



Bellway Homes - Lower Wyburns, Rayleigh, Essex Stakeholders Consultation Report

The Lower Wyburns public consultation started in March 2026 with the upload of a dedicated project website. Residents adjoining or overlooking the site were sent letters offering briefings, and then the wider community were sent leaflets detailing the proposals and inviting them to the public drop-in exhibition. This was held on Tuesday 31 March 2026 between 3:30pm and 7pm. The consultation continued virtually afterwards, closing on Sunday 19 April 2026.

The feedback provided by the consultation was then assimilated. This report summarises the consultation process and the 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 <https://www.planningconsultation.com/lower-wyburns/> in March 2026. This gave outline details of the proposals and had a gateway to allow residents to register for future updates and to ask questions.
- A total of 50 homes adjoining or overlooking the site were sent an addressed letter by Royal Mail offering them a briefing about the proposals. None of these offers were taken up.
- Leaflets were then sent out to 1,014 homes in the wider community via letterbox drop. These gave an outline of the proposals, guided them to the project website and invited them to the drop-in exhibition.
- We held a drop-in exhibition on Tuesday 31 March 2026 at The Rayleigh Methodist Church, Rayleigh. A total of 97 members of the public attended on the day.
- The virtual consultation ran from the day of the public exhibition on Tuesday 31 March to Sunday 19 April 2026.
- A total of 53 residents completed the survey questionnaire, both in paper form and online.
- All members of Rayleigh Town Council and the Rochford District Council Lodge ward councillors were invited to a private briefing at 3:15pm on the 31 March: none took this offer up.
- Local GP surgeries and schools have been engaged about health and education infrastructure and offered a briefing on the proposals.



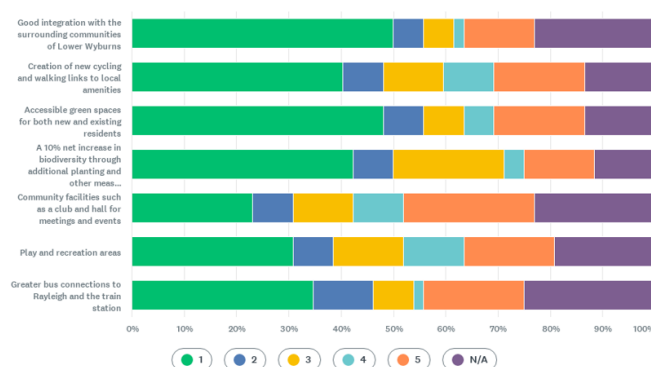
Summary of Responses.

Residents identified good integration with surrounding communities of Lower Wyburns as the most important feature of the development, and sustainable construction and materials as the most important sustainable feature. The preferred housing type for the development was three-bed houses, and the least preferred housing type were four-bed houses. The most popular material residents would like to see incorporated was brick, and protecting existing trees and planting new trees was the most important feature to improve biodiversity. Traffic mitigation was identified as the preferred infrastructure for the S106 financial contribution.

Responses.

Question 1 asked residents to rank which features were the most important to them. Good integration with the surrounding communities of Lower Wyburns was ranked the most important by 26 residents (50%) and accessible green spaces for both new and existing residents was ranked the second most important feature by 25 residents (48.08%). A 10% net increase in biodiversity through additional planting and other measures was the third most important feature for 22 residents (42.31%) and the creation of new cycling and walking links to local amenities was the fourth most important feature for 21 residents (40.38%). Greater bus connectivity to Rayleigh and the train station was the fifth most important feature for 18 residents (34.62%) and play and recreation areas were the sixth most important feature for 16 residents (30.77%). The least most important feature for 12 residents (23.08%) was community facilities, such as clubs and a hall for meetings and events. Other comments included “appropriate road access”, “additional infrastructure”, “do not build here”, “leave green spaces as they are” and “maintaining existing green belt zones”.

Q1 Which of the following features are most important to you? (Please rank each with 1 being very important and 5 being not important)

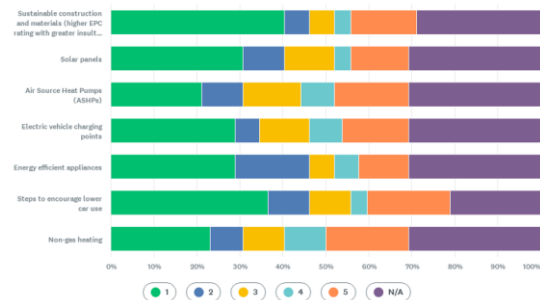


Question 2 asked residents to rank which sustainable features were the most important to them. Sustainable construction and materials were ranked the most important feature by



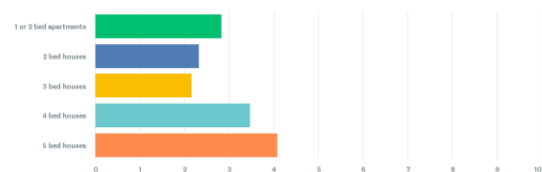
21 residents (40.38%) and steps to encourage lower car use were ranked the second most important feature by 19 residents (36.54%). Solar panels were the third most important feature for 16 residents (30.77%) and electric vehicle charging points and energy efficient appliances were both ranked the fourth most important sustainable feature by 15 residents (28.85%). Non-gas heating was ranked the fifth most important feature by 12 residents (23.08%) and Air Source Heat Pumps (ASHPs) were ranked the least most important feature by 11 residents (20.75%).

Q2 We want to deliver sustainable homes. How important to you are the following features? (Please rank each with 1 being very important and 5 being not important)



Question 3 asked residents what type of housing they think should be provided on the Lower Wyburns development. The preferred housing type was 3 bed houses for 14 residents (26.42%). 1 or 2 bed apartments and 2 bed houses were both the second preferred housing type for 9 residents (16.98%) and 5 bed houses were the third preferred housing type for 3 residents (5.66%). The least preferred housing type for 1 resident (1.89%) was 4 bed houses.

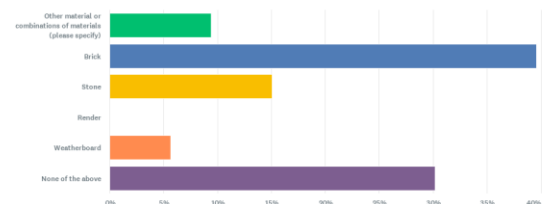
Q3 What types of housing do you think should be provided on this development? (Please rank in order with 1 being what you think is the most needed housing locally)



Question 4 asked residents what traffic mitigation measures they would like to see along Daws Heath Road. We conducted a thematic analysis with the data collected and the key themes highlighted included road width and configuration, speed reduction and traffic calming techniques, A127 access and junctions, parking regulation and provision, road and construction safety and traffic volume and congestion.

Question 5 asked residents what type of housing elevation material they would like to see incorporated within the Lower Wyburns development. The most popular material was brick with 21 residents (40.38%) and the second most popular option was none of the above for 15 residents (28.85%). The third most popular material for 8 residents (15.38%) was stone and the fourth most popular option was other materials for 5 residents (9.43%). Comments included “none” and “do not build here”. The least popular materials were weatherboard, which received a response from 3 residents (5.77%) and render which received 0 responses.

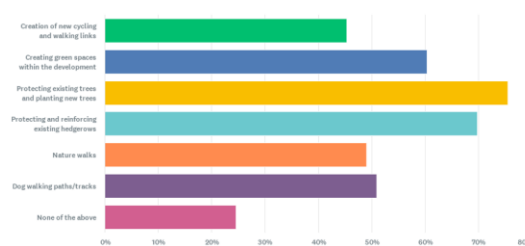
Q5 What kind of housing elevation materials would you like to see incorporated within the development? (Please pick 1 or multiple options)





Question 6 asked residents which features used to improve biodiversity and create open space for existing and new residents are important to them. Protecting existing trees and planting new trees was the most important feature for 40 residents (75.47%) and protecting and reinforcing existing hedgerows was the second most important feature for 37 residents (69.81%). The third most important feature for 32 residents was creating green spaces within the development (60.38%) and the fourth most important feature for 27 residents (50.94%) was dog walking paths/tracks. The fifth most important feature for 26 residents (49.06%) was nature walks and the sixth most important feature for 24 residents (45.28%) was the creation of new cycling and walking links. Other comments included “all of the above”, “bin provided for dog walkers”, “leave it as it is” and “do not build here”.

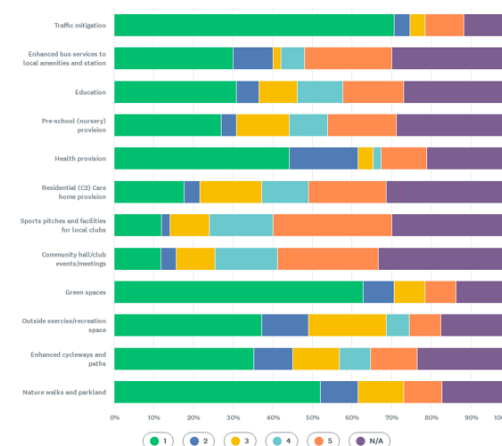
Q6 Our proposals generally include a variety of measures to improve biodiversity and create green open spaces for existing and new residents. Which of the following features do you think are important? (Please select all that apply)



Question 7 asked residents what facilities and infrastructure they would like to see included in the northern parcel of the Lower Wyburns development. Comments included “CCTV security”, “seating areas”, “gravel path for dog walking with dog waste bins”, “playgrounds for small children”, “none”, “open space” and “lighting and playgrounds”.

Question 8 asked residents what infrastructure is the most important to prioritise with the financial contributions via a Section 106 agreement. Traffic mitigation was the most important for 36 residents (70.59%) and green spaces were the second most important for 32 residents (62.75%). Nature walks and parkland were the third most important for 27 residents and health provisions were the fourth most important for 23 residents (44.23%). Outside exercise/recreation space was the fifth most important for 19 residents (37.25%), enhanced cycleways and paths were the sixth most important for 18 residents (35.29%) and education was the seventh most important for 16 residents (30.77%). The eighth most important for 15 residents (30%) was enhanced bus services to local amenities and station and the ninth most important for 14 residents (26.92%) was pre-school provisions. The tenth most important for 9 residents (17.65%) was residential (C2) care home provisions and the two joint least important infrastructure for 6 residents (11.76%) were sports pitches and community hall/ club for events.

Q8 Bellway will make infrastructure contributions via a S106 agreement. What infrastructure would you prioritise? (rank in order of preference with 1 being the most important to you):



Question 9 asked residents if there are any pressing issues in the local community we should be aware of. We conducted a thematic analysis of the data collected and the themes highlighted include traffic congestion and management, road access and capacity,



flooding and drainage issues, water and sewage infrastructure, wildlife habitat and displacement and anti-social behaviour prevention.

Question 10 asked residents if they had any further comments. Comments included “housing development needs to provide affordable housing”, “94 homes is too many for this site”, “Daws Heath Road is not suitable”, “overcrowded area without infrastructure already in place”, “close the Daws Heath Road junction onto the A127”, “include traffic lights” and “not suitable for the area”.

Demographics

Out of the 53 respondents, 20 residents (37.74%) were 65+ years old, 17 residents (32.08%) were 55-64 years old, 6 residents (11.32%) were 45-54 years old, 7 residents (13.21%) were 35-44 years old, 2 residents (3.77%) were 25-34 years old and 1 resident (1.89%) was 18-24 years old. There were no respondents under the age of 18.

52 respondents (98.11%) were homeowners and 1 respondent (1.89%) lived with their parents. 24 residents (45.28%) were female, 23 residents (43.40%) were male, 4 residents (7.55%) said they would prefer not to say their gender and 2 residents (3.77%) were ‘other’. 26 respondents (49.06%) were retired, 16 respondents (30.19%) were employed and working full time, 9 respondents (16.98%) were employed and working part time and 2 respondents (3.77%) were self-employed.