countryside reported back to the community on the consultation outcomes, rather than responding on an individual basis (see below).

Reporting back on the consultation
In May 2014, Countryside issued an update in response to the consultation feedback, as follows:

- A briefing document was issued to all councillors and interest groups listed in section 4 on 20th May (see Appendix 13)
• An email was sent to all those who had taken part in the consultation and provided an email address (141 people) on 20th May (see Appendix 14)
• The website was updated on 16th May, and a new page was added detailing the consultation outcomes (see Appendix 15)

Outcomes
The comments received during the consultation period were fed back to the project team for consideration in the development of the final planning application. The feedback helped to prioritise the key issues to be taken into account, as is detailed in Section 7.

In response to the feedback received from members of the public and other stakeholders, the following changes to the West of Rayleigh Masterplan have been made:
• An allocation that could accommodate a primary school is now included
• An area of land has been allocated for potential healthcare facilities, in addition to the land already identified for other non-residential uses
• The estate road has been redesigned to meander more to help prevent speeding and 'rat-running'
• An additional link to the Rawreth Industrial Estate access road has been added to accommodate a circular bus route
• The surface water attenuation ponds have been relocated to improve the drainage strategy for the site
• Formal open space provision is now included, in the form of youth sports pitches, addressing comments made in reference to the need for additional sports facilities
• The green links running through the site have been designed in such a way so as not to prejudice any future provision of a bridleway
Next steps

Countryside will notify the local community when the application has been submitted and registered. Communications materials will provide details on how to comment to ensure people continue to have their say. The project website will also be updated.

Countryside will continue to engage where required and respond to any stakeholder queries throughout the determination period.
9. Conclusion

Countryside undertook an in-depth programme of pre-application consultation in relation to its proposal for the West of Rayleigh Masterplan. This included directly contacting over 5,500 stakeholders about the project and consultation process, launching a consultation website and holding two consultation events for a range of audiences.

Response rates were relatively high which would suggest a good level of interest in the proposal and a strong desire to get involved amongst members of the local community.

Where concerns have been raised, Countryside has responded positively to address issues and consider them wherever possible when developing the masterplan, as detailed in Section 8. The feedback received will also be considered as and when more detailed plans are drawn up.

Countryside is committed to comprehensive, genuine consultation throughout the pre-planning, planning and development processes for the West of Rayleigh Masterplan and will continue the community engagement precedent they have set at this stage.
Appendix 1. Community Consultation Plan
Land North of London Road, Rayleigh Community Consultation Plan

Draft for discussion (V2)

October 2013

Prepared for Countryside Properties by Spring

jessica.topham@springagency.co.uk
## Contents

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1.0 Introduction

Spring delivers community consultation campaigns for development projects and is working with Countryside Properties to engage local communities and stakeholders in the masterplan for the development of Land North of London Road, Rayleigh.

This document outlines our draft plan for pre-application community consultation on the residential masterplan. We are aware that consultation should not start until after the examination of the Allocations Submission Document has taken place and the Inspector’s preliminary report has been published. Initial consultation on the draft masterplan with officers and members will take place after the hearings and after feedback from this stage has been considered and incorporated, public consultation will commence.

Our aim is to run a consultation process that is fair, inclusive and meaningful; and which engages with the right people in the right ways. We welcome your views on our plans in order to achieve this.
2.0 Who will we engage with?

We plan to contact a range of stakeholders to make them aware of the consultation process. These stakeholders can be broadly categorized by the groups below:

**Local councillors**

- **Essex County Council**
  - Leader
  - Deputy Leader
  - Relevant members of the cabinet
  - County councillors for Rayleigh North and Rayleigh South

- **Rochford District Council**
  - Leader
  - Deputy Leader

- **MP for Rayleigh & Wickford**
  - Rawreth Parish Councillors
  - Rayleigh Town Councillors

**Interest groups**

We will research and contact local groups that we believe may have an interest in the development, including:

- Rayleigh Town Football Club
- Rayleigh Town Cricket Club
- Rayleigh Action Group
- Lady Bird Children's Centre
- Rayleigh Chamber of Trade
- Rayleigh Civic Society
- Rayleigh Chamber of Trade
- Louis Drive Residents Association
- Rayleigh Grange Community Association
- Essex Youth Service
- Rawreth Flood Action Group
- Local schools (Swayne Park; Fitzwimarc; St Nicholas; Our Lady of Ransom; Glebe; Downhall)

**Local neighbours – residents & businesses**

We have developed a 'consultation zone' and we intend to invite all those residents and businesses within the zone to take part in the consultation process.

This 'Consultation Zone' reflects the political boundaries of the following wards: Downhall & Rawreth (which includes Rawreth parish), Grange and Swayne Park (see maps below), and comprises 5,217 properties in total.
Wider population

We will aim to ensure that the wider Rayleigh population is aware of the public consultation by placing advertisements in the local newspapers(s), issuing a press release to local media, providing a consultation website and placing posters in the local area.
3.0 How will we engage?

Rochford District Council's SCI (adopted 2007), states:

"There are a number of techniques available to applicants in undertaking pre-application community involvement... The Council, will consider working in partnership with applicants in aiding their efforts in engaging with local communities prior to submitting an application"

The table to the right "outlines a range of techniques that a developer should use in order to effectively engage with local communities prior to submitting a planning application. The type of proposal being considered will determine which techniques should be used. The list is by no means exhaustive or exclusive."

The draft approach below takes this guidance into consideration.

Bearing this guidance in mind, it is likely use the following tools to engage the community in the draft masterplan:

- **Newsletter** to consultation zone providing information on the masterplan and inviting the community to take part in consultation.

- **Briefing document** to councillors and interest groups, enclosing a copy of the newsletter.

- **Press release** to local media (press, TV, radio, online) to introduce the masterplan and publicise the consultation.

- **Website** with a sign up facility and project information. Visitors to the website will also be able to submit feedback online. The website will be updated throughout the planning process.

- **Advertisement(s)** will be placed in the local newspaper(s) to publicise the consultation.

- **Public exhibitions** to be held across two venues to enable maximum attendance. The exhibitions will provide an opportunity for
the community to meet the project team, view the draft masterplan, ask questions and leave feedback.

Councillors will be invited to a preview session of the exhibition.

- **Email address and a freepost address** will be provided for the submission of feedback or requests for information.

We will offer and attend meetings and briefings with stakeholders as needed.

The RDC SCI also states "The applicant should submit the results of pre-application consultation and public participation to the Council with the planning application". We will provide a comprehensive Statement of Community Consultation to detail the activities carried out and how, were feasible, community feedback has influenced proposals.

After the application for the development of Land North of London Road has been submitted, we intend to continue engagement with the stakeholders we have outlined in Section 2 and with any other interested parties who have participated in the consultation process. We will ensure all parties are aware of how to comment on the application.
4.0 When will we engage?

**Overview of draft timings – masterplan consultation**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Proposed Timing</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>Present draft consultation plan to Rochford District Council for discussion</td>
<td>September 2013</td>
<td>We would welcome your feedback on this document by the 11th of October</td>
</tr>
<tr>
<td>Examinations</td>
<td>3rd &amp; 10th September</td>
<td></td>
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<tr>
<td>Inspector’s preliminary report published</td>
<td>18/10/13</td>
<td></td>
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<tr>
<td>Initial masterplan consultation with RDC officers and the Rayleigh Town Football Club</td>
<td>Late October / early November</td>
<td></td>
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<tr>
<td>Initial masterplan consultation with key members</td>
<td>Late November</td>
<td></td>
</tr>
<tr>
<td>Launch consultation process</td>
<td>25/11/13</td>
<td>Provides approx. 14 days notice of exhibitions</td>
</tr>
<tr>
<td>Hold public exhibitions</td>
<td>w/c 9th December</td>
<td>To be held during the evening</td>
</tr>
<tr>
<td>Consultation period</td>
<td>25/11/13 – 03/01/14</td>
<td>Allows 6 week consultation period</td>
</tr>
<tr>
<td>Target submission date for planning application</td>
<td>March 2014</td>
<td></td>
</tr>
<tr>
<td>Issue update to community on final masterplan and provide details on how public can comment on the application</td>
<td>March 2014</td>
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Please note, these timings are subject to the completion of required survey and assessment work in order to present comprehensive information to consultees. If there are any delays to this work and the timings above change, we will, wherever possible, avoid beginning or closing the consultation, or holding any consultation events, during holiday periods.
5.0 Next steps

We invite your feedback on our planned consultation process for the development of Land North of London Road. We also invite your feedback as to any other locally elected representatives you recommend we discuss our plans for consultation with.

Please let us know if you have any questions.

We ask that you provide any feedback to us by the 11th of October 2013.

Thank you.
Appendix 2. Stakeholder Briefing Document
Countryside, a leading developer of sustainable communities, is developing a proposal for new homes, open space and associated infrastructure on land west of Rayleigh, north of London Road and south of Rawreth Lane.

The development site is within the land allocation known as SER1, as shown in Rochford District Council's Site Allocations Document.

The map on the right shows the SER1 site, with the anticipated West of Rayleigh outline planning application boundary - land in Countryside's ownership - in red. The land under other ownership is shown in blue.

The adopted Core Strategy identifies the SER1 site for the development of 550 new homes. Our proposal will be based around a masterplan showing how around 475 new homes, open space and roads could be laid out.

Our aim is to fully integrate this new development with the Rayleigh community, incorporating a strong sense of local identity and creating a sensitive gateway into the town.

This document provides you with information about our West of Rayleigh Masterplan as well as our plans for engaging the local community in consultation. We are holding two public exhibitions and we would like to invite you to a preview event. Details of this preview can be found later in this document.
BACKGROUND

The Rochford District Core Strategy (adopted December 2011) states that between 2015 and 2021, there should be 550 new homes to the west of Rayleigh, on the land now known as SER1, shown on the map below.

Following the independent examination of the Site Allocations Document last year, the independent Inspector has found it to be sound and has supported the allocation of SER1 for housing. The Inspector recommended there be vehicular access from London Road and Rawreth Lane, and that the green belt boundary be redrawn to run along the eastern pylon line within the site. Countryside’s West of Rayleigh Masterplan is consistent with the Inspector’s findings on the Site Allocations document.

Discussions with Rochford District Council to bring forward the West of Rayleigh Masterplan have been on-going and, most recently, an initial briefing was held in November 2013 with Council Members. Feedback from this briefing, subsequent discussions with officers, and the outcome of the examination of the Site Allocations Document have contributed to the plans being presented for consultation now.
Below is our initial masterplan for West of Rayleigh. The masterplan is indicative of how the site might be developed and is not intended to show fixed positions of roads, houses, open space or ponds.

A larger version of this is available on the project website (www.westofrayleigh.co.uk) and will be on display at the exhibitions.
Our vision is for the development to be set within an environment that encourages a healthy lifestyle and leisure activities, and creates a sensitive gateway into Rayleigh.

Landscaping will be key, with a strong emphasis on creating an attractive, functional and accessible network of green spaces that frame the development.

There will be substantial areas of open green space, which will create new habitat areas and increase biodiversity on the site. It will provide informal open spaces to encourage an active and healthy lifestyle for both new and existing residents, and will include play areas for children.

Open parkland will provide managed green spaces for informal leisure purposes. Other open space areas will provide opportunities for play areas and allotments.

The development of around 475 new homes west of Rayleigh would make a valuable contribution towards the 3,790 new homes required in Rochford District by 2021 in order to meet locally arising housing needs. The homes are likely to be a mix of private market and affordable housing.
TRAFFIC & TRANSPORT

We recognise that traffic and transport will be a key issue during the consultation process. As well as delivering a development that is easy to access and get around, we are committed to contributing to appropriate measures needed to improve existing roads and junctions as a result of this development.

Essex County Council has confirmed that, with improvement works, traffic from the development of 550 new homes can be accommodated on the local road network without having a negative impact on safety and capacity.

We have commissioned a traffic impact and mitigation assessment to review potential impacts of the development on the local road network. The results of this assessment will feed into the detailed proposals and inform the location of the access points into and out of the development. It will also identify any improvement works, which may be required for local roads and junctions as a result of this development, which we will contribute to financially as part of any planning consent.

As shown on the masterplan, an estate road will run through the site, connecting London Road to Rawreth Lane. The proposed access to the development is shown below. The development will also be linked to the local public transport network.
ENVIRONMENT & DRAINAGE

An Environmental Impact Assessment (EIA) will be completed to assess the potential impacts of the proposed development and identify any mitigation measures that may be required to protect any wildlife, habitats or other features present. The results of the EIA will form an Environmental Statement (ES) that will be submitted alongside the planning application.

Part of the land allocation is within a flood zone, but no residential development will be proposed within this. The proposals will include surface water attenuation ponds, ditches, swales and permeable surfacing to ensure that there is no increase in the rate of surface water run-off from the development site. These Sustainable Drainage Systems (SUDs) will be incorporated into the development layout and will store surface water run-off so that land downstream is not affected. The main surface water storage areas will be located in the areas of open space.

PUBLIC CONSULTATION

We are committed to engaging with local residents and stakeholders to develop the West of Rayleigh Masterplan. Members of the community are invited to comment on the draft masterplan and feedback will be considered before a final version is drawn up and submitted as part of an outline planning application in summer 2014.

As mentioned earlier in this document, we are holding two drop-in public exhibitions:

- Wednesday 19th March, Rawreth Village Hall, 4:30pm - 8:30pm
- Saturday 22nd March, St Nicholas C of E Primary School, Rayleigh, 10am - 5pm.

We would like to invite you to a drop-in preview of the exhibition we are holding for local councillors on Monday 17th March in Room 4 at the Civic Suite in Rayleigh, from 1pm to 2:30pm. You are of course also welcome to attend the public exhibitions, as detailed above.
The newsletter attached with this document has been sent to over 5,000 local households to publicise the proposal and the opportunities for engaging in consultation.

We have also launched a website - www.westofrayleigh.co.uk - where you can find details of the masterplan and submit comments online. Members of the public can also submit comments by email to info@westofrayleigh.co.uk or by post to FREEPOST COUNTRYSIDE PROPERTIES. The public consultation process will run for approximately 6 weeks, closing on the 11th April 2014. After this period, we will consider the feedback received and develop a final masterplan.

We hope that this document has provided some useful information on our masterplan for West of Rayleigh and that you are able to attend the preview event or one of the public exhibitions.

Should you have any questions or would like to discuss the proposal further, please do not hesitate to contact me using the details provided below.

Yours faithfully,

Mike Lambert
Planning Director
Countryside Properties (UK) Ltd

01502 723214 (This number is for Spring, the company facilitating the consultation with us)
info@westofrayleigh.co.uk
www.westofrayleigh.co.uk
Appendix 3. Website Homepage (as at 09/04/14)
We are developing a proposal for around 470 new homes, open space and associated infrastructure on land west of Rayleigh, north of London Road and south of Ravens Lane.

The land, and adjoining land under other ownership, has been identified for the development of 80 new homes by Rochford District Council in the recent Core Strategy.

We want your views on our materials, which show how the residential development open space and parks could be laid out.

Click here to log in or register to have your say. We have held two public exhibitions where members of the public could view the plans, meet the team and give us feedback.

We are inviting comments from local residents and stakeholders on the draft masterplan for West of Rayleigh.

Strong Attendance at Exhibitions for West of Rayleigh Masterplan

300 people attended public exhibitions held in

Countryside Properties have received via the exhibitions, as well as that we've received via this website. You can still send us your comments – please submit them by 16th April 2014.
Appendix 4. Community Newsletter
Community Newsletter

Have your say on the masterplan for new homes and open space on land West of Rayleigh.

Countryside is developing a proposal for around 475 new homes, associated infrastructure and open space on land west of Rayleigh, north of London Road and south of Rawreth Lane. This land, together with adjoining land outside our ownership, has been identified by Rochford District Council in the adopted Core Strategy for the development of 550 new homes (known as SER1).

Our proposal will be based around a masterplan showing how the residential development and open space could be laid out and accessed.

Around 475 new homes
Extensive open space for leisure and wildlife

Public Exhibitions
Rawreth Village Hall
Church Road, Rawreth
Wednesday 19th March, 4.30pm – 8.30pm

St Nicholas C of E Primary School
Priory Chase, Rayleigh
Saturday 22nd March, 10am – 5pm

We want your views on our masterplan. We are holding two drop-in public exhibitions for local residents and stakeholders to view the draft masterplan, meet the project team and provide feedback.

info@westofrayleigh.co.uk • 01502 723214
www.westofrayleigh.co.uk • FREEPOST COUNTRYSIDE PROPERTIES
New homes

Our masterplan makes provision for around 475 homes, a valuable contribution towards the 3,790 new homes that are needed in the district by 2021 to meet housing requirements.

The homes are likely to be a mix of private market and affordable housing, in a range of sizes. The Council requires that 35% of the new houses are affordable.

Open space

A network of open, green spaces will be key to the development. These will provide formal and informal open areas for leisure activities, such as walking and cycling; and will be open to existing Rayleigh residents as well as future residents. There will also be play areas and allotments. Green spaces will create new habitat areas for wildlife; and increase biodiversity (the number and variety of species) on the site.

What happens next?

We hope you can come to our exhibitions or visit our website and give us your input on our masterplan for West of Rayleigh.

- Rawreth Village Hall
  Church Road, Rawreth
  Wednesday 19th March, 4.30pm – 8.30pm

- St Nicholas C of E Primary School
  Priory Chase, Rayleigh
  Saturday 22nd March, 10am – 5pm

You can also have your say by contacting us on the details below.

We invite your comments by 11th April 2014.

After this period, we will consider the feedback received and develop a final masterplan.

It is likely that we will submit an outline planning application to Rochford District Council in the summer of 2014.

info@westofrayleigh.co.uk  •  01502 723214
www.westofrayleigh.co.uk  •  FREEPOST COUNTRYSIDE PROPERTIES

COUNTRYSIDE
Places People Love
Appendix 5. Press Release – Consultation Launch
PRESS RELEASE  
5th March 2014

Public Consultation Launched for West of Rayleigh Masterplan

Countryside Properties, a leading developer of sustainable communities, is inviting local residents to have their say on plans for around 475 new homes on land north of London Road and south of Rawreth Lane.

The ‘West of Rayleigh’ Masterplan will go on show at two drop-in public exhibitions later this month and a consultation website has also been launched (www.westofrayleigh.co.uk).

- Wednesday 19th March: Rawreth Village Hall, Church Road, Rawreth, 4:30pm – 8:30pm
- Saturday 22nd March: St Nicholas C of E Primary School, Priory Chase, Rayleigh, 10am – 5pm

The land north of London Road and south of Rawreth Lane has been allocated in Rochford District Council’s adopted Core Strategy for the development of 550 homes. Countryside’s Masterplan shows how around 475 new homes and extensive green open spaces could be laid out on part of the allocated land. There will also be a new road connecting London Road and Rawreth Lane, running through the development.

The new homes would make a valuable contribution towards the 3,790 new homes required in Rochford District by 2021 in order to meet locally arising housing needs. The homes are likely to be around 65% private market and around 35% affordable housing.

Open green areas will provide managed spaces for informal leisure purposes and will provide opportunities for play areas and allotments.

Mike Lambert, Planning Director of Countryside, says “We hope that we’ll get some valuable comments from the public consultation to help us develop the Masterplan in the best way possible. In particular, we’re keen to develop a proposal that encourages a healthy lifestyle and leisure activities, with lots of green spaces for existing and future residents of Rayleigh to enjoy.”
Essex County Council has confirmed that, with improvement works, traffic from the development of 550 new homes can be accommodated on the local road network without having a negative impact on safety and capacity. Countryside has commissioned a traffic impact and mitigation assessment to review potential impacts of the West of Rayleigh Masterplan on the local road network. It will also identify any improvement works that may be required for local roads and junctions as a result of the development, which Countryside will contribute to financially as part of any planning consent.

Mr Lambert continues “We hope people will come and view our Masterplan and provide feedback, which we will then consider before we submit an outline planning application to Rochford District Council in the summer.”

There are several ways to take part in consultation. Two public exhibitions are being held; a website has been launched (www.westofrayleigh.co.uk) and comments can also be sent via email to info@westofrayleigh.co.uk or by post to FREEPOST COUNTRYSIDE PROPERTIES. The closing date for comments is 11th April 2014.

Following the submission of the outline planning application, a decision from Rochford District Council on whether to grant planning permission would be expected in the autumn. If planning permission is granted, Countryside will consult the public again at a later date on plans for the detailed design of the development.

Ends.
Appendix 6. Exhibition Poster
West of Rayleigh Masterplan Public Exhibitions

Have your say on the masterplan for new homes and open space on land west of Rayleigh.

Come to one of our drop-in exhibitions:

Wednesday 19th March, 4.30pm – 8.30pm
Rawreth Village Hall
Church Road, Rawreth

Saturday 22nd March, 10am – 5pm
St Nicholas C of E Primary School
Priory Chase, Rayleigh

We look forward to meeting you.

If you are unable to attend an exhibition, please visit our website www.westofrayleigh.co.uk or email us at info@westofrayleigh.co.uk to request an info pack.

info@westofrayleigh.co.uk  01502 723214
www.westofrayleigh.co.uk  FREEPOST COUNTRYSIDE PROPERTIES
Appendix 7 – Press Advertising
Injured Reece will be coming home at last

Ruling means bungalow can be adapted for 24-hour care

by DAVID THOMPSON

A VOLUNTEER who helped save a man from a collapsed house in a car crash will now be able to return home after spending 18 months in hospital.

As a teenager, Reece Walker had been playing a game of football with a group of friends in a bungalow in Bournemouth.

He was playing at the back of the property when he was knocked over by the car, which was travelling at a significant speed.

The car went into a house and the roof was damaged in the impact. Reece, who was just 15 at the time, was taken to hospital with serious injuries.

He was later transferred to a specialist unit in London where he underwent surgery.

He was discharged from hospital in July 2011 and was able to return home to Bournemouth.

Since then, he has undergone numerous operations and has been in and out of hospital.

Now, after 18 months of treatment, he has been given the go-ahead to return home with the help of adaptations.

He will be able to move around the house more easily with the help of a ramp and other modifications.

Reece’s family are overjoyed at the news and are looking forward to seeing him home.

He said: “I’m really looking forward to being back home.

“I’ve missed my friends and family and I’m excited to be able to get back to normal life.”

The family have been supported throughout the process by local charity, The Bournemouth Community Fund.

Spokesperson Neil Walker said: “We’re delighted to hear that Reece is finally going to be able to return home.

“The past 18 months have been incredibly tough for everyone involved.

“But now we’re all looking forward to seeing Reece back where he belongs.”

Injured ‘disgusts’ neighbours

The incident has caused a lot of upset for those living in the area.

Local resident Sarah Jones said: “I was really shocked when I heard what had happened.

“We didn’t believe it when we heard that a boy of Reece’s age could have such serious injuries.

“It’s a real shame that something like this happened and I hope everyone involved is given the support they need.”

Another local, John Smith, said: “I can’t believe this happened in our area.

“We’re all really upset about it and we’re praying for Reece’s recovery.”

The family have thanked everyone for their support and are looking forward to seeing Reece return home.

Reece’s mum, Lynne, said: “We’re just so pleased that Reece is finally going to be able to come home.

“We’ve been through a lot over the past 18 months and we’re just so relieved to be able to get on with our lives.”

Reece’s dad, Gary, added: “We’re just so happy to see him home.

“We’ve missed him so much and we’re just looking forward to getting him settled back in.”

The family have been supported throughout the process by local charity, The Bournemouth Community Fund.

Spokesperson Neil Walker said: “We’re delighted to hear that Reece is finally going to be able to return home.

“The past 18 months have been incredibly tough for everyone involved.

“But now we’re all looking forward to seeing Reece back where he belongs.”

West of Rayleigh Masterplan

Public Exhibitions

Come and see one of our drop in exhibitions.

Wednesday 19th March, 10:00am – 4:00pm
Rayleigh Village Hall
Church Road, Rayleigh

Saturday 22nd March, 10:00am – 3:00pm
Rayleigh, St Michael’s Church Hall
Rayleigh

We look forward to meeting you.

www.rayleigh.gov.uk
www.rayleigh.gov.uk
Safety concerns at bomb testing site

By Jon Austin

The company which runs the Ministry of Defence weapons testing site at Bradbury could be prosecuted after a diner during an inspection on 12th March.

In April last year a named of a burner on the Bradbury site led to a fire which caught the attention of safety inspectors.

The Ministry of Defence accepts the case is a breach of safety regulations and has offered to pay a fine.

However, the Ministry of Defence was told that it may be charged with criminal negligence.

The Ministry of Defence has been given a 21-day period to respond to the accusation.

The Ministry of Defence has been operating on the site for over 10 years.

Leigh date for Wilko

The announcement of dates for the opening of a new Wilko store in Leigh has been made.

The store is expected to open in the first half of 2014.

Delays for motorists

Motorists could face a series of delays as the construction of the new Leigh Road takes place.

The work, which is expected to last six months, is due to begin in early March.

The road will be closed to traffic during the day, with alternative routes being provided.

The work is expected to cause some disruption to local traffic.

Rayleigh Masterplan

The Rayleigh Masterplan Public Exhibitions will be held at Rayleigh Town Hall on 19th and 22nd March.

The exhibitions will run from 6pm to 8pm and are open to the public.

BROWNIES GRILL BBC DIRECTOR GENERAL

The Brownies will be holding a grill night at the BBC's east region headquarters in Rayleigh on 19th March.

The event is open to all members of the Brownies and will include a special guest appearance from a BBC presenter.

West of Rayleigh Masterplan Public Exhibitions

Come along and see the new proposals for the west of Rayleigh

Come and see our new proposals for the west of Rayleigh. We look forward to seeing you there.

For more information, please visit www.rayleighmasterplan.co.uk

Contact us: info@rayleighmasterplan.co.uk or 01702 261313
Appendix 8. Exhibition Displays
Welcome to our masterplan exhibition for the land west of Rayleigh

The land north of London Road and south of Rawreth Lane (known as SERI) is allocated for the development of 550 homes in the Rochford District Core Strategy. Our proposal is to bring forward around 475 homes on the part of this land we control.

**Around 475 new homes by Countryside**

**Extensive open space**

Our proposal will be based around a masterplan that shows how the residential development and open space could be laid out and accessed.

This exhibition provides more information on the masterplan and invites your views and feedback in order to help shape the planning application. Please feel free to ask us any questions you may have and we encourage you to complete one of our feedback forms if you have any comments on our proposal.

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Our vision for West of Rayleigh

Our vision is to fully integrate the new development with the existing Rayleigh community.

**We want to create:**

- A development with a strong sense of local identity
- An environment that encourages a healthy lifestyle and leisure activities
- A sensitive gateway into Rayleigh

Landscaping will be key, with a strong emphasis on creating an attractive, functional and accessible network of green spaces that frame the development and encourage an active and healthy lifestyle for both new and existing residents.

**About us**

Countryside is a responsible developer of new homes and communities, and has been in business since 1958. Our vision is to create outstanding places for people to live, work and enjoy for generations to come.

We are totally committed to design and place-making excellence and sustainable development. We hold the Chartered Institute of Architectural Technicians (CIAT) award for The Renaissance 2013, the most highly prized architectural award. For Accovia, we are the first housing developer to receive the RIBA Sterling Prize, the most highly prized architectural award. For Accovia in Cambridge.
Planning Context

2011 Core Strategy

The Buckingham Development Framework (Submitted 2011) sets out the overall planning strategy for the district up to 2025. The document identifies localities for residential and economic growth within Buckingham in order to meet the identified needs within the district.

Specifically, the adopted Core Strategy states that between 2011 and 2021, there should be 590 new homes to the west of Rayleigh on the land to the north of London Road and south of Rayleigh Lane.

Core Strategy - Policy H2
Main Housing Developments to 2021

<table>
<thead>
<tr>
<th>Site allocations</th>
<th>2011-2021</th>
<th>2021-2025</th>
<th>2021-2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>South London Rd.</td>
<td>40</td>
<td>30</td>
<td>40</td>
</tr>
<tr>
<td>Southern Rd.</td>
<td>10</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>London Rd.</td>
<td>50</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>South of Rayleigh</td>
<td>50</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>160</td>
<td>30</td>
<td>50</td>
</tr>
</tbody>
</table>

2013 Site Allocations Plan

For Core Strategy has not taken the precise boundaries of the different localities so last year, the Council submitted a Site Allocations Plan to the Secretary of State for approval, and an initial series of meetings in the summer to consider the Council's plan.

National Planning Policy

In 2013, the Government published its new National Planning Policy Framework. One of the key objectives of the new framework is to encourage housebuilding partly because of the significant lack of new housing needed, both for "social" housing (i.e., housing for sale) and "affordable" housing (i.e., social housing, such as rented and shared ownership properties).

Constraints and Opportunities

When drawing up a development proposal, it is important that we have first identified any constraints or 'opportunities' that the site presents.

Constraints are features on or under the land that need to be accommodated within the development, or had regard to, for example, flood zones, species and trees. Opportunities are features that help to make the development feasible, such as proximity to existing roads.

We have taken these elements into consideration when developing the masterplan.

The plan opposite shows the constraints and opportunities present on the site west of Rayleigh.
The Proposals

Our masterplan for West of Rayleigh includes:

New homes

The development of around 475 homes on this land would make a valuable contribution towards the 3,790 new homes required by 2021 in order to meet locally agreed housing needs. The Council's Core Strategy policy is for 35% of the new homes to be affordable housing.

Open space

Open space will provide managed green spaces for informal leisure purposes and will offer opportunities for play areas and allotments.

Access

In accordance with the Council's Site Allocations Plan, our masterplan shows the vehicular access to the development from both London Road and lantern Lake. The new link between London Road and lantern Lake could provide a bus route.

You can see how each of the above elements features on our proposed masterplan at this exhibition.

Character Areas and Design

The proposed design of the new residential development is based on traditional architecture, characteristic of the towns and villages in this part of Essex.

There will be a secondary road through the site connecting lantern Lake with London Road. This primary road will follow the natural contours of the site and give access to the main road and areas which serve the new residential areas. Keeping these roads short and direct ensures that we can create close-knit neighbourhoods where people get to know their close neighbours and who are oriented towards the surrounding businesses and amenities. Alternative pedestrian routes will follow the pattern of green spaces or local road streets. There will be a network of playing fields but pedestrian access will be to the east or south of the developed areas.

The natural topography of the site gives the opportunity to create some important areas of character. The lantern Lake area is surrounded by a large expanse of open space and the site is divided into two main areas of open space with a network of play areas and managed common areas and corridors. The area on the western side of the site will be appropriate for detached two-storey and three-storey homes, with the contours of the site allowing for a more varied mix of houses. The east side of the site will have more sheltered semi-detached and terraced housing with lower paved areas and managed common areas retaining the sloping.

The new homes will blend with their surroundings and be pitched to meet the local topography. The slope of the land will be harnessed and used to create a variety of different areas within the development. The design will incorporate the use of traditional elements to the front face, alongside modern materials where appropriate. The overall design of the residential development will be considered in more detail for your Planning Application and this will inform outcomes for the defined design of residential and other development phases.

The new homes will be built with traditional materials, such as brick, timber and brick, and will be constructed with a mixture of traditional and modern elements. The choice of materials and finishes will reflect the character of the surrounding area, ensuring a cohesive and attractive environment.
Flood Risk

Part of the land is within a flood zone associated with the Rawreth Brook and the ditches and drains that feed into it. The extent of the flood area is shown on the plan below.

The Rawreth Brook crosses the site, and runs from east to west, passing underneath the A1245 Chalmerford Road, before turning north to join the River Crouch. No residential development is proposed within the flood zone. Instead, our masterplan shows this area as a section of open space, running alongside the Brook, and linking to other open space to the west.

What is a "Flood Zone"?

Flood zones are designated by the Environment Agency in consultation with local authorities. These zones are based on historic flood levels and the potential for future flooding. The area is classified as a flood zone to ensure that development is planned and designed to minimize the risk of flooding and to protect the environment.

Drainage

In addition to avoiding development in the floodplain, the masterplan will include measures called Sustainable Drainage Systems (SUDs).

The proposals will include surface water attenuation ponds, ditches, swales and permeable surfacing to ensure that there is no increase in the rate of surface water run-off from the development site (the photos on the previous board show examples of ponds used to store development surface water run-off). These SUDs features will be incorporated into the development layout and will store surface water run-off so that land downstream is not affected. The main surface water storage areas will be located in the area of open space.
Traffic and Transport

The Local Highway Authority, Essex County Council, has confirmed that with improvement works, traffic from the development of 550 new homes can be accommodated on the local road network without having a negative impact on safety and capacity.

We have commissioned a traffic impact and mitigation assessment to:

- Review potential impacts on the local road network.
- Inform the location of the access points into and out of the development.
- Identify any improvement works which may be required for local roads and junctions (which we will contribute to financially as part of any planning consent).

The results of this assessment will feed into our detailed proposals, and will form part of our forthcoming planning application.

An estate road running through the site (connecting London Road to Rawreth Lane) will be required as part of the development. This plan shows the proposed road – we welcome your views on this.

Transport and Traffic - Continued

This plan sets out the proposed access for the development from London Road and Rawreth Lane.

Access from Rawreth Lane

Access from London Road
**Open Space, Landscaping and Ecology**

Key to our design is a substantial network of green open spaces.

These green spaces will encourage new habitat areas for wildlife, and will increase biodiversity (the number and range of species) on the site.

The development will provide formal and informal open spaces for leisure activities, such as walking and cycling. These will be open to existing Rayleigh residents as well as new residents in the future.

An Environmental Impact Assessment (EIA) will be completed to assess the potential impacts of the proposed development and identify any mitigation measures that may be required to protect any wildlife, habitats or other features present.

The results of the EIA will form an Environmental Statement (ES) that will be submitted alongside the planning application.

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**FAQS**

Below are some questions you may have about the masterplan.
If you can't find your query below, please ask us.

**Why do we need more new houses?**

Suffolk County Council has agreed that 539 new houses need to be built by 2020. The town has a need to increase the stock of houses to cater for the needs of the population.

**Is the land Green Belt?**

The North Essex Local Plan was formally adopted by the Council on 25 February 2011 and has removed the land from the Green Belt. No housing is proposed for the land at this point.

**Will existing roads be improved?**

The traffic impact assessment for the development has been carried out and demonstrates the net benefit to traffic movements for Rayleigh town.

**What about construction noise and disturbance?**

Large-scale developments are subject to Construction Management Plans which are documents submitted to the Council for approval and which detail the limits of noise, vibration and dust, the traffic arrangements, and the prevention of disturbance to local residents.

**What will happen to the Rayleigh Town Sports and Social Club?**

Rayleigh Town Council cannot confirm if the club will continue to exist in its current form. The area has been set aside for the development of the sport club.

**Will there be a new school?**

Essex County Council has approached the school to discuss the possibility of a new school. However, there has been no decision yet on the issue.

**What about local secondary schools?**

Where schools are full, it is standard practice for the developer to make a financial contribution to the Education Authority (Essex County Council) and will use that funding to increase the capacity of existing schools. Essex County Council is committed to ensuring that a new school is built if the number of properties taken up by the development is such that it would place the existing secondary school population beyond its capacity to deliver educational outcomes.
What happens next?

We welcome your views on the draft masterplan which covers the area shown in red on the map below. The feedback we receive will help to shape a final version which will be drawn up and submitted to Rochford District Council as part of an outline planning application in summer 2014.

**Timescales**

**NOW**
Public consultation process

**APRIL 2014**
Customer feedback received and summary fed into masterplan/prepared outline application

**MAY/JUNE 2014**
Submit outline planning application

**AUGUST 2014**
Submit application to Rochford District Council

**EARLY 2015**
Application for detailed layout and phased development

**SPRING 2015**
Construction starts (subject to funding)

**SUMMER 2016**
First year residents moving in

As well as our public exhibitions, you can also send us your comments:

- Visit our website: [www.westofrayleigh.co.uk](http://www.westofrayleigh.co.uk)
- Email us: info@westofrayleigh.co.uk

We invite you to submit your comments by the 15th April 2014

**Please note:** The public consultation we are holding for the masterplan will not cover the detailed design, layout for the employment site or a layout and arrangement for the Dawlish Industrial Estate (Phase 20). Any redevelopment of the industrial estate is a separate matter for the Council. The detailed layout of the site west of Rayleigh including the design of the buildings, will remain to be the subject of future consultation via an employment planning application, following determination of this masterplan and our outline planning application.
Appendix 9 – Feedback Form
FEEDBACK FORM

We welcome your views on the draft West of Rayleigh Masterplan.

Thank you

Your postcode:  

Name:  

Email address:  

Postal address:  

Please return this form to us today, post it to FREEPOST COUNTRYSIDE PROPERTIES or email it to info@westofrayleigh.co.uk by 11th April 2014.

Your feedback and contact details will only be used to report on and analyse consultation feedback. By providing your details you are agreeing that we can contact you about this proposal.
Appendix 10. Press Release – Exhibition Follow-up
PRESS RELEASE
2nd April 2014

Strong Attendance at Exhibitions for West of Rayleigh Masterplan

230 people attended public exhibitions held by Countryside last month on plans for around 475 new homes on land north of London Road and south of Rawreth Lane.

The ‘West of Rayleigh’ Masterplan went on show at two drop-in public exhibitions on the 19th and 22nd of March and can also be viewed on the consultation website www.westofrayleigh.co.uk.

Held in Rawreth and Rayleigh, the exhibitions enabled local residents to meet the project team and ask questions about the proposal to develop part of the land known as SER1, which has been allocated in Rochford District Council’s adopted Core Strategy and Site Allocations Plan for 550 homes.

Countryside’s draft Masterplan shows how around 475 new homes and extensive green open spaces could be laid out on part of the site. There will also be a new estate road connecting London Road and Rawreth Lane, running through the development.

The new homes would make a valuable contribution towards the 3,790 new homes required in the Rochford District by 2021 in order to meet local housing needs.

Mike Lambert, Planning Director at Countryside, says “We are delighted at the turn out for the exhibitions and would like to thank everyone that took the time to come along and comments on our proposals. We are now in the process of reviewing the feedback we have received as we continue to develop the Masterplan. Once the consultation period ends we will look at what the key issues are and we will update the community on how we’re proposing to address them.”

Comments can be submitted to Countryside until the 11th of April, via the website, by email (Info@westofrayleigh.co.uk) or by post (FREEPOST COUNTRYSIDE PROPERTIES).
Mr Lambert continues, "From the comments we have had so far, the main concerns are traffic and flooding. We are continuing with a traffic impact assessment that is looking at what the effects of the development will be and how any impact might be reduced. We're engaging with Essex County Council as Highways Authority on these.

"In terms of flooding, we are not proposing any development in areas at risk of flooding. The drainage measures we will put in place will ensure the development does not increase the risk of flooding on site or elsewhere in Rayleigh and Rawreth."

The planning process for the development will have two stages. First, an outline planning application will be submitted to Rochford District Council in the summer. This will include detailed plans for the access into the development and the estate road only, with all other elements of the proposal in conceptual form. Then, if planning permission is granted for the outline application, a detailed application showing the design and layout for the housing and open space will be drawn up and consulted on, before being submitted later this year.

Ends.
Appendix 11. Feedback Received
My main concern is the traffic along Rawreth Lane. I have been stuck in traffic for over 40 mins just from the traffic lights down to Laburnum Way in rush hour more times than I like to remember. Looking at this plan most of the development will be at the Rawreth Lane end which means that if there are say 400 houses built there most households these days have 2 cars so that will be 800 extra cars using Rawreth Lane. If the road running through the estate is going to be a bus lane and not for the whole estate then there will be serious issues with traffic plus pot holes. The road is already in disrepair and that is without heavy vehicles using it. Who will repair this road? or are we going to have to ruin our cars or dice with death by avoiding them and head into ongoing traffic. I understand that houses have to be built and look forward to seeing the new development. When we moved to Laburnum Way 12 years ago we realised that the fields next to us would be a great way of developing Rawreth but did not think it could be done as was considered green belt, so we were not surprised by this. I realise that with the population growing the way it is that houses will have to be built but the infrastructure has to be in place for this and looking at the plan it is very obvious that the infrastructure is not there and it has been designed by someone who does not use London Road or Rawreth Lane. Also with this many houses being built what about schooling and healthcare? Another point I would like to make is you only have to look at the field to see how water clogged they get so will the new houses be built on piles like the Laburnum Way estate?

(1) I am concerned about the consultation with ECC highways, the roads around Rayleigh are at gridlock already, London Road and Rawreth Lane are already very bad black spots. This proposal will put extra pressure on both. No new development in this part of Rayleigh (especially on top of the Redevelopment of the Eon site) should be allowed until after the road network has been improved and major schemes such as the watery lane/Lower Road by-pass are completed. I am concerned that there are protected species on this land, great crested newts smooth and grasses snakes as well as lizards and slowworms. Have you done a wildlife survey? (2) What provision is being made for the Traffic management of the construction traffic during the build phase? there should be access to/from the site directly from the A129/A1245 roundabout at the very least extra lanes created on the London Road and rawReth Lane to create a one way flow for the lorries etc

(3) Parts of the site show on the EA flood maps as liable to flood in particular along Rawreth Brook. This is from the existing agricultural land. When there are all these new homes will their not be extra run off, and will any SUD be able to cope and will there be any increase in flooding risk downstream. (4) Sewage.......have you asked Anglian Water if the sewage treatment works are able to accept the extra from your development?

(5) Doctors/Dentists; provision of capacity to meet the new demand and have Basildon/Southend Hospital Trust sufficient capacity
Schools provision of places in all layers especially nursery places, then feeding up the layers is there a plan in place for this with the ECC LEA
Flooding certain areas would be subject to flooding according to the EA Flood map so adequate sustainable drainage with a long term maintenance plan is required, what are their plans for this
Electricity Pylons some properties are close to the electricity grid, are there plans to remove these and place the cables underground
Rayleigh Town Sports And Social Club the plans show no change can you confirm this is the case

Sewage have Anglian Water been consulted on the extra capacity
What is planned for the orange box at the top right hand corner on Rawreth Lane
(6) I spoke to one of your consultant about transport, I used Jim Cripp’s one third lane proposal as an opener, and then raised some other points
A road directly from the heart of the site to the A129/A1245 roundabout for construction and left as a legacy access road
Improvements to Rawreth Lane Junctions both ends
The actual design of the London Road and Rawreth lane junctions to the development
General infrastructure change to roads in the wider context and consultation with ECC highways
He stated that you have and will continue to talk to ECC highways What dialogue is it documented ??
But I have had correspondence with CClr Rodney Bass at ECC and have read the Local transport Plan adopted by CC in February and there are NO plans for any improvements in this area except the improvements at Fairglen on the A127
So what consultation ?????? (7) This consultation is very low key and hidden away
Please hold another session at the Mill on a Saturday or Wednesday to widen the audience (8) Has there been an Archaeological Survey undertaken on the site and will the findings be published here (9) Has there been an Environmental survey undertaken of the site and if so will the findings be published here (10) The Core Strategy appendix H1 clearly states a new primary school will be provided this seems to be missing from your presentation Why ? (11) I have posted numerous comments but only have received two acknowledgements why is this ???
(12) I have read your ammended/updated comments on the development and have the following additional comments (some I have made before)
Traffic Survey........
what will be the extent of your survey, ie just London Road/Rawreth Lane or hopefull you will include, junctions at A129 Crown Hill/High Street, High Street/Church Street/London Hill, London Road/Downhall Road Hambro Hill?Hockley Road, Eastwood Road/High Street that is you should cover the wider area
Construction Management Plan
This should include a road direct from the carpenters Arms roundabout into the site, Estate Road,
to stop this being a rat run you claim it will be traffic calmed, how does that square with it also being a Bus Route
Rawreth Brook being Tidal,
the EA maps seems to contradict your assertion, but surely that is because of flood defences at Battlesbridge, are you sure the EA will maintain the flood defences
Flooding Measures ,
Your new landscaping and ponds, drains etc who will be responsible for the ongoing maintenance

The traffic implications of this are horrendous. Rawreth Lane and the London Road are grid locked from 3: pm to 8: pm and then 8:30 am till 9:30 am every day this will only serve to exacerbate this. Your just not listening to the residents.

(1) Your Open Space section needs to make clear that 3.1 hectares of the recreational
space is (in keeping with the Inspectors' report) flood plain classified land which will be sacrificed—and therefore unusable when flooded (or even very wet). The EA maps show the Brook and adjacent land susceptible to both surface water (rain) and Sea & Tide influence, the two situations could well coincide—how close are you building to the Brook? (2) I comment only on those listed:

Why do we need more new houses?—we do not, currently the two biggest developments in Rayleigh (adjacent Bellway Homes and Carter & Ward on Hockley Rd) have been and are struggling to sell finished units. The government quotas which drive the statistics are political spin expedients not reality.

Isn't the land Green Belt?—yes it is, only the Council paperwork has been changed not the reality.

Will existing roads be improved?—yes they will be, the Government Planning Inspector said so in the final report, the Allocation Document says so and the reality is that both Rawreth Lane & London Road will not cope with years of Construction traffic serving the 900 additions to West Rayleigh coincident with 500 in Hullbridge (same routes).

What measures will be put in place to deal with flooding?—I was told at the roadshow that Countryside will be designing for SUDS criteria plus 30% additional loading—is that true? In any event the responsibility will lie with Countryside.

What will happen to RTS&SC?—the RDC commitment was "a new and enhanced facility in recognition of the Club's contribution to Rayleigh Life", if they renage on this they will be in breach of the approved Allocations Document—fact.

Will there be a new Primary School?—ditto, if they renage on this too—fact.

What about construction noise and disturbance?—apart from a document to RDC for approval, this project is large enough to qualify for the CDM rules, this requires a comprehensive Health & Safety Plan to be submitted to the H&S Executive for approval;

their own website stresses the importance of of a construction traffic management plan.

I will be writing to them well in advance of your Planning Approval.

Is there capacity to cope with additional sewage?—No there isn't, the fact is that the law requires any party with planning permission to be connected to the public sewer "regardless of available capacity"—ridiculous but true.

What is site for non-residential use for?—this needs to be a Doctors Surgery as successive new estates off Rawreth Lane have included them but none have ever been delivered (last example Salisbury Close estate—the land set aside stands empty and overgrown, owned by ECC).

I appreciate most of the negative issues rest on RDC and ECC not Countryside but the public perception will lay the blame at your door—be aware.

1. This area floods regularly and was featured on the local news with recent heavy rainfall in the southeast. More homes will reduce flood plains and create more run off and sewage. How will you tackle this in view that it is already a problem? 2. Traffic is prohibitive at certain times of the day already; will roads be widened and routes...
extended? 3. Trains are already full to capacity at peak times; what are the plans to improve rail travel in and out of Rayleigh? 4. There are various areas of open space throughout Rochford; why is Rayleigh suffering the brunt of the development. There are open spaces in Hockley and Rochford town; why do these towns appear exempt?

The road from Rawreth Lane to London Road will almost certainly become a ‘rat run’. It needs to be access/egress only not a through road for all traffic. Where is the primary school that was promised. Where is the youth and community centre that was promised. Where is the park that was promised. I may well have further comments after attending your presentation so this is not necessarily my final comment on your proposals.

I have concerns about the effect these houses will have for a number of reasons. Firstly, I see no extra provisions for secondary school places. Swayne is heavily subscribed having to take children from the Basildon area as well as the local area. I have three daughters, one who will be starting at Swayne next year. I am worried that she will not get a place even though we practically live next to the school. Adding another 550 households with children will mean those children will also need places. This seems totally ridiculous to me. The other problem already in Rayleigh is a shortage of childcare for working parents. These new builds are incredibly expensive so obviously the homeowners are going to be working. They have families so these new people will also be competing for limited childcare places. Children do not seem to feature in these plans. My next point is my commute to work in London. You have talked about the roads but what about the trains? The trains are already overcrowded and are often full before they get to Rayleigh. Potentially you are adding another 1100 people to those trains in the mornings, they just would not be able to cope causing many of us to be late for work every day. We already have issues getting to the station in the morning too as we have to drop our children to their childminder. London Road is already solid with traffic at 7.30am. How do you propose that 550 extra houses are not going to add to this? Point 3 is last August, we were flooded. I can not see how building on an area that floods is sensible especially in light of what has happened in England this past month. Its bonkers that this is even being considered now. I work in insurance and I know for a fact insurers will not touch these new homes with a barge pole. Lastly I am aghast that there is no mention of Doctors surgeries. My recent experience with the NHS having just given birth have been appalling. I struggle to get appointments when I need them and had a missed breach baby which could have resulted in both myself and my baby passing away. These new houses are going to put untold extra pressure on the poor service we already have as well as more pressure on the ambulance service. Rayleigh is already a large town that is struggling with services. I feel Rochford council are becoming like Castle point who have completely let building get out of control on Canvey Island. Canvey has become a lawless place where people openly buy and take drugs because there is no police presence. I have seen the affects of over building in an area and the island once a safe community has now become somewhere I do not want to visit and that was the reason I moved to Rayleigh. Now the same thing is happening here and I wonder is this down to the greed of the council as they do after all make money from letting developers build.

My main concern is regarding the main road infrastructure – the A1245 towards the A127 southbound is solid with traffic back to the Carpenters Arms roundabout in both
the morning and evening rush hours. What plans are in place to prevent complete further congestion from the increase in traffic from the new development?

Hmm what a delightful looking development! I would like to know how this will not affect capacity/safety in the transport/road system? The traffic up to the high street via Crown Hill is already horrific pretty much all day Saturday and at other peak periods and frequently tails back to the railway bridge. I am a working mother and commute to London up to 3 times a week from Rayleigh. I currently pay £28.20 a day in train fares. If my seat is jeopardised by an increase in commuters boarding the train at Rayleigh how can that not be an affect to capacity? If you have already done assessments why are the findings not published on this website now? Answers please.

(1) Looking good apart from there being no mention of where the travelers will be located. Can one assume albeit a dangerous assumption that as there is no mention of travelers location they are not included in this proposal. (2) The constant reference to Rochford District Council as the arbiter in the issues that are mentioned in the FAQ section of this proposal fill me with dread. Is this the same council that make most of their decisions by toeing the party line, the same council that voted to extend weekend parking costs to all day Saturday, the same councilors that has allowed the over development of London Road specifically Tesco Extra, the same councilors that has allowed the development of the EON site. What hope is there for a decision that will benefit Rayleigh and not the egos or self interests of some councilors. This is my second comment so far without a response. is there a time frame for replies?

1. The current road traffic movement problems, at peak times, will be increased by the proposed development. Are simple junctions adequate to allow access to the main roads? 2. Firm, long-term public transport options need to be in place from day one, linking the complete site, via the proposed central access road. With a five, to, ten year agreement, as part of the planning consent, agreed between the developer and planning bodies. These need to link with, the railway station, town centre and local supermarkets. 3. Additional community, health and education facilities are required. Part funded by the developer. 4. A small range of retail premises could be included, to allow people walking access to new local shops. Without these car movements will be generated. 5. Adequate screening is required between the proposed development and existing residential and industrial premises. Light pollution needs containment. 6. Site access needs careful consideration, to minimise lorry movements, with strict vehicle routes and avoidance of roads in close proximity to private dwellings.

We strongly oppose any development on this green belt land, especially when you take into account the amount of traffic already using Rawreth Lane and the fact that this land will almost certainly be prone to flooding (where will all the water go?) If you add into the equation that no extra infrastructure is proposed and the lack of Schools and amenities mean we will have overcrowding problems, we can’t possibly accept that this is a viable proposition.

If there is no impact to the road how will the construction lorries reach the site. Will they use London Road or Rawreth Road, both will cause traffic issues. Also what will be the impact on social services such as schools and doctors

In general terms I fully support the principal for the build. The only major concern I have is the road infrastructure. Our roads are already overloaded with traffic, with
potholes and other ECC issues and with the increased traffic volumes the roads will be at a gridlock for longer periods. I am not clear what proposals are in the plans to address this key issue. I would also like to propose some suitable road names that are relevant to the local area.

It all well you putting new houses on rawreth land / London road the road at the moment can not take many more cars since asda has opened many a time traffic is stationary at key times it could take 20 mins from entering rawreth lane to arrive at our home for people living in rawreth you can’t get out of your drive as most of the cars go to fast from hill to hill is a 30 miles speed but that do much more speed I have had 3 cats and a dog run over plus there has been a head on crash out side my house if you do get the go ahead you need to help rawreth lane out with the traffic you then would get help from us if it suits us you must remember we have lived her a long time and look after our roads we also need your support for our road speed traps would be good

What about the extra traffic implications on residents visiting the high street. Crown Hill and London Hill are already too busy rush hour, and weekends. Also the junction with London Road and Downhall Road is an awful junction, although I expect that this may improve when the link road goes in. The trains concern me too as I work in London and its already a rush to get on the carriage first to get a seat, all be it pretty easy most of the time, this will change. More housing resulting in more commuters resulting in no chance of getting a seat on the £3,500+ (plus £700-£800 car park) annual train fee. What about extra parking facilities in the high street and at the station. This development will ruin Rayleigh. I don’t know anyone who welcomes this project other than those directly benefiting from the sale of land etc.

(1) I am concerned about the impact on current infrastructure. (2) I would like to know what are you plans to improve London Road and Rawreth Lane, both during the building of this estate and after? Both roads are already at breaking point. The increased construction traffic and the resulting traffic from new residents will turn these currently overcrowded roads into congested blackspots without significant improvements. As you are no doubt fully aware this estate is only a small part of the major vision for this area. (3) Please can I have a copy of the Transport Assessment report for the new development?

Your FAQ, defer all the major concerns to the council. Unless you and the council put together the information in one usable way, how can anybody really see the whole picture. I do not expect that any large development proposal can be looked at in isolation of just the site in question, which is what your plans appear to do. Your development should have a positive impact on the local area, not just least worst disruption approach. Traffic: How are both ends of this road going to feed into London Road and Raweth lane, traffic lights, roundabouts etc?? What will the impact be on the roads it feeds into, when the traffic is already very congested. This new road is likely to become a short cut/rabbit run, i can’t image it will have a positive impact on the houses you purpose to build. How will this number of new homes effect local public transport? Flooding: Given the issues of flooding this side of Rayleigh last summer, the fact that you say the plans will have a neutral impact on flooding as you are balancing in out, is not enough. There is obviously a problem in the area surrounding the proposed development site and therefore any new development should be part of a wider scheme and not concerned with only its pocket of
development. Facilities: Building 475 new homes, I could not see how many people you estimate that will mean actually living in the area, I guess minimum of 1,000, but likely a lot more. You state that the Rayleigh sports club is not part of you plan, and blame the council for its relocation (although where is could go is not obvious). Surely as you are potentially bringing in over a thousand people you should be incorporating in your plan more facilities for local use, not aiding the council in getting rid of current facilities. Is it possible to get copies of the plans, including before and afters, it is really hard to understand in a small drawing on a website. I understand that you have an exhibition but this is only on two days.

I AM 52 YEARS OLD AND PRICED OUT OF THE HOUSING MARKET, HOPEFULLY THIS NEW DEVELOPMENT WILL BE MORE AFFORDABLE THAN PRIORY CHASE WAS. WE DESPRATLY NEED THE HOUSING IN THE COUNTRY AND THE SOONER IT IS BUILT THE BETTER. I CAN NOT WAIT TO TRY AND AFORD ONE OF THE HOUSES / FLATS THAT YOU ARE PLANNING. PLEASE HURRY UP AND START BUILDING! IT WOULD BE NICE IF THE AFFORDABLE HOUSING IS OPEN TO THE PEOPLE WHO LIVE IN THE AREA FIRST AND NOT PEOPLE WHO COME FROM OUT SIDE THE AREA. MORE COMENTS WHEN I HAVE SEEN THE PLANS AT THE MEATING. AT THE MOMENT I LIKE WHAT I SEE ON THE NET.

Neither Rawreth Lane nor London Road can cope with the traffic now, we would like to know what provision you are going to make for accessing the site? One very good alternative would be to make a one way lane in Rawreth Lane & the same in reverse in London Road, therefore creating a circular route for construction traffic. What provision is being made to upgrading the said roads in the future? What schooling, Doctors and Dentists are being intended? The Environment Agency map shows the some 7 acres of the site are designated flood plain, what action do you propose for this? Finally, the impact on the surrounding roads is going to be enormous, what provision is being made to alleviate the extra traffic?

There are a few concerns i have and they have not ben mentioned these are: 1. Where is there a new primary and secondary schools,Doctors etc... as the current school locally are already over crowded and full, we already lost one years ago (park school) which the land was built on. 2. Is there an agreement for a travellers site nearby as part of this masterplan?? 3. The road strucure will not cope there are already long tailbacks on both London Raod and rawreth lane and if Watery lane keep flooding the traffic through these 2 roads is a nightmare and again this will cause even more greive. i have lived in this area for over 30 years and moved there because it wasn't built and rurial now it is unreconisable.

1. Has impact on existing roads of heavy works traffic from the development been considered? 2. London Road should be upgraded before commencement of the project. 3. Rawreth Lane should be upgraded before commencement of the project.

I am a Rayleigh resident and have concerns regarding a number of issues which relate to this development:

Transport
Both Rawreth Lane and the London Road (A129) are heavily congested during hush hour. A journey from the A1245 / Rawreth Lane junction to my house at rush hour can take up to 20 minutes, this is due to the build up of traffic at hambro corner and resulting 1 mile tailback. This journey takes 4 minutes normally. Improvements need to be made to Rawreth Lane and London Road to resolve the current traffic issues and
provide additional capacity for construction traffic required for the project. Please can you detail what improvements will be made to these roads.

Please can you also detail what if there will be additional busses provisioned for the London Road and whether there are plans to provide a regular bus service along Rawreth Lane?

Public Health Services
Appointments at NHS Doctors and NHS Dentists are currently very difficult to come by and it would appear that these services are oversubscribed. Please can you detail your plans to either provide additional facilities within this scheme or to boost capacity at existing centres.

Education
I understand that the schools in the area are currently fully subscribed. Please can you detail what plans you boost capacity at local schools or perhaps you are planning to include a school in the master plan?

Flooding
What assurances will residents have that the drainage for the new estate will have adequate drainage to account for not only normal patterns of rain but the exceptionally heavy rain which resulted in flooding many parts of Rayleigh both this year and last year.

I am extremely concerned about the infrastructure that needs to be put in place to support the large developments west of Rayleigh. Could you please identify what improvements will be made to the following areas:
1. Roads,
2. Surface water & main drainage
3. Doctors surgeries, &
4. Schools
Could you also identify the timing of the proposed improvements, i.e. before, during or after completion.

Have some concerns over the extra traffic this estate would create is busy rush hour traffic. As at present the London Road and Raweth Lane get very busy and when the A127 is blocked for whatever reason the London road into Rayleigh becomes grind locked. As with the road which would run through the estate, not sure its a good idea to have the road connecting at both ends i.e London Road and Rawerth Lane as this would road at rush hour time would create another short cuts for local traffic and become very busy and could be a safety issue for people living on the estate. Also could create issues for traffic coming out onto the London Road is rush hour times.

On the London road at this end i.e petrol station and near the entrance road for the new development are there any plans for pedestrians traffic lights to allow people to cross the road safely. As at present difficult enough now and with the extra cars from /or pass through the estate will make it difficult at rush time crossing the road on way to shops or to schools.

Notice on the new estate, some of the area is flood plane, will there be necessary
plans in place to stop flooding of houses on the estate. As with the way the water comes down the London Road and off various estates in the local area, when heavy rain is present. Also on the main road by Our Lady of Ransom School when heavy rain the main land drains in the middle of the road have been known to lift causing a driving and safety issues. If the new estate main road has access from London Road and Rawreth Lane and the surface water drain run down the middle of the road and the same thing could happen due to volume of water, could cause a few safety issues.

The design of some of the houses suggests to use weather boarding on some houses. Seen this on other in the local area built in the 1970's and 1980's, after a ten year period makes some houses look like council type housing and a bit run down. Where if built with brick (light colour) or rendered in some cases, gives a higher standard of build and makes the local area look better.

1. As someone who uses both London Road and Rawreth Lane to get from my home on the eastern side of Rayleigh to Chelmsford and other locations north of Rayleigh I am very concerned about the likely impact of construction traffic over a period of several years while you develop the proposed site. Both roads are already very busy and traffic delays are a regular feature for anyone using them. Unless you can assure me that you will arrange for the upgrade of both roads in advance of the commencement of building work I will object to your proposals of the grounds that the increased construction traffic will cause totally unacceptable traffic delays and increased risk to road users in the area.

2. I have had first hand experience of localised flooding when my daughter and her family were flooded out of their home in August 2013 (and are still living in rented accommodation elsewhere as at March 2014). Her home is located half a mile from the eastern side of your proposed site and uses Rawreth Brook as part of the drainage system (SuDS) for coping with surface water. I am unconvinced by your assurances that the drainage system you propose to adopt will cope with surface water and prevent flooding of the properties that you intend to build on this site., particularly since, as the Environment Agency's Flood Risk Maps show, over 7 acres of your site are within the flood plain. You will effectively be concreting over what is currently a natural soakaway ie. the farmland that currently forms the proposed site thus reducing the effectiveness of the new drainage system. A related problem is the capacity of the local sewage treatment facility located off Watery Lane, Hullbridge. I understand that it is already overworked and adding the effluent from another 475 houses will have serious consequences. I further understand that Anglia Water is, by law, obliged to connect new housing developments to its existing sewage treatment facilities regardless of whether it has the capacity to deal with the increase – a situation I find quite extraordinary.

I don't understand why these houses have to be built on green belt land. It is beautiful driving into Rayleigh from the west at the moment, past the fields & the yellow rapeseed in Spring. All this will be lost to us once these houses go up. Are you going to put in a school, small shops & a doctor's surgery? Or are these new residents going to drive up to Rayleigh adding to traffic & parking problems? You are also building in an area close to last summer's flooding. Are you confident these houses won't be flooded?
We need more houses but this doesn’t seem the right place to build them!

The master plan proposals put forward by Countryside at this stage appear to only show basic allocated areas for housing, potential thru-traffic routes and access points. The overall concept design images look inviting and appear to show plenty of green spaces. However, upon reading the description I find that the opposite image is portrayed. When detailed layouts of the site are available this should help identify the density of housing being proposed and the proximity of the plots to one another.

In my opinion this is the wrong way to proceed in creating a housing development with a sense of community. Short drives and on-street allocated parking will make the area feel overwhelmed, along with terraced housing in mews style will bring properties closer together and on top of one another. Open green areas central to the development or the ‘mini neighbourhoods’ will help to bring a sense of community.

Vehicular parking

Many households have more than one car, we need to consider this in designing developments. This will simply lead to a street with vehicles overhanging drives and parked in the road, roads will become narrow to travel down and awkward to negotiate. A prime example of this is the recent Temple Way housing development off Rawreth Lane. Not all properties will own small cars, some own 4×4’s / SUV’s and large vans which will potentially crowd the street even further. Ignoring these facts will not alleviate the situation.

I feel that a good example of a well-planned housing estate is the older Downhall Parkway estate built in the 80’s, all be it controversial at the time each property has a good size plot, ample drive and good garden space. Properties with good size plots require up keep and maintenance, this gets people outside doing the gardening and thus engaging with neighbours. If you don’t have a garden or reasonable size plot to look after, why would you need to venture outside the property apart from moving the car because it blocking someone. This doesn’t create a sense of community this creates a community of people living on top of one another.

The Countryside description only portrays an image of high density housing, to give the illusion of space and green open areas you need to provide them and not bunch the properties on top of one another. The total number of plots should be reduced in order to allocate greater garden and drive space for per plot and the much needed communal areas.

Apartment buildings

The location of small apartment buildings on new developments tend to lead to a block layouts with buildings generally rising 2/ 3 floors with no provision of individual garden space or driveways, these spaces feel lifeless and un-welcoming. How can apartment buildings with no greenery or landscaping around them be a pleasant vista? Again a prime example of this is a more recent housing estate located off Rawreth Lane, at the very end of Sailsbury close.
Waste/recycling bin storage

In addition to the above, thought also needs to be given to the allocation of bin stores for each property, especially apartments. With all the good intentions the borough has with its recycling schemes, developments like this need to consider the locations of concealed out of view zones for bin storage. More often or not there are now 2-3 bins per household. Again, prime examples of this again are in Sailsbury close adjacent the green (as seen in google maps street view!)

Site frontage

As a resident of the local area and a commuter I believe it would also be preferential to see landscaped areas fronting the London Road and Rawreth Lane road elevations of the site, oppose to dense housing. This will help to soften the appearance when travelling down both roads from the A130. Upon travelling down these two roads, they aren’t particularly welcoming considering this is one of the major routes into Rayleigh. Both roads feel like a back road into Rayleigh with no sense of purpose, mixed use areas that have come together through poor planning. With main views from the A130 being the side elevation of Rawreth Lane industrial estate, some thought and consideration should be given to this like those put forward in the Rayleigh Area Action Plan.

Proposed site road network:

If the main route through the site is also to be used as a bus route, then further consideration should be given to increased levels of off-street residential parking to limit the amount of vehicles parked in the road.

Major road network

The only proposals that do not seem to be covered in this plan which should be reconsidered by the Local Highway Authority is the impact on the main trunk roads entering Rayleigh (London Road and Rawreth Lane) and the surrounding pedestrian footpaths and traffic routes outside of this proposed development.

Both London Road and Rawreth Lane are main commuter traffic routes for those leaving Rayleigh, Hullbridge and Hockley in the mornings and returning in the evenings. With direct access to the A130, A127 and A13 these roads experience high volumes of traffic coming directly off of the dual carriageways into a single 40mph/30mph zones. When road traffic accidents or road closures occur on the A127 & A130, both the London Road and Rawreth Lane become main routes for diverting traffic.

With the addition of more housing in the Hockley, Hullbridge and Rayleigh surrounding areas these two roads will become major routes for traffic. Shouldn’t consideration and the necessary budgets be set aside for improving the road networks and infrastructure now, oppose to later down the line.
London Road

The London road into Rayleigh in my opinion is already a high volume traffic route, during peak periods this road is generally at a standstill because of the volume of traffic passing through and traffic backing up from the traffic lights at Victoria Avenue and the junction of London Road with Downhall Road.

London Road also serves four schools, two primary schools, one junior and a large comprehensive school which adds a great deal traffic in addition the above.

With this new development there is the potential for additional car and foot traffic attempting to cross the London road, putting increased pressure and further restricting the traffic flow.

Currently there is only a single footpath along the London Road and with the additional foot traffic for the schools/ bus stops, consideration should be given for either pedestrian or pelican crossings. Traffic calming measures like this will assist in reducing the overall speed of the traffic but hopefully not interrupt the flow.

Rawreth Lane

There is mention of improvements to the junction or Rawreth Lane with Hullbridge Road which are greatly needed, without this, further traffic congestion is expected to increase along Rawreth Lane.

With all this potential increase in the vehicular traffic along both London Road and Rawreth Lane, a potential problem will be for traffic attempting to join and leave the carriageways. Further thought should be put into providing merge lanes at both the access/ exit points to the sites in order to reduce potential for further hold ups. Perhaps a widen of the carriageway would assist with the addition of cycle routes along both these busy roads to further reduce the impact on traffic flow.

Sports centre

This sounds like great addition to the area, but at the expense of losing local businesses such as the Petrol station and nearby garden center? Has it been considered improving the facilities on nearby existing sites nearby such as the local community centre/ playing fields on Rawreth lane or the existing Sports Centre run by Virgin Active located on Priory Chase.

I live on Laburnum Way, which is next to the new development. I therefore have a number of concerns regarding the master plan as follows:-

1) What are Countrysides plan to upgrade London Road and Rawreth Lane to accommodate construction traffic? Both roads are already incredibly busy, and construction traffic joining the current single lanes roads would cause further delays.
to already frustrated drivers and residents.
2) Why does the plan show no increase to schools (primary and secondary), when existing schools are oversubscribed?
3) What provision has been made for additional doctors and dentists?
4) I understand a large proportion of the field is flood plain. What assessment is being carried out in relation to this, and when will this assessment be available for the public?
5) What is the plan for the corner of land which is indicated to be for potential non residential use? This is directly adjacent to Laburnum Way and therefore a big concern to neighbours and my family.
6) Where are the extensive leisure facilities? I cannot see any on the plan? It all looks to be houses!
7) Is the plan for the road from London Road to Rawreth Lane to be a through road?
8) Is any change proposed for getting out of Laburnum Way? We are already experiencing problems getting out of Laburnum Way, which can take several minutes to turn right, and most often relies on courteous drivers to let us pull out!

I will attend one of the roadshows, but would appreciate an answer to me questions in the meantime.

Few Questions
1) What provisions are you intending to make about traffic flow in both London Road and Rawreth Rd, both during construction and additional residential traffic as both roads are grid locked during rush hour during the week and weekends, and will be compounded with other site under construction in the Rochford District.

2) The area of land your are developing forms part of flood plains for the River Crouch, what provisions are being made to stop the development from flooding also we have experienced high water levels over the last year and culverts and brooks unable to cope, will you be carrying out a suds risk analysis and publishing your findings for coping with rain water.

3) The footpath from the site towards Rayleigh is inadequate in width for the additional foot traffic, as it will take half an hour to drive into Rayleigh, more people will need to walk or is public transport being improved.

4) What provisions area being made for schools, doctors, dentist

Any traffic surveys for this proposed development should be carried out over a fairly long period of time to fairly assess the volume of traffic along London Road, Rawreth Lane & the A1245. How long is the survey going to be carried out for? With a proposed development of this size, countryside properties should already have road/junction improvements as part of the 'masterplan'. This particular area can not cope with increased traffic levels & i see no evidence of countryside properties even considering infrastructure improvements, just a layout of the area 'in your control'.
Any infrastructure improvements should be included before any 'masterplan' is released for public view.
People of Rayleigh & the Rochford district are more interested in how this proposed development will affect them & a development of this size will cause nothing but problems both during construction & after your company has long left site after completion.

I foresee nothing but bad press regarding, urban sprawl, building on a flood risk area for this proposed development.

With the event of social media, local & national press making countless people aware of the proposals, i would ask, can this proposed development afford bad press?

Insurance companies, future customers of countryside & shareholders will probably be made aware of the risks including flood risks, in any construction/dwellings put on this land.

The public have bigger voices than ever now.

I have concerns about a number of basic requirements.

1. Road infra structure PRIOR to any development starting
2. Schools and GP facilities
3. Pollution
4. Extra traffic and congestion

(1) What are you going to do to upgrade London Road and Rawreth Lane before construction begins? There will be chaos on these roads which are already gridlocked during peak times and weekends. The addition of 475 homes will only compound the problem. (2) 1. The person manning the stand at the public exhibition seemed completely unaware of the extent of the flooding experienced last summer near the proposed development site. We want major drainage and sewage work to be undertaken to prevent the inevitable further flooding that will otherwise occur as a result of the new housing estate.

2. Why are you holding the public exhibition only in two locations that are fairly inaccessible to those without their own transport. The exhibition should have been held in the centre of Rayleigh for all to view. What are you hiding from the residents of Rayleigh?

(3) A poster in the library (produced by Rochford District Council) says you are building a new primary school. I don’t see evidence of this proposed school on your plans. Can you please confirm you are responsible for building a new primary school – our local ones are over subscribed and this is essential.

My husband and I are both very concerned about the proposed housing plan for west of Rayleigh. Rayleigh does not have the infrastructure for these plans. You need to travel through the town and see it gridlocked. The whole one-way system, London Road, Crown Hill and through to Rayleigh Weir comes to a complete stand still. The towns car parks are usually full to bursting point, so where are all these extra cars (maybe some of the new homes may even own two cars). The boroughs schools are already over subscribed, and the doctors are full too. Only today, trying to get an appointment, I was told, next Thursday is the earliest. Not to mention the effect on clinics and Southend Hospital. We moved to Rayleigh seven years ago, such a lovely town with lots of character, but I think that is all going to change for the worse. We are very annoyed the way it has been handled by the council and are fully involved and support Rayleigh Action Group all the way.

I have 3 major concerns with regards to this project, other that use of the land as a
whole;
1: With all of the construction work in the area how will your reduce the congestion to the are? will you be adding separate access/exit roads to the site? how often will London Road & Rawreth Lane be cleared of spillages.
2: The area is already listed in the EA website for both tidal & surface flooding. Even before these proposed houses are built, all the extra foundations, we have experienced severe flooding. Are you prepared to reimburse an of the homes in the case of their building/contents insurance is increase by their insurers?
3: Infrastructure – the schools/Doctors/Dentist surgeries are all over subscribed but there is nothing in your proposal to address this

Having lived in Rawreth Lane for the last 13 years I have noticed the volume of traffic increase by a considerable amount. There is always a traffic jam and if Waterery Lane is closed its at a standstill. To put more houses at the bottom of Rawreth Lane is only going to make the matter a lot worse. We are also very worried about the flood areas, we have noticed over the years since Asda and Priory Chase development have been built, the water in our gardens does not drain away as quick as it used to.
We feel that over the years too much building has taken place in this small area. I believe the Rawreth Area only had approx 350 homes for a long time, now you want to increase this by at least double or triple. You cannot believe the drains will be able to cope with the additional houses. I would also mention noise and air pollution, we know both have increased since Asda and Priory Chase have been built. I cannot see that building so many houses in the Rawreth area is a good idea.

Please can you let me know what plans are included in your Masterplan for schools at all levels, doctors, dentists and community centres including shops. I cannot seem to find any reference to these on your newsletter.
Also, what road improvements will you be carrying out to ease the traffic pressure on London Road and Rawreth Lane as obviously they are too busy now let alone with 500 or so extra homes.

I would like to ask what provisions there are on all School levels as local schools are already stretched to breaking point, Doctors Surgery as with schools these are already very difficult to get seen, public transport which is almost currently non-existent. Localised flooding has recently become an issue and a further erosion of open spaces to absorb what nature throws at us will only create further localised flooding so what plans are to be put into place to prevent further episodes and what future maintenance schedules are to be put in place to ensure these do not fail. Traffic congestion in both London Road and Rawreth Lane so basic road infrastructure which is currently in place will be unable to cope with what would be a significant increase in vehicles without significant investment on improving current road layouts, none of these issues should punish current residents financially in Council Tax increases and should be funded by Developers so I would like to know what proposals there are to ensure local roads do not become gridlocked.

Where is the new road construction? Will there be new drainage and sewage works? What about the recent flooding in the proposed area. What new schools, doctors and health clinics are going to be provided to accommodate the increase in Rayleigh’s already over stretched infrastructure

Why are you not holding one of the roadshows in RAYLEIGH TOWN CENTRE ON MARKET DAY?
It's disgraceful that information regarding this development is not available for all to view. You have deliberately chosen to have these Roadshows in a venue that is not accessible to the many Rayleigh residents that do not drive, are disabled or cannot afford to pay for Taxis. Disgusting to hoodwink residents and exclude us from the real issues with this development. How dare you? Finally what is the small plot, on the corner of the site on Rawreth Lane, being reserved for (coloured orange on the sketch)????

I have a number of concerns which are specifically traffic related and access to the construction site. Rawreth Lane and London Road are already very congested at peak times. Do you plan to widen either road?

I understand that the orange corner in the top right of the proposed site could be allocated to doctor or dentist or pubs. Is there anything else this area could be used for?

I am still surprised that there are no new schools in the plans as I was under the impression that most of the local schools couldn't expand much more.

475 new homes. Thats literally thousands more people and cars!! Have you tried to get through rayleigh at peak times now. Our town could not possibly cope with more. Have you caught a train into London at 6-9AM or 4.30-7.30 PM home?? You have to stand now. How can the already maxed trains take more commuters? Tried to drive up A127 at peak times?? No I thought not. else you woudln't be considering Rayleigh!!! Where is the new infrastructure to support these new houses and people?? Where are the new roads? drainage?schools. doctors< schools? Were you here a couple of months ago in that part of Rayleigh? If you wer you would haev had very wet feet. It was totally flooded!!

WHY aren't you holding these exhibitions in Rayleigh Town centre but hidden away in a village town hall and tiny school out of the way?

Plus What is the small plot, on the corner of the site on your plan?

Responses on all your points please. This plan is madness. You will bring our overpopulated town to gridlock adn misery to its residents.

Where is the extra drainage going, where are the extra roads to cope with influx, the schools around here are full, the doctors surgery are at melting point already, last couple of heavy rain down pours the main roads have not coped resulting in flooding has the fire brigade been made aware of all this extra housing, do the rest of the emergency services think they can cope.

I would like to know what plans have been put in place for the sewage and flooding in this area? What has been put in place to increase the GP's, Dentist, Schools and other conviences that will be required when said houses are built? I would also like to see what road infrastructure has been put in place whilst this build is going on for years and much inconvience to the already crowed roads? As for the Travellers site (how it can be called a Travellers site when they don't go away) its said to be costing 2.5billion £ I don't want my council tax to pay for something that is of no use to me my family or
the town its an outrage..... I totally don’t understand how this has got this far as its on green belt land which is such a sin to all us local people. I OBJECT to these plans.

We went to this exhibition to day and we are not impressed, in fact the whole thing makes us sick, it will become a nightmare when this gets going, the people at church road make it sound so wonderful, I think this part of Rayleigh is going to look the pits to people coming to Rayleigh, and surprise, surprise no councillors there for people to speak to.

Can you detail your plans for minimising disruption of local residents.
Can you provide details on how you will not ruin the air quality during and after the building.
Can you ensure noise pollution both during and after building is considered, please provide plans.
As a local resident, improvements to Rawreth Lane and London Road are required, which is evident if you have ever travelled on either route daily.
Please provide new entry and exit routes, and not add further traffic lights to worsen the existing situation.
Please provide details on the promised new school / doctors / community facilities.
A road through the planned project linking London Road and Rawreth lane would be a positive for the area, allowing traffic to flow when the normal roads are slowing due to congestion.

My comments on YOUR masterplan for OUR town is as follows:- This will make Rayleigh overdeveloped, do you plan to improve London Road/downhill Road junction and Rawreth Lane/Hambro Hill junction to help cope with the extra traffic? Extra houses being built in Hullbridge will also use these two roads. The cumulative affect of all this additional housing will be disastrous to existing residents.

As the majority of these houses will be sold to non Rayleigh residents, will there be provision for school places. The existing schools are over subscribed especially senior schools. Also there will be a strain on doctors, dentists, hospitals. Are you making provisions for these? Also the development would need to allow for some retail shops as Tesco on the London Road causes chaos and slows traffic to a standstill. The already angry residents of that road and surrounding area do not need another 475 residences shopping at Tesco using the approx 7 space car park to create more chaos.

I am very concerned regarding building on green belt and the flooding we had in Rayleigh in August. Some of the people have still not moved back into their homes 7 months later. The brook on that land is tidal, are you aware of this? Will there be adequate drainage and sewage, as these additional houses may flood but could create a worse problem for the existing residents. I have pictures and video footage of the said floods if you need to see them. Also if you look on you tube there is plenty of video footage of Rayleigh.

What is happening with Rayleigh Town Sports and Social Club? Surely this should be kept as it is has been there for 45 years and should be protected land.

What is planned for the orange box at the top right hand corner on Rawreth Lane?
Having had problems of flooding since the Asda estate was built, I am very concerned that the new development between London Road and Rawreth Lane will be cause even more flooding than we suffer at present. I am in contact with Mark Francois about the flooding in all the Lanes on the other side of Rawreth Lane (Parkhurst, Hooley Drive etc). Our gardens and surrounding fields are thoroughly waterlogged when it rains heavily since all the previous developments and the rainwater runs like rivers down the Lanes. The damage to gardens and fences etc. is bad enough and the new development will cause more flooding and potential threats to homes. The homes in these Lanes are all on septic tanks and these are now regularly overflowing sewage onto the land as the ground cannot cope with any more water. The fields that are to be lost when the new houses go up will ensure more flooding when it rains. It is hard to get out into Rawreth Lane due to the constant traffic and Rawreth Lane is often at a standstill. How on earth will this road cope with all the planned additional homes.

I visited your display at Rawreth Village Hall yesterday evening, most of which was covered in your previous newsletter leaflet – what was disappointing was the lack of any peripheral information ie: –

I spoke to several different rep’s and the general response on infrastructure issues was -
’Roads, that is ECC Highways’,
’Schools, that is RDC business’
’Sewage, that is Anglian Water’

Now whilst I understand this is only the conceptual stage, it doesn’t bode well that you appear to be distancing yourselves from the direct impact your activities will have on West Rayleigh. And, as you intend to move to a Planning Application this Summer that a very real concern for existing residents, as follows: –

1. Years of large, high volume / frequent construction traffic will overwhelm both London Rd and Rawreth Lane – already pot-holed / frequently jammed and on occasion flooded. Your leaflet promises money on roads & junctions – what money / how/when?
2. You appear to be the largest Developer (475 homes) which will impact local Schools
/Doctors-Dentists/Services without any apparent joined up thinking on the infrastructure.
3. The current Watery Lane Sewage works has, for some time been struggling to cope with the latest (Bellway – Eon Site) additions, circa 800 homes in Rayleigh plus 500 in Hullbridge will not be feasible – your proposal is therefore not sustainable. I could go on, but it is clear that this exercise is nothing more than ticking the ‘Consultation’ box.

How can these houses be built without any infrastructure in place.
Why are you building on a flood plain?
What provision has been made for sewerage?
What provision has been made for roads?
What provision has been made for parking?
What provision has been made for schools?
What provision has been made for doctors?
What provision has been made for public transport?

A new road construction is needed for these houses to be built, not to mention major drainage and sewage works as only 9 months ago Rayleigh flooded, just where you propose to do this project, silly idea as talking away land where water lies instead! All the schools are already full and can only JUST cope with the children from the houses already around without new builds! New school is needed!!!! the doctors surgeries are already at the compacity and you have to wait for 2 weeks for a bookable appointment, more people no one will be seen!!

I would like a personal response back to the following questions:

* What investment will there be to the existing roads which will be used to access the development - London Road and Rawreth Lane already appear to be at capacity at certain parts of the day and any one that uses them on a daily basis knows that it can often take over 20 minutes to do a 5 minute journey?

* What improvements are there doing to be to Doctors & dentists as there are currently insufficient in this area?

* What is planned for local primary and secondary schooling to accommodate the families moving in?

* What provision is in place to improve public transport to accommodate the extra people moving in?

* Will buyers get buildings insurance given that the site is on a flood plain?

"A site to accommodate small-scale non-residential uses, such as a doctor’s surgery, a small parade of shops, a restaurant/café, a care home, day nursery/crièche, public house, or other small scale community or commercial use."

Whilst I have no doubt that the development will look pretty and bring some benefit to the community in the way of additional green areas and parks. I have some very serious concerns as to how the infrastructure will cope with this development.

Already at peak time areas in Rayleigh can get grid locked especially if there is an issue on the A127. Remember it is not just houses in Rayleigh there is mass development generally in Essex. All these people have to get to work/school/social journeys somehow. I also commute into London Liverpool street via the Greater Anglia Railway and already the service is at breaking point. Quite how it will be able to cope with the extra passenger following developments in Rayleigh as well even larger developments along the line. Has anyone bothered to even think what it will be like trying to get on a train when already people stand for most of the journey? Or what is like when there is an issue on the A127 and Rayleigh is used as the rat run to get to Southend. I dare say white boxes will be painted on the roads so that an NCP could also make a mint. It will
be absolute hell. There are not enough jobs in Rayleigh or the surrounding area to accommodate these people and your development will do nothing to change that. They will be commuting into London or elsewhere.

We have few schools in Rayleigh – will they be able to accommodate this great influx of people not just now but when families become established and extend?

Why is the traveller site not highlighted on your plan? Should you not be transparent so that purchasers of the properties are fully aware that there will be one and that it will be close to their properties why does this not feature in your grand vision?

Why are there rumours that business properties in the Rawreth industrial State are being compulsorily purchased – if true what is going there in its place and why is this not highlighted on your plans.

What extra flood defences are being provided to ensure that August 2013 does not happen again.

Why did I highlight the sentence at the start of my post my guess is that the only property that will end up on this "site" will be for a commercial use. There will be no community benefit. There will be no schools, no doctors surgery, no road improvements*, no infrastructure improvements, no (or very limited) employment opportunities and we certainly do not need any more pubs. So who really benefits out of all this as I am sure the residents do not.

(*Cllr R. Bass has already stated that ECC have no plans for road improvements in the area)

You do not have my permission to edit this feedback and pick points it is either all or nothing.

You may have guessed already but you do not have my support.

Why are there no major new road constructions planned for this development? Why are there no major drainage or sewage works planned? There is persistent flooding in the area, how can you build property on flood plains? There’s no provisions for extra schools or doctors to cope with extra people in the area, why not? What is the small plot coloured orange, on the information sheet in rawreth lane being planned for? And why is this roadshow not in the town centre, instead it’s stuck in an out of place venue?  

Your plan fails to address the essential infrastructure issues.

1. Rawreth Lane and London Road are both prone to sever traffic jams at present, especially if there is an incident on the a127. Making improvements to one end on Rawreth Lane won't solve this issue, which you will clearly by making worse by adding up to 1,000 cars onto the roads.

2. In the past 12 months the area has been prone to severe flooding, especially
amongst the new housing developments. People have been out of their houses for 9 months while repairs are carried out. Building on the fields (which are, let’s remember, green belt land) will reduce the drainage available and make the situation worse. I’m sure people won’t be keen to buy your new houses when they see the pictures of houses and roads flooded just a few yards away.

3. Where are the children of the people who buy these houses supposed to go to school – why is there no provision to build junior and senior schools?

4. The local doctors surgeries are already overcrowded with long waiting lists for appointments – why is there no provision for a new healthcare centre?

5. Despite what the local council mat have told you (the council one of who’s relatives own the land) there has been insufficient consultation with residents about this, and the plans will be fought at every step. If you decide to proceed you can expect a long and protracted battle to be able to build on the land.

You say on your web site that the current roads with improvement can accommodate the 500 homes. However the same roads have to accommodate 500 houses that will be built in Hullbridge.

Assuming every household has a minimum of 2 cars I find it surprising that and extra 2000 cars will not make an impact on the roads when they are already grid locked at peak times.

Can you tell me what improvements will be made to the roads to solve this.

Also what steps are being taken regarding the risks on Rawreth lane while both the Rayleigh and Hullbridge developments are being constructed.

Many thanks, I look forward to hearing from you.

We are very concerned about the development as a whole, but more importantly, the triangle area marked "possible non residential use", which is directly behind our property. We did visit the exhibition to try to establish what would be put on this land, but did not come away any the wiser and in fact, left us more concerned by the vagueness of answers. We do not know why this land should be marked non residential, when there are houses right next to it our property actually faces it. Surely something that would encourage more traffic and noise should be placed where the industrial areas are now i.e. away from the immediate EXISTING residential area. For instance, a public house, petrol garage or restaurant was mentioned, which would cause constant noise, smell and encourage anti social behaviour -especially as there is also a narrow alley running there too, which we have already on occasions found drug users...the aroma of which filled our garden and our young daughters bedroom, which faces that way. We would be more at ease if there were properties there at least we would be looking into a garden instead of something that will drastically reduce the value of our property, standard of living and our health. When we moved into our property some 10 years ago, we instructed the Solicitor to find out who owned this land as we were worried about possible gypsies living there. He informed us that it wasn’t owned by either the Council or the farmer, so who has taken it upon themselves to adopt this land since? Either way, we are extremely concerned about the impact of a non residential unit(s) would have on our family and our neighbouring properties...all of which contain families.

I am writing on behalf of all riders in Essex in requesting that the green route through
The new building development should be a multi-user path (i.e. a Bridleway). This allows access for walkers, cyclists, and horse riders. It is ECC policy that all new routes should be bridleways so please amend your plans accordingly.

There seems to be no bridal way on the draft master plan, to replace the existing that the new homes will be built upon...........?

As this is supposed to be 'a community and green open spaces in Rayleigh', surely the existing use and heritage needs to be incorporated as well........?

Please ensure that all new routes have access for riders, it can be dangerous at times to ride around Rayleigh without the additional traffic that this development will create. I am lucky that I have a calm horse, others are not so fortunate.

Would like the cycle/footpath areas to also allow horse-riders – due to the over-building the roads are becoming too dangerous for riders – Essex has the largest volume of horses in any area – please do not forget them. Would also like to know what improvements you intend to make to the present road infrastructure, what arrangements do you intend to make for the heavy lorries/machinery that will use these roads, the present ones cannot cope with any added traffic of any sort. What is being done to ensure existing properties do not flood due to more over-building?

As the roads around Rayleigh are often gridlocked can you tell me about the new road infrastructure to handle the massive increase in traffic projections for the next 10 years? This includes the London Rd, the A130 and A127. I would also like to know what guarantees you are giving for the potential flooding risk. Houses have already flooded this year from recently built properties.

I understand the need for more houses. Exactly what can residents expect in return? I.e. Road widening. Local amenities and schools?

I strongly object to another traveller site. Why so close to Dale Farm? What guarantee can you offer the same won't happen? I.e. Local property devalues. Schools decline in standards, crime rates increase? Everyone expects it to happen. What will you say/do when people say 'told you so'?

With the added housing and traffic it would be nice for horse riders to be added to the green route too.

It makes no sense to plan a route for walkers/cyclists but ignore a large and vulnerable group i.e. Horseriders. Please dedicate the route as a bridleway as then any walker/cyclist can use the same route with riders.

I welcome the development with the pressure to provide housing in London and the surrounding area. From the concept designs, the mix of housing stick appears to be good.

However, I do have a concern relating to the Green Link which I understand excludes Horse Riders.

I am not against the development, however it needs to be appropriate and take due regard to all users – especially as you anticipate increased traffic in the surrounding area.

I would like to see your reasoning for excluding horse riders from the Green Link and decision making process to only allow bike riders and pedestrians. I am not against
either of these groups being a cyclist myself, however i take offence to being knowingly excluded from new developments like this from the outset through inappropriate design which would cost little, or very little increase to factor in. i would ask that this matter is reviewed in the strongest possible way.

i sent you an email about rawrthen lane about speeding cars now if and i mean you get the go ahead for the above what would you do to stop speeding cars as last week there was a smash up outside my house from speeding car council don’t seem to care would you to get my vote your saying you my put a pub there that ok but again you do not say about cars parking same as shop care homes we have a 30 m speed limit now but no enforcement on it would be good for you to sort this out now and get the vote.

please can you include provision for local horse riders in your plan. riding for leisure is a very common pastime and local bridleways are in short supply. any new development should consider all users and it is preferable if riders can be accommodated by provision of green lanes or tracks from which vehicle traffic is excluded. is is much better for both horse riders and vehicles, car drivers are often unsympathetic and fail to appreciate that horses are not always predictable and fail to allow enough room to pass safely. and as horse riders we don’t want to cause traffic hold ups but sometimes if we have no alternative riders are forced to use unsuitable roads causing congestion. please consult local riders and include specific provision in your plan.

it should be against the law to build on greenbelt land. i’m sure there are plenty of brownfield sites and other empty properties for you to build your affordable housing on!

nobody west of rayleigh wants this development, but as usual nobody listens to the people.

that’s my feedback, go away!

i am concerned to note that you have made no provision for horse riders.

please could all cycle ways be given bridleway status to allow all non motorised users access to safe off road tracks.

horse riders are the most vulnerable of all road users and at serious and increasing risk of injury on the roads.

(1) i cannot believe this housing development is to even get the go ahead every night the roads west of rayleigh are nose to tail, how on earth is this going to work! i also express concerns to the fact that surrounding me are at least 30 other horse owners, how are we supposed to battle the extra traffic on the roads without the promised green lanes, that we are no longer included on, its ludicrous, one rule for one and forget the rest of us, after all we’re only Joe public! (2) obviously nothing is going to stop these houses being built, what I want to know is what measures are going to be put in place for those of us that live adjacent to the main roads leading toward this area, regarding noise reduction in particular.

Will we be offered the fencing that has been used along the a13 and manorway corringham to help those that live adjacent.

what sort of road infrastructure will be put in place the roads surrounding the said planning site already gridlock at peak times, will those of bekehall chase north and south actually Be Able to get out during peak times, somehow i am doubtful!

i have a number of questions/comments to put forward:

- my questions on who will you be aiming at when selling the houses was not
answered at the exhibition, the population of the town have been very static?
- you comment there is an area left for non-residential use, but again my question was not answered at the exhibition about who builds there is it you on behalf of someone else, or e.g. for the Council?
- why has no provision been made specifically to add to healthcare in the town, as you will be adding to the population which has already outgrown services e.g. dentists, please don’t reply you have left an area for non-residential use?
- how can you be sure the additional housing will not add to the flooding risk for the town (which flooded some away from that area recently), and is it a proven method?
- when will the SUDS & flood risk assessment be made available to the public?
- who will be consulted on when planning permission is applied for as there are no direct neighbours, or does this mean no-one will receive a notice from Rochford planning?
- the development area includes businesses, have you approached and made them aware of this, and when will they have to move out?
- how will you ensure there will be no knock-on effect to the building work which will also take place in Hullbridge?
-I saw your answer on no provision for a school quoting that the council has said current schools can take up the capacity – how can this be known if you do not know exactly the age/make-up of families moving in, and why were the residents not told of this decision?
- what do you plan for the areas marked as flood zones 2 &3?
- one of the staff at the exhibition mentioned a bridge was going to be built across water/river – how are you going to ensure that will not be flooded?
- you mentioned at the exhibition that a traffic survey had been conducted and showed more traffic going out of Rayleigh towards to the Carpenters Arms roundabout – you are surely going to be marketing the new houses for commuters who will no doubt try and drive to the station as they see the walk as too long. So more cars will try and go up London Road to the town direction, increasing traffic. I would like to know when and what time of day you undertook the survey, as I have seen how busy the roads are and the time it takes every day to get anywhere and at the exhibition you mentioned you had heard traffic was a concern for everyone?
- you have no concrete traffic/road improvements shown. The emission levels on the surrounding roads are already above the legal limits and so surely you will need to incorporate improved routes into/out of the area on both the London Road and Rawreth roads, otherwise the emission levels will increase?
- between which hours will construction take place and will they be responsible for keeping the roads tidy from building materials/muck etc?
- what do you propose to be the split of house/flat size across the site?
- how does the process allow for you to put in a proposal without at this stage proposing the infrastructure to go with it – surely you need to have looked at that to see if the proposal is viable?
- how will you ensure the water pressure to the new homes will not affect houses nearby. We already suffer from such bad water pressure that we could not have a combination boiler, which is the same supply feeding the newer houses near the railway?

I would like to see provision for horse riders included in the green corridors. Rochford
District has few safe provisions for riders to keep them of the busy roads- there is a large livery yard at Lubbards on the other side of Rawreth Lane and only one bridleway in the area. A safe link between Rawreth Lane and the London Rd would greatly enhance the area for local horse riders.

When will the proposal for traffic/road improvement be available for the public to review PRIOR to then being finalised?
I don't have any particular issues with land development for housing, but I am worried that the road improvements for the extra traffic will be insufficient so it is important that local residents (who use the roads every day) are able to view the road improvement plans before they are finalised.

I really hope with all the new housing expected that something will be done about getting out of downhall road both ways into hambro hill and onto the london road which is now a feat in it own, also with all the new traffic london hill and crown hill getting into to rayleigh will be a nightmare more so than it is now.

Essex Bridleways Association – Response to Countryside Properties consultation ‘West of Rayleigh’

Essex Bridleways Association wishes to make the following comments on the West of Rayleigh Masterplan:

Overall, the Masterplan does not make provision for equestrian access within the development. From the basic drawing that has been provided with the consultation documents, it is evident that there are proposals for some green links through the site, although the proposed pathways do not specify whether these are purely footpaths or true multi-user paths, enabling use by foot, cycle, horse or other vulnerable users, such as the disabled/wheelchair or mobility scooter users.

It is also noted that there is a proposal to create a footpath across the adjoining arable field linking in with Rawreth Lane and the existing footpath network to the north of Rawreth Lane. If this creation is made possible we request that consideration is given to create a bridleway rather than a footpath as this will allow both cyclists and horseriders to use this path, thereby ensuring a more inclusive approach to public access.

When finalising the Masterplan, we request that a safe access is created for ALL vulnerable road users through the estate in an eastern direction, linking up with the existing housing area to enable horseriders and cyclists to access the bridleway route in Sweyne Park and extensive Bridleway routes to the South of Rawreth Lane. We also request that safe access away from through traffic is created north-south through the development so that horseriders and cyclists can access the existing bridleway network to the north of Rawreth Lane.

It is noted within the Rochford District Council’s Local Development Framework Allocations Document that this development has been allocated within policy SER1. Point 3.38 of this policy states that ‘Links and enhancements for walking and cycling and the bridleway network ... should be developed’. We consider that the Masterplan proposals do not concord with this policy and request that consideration of the above
enhanced bridleway access is incorporated within the forthcoming outline planning application for the development.

The Vision Statement states that ‘Our aim is to create a development which fully integrates with the existing community, with a strong sense of local identity, and which is set within an environment that encourages a healthy lifestyle and leisure activities.’ This vision we wholly support, but as the Masterplan does not make provision for equestrian access, it does not support this vision – riding is an immensely popular pastime, especially with women and children, and has a great impact on fitness and a healthy lifestyle for these groups, who are frequently targeted in schemes to increase their participation in sport. The main deterrent to the uptake of riding is the danger on the roads for horseriders – there are over 3000 road accidents involving horseriders per annum in this country – and it is vitally important to the equestrian sector that safe access is built into all new developments.

The Masterplan’s Open Space strategy states ‘The development will provide formal and informal open spaces for leisure activities, such as walking and cycling. These will be open to existing Rayleigh residents as well as new residents in the future.’ In the light of the above comments, we request that this strategy is amended to include all users, including provision for horse riders.

We look forward to seeing the outline planning application later in the year with the above representations having been taken into account.

Havering lived in this part of Rayleigh for 27 years, I am strongly opposed to this development both in its situation and in its size. Rochford District Council have simply chosen this area as a simple fix all solution to their need to provide additional housing in accordance with dictates from central government. To this end, they have either panicked or been lazy in their duties to find suitable sites for housing developments in the Rochford district. This development has simply not been properly researched and planned with regard to roads, drainage, social impact.

I believe the local residents en masse are totally opposed to this development and Rochford DC should go back to the drawing board and do a proper inventory of smaller brownfield sites in the district to allocate to future housing development.

I object to using additional agricultural land outside of the allocated land in the Allocations Document (SER1), in particular for the new balancing ponds. The new development – including necessary features such as balancing ponds – should be entirely self-confined within the stated land in the Core Strategy (SER1), in my opinion. I am also concerned about the 4.5 year estimated building time that was communicated on the open evening, including working on a Saturday morning. This will cause disruption for an extended period of time and I am concerned about the prospect of noise pollution for a long period of time. I remain concerned too about the ability of the local road infrastructure to cope with the additional construction vehicles and then eventually the cars from the new houses. I also hope that the “New planting” area to the West of the pylons will be of sufficient height (i.e. including
trees) and quality to provide an adequate green buffer and screen to the development when looking back towards Rayleigh. There should also be some form of fenced boundary in order to clearly define the boundary between the development and the agricultural land in order to reduce trespass onto – and damage to – agricultural land.

Further to the comments I have made at previous sessions:
1) Additional junctions onto Rawreth Lane and London Road, plus the extra vehicles, will add to the serious congestion problems on these roads. You particularly need to improve the Rawreth Lane / Hullbridge Road Junction.
2) Drainage schemes need to be not only designed but managed properly, so that maintenance and responsibility for that maintenance is secured for the indefinite future.
3) The open space provided must be of a suitable shape and size to be really useful for residents, and it should be public open space, either owned by a council or by a suitable charity
4) No decision on whether to have a through road between London Road and Rawreth Lane should be taken without a proper traffic analysis of the benefits/disadvantages.

It has been made clear that extra lanes/capacity on the London Road and Rawreth Lane are not an option - why then are there no plans to ask for a dedicated exit from the Carpenter's Arms R/B to provide access to the site/new estate? This would mitigate impact to residents both during the long development phases and post development as both of these roads are clogged at peak times. It will also make access/egress safer for construction traffic. A link from Rawreth Lane to London Road can still be provided as a bus route. Given the recent flooding, thought should be given to improving the flow of water from surface drainage to the River Crouch rather than reproducing the current drainage capacity as dictated by current regs using SUDs. Resulting water cannot migrate through the existing waterways, you will either cause flooding further down the line or face overflowing balancing ponds etc.

It has not been made clear if there will be any new bus routes, for the London Road side or Rawreth Lane? If there were to be a new bus route would it only be to link the new housing estate? Both London Road and Rawreth Lane have a poor bus services at the moment within this area. Will the roads be widened to make a bus lane? Traffic is bad and slow moving within the area at many times throughout the day now! Please do more traffic studies - 2 days is not enough! To get height information your checks/tests need to be carried out at more times of the year, a must is when it is raining! The area floods, traffic doesn't move, roads are blocked for hours. The amount of houses you want to build on this site means many more cars on the roads causing yet even slower moving traffic and more misery for many during lots of times in the day, every day! Please consider to build less houses on the site and plan/make better roads to help the flow of traffic area town. The development has no school, no doctors, no shops! Why not? For the future - speak/contact the local residents more - 2 exhibitions is not enough.

Concerned about the volume of traffic down Rawreth Lane, especially when Watery Lane floods and traffic is diverted down Rawret Lane (happens quite frequently). Carpenter's Arms roundabout floods regularly after heavy rainfall. Is there going to be any major road construction, major drainage and sewage works? Also concerned about schools, doctors etc, regarding the increase in population. Would also like to...
know wht the orange area in the corner of the map is reserved for?

<table>
<thead>
<tr>
<th>Traffic is already bad down Rawreth Lane at peak times (I have waited for 30 mins on the A1245 [from Chelmsford] just to turn into Bedloes Avenue). Also you can’t get out of Bedloes Avenue at peak times due to constant heavy traffic. There should not be access to new homes from Rawreth Lane. Bus service needs to be improved if it goes ahead to include residents near A1245. Flooding is a real worry for many people. If you have decided to call it West of Rayleigh how come there is a sign saying welcome to Rawreth just before Makro heading form Rayleigh to Rawreth.</th>
</tr>
</thead>
<tbody>
<tr>
<td>On viewing your masterplan for West Rayleigh on the 19th March I consider that the following points have not been addressed in your proposals to build 475 new homes. 1. No plans to ease the movement of construction traffic which will be using London Road and Rawreth Lane for many years. 2. The increase in traffic on local roads on completion of development. 3. No provision for schools, doctors or dentists. The masterplan allows you to build the homes but leave the residents of West Rayleigh to deal with all the problems in the future that you have created.</td>
</tr>
<tr>
<td>I am extremely concerned that with the level of planned development by Rawreth Lane, there will be a much increased traffic flow. As a consequence, it will make life even more difficult for local horse riders. You will know that there is a high population of horses in this area, yet no provision has been made in your plans to include off road riding facilities for them, whilst cyclists and walkers have been catered for. Horses can share paths with walkers and cyclists, as already demonstrated locally, in Sweway Park and Lubbars Lodge bridleways. Could you please consider this whilst planning your new development? I do not live locally, but my horse does, and I come to Rawreth Lane twice daily to care for her and to ride. I am also publicity officer for Essex Bridleways Association, and am aware of Government and Local Authority support for safe, off-road routes for horse riders as well as cyclists and walker.</td>
</tr>
<tr>
<td>Very nice website. I’ve just read your part about the plan for a primary school, now being changed so my question is, if I bought a house in the West Rayleigh development, what would be my catchment school and would it differ depending on what part of the development I bought in?</td>
</tr>
<tr>
<td>Whilst I appreciate the need for additional housing within the district, I have some comments regarding the proposal for the area west of Rayleigh, which I would be grateful if you could please address:</td>
</tr>
<tr>
<td>- At peak times, the traffic on London Road and Rawreth Lane is already extremely heavy - please could you provide me with a copy of the Transport and Traffic Assessment report and accompanying evidence which shows without doubt that the existing problems will not be worsened by the development.</td>
</tr>
<tr>
<td>- I note that the plan includes a footpath exiting the development into the cul de sac at the end of Grosvenor Road, which is where my home is located. At present this cul de sac is very quiet and protected by the fact that it is a no through road. I am extremely concerned that introducing a footpath will considerably increase the footfall through the road and attract unwanted attention and potentially (and in particular) crime in the form of motorbikes using the footpath and criminals using the adjacent park as cover. I will therefore be petitioning the local authority to refuse consent for this footpath – alternative access for pedestrians to Rayleigh will be</td>
</tr>
</tbody>
</table>
available via the new development through road and the main London Road / Rawreth Lane.

- I note your comments regarding primary school places. However, please can you confirm how the demand for secondary school places is to be met – how many pupils is the development expected to generate in each of the next 10 years and where is it planned that these pupils will attend school? 475 homes will generate the need for a significant number of additional school places. In regard to primary school places, please can you confirm the Countryside Properties as developer will be meeting the full cost of any school extensions necessitated by the developments as part of any planning agreement, as opposed to them being funded by the local authorities.
- How will construction noise and in particular dust be managed during the construction works and what are the planned site working hours? We already suffer with significant noise from the nearby industrial site and I can only see that the works will further detract from the quality of life of existing residents.
- What is the anticipated completion date of all works on the development?

I would like to advise that I am against this development for the following reasons:

Flooding - once again residents in Rayleigh and Rawreth who are already at risk from/do flood are ignored. If the water from this development ends up in Rawreth Brook, residents of Church Road will be in serious trouble.

Traffic - where is all the extra traffic going to go. By rush hour the whole area is nearly gridlocked.

Having attended the roadshow at Rawreth Village Hall I feel the following questions need addressing:

1. Roads - this development will impact not only on the immediate vicinity but the whole of Rayleigh, as it is logical to assume that residents will be using Rayleigh, as the nearest town for shopping etc. The current infrastructure is not capable of supporting the extra traffic this development will generate, especially London Road, given that the Bellway Homes site will also be discharging traffic onto it only yards from this development. Simple T junctions at each end with no road improvements are not adequate, and will certainly not deal with heavy construction traffic either. What upgrades are to be made prior to any building works starting, as recommended in the Inspectors report. This applies to the whole of Rayleigh, it is not just the immediate area of the development that will be affected.

   The road through the estate will rapidly become a rat run to the detriment of residents. Is one through road sufficient, will this allow unhindered access for emergency vehicles in the event they are needed. What if it is blocked by fire, accident, flood, will emergency services be able to access the whole area if necessary.

2. Schools - I understand St Nicholas is to be expanded with a contribution from Countryside. However what about nursery facilities, early learning centres, secondary education. These all need to be addressed in a concerted plan, not piecemeal after houses have been built.
3. Health - The nearest Dr is Dowhall Park Surgery which is small, it cannot cope with the influx of new patients from this development. What plans are there for improved health services to avoid exacerbating the problems already experienced in Rayleigh - it is not uncommon to wait up to 10 days at both Audley Mills and Church View for an appointment. Can Basildon and Southend hospitals cope with extra numbers? has any check been done on this in conjunction with the NHS. Can dentists in Rayleigh cope, will there be dentists available for new residents.

4. Bus services - has any discussion taken place with bus companies about service from the development into Rayleigh, to the station, or into Basildon, Southend, Chelmsford.

5. Have Anglian Water been consulted about the adequacy of sewage systems in the area, is there sufficient capacity. What is the long term maintenance plan for drains and drainage, in view of the recent flooding this is very important

6. Flood risk - have the EA been properly consulted on this and the sustainability and adequacy of the proposed balancing ponds, flood water drainage systems

7. Countryside seem under the impressions that Rayleigh Football pitches will not now be moving, is this the case, or are the Council still looking to release this land for further housing

8. As this will impact on the whole of Rayleigh, not just the immediate area, why is no Roadshow taking place in the town itself, for example at the Mill Hall. The whole town should be consulted on these issues

There was a lot of talk at the roadshow about broad brush strokes, firming up the plans, yet to be decided etc. Hardly a firm consultation with the public, far too much left to be decided, far too much talk about "not our responsibility, down to the Council or Local Authority to decide".

I fail to see how any plans can be put forward, let alone approved, with so much information outstanding, so many issues unresolved.

As the website isn't allowing me to feedback could you advise why access is not being routed through existing junctions at the Carpenters Arms roundabout and Makro rather than by the creation of new junctions which will adversely affect traffic flow for those of us who already live here and use the roads regularly.

Your traffic consultant also indicated that you hoped to be able to put in a mini roundabout at the Rawreth Lane and Hambro Hill roundabout. How is this possible if similar proposals have been vetoed due to the presence of cables? If no mini roundabout then what alternative options are there to relieve additional pressure on what is an already hideous junction.

Similarly, what proposals are being made to relieve pressure at the Downhall Road/London Road junction?
Please also advise how this development fits with Countryside's CSR policy given that it is highly unpopular with existing residents and on the basis that part of the development is on land owned by the family of a voting councillor.

I await your responses and would expect to see these also posted on your website.

1. Can you please advise as to what form of boundary there will be between the proposed housing estate and Rawreth Industrial Estate? i.e fencing/wall, height etc. We are concerned with regards to security as we understand a pathway will be running alongside Westfield Close. Please note, that all the units in the Close have invested in excess of £10,000 for security here, we have a barrier gate at the entrance to Westfield Close, a camera system so that we can monitor the area 24/7 to eliminate fly tipping, theft of vehicles and the stealing of diesel. 2. Can you tell us what the plans are or drainage and sewerage on the proposed housing estate and what impact they may have on Westfield Close? 3. Whilst the building of the site is in progress, where will be the access to this from Rawreth Lane? Will the road on to Rawreth Industrial Estate be used? 4. Can you advise as to what the councils, Essex and/or Rochford, propose to do about the traffic congestion along Rawreth Lane once the housing estate has been completed? The volume of traffic is already heavy and often gridlocked at times. 5. The regular closure of Watery Lane is often a cause for the traffic to become gridlocked in the area, what do the councils propose to do about this when the volume of traffic is increased by more vehicles using these routes when the housing estate is built? 6. The mini roundabout at the end of Rawreth Lane is also a cause for concern as it has difficulty coping with the volume of traffic already in the area, what do the councils propose to do about this when even more traffic will be using Rawreth Lane?

1. Drainage: Development is protected by SUDs, however no plan or provision shown for areas upstream and downstream of the development which are in need of updating/upgrading. 2. No provision for infant school in latest plan. 550 homes will mean more children with no school planned children will have to be taken to other local school which means more short school runs will need to be factored into traffic surveys. 3. Traffic survey conduct so far is inadequate and unrepresentative. Suggest you carry out the next survey during morning/evening rush hours or when 'Watery Lane' is flooded and the only access from West Rayleigh is via Rawreth Lane.

My husband and I visited your exhibition on 22/3/14 and were pleased to learn the properties were of a mixed size traditional style. Although we are not happy about more green belt / fields disappearing, the development is a done deal, so hopefully your housing will blend in with the existing surroundings. It is good that the flood plains in that site are not going to be built on as that was a worry. One of your sales team said you were putting up some monies for associated infrastructure and it is hoped that Rochford District Council spends it wisely on what is needed for this development! The other item was the through road from London Road to Rawreth Lane, which I believe Countryside were not happy about but was what Rochford District Council wanted. I have written to the Council expressing my concerns about causing a rat run and more traffic congestion, which together with all the construction lorries could be quite bad. Perhaps the Council will take this on board!!

The infrastructure in Rayleigh can't cope with this amount of development the roads
We visited the 19th March exhibition of the core master-plan and would like to raise the following issues.

FLOODING

Development proposals to deal with potential flooding were probably drawn up using criteria in use prior to 2013/2014 winter rainfall events. In the light of 2013/2014 winter rainfall pattern*, and recent IPCC report on climate change, are criteria guidelines for the 1-in-a-100 years event being reviewed and used in this development?

* i.e. Sustained short periods of rain amounting to more than expected in one month

Can we be reassured that Countryside measures are assessed against updated criteria as a result of 2013/2014 winter rainfall events?

FACILITIES

Will planning permission consider local requirements for schools, medical facilities and shops within the development? Without such plans in place there would be an increase in traffic in and out of the new site. Will planning permission take into account the impact of additional road traffic particularly at ‘rush-hour’ times? Turning right into and out of proposed development is a particular concern.

ACCESS

We understand that the road through the planned development may be on a bus route, also that the development mentions off-and-on road parking. Will the plans ensure that the road through the development will be wide enough? Additionally, what measures will be taken to ensure that parking within 15 yards/metres of a junction be adhered to?

Hi I have read the community Newsletter for housing that is being developed north of London road and south of Rawreth lane.

I have noticed that there will be a network of open spaces for walking and cycling. I am a Horse rider as many others and I was wondering if there will be any development for Riders.

Keep horses of the road this is a dangerous place for us.

Hoping that this will be put in consideration when developing this site.

Feedback on Roadshow content re.West of Rayleigh proposed development

1) I consider this development is inappropriate on this Greenbelt farmland site as this land should be protected for agricultural use.
2) The development will be at the expense of the loss of a very important visual view as you approach Rayleigh to the detriment of this area for the rest of time. Our children and grandchildren will no longer view green fields or swaying fields of corn but soulless concrete rooftops to the eternal shame of those responsible for this situation.

3) The development has identified two road entrances to this 475 house development which will cause massive, further, road traffic movements on already overloaded roads. The development should be treated as a part of a combined rise in house numbers (1379 within a square mile radius) and the developer should be bound to finance the widening of both Rawreth Lane and London Road to alleviate this increasingly unacceptable situation. This, after a long term, independent assessment of the road usage. The minimum that should be provided is new traffic controlled lights or major roundabouts at junctions along the whole of Rawreth Lane and London Road that will help traffic movement. I do not suggest the usual white dot in the middle of a road roundabouts I mean full sized roundabout structures that will require land purchase to achieve. Those junctions should include Little Wheatley Chase, Down Hall Road, Rawreth Lane Industrial Estate Road, the Rawreth Lane/ Hulbridge Road bottleneck and the Down Hall Road /Hambro Hill t-junction.

4) Flooding. This area acts as an overspill floodplain during periods of high rainfall. With the reality of Climate change our water table will inevitably rise making this situation more likely and more often. The rise in sea levels is likely to result in the further ingress of tidal waters to existing tidal streams and rivers of which the Rawreth Brook that runs through this site is part. The dreadful flooding that occurred in much of this area on the 24th August 2013 will be more likely to recur as a result of the concreting over of this huge greenbelt site. The SUD’s scheme suggested as part of the solution to flooding was utilised when developing the Asda / Virgin Leisure site this has had the resulting effect of causing flooded gardens in many of the surrounding developments, that did not suffer such problems previously. Cause and effect cannot always be seen on engineering models but should be part of the planning enquiry prior to any Planning Permission being granted. Residents affected around new developments should be proactively contacted for information, as to the actual situation, so not to rely on textbook models that appear to the layman to be very out of kilter with reality.

5) Development near to a ‘Bad Neighbour’ existing estate. There is much debate concerning the problems that exist between the Rawreth Industrial Estate and the relatively recently housing developments that have been agreed by Rochford Planning Department to be built right up to its’ boundary. The decision to create this problem lies directly with RDC. It appears perverse to the writer that RDC should be considering a huge development of this kind which will have the effect of surrounding this ‘dirtyestate’ causing the suggested air pollution that exist to increase as it will have no outlet to the wider open spaces that exist at the present time. The result will be even more breathing problems for residents located nearby. A full independent environmental assessment, focussing on this issue, should be an
essential part of this planning proposal determination. Noise and traffic fumes will persist for the foreseeable future as there is some doubt about the relocation of Rawreth Industrial Estate due to viability.

6) There is a tree preservation order on a number of trees to the rear of the site that must be observed.

7) The site adjacent to Rawreth Industrial Estate and the Timber Grove Disabled Unit has a well established badger sett that must be protected. The relevant authorities should be notified by RDC regarding this matter.

8) The writer would ask that Countryside Properties and RDC make substantial enquiries as to whether there is a 'Constructive Trust' on land owned by the Diocese of Brentwood that is part of this development. The land may have been gifted for the use of the disabled home that is sited on the front of the site by a Mr Thomas Gunn. Feedback continued on Roadshow content re West of Rayleigh proposed development.

Re. Item two. Please attach photographs no. @@@ to @@@ as evidence of the nature of the site proposed for development.

Re. Item five. Please attach photographs no. @@@ to @@@ as evidence of the nature of the site to which the new housing will be a neighbour. I would suggest it would be interesting to put these photographs on your advertising literature and in the details when applying for planning permission so that the planning Officers can take full account of the problems such 'bad neighbours' might create for any 'new' resident.

9) Re. Drainage and Sewer provision for the 475 homes in the west Rayleigh/Rawreth development.

Will Countryside provide a full detailed independent appraisal of the provision they are making to the drainage and sewage systems that will need to be connected to this development when presenting any proposal for Planning Permission?

For example: What upgrade will be required to prevent further overloading of the Watery Lane, Hullbridge sewage plant that is already at capacity. Will any required upgrade be funded, from the profits from this development, by their organisation in order to accommodate the increase in effluent and waste water their large development will generate?

Can Countryside give an indication of the extra capacity the full accumulated allocation of extra housing (currently 1379 to increase by at least 5% due to the lifting of the cap on development by RDC) will have on the system, above?

10) Re School provision. Countryside Properties have claimed an extension to St. Nicholas C of E primary and Junior School is to be the preferred option for lower
school provision. Will Countryside offer an explanation as to where non-Christian children will be accommodated if their parents object to subjecting their children to a particular denominational educational establishment?

This area has a distinct shortage of pre-school provision with many children being denied Governmental advisory levels of education for this sector of children. Due to the size of this development will Countryside please advise what provision they will make towards this esssential provision in the community?

Every senior school in this district is at capacity with many 11-18 year olds having to accept second choice secondary education at this time. What provision/policy have Countryside considered to address this issue due to the large number of families that are likely to require educational provision in their 475 home development? Have they commissioned any independent analysis?

11) Re Health facility provision. Can Countryside give details of the necessary health provision that will accompany this large development? Are they funding any doctor’s surgery or dedicated medical centre to alleviate the currently oversubscribed patient provision in the district? Have they assessed the already increased needs following the building of over two hundred homes in Rayleigh, during the past 18 months, to include Gunn Close 14 dwellings and the Bellway site containing 101 dwellings, adjacent and just 50 metres from the present suggested development respectively?

12) Affordable housing. Will Countryside Properties guarantee, at the planning stage, that the affordable housing is NOT located adjacent to the ‘bad neighbour’ Rawreth Industrial Estate thus disadvantaging the poorest in our community to the advantage of those more affluent?

13) The ‘Masterplan’ shows the green ‘buffer’ required to allow this development, outside the SER1 agreed site for development. THIS WILL INCREASE THE ACREAGE AVAILABLE FOR DEVELOPMENT. This is contrary to the suggestions made by RDC that the land beyond the site would become public accessible ‘PARKLAND’ to prevent further incursion by developers in the future. This ‘buffer’ should be required to be present WITHIN the boundary of SER1 to preserve the full acreage remaining for public use. Any change to that situation further reduces the public space as the ‘buffer’ will be the responsibility of the developer not the RDC.

14) Will Countryside defend the right of the minority Traveller community that reside on ‘Cherry Hill Farm’, just a few metres from this development, to remain on their wholly owned greenbelt site given the decision to propose to remove this large acreage from the ‘greenbelt protected zone’ of open farmland for their development?

15) Can Countryside Properties state whether they are currently ‘in control’ of land owned by the Diocese of Brentwood, they being landowners of part of this development site?

Is the Diocese willing participants in this process or is that owner likely to be subject
to a CPO by RDC to enable the larger development to proceed?

Was the Diocese of Brentwood privy to negotiations before they had their planning application for development, behind ‘Timber Grove’ residential home for the handicapped, refused in 2012?

Was The Diocese part of the process, formulated by RDC Planning Department in their Strategic Housing Land Availability Assessment 2012, where there is a secrecy clause to protect landowners from identification unless they have co-joining land interests? If not what was the position prior 2012?

Does Countryside Properties have any knowledge of any ‘Constructive Trust’ that might be applicable to the Dioceses landholding?

16) What flood defences have Countryside Properties provided for other developments they have been responsible for in the past ten years? Will they engage with the EA (Environmental Agency) Flood Forum prior to applying for any Planning Permission on this site?

17) Wildlife. There are reports that bats are to be found in some of the trees to the rear of the site and within adjacent semi-derelict buildings. Has Countryside commissioned any independent survey on these protected species?

Addendum to the roads queries. @ 3 . The original draft prepared by RDC in the LDF Allocations Plan showed a two route exit from a site that included land currently occupied by the Rayleigh Town Sports and Social Club. This draft plan was suggested to alleviate pressure on the road access system within any proposed development on SER1 how does Countryside Properties propose to attend to this concern in any Planning Application now they are reduced to just one London Road access?

Thank you for your attention to my questions and observations. I look forward to participating in any planning application put forward to RDC. The photographs noted in email consultation 23.30pm 11/04/14 will be forwarded under separate cover due to download issues onto your site. Please be advised I wish them to be part of this consultation exercise for the benefit of your board when discussing this development.

Can you ensure that your response will explain how the ‘overall’ impact of traffic will be mitigated?; by overall I mean the cumulative effect of at least four major adjacent housing Developments all served by Rawreth Lane & London Road ie:-

Bellway Homes ( Eon Site ) 100+ onto London Road - plain T junction. Countryside ( SER1 ) 475 + onto both London Rd & Rawreth La - plain T junctions. ANOTHER ( SER1 ) 75 + onto London Rd - presumably another plain T junction. ANOTHER ( Rawreth Ind Estate ) 230+ - presumably the existing plain T junction. I use the + on the basis that the Inspector removed the 5% cap on numbers.
That is both Construction traffic and ultimately Domestic traffic for circa 900 homes - individual Developer traffic assessments will not otherwise take this into account, not to mention the additional traffic on Rawreth Lane brought about by the 500+ homes to simultaneously built in Hullbridge (the only viable route).

Thank you - <<contact details removed>>

PS: I assume that you are aware that the RDC Core Plan is the subject of a High Court Challenge (Judicial Review) at this present time.

As you may recall I visited the ‘exhibition’ at the Civic Suite on Monday 17th March, and met with those representatives present. I also know that Cllrs. Ward, Callis & Pavelin also attended.

I believe that any new, significant development should also benefit existing residents of Rayleigh. Developments of this scale should compliment the existing town and add or enhance what is can offer the people of Rayleigh. I do not believe that a development such as the proposed Countryside one, should only benefit the land owner, developer and those purchasing properties here. This development is being built on Green Belt Land and against the wishes of a huge proportion of the town. In my opinion it really does need to give something back to the existing communities that will be expected to tolerate considerable disruption whilst it is being built and embrace it once it has been completed.

I have the following concerns over the plans that have been made public and I would appreciate these being addressed.

Concern 1

I still have concerns over the surrounding infrastructure, and it is my belief that this is also the main concern of many residents living in Grange Ward, for which I am a Town Councillor. Traffic is already a huge issue, both along Rawreth Lane and London Road. This exists without the added pressure of a further 500-600 homes, who’s geographical location will mean there is no alternative but to use both of these roads in order to gain entry and exit to and from the development. The ‘through road’ that is proposed will not benefit any existing road users at peak times as to divert from one over crowded road to another simply will not aid drivers from reaching their final destination. Appropriate junctions must be considered at both entry points to the new development so that traffic congestion along both London Road and Rawreth Lane, is not increased by road users turning into and out of the new development. I believe unless significant improvements are made to the current highways infrastructure, congestion will only increase, having a huge impact on the air quality in the area, as well as delaying essential journeys. This could deter people from outside of Rayleigh visiting the Town, and drive those living in the West of Rayleigh away from the town centre so as to avoid congestion into the town centre itself.
Concern 2

There is the suggestion of a free bus service which will take residents from the development to and from the station. This is nothing more than a short-term option which will benefit only those residents living on the newly created Countryside development. The number of people taking advantage of this option will be few, and will reduce when it is no longer a free service as most visits to the station also include school drop-offs and further commutes to places of work. It should also be noted that the majority of those people already living in both Grange & Swayne Wards, do not need a bus service to be provided as walking to and from the station is the easiest, cheapest and healthiest option. A temporary free bus service is not a viable option. It is nothing more than a marketing tool that will be used to sell private dwelling houses and will benefit few residents who will live on the Countryside development.

Concern 3

I also believe there is too much emphasis on ‘Green open spaces’. Whilst these may be included in the overall plan, again, they will not benefit existing residents of Rayleigh. It would simply not be realistic to believe that people living in the town will visit and/or use these areas for their own enjoyment. Recreational spaces that are frequented by people seeking enjoyment from such areas are not found in and around newly built residential developments. I would also ask who will be responsible for the upkeep of these areas? Will the Council adopt responsibility over the maintenance of them? It has been proved in the past that newly built developments in Rayleigh, that have green spaces requiring continuous up-keeping, have been neglected by those responsible for that upkeep and shunned by the council. Those residents have had to maintain these areas at their own time and financial expense. Green open spaces are created with both a practical and aesthetic purpose in mind. When these form part of a residential development, it would be naïve to think that these will benefit or be enjoyed by others. Maintenance of these areas is costly. Who will pay for them to be maintained? Should the council choose to take responsibility of them, they really ought to look at existing green areas in Rayleigh that also need maintaining which have in the past been neglected and remain ‘un-adopted’ by the council.

Concern 4

Schools in Rayleigh are struggling to offer all of the children in Rayleigh places. I know for a fact that there are not enough places for children starting school in September 2014. Schools have been asked to take in additional children as places do not exist. I live on a development of just over 400 houses. There are approximately 120 children of primary school age who reside on this development. The proposed Countryside development attracts young families and will result in a number of children of primary school age moving to the area. These children will require school places, and the places should be available at schools in the West of Rayleigh Area. This limits the schools to St. Nicholas COE, Our Lady of Ransom and Glebe. Only St Nicholas COE has the capacity to increase its intake of children, but only with significant improvements
being made to the school. Who will fund these improvements? How will the two secondary schools in Rayleigh cope with the requirements to accept a growing number of year 7 pupils? Again, significant improvements will be required by both schools should they be expected to accept a further class at Year 7 level, which they will do in the near future. Whilst this is not an immediate requirement, will funding be set aside for these school to help them meet the demands and needs of an ever expanding child population, fuelled by the creation of vast family friendly developments such as this proposed one? Where will funding come from in order to ensure that schools can cope with the expectation to accept a greater number of children? Would a new school not help ease the pressure on all schools in Rayleigh to meet the demands expected of them in offering children a school place? I do not believe enough attention has been paid to this issue and I would like to see more evidence that the need for a new school is not required. Consultations with existing schools should form part of any investigation into this matter.

Concern 5

The average number of people per household in the UK is 2.3, increasing to 2.4 in S.E. England. Based on these statistics, we could realistically expect the population of Rayleigh to increase by 1,320 as a direct result of Countryside's proposed development being built. The population of Rayleigh is currently 31,979. This would therefore represent a population increase of 4.1%. Britain has 2.71 GP’s per 1000 patients. Therefore, it is realistic to believe that Rayleigh would need at least 3 new GP’s in order to cope with the number of additional persons. As Rayleigh’s GP surgeries already appear to be overcrowded with many residents already waiting a considerable length of time for an appointment, would it not be prudent to create and/or provide additional GP services to benefit both new and existing residents of the town? In order to benefit the wider community, I believe that the provision of additional medical facilities should be provided with funding contributions from Countryside in order to avoid increasing the already existing burden on our surgeries, dentists and other NHS provided services.

The proposal link road through the new estate which will connect Rawreth Lane to London Road will definitely become a very dangerous 'rat run' through a highly densely populated area. What will be done to avoid this dangerous situation arising please?

Don't think roads will be sufficient to accommodate extra traffic. Don't think 2 ponds will deal with the flooding problem. Appears 1/3 of this development wil be a council estate (housing association)!

The new housing development all looks very nice and the fact that you are including green areas is reassuring but...I am extremely worried that Rayleigh and Hullbridge are going to become completely overcrowded. Rayleigh is absolutely grid-locked fro about 4pm onwards. The roads absolutely cannot take any more traffic. Every school is full to the brim, so there is very little choice. Doctors surgeries are already full and more land concreted on will cause more flooding. Rayleigh is a very nice town, please don't build more houses and ruin it. Also I do not understand why Dale Farm travellers site was closed and then one at Michelin's Farm is opened.

I am very disappointed the plans are not really true, this will overload these roads and
there will be accidents and major problems. There are homes on meadows between 
the garage on London Road and Lower Barn, also development behind Timber Grove 
using an unmade road as access - words of your representatives - obviously not done 
homework. Also what are happening to the pylons we were told they are going 
underground - before or after building. I would like to be fully informed of all 
meeting/plans/alterations at all times. I do not approve of any of this building as we 
have had it all this end of Rayleigh.

| Not convinced that the plan includes infrastructure i.e. not using London Road / 
| Rawreth Lane for conveying building materials/rubbish to and from the site. Would 
| like to see a road being built within the bounday to take this traffic e.g. one way in 
| and another way out. Let’s hope the 30% social housing are not undesirables and 
| uninhabitable overspill from London Boroughs. This is a nice town we would like to keep 
| it!!! Consideration for doctors/schools/dentists on this site. |

| As a concerned resident of Rayleigh I would like to know what plans are going to be 
| instrumental to deal with all the extra traffic i.e. heavy lorries, on and off site to the 
| London Road and Rawreth Lane accesses, not only during building, but after the site is 
| occupied. Is there going to be a doctors, dentists and school facilities provided for all 
| the extra residents? What is going to be done about the overload on the drainage 
| system? Especially as this site is on a flood plain, Our football and social club is being 
| taken away. What is going to happen to replace this? We are very worried about how 
| much of this site will be allocated to the Housing Association? Please keep our town 
| the lovely place it is. |

| My main concern is how the existing roads will cope with the enormous increase in 
| traffic volume (Rawreth Lane and London Road). My other concern is the 
| development being so close to the Rawreth Brook / flood zone. The proposed style / 
| layout of the new properties, however, sound quite pleasant though. Where is the 
| travellers site being situated? And how big will it be? |

| Existing roads are very busy and I can’t see extra housing helping. Homes will properly 
| be too expensive for me but I hope the design will look OK. |

| What are you going to do about flooding? Is anyone who buys a house guaranteed their house won’t flood? What about doctors surgery? What about schools? What 
| about the main roads into the development, London Road and Rawreth Lane? These 
| roads are jammed now. Has the land been sold by an ex conservative councillors 
| family? |

| Good idea - homes needed |

| I am very concerned about the access to the site off the London Road as along the 
| section from Carpenter Arms to the traffic lights at Hatfield Road there are already 
| eight roads off which can cause problems when busy. There are no plans for schools 
| though I understand St Nicholas may be expanded, but this is not accessible form the 
| proposed estate. A road linking Rawreth Lane and London Road would in my opinion 
| be used as a cut through for traffic from and to Hullbridge and would add to the 
| already congested London Road. |

| Seriously concerned about traffic flow and junctions. Suggest one way system from 
| London Road through new estate to Rawreth Lane. Also suggest road through new 
| site meets the industrial road near Rawreth Lane junction thereby having only one 
| junction into Rawreth Lane and not two. The industrial road is never busy and if the 
| new road meets near the top by houses already built it would not put people off |
buying as thy would not see industrial site on approach.

My concerns - lack of restrictive covenants to prevent owners filling in drainage ditches they should be maintaining. To stop owners paving over gardens to deprive land of natural drainage! Government rules now prohibit building on flood plain! My road flooded due to this last year - houses still empty! Through road will become a rat run. Infrastructure cannot cope - secondary schools full, trains full, doctors full

I am not opposed to any potential new housing developments, in fact I am quite for it. I am a local resident from Cheapside West and my main concern is the huge impact this will have on the already back loading traffic. It takes a good 15-20 minutes to get from Victoria Ave to the main A127 roundabout in the morning and is worse in the evening. We request careful consideration into roundabout modifications and extra outlets from the site to that there are more than 2! This is worrying, 550 homes is a vast number compared to the likes of the Kingley Grange. I estimate 7-8 times the size. 2-3 cars per household. Traffic needs to be a priority consideration to allow the area to flow. As is aid, we don’t oppose the site, but we will be paying careful attention to the road layouts. Look forward to receiving regular updates.

Although I don’t live in Rayleigh, my domain is in Hullbridge where there is a proposal for a 500 dwelling development. My interest is highways and drainage which will affect Hullbridge - with access/ingress through Hullbridge to Rawreth Lane and Watery Lane will cause congestion, and the foul rates drainages link to the Watery Lane sewerage will need examining including a capacity assessment to satisfy your development.

Why can’t house be built on brown site fields, Bulwood Hall, Old Rankins Mill Rochford

If provisions for extreme wet weather are put in place then your proposals sound OK - trees! Like the idea of a bus (frequent) service to the station - of it went to Asda - Hambro Hill - station - London Road (circular route). The area needs a doctors surgery and perhaps basic shops. ASDA parking will be a nightmare as will the station

My main concerns are drainage not being enough for exceptional weather which seems to be becoming more frequent. I like the notion of a shuttle bus from the site to the station? Which could minimise traffic at peak hours. The effect of construction traffic on the Rawreth Lane Hambro Hill junction are a concern.

Why is this small part of Rayleigh being used to build over 1/3 of the required housing for the entire borough? The roads cannot take further traffic. London Road is busy enough and without any pedestrian crossing is very difficult to cross - this will get much worse with the addition of 500 new houses. The schools will need expansion to support the plans. Is this going to happen?

Were the flood zones 2 & 3 & 3a before the winter floods of 2014/13 and is there a flood zone 5?

The large roundabout that joins the A127 to the A1245 cannot handle the added traffic that 550 homes would create. The on/off ramps to the A127 must be extended to allow traffic to flow off/on the A127 and let the roundabout flow - during rush hour and weekends queueing on/round this roundabout takes 10-15 minutes. the traffic lights on the roundabout must be removed or retimed also to let traffic flow. The traffic lights between London Road / Victoria Avenue cannot take any more traffic either - queueing up to these traffic lights from the A1245 is extensive every night. Relief lanes to the left and the right must be added and traffic lights need to be
Please confirm use of possible non-residential land? Could this land be moved away from existing neighbours? Could this land be changed to residential? Very concerned the impact this will have on existing properties. Who owns this land? From previous experience no one could confirm ownership, therefore who has adopted it? The non-residential use is far too close to the existing properties - fears of noise, pollution, antisocial activities and everything else that encourages. Not to mention loss of wildlife in the area, of which there is an abundance.

Nothing I have seen or heard has helped with my fears and issues with this? The site is too large for the area and there does not seem to have been sufficient thought given to access or to Rawreth Lane / London Road. Why not use the Carpenter's Arms roundabout or the 'Makro' junction? I am also struggling with the concept of Countryside's CSR and how this fits 1. Building on (reallocated) green belt land 2. Building against the wishes of residents 3. Building on part of land owned by a councillor's family.

Very interesting. Not so daunting a project as we were led to believe. Be interested to see how they sort out the infrastructure, schools, doctors, dentist etc.

Please incorporate riders into your green link not just for walking and cycling. Riders need route that is not on road network through the estate. Please contact Christopher Brown at ECC Rights of Way or anyone in Rights of Way department.

How does the plan ensure that flooding is not increased and that traffic flows during rush hours with Watery Lane closed - presumably it doesn't?

My concerns are 1. the access into both Rawreth Lane and London Road and now the volume of traffic from the new development will impact on the existing road system. If every house has one car - his is 550 more vehicles using a very busy road. 2. That the existing and proposed flood prevention systems will not cope. 3. That there is no school or leisure facilities planned.

I have concerns about the access roads Rawreth Lane and London Road are regularly congested by traffic and any new development will have an impact and make a bad situation considerably worse. I acknowledge the fact that the flood plain will not be developed for housing and that drainage issues are being addressed. However, with the increase in water usage of the new development and recent climate change which has produced a high amount of rainfall means that the drainage system could be overwhelmed.

Only comment is on the lack of detail about new extra traffic on London/Rawreth roads will be managed. The development is not within walking distance of the station and bus services are not reliable nor frequent enough in timing to guarantee catching specific trains to attend work, therefore residents will be driving. Current peak hour trains from Rayleigh are fully to capacity with no additional platform space to accommodate additional carriages.

Points to consider: Walking access to the local primary schools - your site is quite a way from them. Vast addition to existing traffic on main roads on either side - access to all roads along Rawreth Lane and London Road will be impacted. Forward planning to connect with proposed industrial site housing. Large enough road through estate to take some of the traffic away from Rayleigh inwards. Public buildings, halls, shops, churches etc on site - or will traffic increase as residents will need to travel to them.
My first view is that you need to consider the London Road and Rawreth Lane traffic access points. These roads are already too full - what are you going to do to stop the traffic getting worse? What active actions are you taking to help this dreadful situation? What can / will you do to stop the flooding area coming down to London Road and flooding this? How will you prevent our roads being stationary? Will there be any shops in your development?

I would like to see more consideration to the road network, Rawreth Lane can often be a car park and these plans will create a rat run through the new estate. I would like to hear about details of open spaces, especially childrens play areas.

Traffic proposals seem very limited. I have extreme concerns about my ability to move freely through from A1245 to Downhall Road. Stationary traffic is a problem both on a noise and pollution level. With the children moving around through this congestion at times, more investment and review is needed. Review of Bedlow Corner is needed for right turn into Rawreth Lane at peak times.

I am very concerned that the roads in this part of Rayleigh will not be able to cope with the increased traffic from this development. Already the roads going into Rayleigh from 4pm are jammed and more traffic will equal more traffic jams. There is no provision for a new doctors surgery on this plan, the doctors in the area are already at breaking point with it being almost impossible to get an appointment on the day that you phone them. The schools in the area are apparently full. Why is a new school, both primary and secondary, not planned? The schools that already exist should not have to expand into their playgrounds, fields etc. This area had flooded recently, there is already a balancing pond in Sweyne Park, but I understand that even with that some new bungalows in Victoria Avenue came very close to flooding in recent months. With the proposed travellers site close to this development, are you not concerned that this may deter home buyers? I understand that regarding sewerage, Anglian Water have a duty to connect development even if their local facilities may not be able to cope with this. Will money be provided to assist and upgrade facilities if required?

Where is the improved infrastructure? Where is the health and safety? Where is the need for this building? What will be done about the excess traffic? What about doctors surgeries? Who will buy a house on the flood plain with no insurance? I stress the health and safety aspect.

I am deeply concerned about the prospect of further traffic congestion on London Road and Rawreth Lane, local roads cannot cope with more cars. This sizeable plan for homes would put a great strain on local services - schools, doctors and health services, dentists. After flooding problems in West Rayleigh, myself and many residents are concerned about provision of sewers and drainage. This development will mean a decrease in quality of life for existing Rayleigh residents.

My main problem with the amount of homes being built on our lovely countryside is 1. flooding of Rawreth Lane, Laburnum Way? 2. London Road - this area has been very badly flooded this past winter. The fields soak up the water so will get worse. Rayleigh is too busy as it is! Totally against this develop site.

We understand that new houses have to be built but this area is already congested with traffic etc. the local infrastructure needs to be seriously improved before any new housing is built. A127 needs to be 3 lane either side as it cannot cope with current traffic and all local roads - Rawreth Lane, Hockley Road, London Road - also
cannot cope with current levels of traffic. They are permanently congested all day long. New doctors, schools, sports facilities etc need to be considered before any large development goes ahead.

Control of construction traffic? The need for 2 new slip roads in and out of the site. In depth study of the flood plain and impact to surrounding area. Section 50-15 impact on surrounding properties. Are you going to provide any schools / doctors to cope with the extra impact on the existing environment?

Plenty of concentration needs to be placed on roads. Rawreth Lane is currently very busy in the evening. Further afield Fairglen needs to be improved as its likely most of the new households will use it to get to work. Please ensure that the new houses have plenty of parking to prevent difficulties and disputes between neighbours. thank you for putting on this exhibition and giving me the chance to comment.

What is a 'masterplan'. No new roads or schools, it is just bullshit

Green link to include access for horses/bridleways

I hope you make sure that the green link across is suitable for equestrians as well as bikes and pedestrians. Thank you

The road infrastructure needs to be resolved. Pinch points at Rawreth Lane mini roundabout and the bad junction at Downhall Road and London Road. A way needs to be found to funnel traffic from Rawreth Lane to Hullbridge before the mini roundabout, maybe a road the farm lane (poor farmer). At Downhall / London Road junction traffic lights to control the junction with right hand feed for traffic from Rayleigh Station onto Downhall, with pedestrian crossing facility replacing the really bad one that is there at the moment.

No major new road construction. No major new drainage and swere work - why?

Persistent flooding in area. What is small plot on corner of site in Rawreth Lane to be used for? No doctors/dentists/clinics etc - why? Why can you build 475 houses without an infrastructure in place? Why hold exhibition in Temple Way - why not Rayleigh High. We were completely unaware of this site - it was not advertised at all. Local bus transport is appalling - what will be done about this and the noise and general inconvenience to all concerned?

I am concerned about the increased traffic along Rawreth Lane and London Road during the building process and once the houses are built. The development is going to surround the industrial estate and this will cause its own problems with complaints about the industrial estate, the heavy traffic and the effect on the people working and business owners on the estate.

Why are you not building an access road from the A124 roundabout? Our roads are full up already! Drainage = Watery Lane sewage works regularly overflows!! This area badly flooded in August 2013 with some people are still not in their homes. Surely building anywhere near a flood plain is ridiculous. Where are the new school places, doctors and other infrastructure that are needed? This whole development is a farce. The council are forcing the local residents to deal with a huge development which will cause chaos! 1500 houses in one area is outrageous!

The houses look quite attractive and open spaces are a good idea. It would be better if there were no so many affordable houses, however if they are offered to NHS workers, police etc this could be positive (to buy). May main concern is that the road serving this estate is Rawreth Lane. This road is already a traffic jam evry day! The infrastructure needs to be a lot better than this! Free buses could be helpful as
another option to keep traffic down (into Rayleigh and Chelmsford and Southend). Houses proposed in Hullbridge will make traffic impossible! They need to be stopped in my opinion! Will there be enough doctors appointments?

<table>
<thead>
<tr>
<th>1. What improvements will be installed prior to construction of the surrounding roads? i.e. London Road and Rawreth Lane? 2. What improvement is planned for the junction fo Rawreth Lane and Hambro Hill Road? 3. What improvements are planned for secondary schools to cope with extra students? 4. What improvement will be in place for Railway Transport as already full to the brim? 5. Why are you building on a site with a known flood plain? Once these fields are concreted over where is the water to go?</th>
</tr>
</thead>
</table>

Although it all looks fluffy and green and pretty! I feel the roads around the area are not capable of handling the traffic off of the said new estate. The town of Rayleigh will suffer in all different areas i.e. doctors, dentists, schools (junior and senior). I live in the Rayleigh Weir end of Rayleigh and am very disappointed that as a resident of RAYLEIGH I was not notified about the two roadshows, as this is going to affect me also with traffic trying to get into the area / town centre or even home. More information needs to be given to the whole of the town. Rayleigh Mill would have been a good place to hold a meeting on market day with posters telling people of the town what is going on an all about it.

Concerns over flooding, roads, schools, services i.e. doctors / dentists etc, hospitals coping with lots more people in area

Fantastic plan, good job, well done

Roads are a massive concern! I see issues with the plan fo the access / exit routes due to volume of traffic flow during construction and in the long term. Roads MUST be able to cope period! Let's hear what improvements to local amenities there will be not empty promises of 'something in the plan'. Contribution? Be clear! Where will these houses be marketed, London? This is not for local people, now can we stop pretending it is?

What about the infrastructure? Already too many cars. What happens to the roads during construction?

<table>
<thead>
<tr>
<th>1. Seriously worried about traffic effects on London Road and Rawreth Lane, which is already dire. 2. Seriously worried about effect of construction traffic ditto. 3. Unconvinced about ability of SUDs to cope - Carpenter’s and London Road flood today and no improvements are planned here - you’re developing it all except for the bit you can’t! 4. Section 106 - doctor, dentist, shop etc, all needed in Rayleigh anyway, let alone after a further 1000 extra people</th>
</tr>
</thead>
</table>
Appendix 12. Reporting back – response to key issues (May 2014)
Traffic & transport

Will the development create more traffic around Rayleigh?
Countryside has commissioned a traffic impact and mitigation assessment to review potential impacts of the development on the local road network. The results of this assessment, which will include consideration of both Rawreth Lane and London Road, will feed into the detailed proposals and will form part of the forthcoming planning application. It will also identify any improvement works that may be required for local roads and junctions as a result of this development.

Improvements to local roads and junctions are needed.
The traffic impact assessments that we are carrying out will examine the situation at existing junctions and routes. Alterations to junctions to increase capacity will be agreed with Essex County Council as Highway Authority where appropriate; and any necessary improvements will be delivered as part of the development. Essex County Council will determine when any improvements would be made.

What will be done to manage construction traffic?
All large new developments are subject to “Construction Management Plans” which are documents submitted to the Council for approval, and which deal with the practical issues of construction, such as routing of large vehicles to the site. The Construction Management Plan will also make provision for on-site parking of contractor’s vehicles, and for wheel wash facilities and road sweeping to keep the adjoining roads clean.

How will the site be accessed, and have any other options been considered?
The Council’s Site Allocation Plan specifically requires us to provide an access from Rawreth Lane and from London Road, within the allocated site area. Our proposed points of access are designed to comply with these requirements.

A new bus service serving the development is required
The development will be linked to the local public transport network. The estate road running through the development will be designed to accommodate a bus service (the nature of the service will be agreed with the Councils and bus service provider).

The local rail service into London is at capacity, will the development make this worse?
It is the responsibility of the railway service provider to address any deficiencies there may be in service capacity.

Concern that the estate road running through the development could become a rat run
The road will be designed as an ‘estate road’ and will be traffic calmed to ensure that a low speed limit (20 or 30 mph) is adhered to. The road will link London Road and Rawreth Lane and provide access to the various areas of the development rather than being a fast, straight road used as a quick route. This road will be designed to best serve the development in terms of getting around the town and to the wider road networks.

What surveys have been carried out and at what time of day etc?
The Transport Assessment to be submitted with the application will provide further details in due course.
Education & healthcare

Local schools are full - where will the children living in the development go to school?

Rochford District Council’s plan refers to the provision of a new primary school on the site however we have now been advised by Essex County Council that scope exists to expand existing schools in Rayleigh to accommodate the projected increased number of pupils in the locality. Essex County Council are the Education Authority for Rochford and will be consulting on its future strategy. At this stage, our Masterplan reflects the most up-to-date strategy and does not include a site for a primary school. However, we continue to be guided on this matter by Essex County Council and could accommodate a school site within the Masterplan if guidance changes.

In terms of secondary schools, where schools are full, it is standard practice for the developer to make a financial contribution to the Education Authority who will use that funding to increase the capacity of existing schools. Essex County Council has advised us that it intends to expand one of the Rayleigh secondary schools [subject to the normal consultations] in any event, and funding from the development will contribute towards this.

Will a doctor’s and/or dentist’s surgery be provided?

We have shown an area of land of around 0.3 ha on Rawreth Lane that may be suitable to accommodate small-scale non-residential uses, such as a doctor’s or dentist’s surgery, for example. There is also potential to allocate a site within the development should this land not be appropriate.

Flooding & drainage

Will the development site flood?

We are not building on the flood plain. By leaving the existing flood plain areas undeveloped, the land will have the same capacity to take surface water flows from the Rawreth Brook as it does at the moment. For the new development areas, new drainage systems will be put in place to ensure that surface water run off downstream is no greater than it is at present, with water being held back in specially designated areas (called balancing or attenuation ponds), which only release water back into the Brook at a controlled rate. There will therefore be no risk of increased flooding either upstream or downstream. In fact, instead of the unregulated flows that currently occur from the existing field system, the development has the potential to hold back water to reduce downstream flows in extreme conditions.

What about drainage?

To manage drainage of the land, the proposals will include surface water attenuation ponds, ditches, swales and permeable surfacing to ensure that there is no increase in the rate of surface water run-off from the development site. These Sustainable Drainage Systems (SUDs) features will be incorporated into the development layout and will store surface water run-off so that land downstream is not affected. The main surface water storage areas will be located in the area of open space.

Is there capacity locally to deal with additional sewerage?

We have consulted with Anglian Water and they have confirmed there is available capacity at the sewerage treatment works downstream of the site.

Does the site flood already?

There is a flood plain associated with the Rawreth Brook, but no residential development is proposed on that part of the site. It will be left free of any residential development and included within an area of informal open space.

What studies have been done to assess flood risk?
The Flood Risk Assessment that will be submitted with the application in due course will contain full details, but we are already in consultation with the Environment Agency.

Consultation & planning

Why did you hold the public exhibitions at Rawreth Village Hall and St Nicholas School? We held one exhibition in a venue close to the properties neighbouring the development site (St Nicholas School), and one in the host parish of Rawreth. We did look into other venues in the London Road area but these were booked with regular clubs and it was not possible to book the time periods required. For anyone who was unable to attend an exhibition we offered information packs in our press adverts, and a website, email address, freepost address and telephone number were made available for contacting the project team and submitting comments.

Is the consultation you’ve carried out enough, and will it really mean anything? We agreed our approach to community engagement with Rochford District Council, including the venues and dates for the public exhibitions. We provided several routes for people to get involved and have their say – two exhibitions, a website, an email address, a FREEPPOST address and a telephone number. The consultation period lasted for just over 5 weeks.

We are committed to engaging local residents and stakeholders in consultation on the draft Masterplan have invited comments to help form the proposal. The feedback we received is being considered before a final proposal is drawn up and submitted to Rochford District Council. However, the site is already identified in the Council’s adopted Core Strategy for development, and the precise area for development is defined in the Council’s Site Allocations Plan. We are therefore primarily seeking input on how the land should be developed, rather than the principle of whether the land should be developed.

Construction process

Where will construction vehicles access the site and what impact will they have on local roads? What will be done to minimise noise during construction? A Construction Management Plan will be submitted to the Council for approval, and will deal with practical issues such as routing of large vehicles to the site; working days and hours; contractor parking; machinery to be used; road cleaning; protection of the environment during construction; any temporary drainage; and similar matters.

Equestrian use of the site

Will equestrians be able to use green links in/through site? We have contacted Essex County Council (as the highway authority responsible for maintaining bridleways) to seek their views on this matter.

Site selection

Green belt land should not be developed

The Rochford District Allocations Plan was formally adopted by the Council on 25th February 2014 and has removed the land from the Green Belt. No housing is proposed to the west of the pylons.

Site for non-residential uses

What will the area designated for ‘non-residential use’ be for? We have shown an area of land on Rawreth Lane which may be suitable to accommodate small-scale non-residential uses, such as a doctor’s / dentist’s surgery, a small parade of shops, a restaurant/café, a care home, day nursery/crèche, public house, or other small scale community or commercial use.
The feedback we have received regarding the need for additional health services in the area could help make a case for this site to be used for a doctor’s surgery however, the decision to pursue this option would ultimately lie with the Health Authority.

**Design & layout**

Comments and suggestions for the design of the development were provided. These will be considered at the next stage, when we start to draw up the detailed layout and design of the development, should outline planning permission first be received. We are grateful for input on this, and will consult the community on the design at a later date.

**Requirement for sports / community facilities**

*Will the development include any new sports facilities for the community?*

Although Rochford Council’s Site Allocations Plan refers to relocation of the Sports Club, Rochford District Council’s Portfolio holder for Planning, Transportation and Heritage, Keith Hudson, announced on 20th March 2014: “The Conservative Administration of Rochford District Council has no plans for the relocation of the Rayleigh Sports Town and Social Club from the land that the Council owns North of London Road, Rayleigh.” Our understanding is therefore that the Council does not now intend to relocate this facility, and we have prepared our Masterplan accordingly.

It is likely that we will provide play facilities as part of the development and proposals for this will be part of the next stage of the planning process. The open space areas would be available for informal sports and leisure use too.
Appendix 13. Reporting back – stakeholder briefing document
Countryside, a leading developer of sustainable communities, is developing a proposal for new homes, open space and associated infrastructure on land West of Rayleigh, north of London Road and south of Rawreth Lane.

This document provides an update on the proposal and the outcomes of the public consultation process, held earlier this year.

The development site is within the land allocation known as SER1, as shown in Rochford District Council's Site Allocations Document.

The map on the right shows the SER1 site, with the anticipated West of Rayleigh outline planning application boundary - land in Countryside's ownership - in red. The land under other ownership is shown in blue.

The adopted Core Strategy identifies the SER1 site for the development of 550 new homes. Our proposal will be based around a Masterplan showing how around 475 new homes, open space and roads could be laid out.

We are currently completing various assessments to help finalise the planning application for the West of Rayleigh Masterplan, which we will submit to the Council in the near future.
BACKGROUND

The Rochford District Core Strategy (adopted December 2011) states that between 2015 and 2021, 550 new homes should be provided to the west of Rayleigh, on the land identified as SER1, shown on the map below.

Following the independent examination of the Site Allocations Document last year, the Inspector has found the plan to be sound and has supported the allocation of SER1 for housing. The Inspector recommended there be vehicular access from London Road and Rawreth Lane, and that the green belt boundary be redrawn to run along the eastern pylon line within the site. Countryside’s Masterplan is consistent with the Inspector’s findings on the Site Allocations document.
COMMUNITY CONSULTATION ACTIVITIES & OUTCOMES

We are committed to engaging with local residents and stakeholders to develop the Masterplan for West of Rayleigh. Members of the community were invited to comment on the draft Masterplan. Feedback received during the pre-application consultation process has been reviewed and considered as we draw up an outline planning application to submit to the Council in the near future.

We have discussed and agreed our approach to pre-application consultation with Council officers and ran a public consultation from 5th March to 11th April 2014, which included the following:

- Two public exhibitions (19th & 22nd March)
- A consultation website (www.westofrayleigh.co.uk)
- A project email address, FREEPOST address and telephone number

These opportunities for consultation were publicised via a newsletter sent to over 5,000 properties in Rayleigh, and more widely via press releases, advertising and the website.

We provided a briefing to Council Members (26th November 2013); and a preview of the exhibition for members was held on the 17th March.

Approximately 239 people attended the public exhibitions and 55 feedback forms were completed. A further 96 feedback forms were submitted via the project website; 6 were returned via the project FREEPOST address, and 15 emails were received, giving 172 submissions in total.

The main themes of the comments made during the consultation process were:
- Concerns regarding existing traffic problems and the potential for any new development to add to this;
- Risk of flooding; and
- The requirement for infrastructure to support the development (education and health services).

As we continue to develop the Masterplan, we can respond to the key themes as follows:

Traffic & transport

Will the development create more traffic around Rayleigh?
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Improvements to local roads and junctions are needed. The traffic impact assessments that we are carrying out will examine the situation at existing junctions and routes. Alterations to junctions to increase capacity will be agreed with Essex County Council as Highway Authority where appropriate; and any necessary improvements will be delivered as part of the development. Essex County Council will determine when any improvements would be made.

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How will the site be accessed, and have any other options been considered? The Council's Site Allocation Plan specifically requires us to provide an access from Rawreth Lane and from London Road, within the allocated site area. Our proposed points of access are designed to comply with these requirements.

A new bus service serving the development is required The development will be linked to the local public transport network. The estate road running through the development will be designed to accommodate a bus service (the nature of the service will be agreed with the Councils and bus service provider).

The local rail service into London is at capacity, will the development make this worse? It is the responsibility of the railway service provider to address any deficiencies there may be in service capacity.

Concern that the estate road running through the development could become a rat run The road will be designed as an ‘estate road’ and will be traffic calmed to ensure that a low speed limit (20 or 30 mph) is adhered to. The road will link London Road and Rawreth Lane and provide access to the various areas of the development rather than being a fast, straight road used as a quick route. This road will be designed to best serve the development in terms of getting around the town and to the wider road networks.

What surveys have been carried out and at what time of day etc? The Transport Assessment to be submitted with the application will provide further details in due course.

Education & healthcare

Local schools are full – where will the children living in the development go to school? Rochford District Council’s plan refers to the provision of a new primary school on the site however we have now been advised by Essex County Council that scope exists to expand existing schools in Rayleigh to accommodate the projected increased number of pupils in the locality. Essex County Council are the Education Authority for Rochford
and will be consulting on its future strategy. At this stage, our Masterplan reflects the most up-to-date strategy and does not include a site for a primary school. However, we continue to be guided on this matter by Essex County Council and could accommodate a school site within the Masterplan if guidance changes.

In terms of secondary schools, where schools are full, it is standard practice for the developer to make a financial contribution to the Education Authority who will use that funding to increase the capacity of existing schools. Essex County Council has advised us that it intends to expand one of the Rayleigh secondary schools (subject to the normal consultations) in any event, and funding from the development will contribute towards this.

Will a doctor’s and/or dentist’s surgery be provided?  
We have shown an area of land of around 0.3 ha on Rawreth Lane that may be suitable to accommodate small-scale non-residential uses, such as a doctor's or dentist’s surgery, for example. There is also potential to allocate a site within the development should this land not be appropriate.

Flooding & drainage

Will the development site flood?  
We are not building on the flood plain. By leaving the existing flood plain areas undeveloped, the land will have the same capacity to take surface water flows from the Rawreth Brook as it does at the moment. For the new development areas, new drainage systems will be put in place to ensure that surface water run off downstream is no greater than it is at present, with water being held back in specially designated areas (called balancing or attenuation ponds), which only release water back into the Brook at a controlled rate. There will therefore be no risk of increased flooding either upstream or downstream. In fact, instead of the unregulated flows that currently occur from the existing field system, the development has the potential to hold back water to reduce downstream flows in extreme conditions.

What about drainage?  
To manage drainage of the land, the proposals will include surface water attenuation ponds, ditches, swales and permeable surfacing to ensure that there is no increase in the rate of surface water run-off from the development site. These Sustainable Drainage Systems (SUDs) features will be incorporated into the development layout and will store surface water run-off so that land downstream is not affected. The main surface water storage areas will be located in the area of open space.

Is there capacity locally to deal with additional sewerage?  
We have consulted with Anglian Water and they have confirmed there is available capacity at the sewerage treatment works downstream of the site.
Does the site flood already?
There is a flood plain associated with the Rawreth Brook, but no residential
development is proposed on that part of the site. It will be left free of any residential
development and included within an area of informal open space.

What studies have been done to assess flood risk?
The Flood Risk Assessment that will be submitted with the application in due course
will contain full details, but we are already in consultation with the Environment
Agency.

Further themes raised within comments were as follows:

Consultation & planning

Why did you hold the public exhibitions at Rawreth Village Hall and St Nicholas School?
We held one exhibition in a venue close to the properties neighbouring the
development site (St Nicholas School), and one in the host parish of Rawreth. We did
look into other venues in the London Road area but these were booked with regular
clubs and it was not possible to book the time periods required.

For anyone who was unable to attend an exhibition we offered info packs in our press
adverts, and a website. Email address, freepost address and telephone number were
made available for contacting the project team and submitting comments.

Is the consultation you’ve carried out enough, and will it really mean anything?
We agreed our approach to community engagement with Rochford District Council,
including the venues and dates for the public exhibitions. We provided several routes
for people to get involved and have their say – two exhibitions, a website, an email
address, a FREEPPOSE address and a telephone number. The consultation period lasted
for just over 5 weeks.

We are committed to engaging local residents and stakeholders in consultation on
the draft Masterplan have invited comments to help form the proposal. The feedback we
received is being considered before a final proposal is drawn up and submitted to
Rochford District Council. However, the site is already identified in the Council’s
adopted Core Strategy for development, and the precise area for development is defined
in the Council’s Site Allocations Plan. We are therefore primarily seeking input on how
the land should be developed, rather than the principle of whether the land should be
developed.

Construction process

Where will construction vehicles access the site and what impact will they have on local
roads? What will be done to minimise noise during construction?
A Construction Management Plan will be submitted to the Council for approval, and will deal with practical issues such as routing of large vehicles to the site; working days and hours; contractor parking; machinery to be used; road cleaning; protection of the environment during construction; any temporary drainage; and similar matters.

Equestrian use of the site

Will equestrians be able to use green links in/through site?
We have contacted Essex County Council (as the highway authority responsible for maintaining bridleways) to seek their views on this matter.

Site selection

Green belt land should not be developed
The Rochford District Allocations Plan was formally adopted by the Council on 25th February 2014 and has removed the land from the Green Belt. No housing is proposed to the west of the pylons.

Site for non-residential uses

What will the area designated for ‘non-residential use’ be for?
We have shown an area of land on Rawreth Lane which may be suitable to accommodate small-scale non-residential uses, such as a doctor’s/dentist’s surgery, a small parade of shops, a restaurant/café, a care home, day nursery/creche, public house, or other small scale community or commercial use.

The feedback we have received regarding the need for additional health services in the area could help make a case for this site to be used for a doctor’s surgery however, the decision to pursue this option would ultimately lie with the Health Authority.

Design & layout

Comments and suggestions for the design of the development were provided. These will be considered at the next stage, when we start to draw up the detailed layout and design of the development, should outline planning permission first be received. We are grateful for input on this, and will consult the community on the design at a later date.

Requirement for sports / community facilities

Will the development include any new sports facilities for the community?
Although Rochford Council’s Site Allocations Plan refers to relocation of the Sports Club, Rochford District Council’s Portfolio holder for Planning, Transportation and Heritage,
Keith Hudson, announced on 20th March 2014: "The Conservative Administration of Rochford District Council has no plans for the relocation of the Rayleigh Sports Town and Social Club from the land that the Council owns North of London Road, Rayleigh." Our understanding is therefore that the Council does not now intend to relocate this facility, and we have prepared our Masterplan accordingly.

It is likely that we will provide play facilities as part of the development and proposals for this will be part of the next stage of the planning process. The open space areas would be available for informal sports and leisure use too.

All of the above responses can be found on the website: www.westofrayleigh.co.uk

**NEXT STEPS**

As mentioned on the first page of this document, we are currently completing a number of surveys and assessments before we submit our planning application in the near future.

Within the planning application, the plans for the access points will be in detail and the other elements of the proposal will be in outline form (the residential areas, open space). Should planning permission be granted, we will then prepare more detailed plans for the elements submitted in outline form; and we will consult on these at a later date.

We will notify the local community and stakeholders when the application has been submitted and registered. Communications materials will provide details on how to comment to ensure people continue to have their say. The project website will also be updated.

We will continue to engage and respond to any stakeholder queries throughout the process.

I hope that this information is useful and we would be happy to discuss the plans for the West of Rayleigh Masterplan further with you. I will be in touch again once the planning application has been submitted.

Yours faithfully,

Mike Lambert
Planning Director, Countryside Properties (UK) Ltd
01502 723214 (This number is for Spring, the company facilitating the consultation with us)
info@westofrayleigh.co.uk www.westofrayleigh.co.uk
Appendix 14. Reporting back – email to consultees
Subject: West of Rayleigh Masterplan update – thank you for your feedback

Thank you to everyone who took part in the consultation process for the draft West of Rayleigh Masterplan. We would also like to invite you to view the project website, which has been updated to include our responses to your comments and questions.

We have now reviewed 172 responses received from 150 people between 5th March and 11th April 2014 and your feedback has helped to identify the key priorities for consideration as we finalise our masterplan for the land West of Rayleigh.

Full details can be found on the project website:
http://westofrayleigh.co.uk/have-your-say/consultation-outcomes/

We are currently completing various assessments to help develop the planning application.
We will update you again when the planning application is submitted to the Council. A Statement of Community Consultation will be produced and submitted with the application, and will also be made available on the website.

Thank you again for your interest in the West of Rayleigh Masterplan.
Kind regards,
The Countryside team
www.westofrayleigh.co.uk
info@westofrayleigh.co.uk
Appendix 15. Reporting back – website update
When clicked, topics display text as provided in Appendix 12