Crest Nicholson – Lubards Farm, Rayleigh
Consultation Report – Public Exhibition on Thursday 25th September 2025, Virtual
exhibition closed on Sunday 12th October 2025.

The Lubards Farm consultation started in August with the upload of the project website. Residents adjoining or overlooking the site were sent letters offering briefings, and then the wider community were sent leaflets advising of the proposals and inviting them to the public drop-in exhibition. This was held on Thursday 25th September 2025 at The Rayleigh Club.

The consultation continued with a virtual exhibition, closing on Sunday 12th October.

The feedback provided was then assimilated. This report summarises the consultation process and responses received whether on the day, in the post or online, as well as the feedback received from local residents, and gives further insight into the local reaction to the proposals.

Public Consultation Event Summary.

- The project website was uploaded at www.planningconsultation.com/lubards-lodge in August. This gave outline details of the proposals and had facilities for residents to register for future updates and to ask questions. To date we have had 68 email and telephone enquiries, all of which have been responded to, and 138 have registered for updates.
- A total of 123 homes adjoining or overlooking the site were sent an addressed letter by Royal Mail on 27th August offering them a briefing about the proposals. None of these offers were taken up.

- Leaflets were sent out to 572 homes in the wider community (see map) on 5th September in addressed envelopes via Royal Mail. These advised residents of the outline proposals, guided them to the project website and invited them to the drop-in exhibition.
- We held a drop-in exhibition on Thursday 25th September at The Rayleigh Club, Hullbridge Road. A total of 192 members of the public attended as well as politicians from parish and district councils.
- The virtual exhibition ran from Thursday 25th of September to Sunday 12th October.
- A total of 239 residents completed the survey questionnaire, both in paper form and online.
- Ward and parish council members have been offered briefings and have been kept updated with the process. This has included Rochford District Council and Rawreth and Hullbridge parishes, and Rayleigh Town Council.
- Local GP surgeries and schools, together with the ICB, has been engaged with in terms of health and education infrastructure.
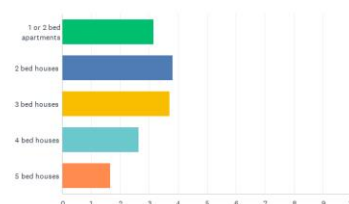
Summary of responses.

Residents identified accessible green spaces as the most important aspect of the new development. Smaller homes, particularly 2 bed houses and 1-2 bed apartments, were preferred over larger 4 and 5 bed houses. Brick was the most popular building material, with some residents favouring a mix of materials. Affordable sale and affordable rent housing were the most supported tenure types, while discounted market sale housing was least preferred. Sustainable construction and materials were considered the most important environmental feature, with lower car use seen as less significant. Protecting existing trees and hedgerows was viewed as the top biodiversity priority, followed by creating green spaces and nature walks. Traffic mitigation, healthcare, and education were identified as key infrastructure priorities, with residents also raising concerns about congestion, GP availability and school capacity in Rayleigh.

Responses:

Question 1 asked residents which of the following features were most important to them. Accessible green spaces for both new and existing residents were the most popular with 144 residents (61.54%). Good integration with the surrounding communities was the second most important to 131 residents (56.96%), greater bus routes was the third most important feature for 114 residents (48.93%) and creation of new cycling and walking links was the fourth most preferred feature for 109 residents (46.78%). The fifth most important feature for 107 residents (46.93%) was 10% net increase in biodiversity through additional planting and other measures, the sixth most important feature for 101 residents (44.49%) was play and recreation areas, and the least most important feature was community facilities for 93 residents (40.26%). Other comments from residents included "significantly better infrastructure", "improved roads", "more buses" and "schools - primary and secondary".

Question 2 asked residents what types of housing they think should be provided on the development. The most popular housing type with 74 residents (30.96%) was 2 bed houses, the second most popular housing type was 1 or 2 bed apartments with 66 residents (27.62%) and the third most popular was 3 bed houses with 64 residents
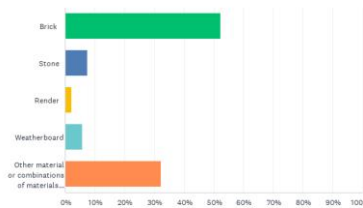

Q2 What types of housing do you think should be provided on this development? (Please rank in order with 1 being what you think is the most needed housing locally)
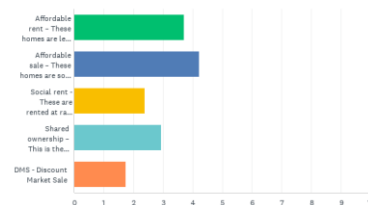
(26.78%). The fourth most popular housing type was 5 bed houses with 23 residents (9.62%) and the least popular housing type with 12 residents (5.02%) was 4 bed houses.

Question 3 asked residents what their preferred type of elevation material for the housing development would be. The most preferred material with 125 residents (52.30%) was brick, the second most preferred option was other materials or a combination of materials with 77 residents (32.22%). The third most preferred material

Q3 What kind of housing elevation materials would you like to see incorporated within the development?(Please pick 1 or multiple options)

with 18 residents (7.53%) was stone and the fourth most preferred material with 14 residents was weatherboard (5.86%). The least preferred material with 5 residents (2.09%) was render.

Question 4 asked residents their preferred type of affordable housing. The most popular housing type was affordable sale housing with 106 residents (44.35%) and the second most popular housing type was affordable rent housing with 72 residents (30.13%). Shared ownership housing was ranked the third most important housing type by 35 residents (14.64%) and the fourth preferred type of affordable housing

Q4 The scheme will consist of 50% affordable housing. This can be provided in different ways, to be agreed with the council. Of the affordable housing, which kinds of tenure do you feel are most suitable? (Please rank them in order with the first being the most favoured).Please note, affordable homes will be offered to people who are on the Rochford District Council housing list:
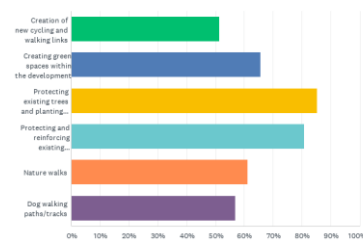
was social rent housing with 19 residents (7.95%). The least preferred type of affordable housing was discounted market sale housing with 7 residents (2.93%).

Question 5 asked residents how important features are to them within the housing development. The most important feature for 123 residents (53.02%) was using sustainable construction and materials and the second most important feature was steps to encourage lower care use for 115 residents (50%). The third most important feature for 111 residents (48.68%) was energy efficient appliances, the fourth most important feature was solar panels for 98 residents (43.17%) and the fifth most important feature was electric vehicle charging points for 73 residents (32.74%). The sixth most important feature was Air Source Heat Pumps for 69 residents (31.36%) and the least most important feature for 51 residents (22.87%) was non-gas heating. Other comments from residents included " no more housing" , "sort the infrastructure first", "none" and "no response".

Question 6 asked residents which features are important to them to improve biodiversity and create green open spaces. The most important feature for 204 residents (85.36%) was protecting existing trees and planting new trees, and the second most important feature for 193 residents (80.75%) was protecting and reinforcing existing hedgerows. The feature that ranked third for 157 residents (65.69%) was creating green spaces within the development, the fourth most important feature for 146 residents (61.09%) was nature walks, and the fifth most important feature for 136 residents (56.90%) was dog walking paths/tracks. The least important feature for 123 residents (51.46%) was the creation of new cycling and walking links. Other comments from residents included "infrastructure", "none", "schools, GPs and shops", "all of the above" and "no reply".

Question 7 asked residents what infrastructure they would like to prioritise. The most preferred infrastructure was traffic mitigation for 177 residents (76.29%); second was health provision for 162 residents (71.05%); and third most preferred was green spaces with 133 residents (58.85%). The fourth preferred infrastructure was education for 130 residents (57.78%); fifth was nature walks and parkland for 125 residents (55.80%) and the sixth most preferred infrastructure was pre-school provision for 112 residents (51.38%). The sixth most preferred infrastructure was enhanced bus services to local amenities for 105 residents (47.09%), the seventh most preferred infrastructure was outside exercise/recreation space for 103 residents (47.25%), the eighth most preferred infrastructure for 95 residents (42.79%) was enhanced cycleways and paths and the ninth least preferred infrastructure for 66 residents (30.56%) was a community hall. The second to last least preferred infrastructure was residential car home provision for 54 residents (25.12%) and the least preferred infrastructure was sports pitches and facilities for 53 residents (24.31%).

Question 8 asked residents if there are any pressing issues in Rayleigh that we should be aware of. Comments from residents included "traffic and congestion", "not enough GPs" and "not enough schools". A thematic analysis of the data highlighted the following key themes; Traffic congestion, road maintenance, educational facilities, housing density and green space preservation.

Demographics.

Of those who responded, 65 (27.20%) were aged 65+, 74 (30.96%) were aged 55-64, 41 (17.15%) were aged 45-54 and 39 (16.32%) were aged 33-44. 17 (7.11%) of people who responded were 25-34; 3 (1.26%) were 18-24 and no under 18s responded. 230 (96.23%) of the respondents were homeowners, 7 (2.93%) were living with parents, 1 (0.42%) was a renter and 1 (0.42%) lived in a park home.

Out of all the respondents, 135 (56.49%) were female, 79 (33.05%) were male and 23 (9.62%) didn't disclose their gender; 117 (48.95%) were employed working full time, 78 (32.64%) were retired and 37 (15.48%) employed and working part time. 3 (1.26%) were not employed and not looking for work, 3 (1.26%) were not employed and looking for work, and 1 (0.42%) was disabled, not able to work.

Next steps.

The consultation summary will be circulated to all the politicians, stakeholders, and the residents who registered on the website to receive updates. It will then be encompassed within the Statement of Community Involvement (SCI) to be submitted with the planning application.

The development team will continue to engage with parish and town councils, the local schools, GP practices and the ICB in terms of infrastructure delivery.