

Welcome



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Welcome. This exhibition outlines our plans for a proposed new development of up to 550 homes on Lubards Farm, Rayleigh.

This exhibition gives you the opportunity to have an active role in shaping our proposals as we work towards submitting a planning application. We would like to hear your views on the proposals and how this development may integrate with the existing community of Rayleigh.

This will be an outline planning application with all matters reserved except access. This means almost all the detail, such as design, layout, infrastructure, green space, etc., will be subject to another planning application at a later date.

After reviewing our proposals, we invite you to complete the survey questionnaire and share your views. We welcome your feedback on the plans, as well as any suggestions for improvement.

The public consultation will be open until Sunday 12th October.

Get in Touch

For further information and to register for updates please go to our project website:
www.planningconsultation.com/lubards-farm or call our helpline number 020 7939 7950 or email us at: planning@chelgate.com



About Crest Nicholson



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With over 60 years' experience, Crest Nicholson is a firmly established leading developer that has designed and built high-quality and aesthetically pleasing developments across the country, especially in the South of England and the Midlands.

We build homes that offer great places for our customers. We focus on placemaking, creating sustainable communities where people and nature can thrive together. Our aim is to improve the quality of life for communities and individuals by ensuring an emphasis on 'inviting' landscaped public realms, extensive green infrastructure, and appropriate community facilities.

We are eager to work with Rayleigh residents to help shape the proposals for the land at Lubards Farm. Your feedback and contributions will play an important role as the proposals develop. We want to hear from you.

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Site context



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Site context:

- Lubards Farm is a natural extension to Rayleigh,
- Site has good transport connections,
- Schools, retail and leisure nearby,
- Farmhouse and existing commercial hub will remain,
- Site is 'Grey Belt',
- Land is mainly Grade 3b agricultural land,
- Flood Zone 1, the lowest level of flood risk.

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Proposals



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KEY:

1. PROPOSED SECONDARY ACCESS WITH CONTROLLED LOOP ROAD (BUS GATE) AND A DIRECT ROUTE TO FOOTBALL PITCHES.
2. POTENTIAL LOCATION OF OVER 18/ADULT FOOTBALL PITCH.
3. PROPOSED SPORT & CADETS PAVILION WITH ASSOCIATED PARKING AREA.
4. EXTRA PLAY/ WARM UP/KICK ABOUT AREA.
5. POTENTIAL LOCATION OF MINI SOCCER PITCHES.
6. POTENTIAL LOCATION OF YOUTH/ INTERMEDIATE SOCCER PITCHES.
7. POTENTIAL LOCATION OF SUDS FEATURES.
8. PROPOSED FOOTPATH/CYCLE LINK INTO THE GREEN NETWORK OF EXISTING HEDGEROW LINES.
9. PROPOSED HEDGEROW MEADOWS.
10. PROPOSED BUS GATE.
11. POTENTIAL LOCATION OF NORTHERN PLAY AREA.
12. GARDEN MEADOW.
13. POTENTIAL LOCATION OF SENIOR LIVING HOUSING.
14. INFORMAL GARDEN WITH POCKET PLAY.
15. PROPOSED LINEAR EXERCISE AND PLAY TRAIL.
16. POTENTIAL LOCATION OF DIRECT ACCESS TO BRIDLEWAY AND GREEN SPACES NETWORK.
17. POTENTIAL LOCATION OF LAP.
18. POTENTIAL LOCATION OF CENTRAL PLAY AREA.
19. CENTRAL GARDEN SQUARE.
20. THE EASTERN GARDEN INCORPORATING SUDS FEATURES.
21. ORCHARD POCKET PLAY (WITH LAP).
22. PROPOSED MAIN ACCESS TO THE DEVELOPMENT.
23. PROPOSED PEDESTRIAN/CYCLE CONNECTION.



What will it provide:

- Up to 550 new homes,
- Mix of housing ranging from 1-bed maisonettes to 5-bed houses,
- 50% of the houses will be affordable,
- New sports facilities and pitches,
- Specialist housing for the elderly,
- Existing strong green hedgerow lines will be retained where possible,

- New accesses from Rawreth Lane and Hullbridge Road,
- Sustainable homes,
- Infrastructure contributions for schools, healthcare provision and others,
- Improved connectivity: buses, cycling and walking links.

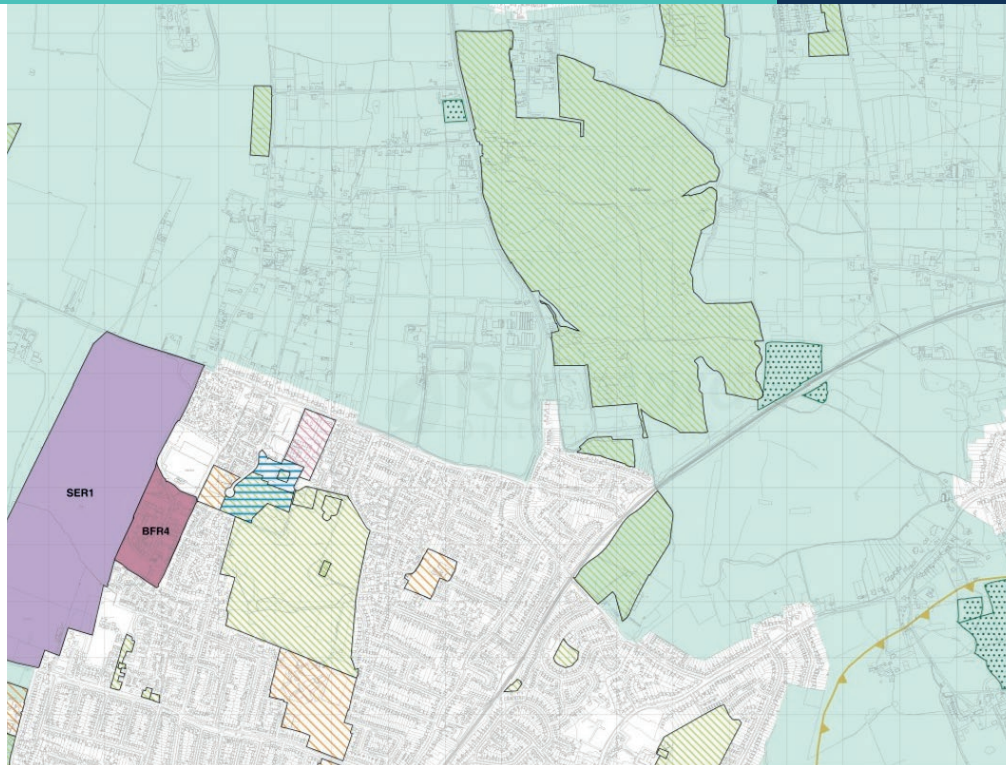
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Why our site?



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Key	
Proposals Map Key	
	Rochford District Council Boundary
	Upper Roach Valley
	Local Wildlife Sites
	Coastal Protection Belt
	Metropolitan Green Belt
	Educational Land Allocations
	King Edmund School Extension
	Primary Shopping Areas
	Secondary Shopping Areas
	Town Centre Boundary
	Settlement Extension Residential Land Allocations post 2021
	Settlement Extension Residential Land Allocations pre 2021
	Brownfield Residential Land Allocations
	New Employment Land Allocations
	London Southend Airport and Environs JAAP Area
	Existing Employment Land Allocations
	Gypsy and Traveller Accommodation
	Existing Leisure Facilities
	Existing Open Space
	Conservation Areas

Why This Site?

Rayleigh is the largest and best-connected town in the district. It already has shops, schools, jobs and good transport links. Because of this, the council is likely to require new homes to be built in locations like this as part of its future plans.

Meeting Local Housing Needs

There is a national shortage of homes. The Council must now plan for almost twice as many new homes as before – 689 homes each year. This means more land will be needed in the right places, close to towns and services.

Green Belt and 'Grey Belt'

The site is currently part of the Green Belt, although not all Green Belt land is the same – some areas are less sensitive, such as Lubards Farm, and are known as 'grey belt'. These may include land that has been used before, or sites that are well-connected to existing urban areas. Releasing this site for housing would avoid putting pressure on more sensitive Green Belt areas.

Why This Site Works:

- Next to Rayleigh town,
- Close to shops, schools, jobs and transport,
- Classed as 'grey belt'.

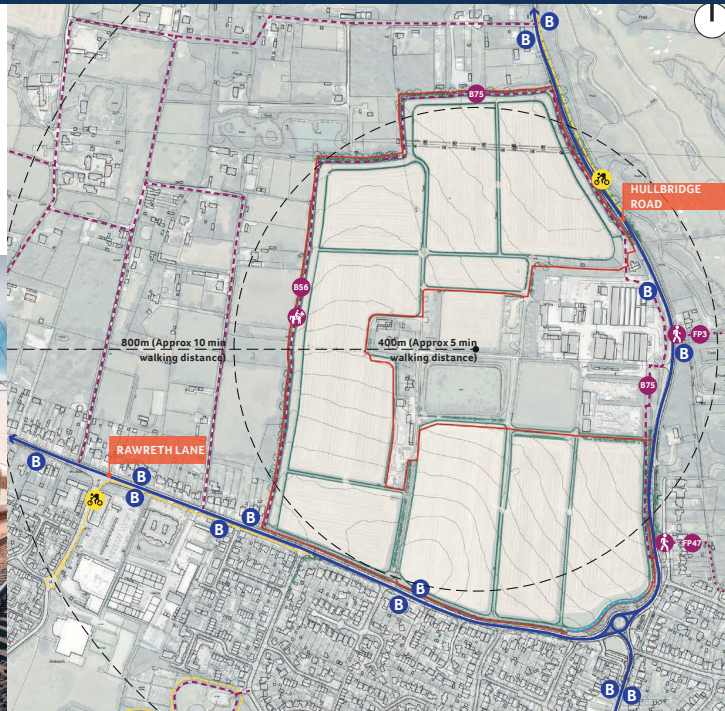
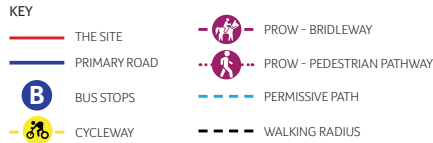
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Transport



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- Rayleigh railway station is approximately 2.5 km, regular bus services along Rawreth lane and Hullbridge Road, good road access and links,
- Additional footpaths and cycleways providing easy access to local amenities,
- Vehicular access from Rawreth Lane and Hullbridge Road,
- Project design for low volume traffic streets and accessible cycle parking,
- Traffic mitigation measures being discussed with Essex Highways,
- Existing bus route to be diverted through the site,
- Bus gate to restrict through traffic.

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Sustainability



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- Sustainable homes: our homes will have heat pumps, solar panels, high EPC ratings and EV charging points,
- Non-gas heating: energy efficient with lower costs,
- Sustainable travel: encouraging walking, cycling and use of public transport.

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Infrastructure



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- Existing key local infrastructure: supermarkets, primary and secondary schools, churches, restaurants and cafes,
- We are asking the community how best to support you with your existing infrastructure,
- Engaged with the education authority, local schools, the Integrated care Board, local GP practices and Essex Highways,
- Financial contributions towards existing primary and secondary education, health provision, and others,
- Engaged with several local clubs about new facilities.

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Land and Ecology



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- Parkland and open space a major part of these proposals: approximately 50% of the site,
- Existing tree belts and hedgerows will be retained where possible,
- New ponds, trees, a wildflower garden, hedge planting, pocket orchards and grasslands,
- Minimum 10% biodiversity net gain (BNG),

- No statutory or non-statutory ecological designations,
- Rayleigh Golf Club to the east adds open managed greenspace,
- Hockley Woods, an ancient woodland, provides extensive trails and hosts a popular weekly 5 km parkrun.

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Timescales and next steps



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Timescales

- We will consider the comments and suggestions received during this consultation,
- We will produce detailed assessments and reports which will form part of the planning application pack,
- We anticipate submitting an Outline planning application in Winter 2025/26, which will be determined next year,
- Following this stage, a more detailed Reserved Matters planning application will be submitted,
- If approved, construction is likely to commence in 2028/2029.

Thank you for taking the time to attend our public exhibition. We encourage you to provide your feedback by completing the survey questionnaire provided, either today or later at home, and return it in the pre-paid envelope provided. Alternatively, you can complete the questionnaire online on the project website (www.planningconsultation.com/Lubards-farm).

**The consultation will close
on Sunday 12th October.**

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