



*Fighting to Conserve our environment*

**Welcome to:-  
RayleighActionGroup.co.uk**

***Presented by Mark Foulkes***

***9<sup>th</sup> Aug 2013***

# Welcome & Acknowledgements



## Welcome:-

- Welcome to you all for the 1<sup>st</sup> R.A.G. Community Meeting

## Thanks to:-

1. Linda for Raising this to all our attention
2. Linda, Peter & Jim for bringing the Inspectors report together
3. Adam for communications. Setting up Facebook, Flyer Distribution
4. Volunteers for walking the streets, distributing flyers
5. The public for their support through petitions, attendance and donations

# Agenda



- |                               |        |
|-------------------------------|--------|
| 1. Welcome & Acknowledgements | 5 mins |
| 2. Executive Summary          | 5 mins |
| 3. Who are we?                | 2 mins |
| 4. Mission Statement          | 2 mins |
| 5. Current Situation          | 2 mins |
| 6. Why Support?               | 5 mins |
| 7. Status Update              | 5 mins |
| 8. RDC Speak - The 'Facts'    | 5 mins |
| 9. Potential Outcomes         | 5 mins |
| 10. Look Ahead                | 5 mins |
| 11. How to Support            | 5 mins |
| 12. Wrap Up                   | 5 mins |
| 13. Back Up Slides            | n/a    |

# Executive Summary



**Answers** to your questions are included with Presentation and Hand-out.

**Our objective** is to ensure a FAIR and EQUITABLE solution for the citizens of Rayleigh concerning the requirements for Additional Housing, Industrial Development and Traveller Allocation

**YOUR major concerns** are 1) Loss of Green Belt, 2) Lack of Infrastructure, 3) Increase in Pollution and 4) Property devaluation

**We have** Created a Facebook and Website, distributing Flyers and Posters, Dramatically Increased Petition in rejection of these plans.

**Finally** we want to show you how you can support further, both now and after the inspectors decision

**Root Cause** - Lack of Communication ?

# Who Are We?



*The Rayleigh Action Group consists of committed, like-minded Rayleigh residents that are passionate about fostering a Rayleigh development environment which is both fair and proportionate in the context of the entire Rochford District.*

*The group consists of individuals from highly skilled and diverse professional backgrounds such as Law, Change Management, Economics, Corporate Strategy and Global Programme Management.*

***This is NOT a Political Agenda***

# Mission Statement



To ensure a FAIR and EQUITABLE solution for the citizens of Rayleigh concerning the requirements for Additional Housing, Industrial Development and Traveller Allocation that is PROPORTIONATE with the entire Rochford district





# Current Situation



**Residential Housing**

**Flats**

**Industrial Estates**

**Recycle Plant**

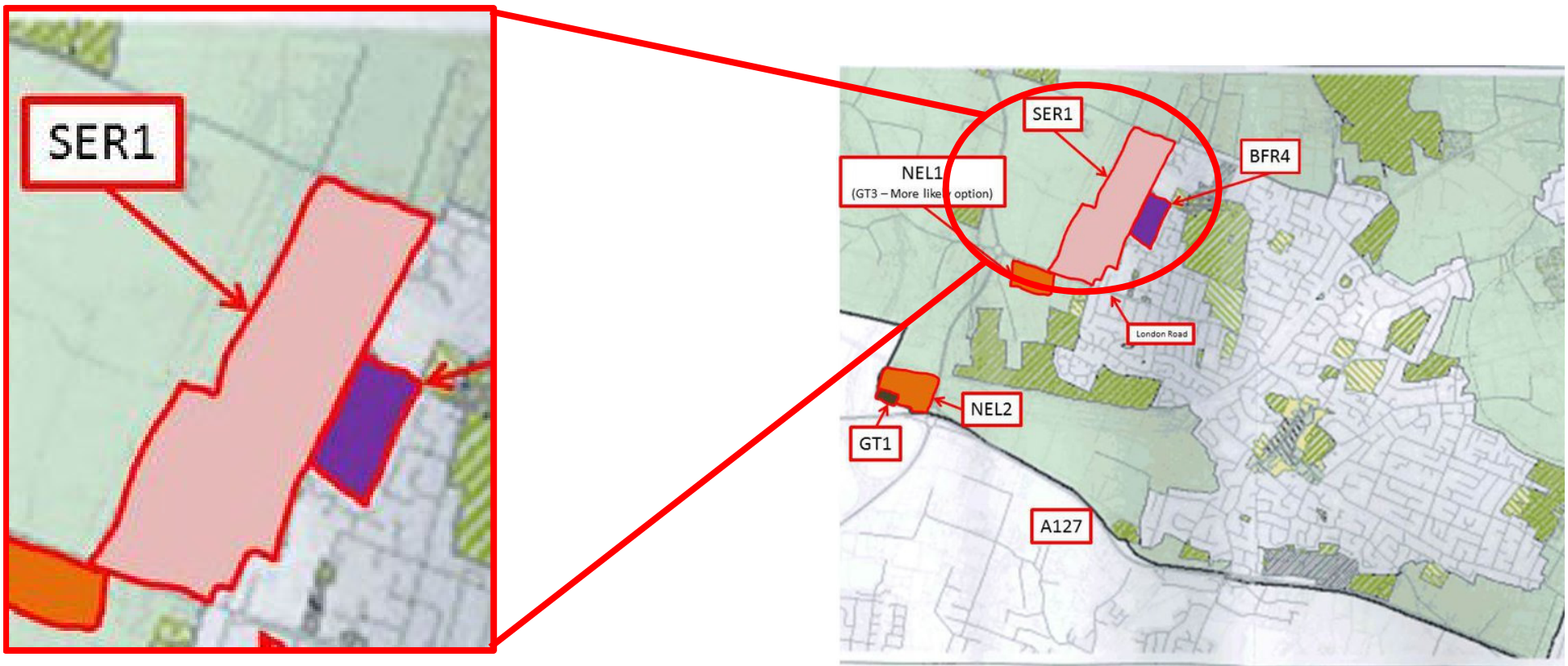
**Large Mixed  
Traveller Site**

# Land between London Road & Rawreth Lane Policy SER1



## 1. Land between London Road and Rawreth Lane - Policy SER1

- a) 100 + acres of Greenbelt.
- b) 550 plus houses, with its own infant's school.
- c) 279 flats and homes to be built on Rawreth Industrial
- d) Estate making a **TOTAL of 829 dwelling.**



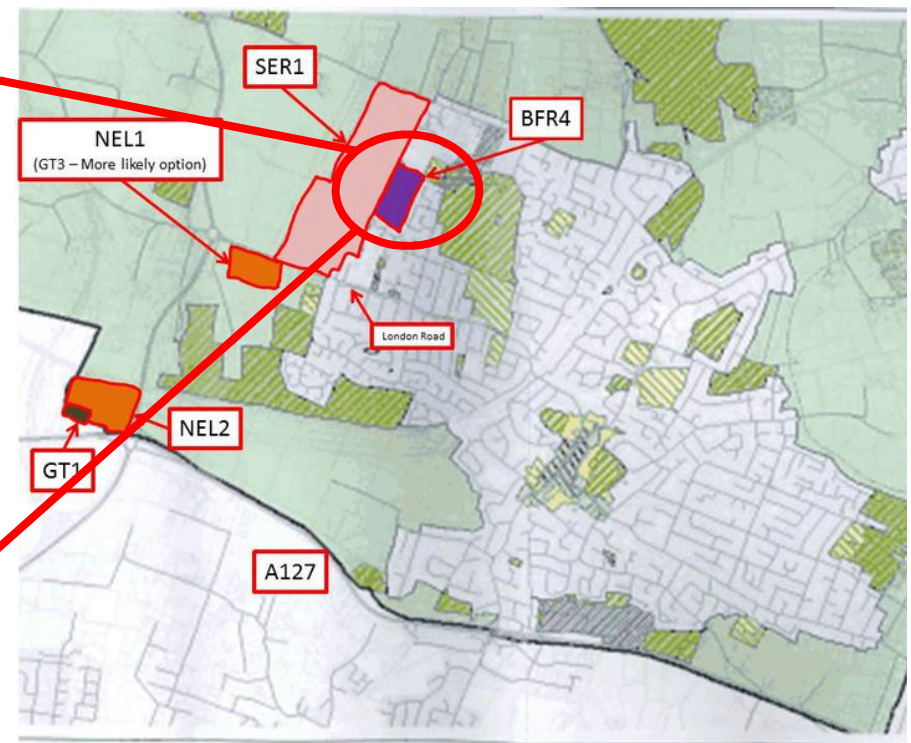
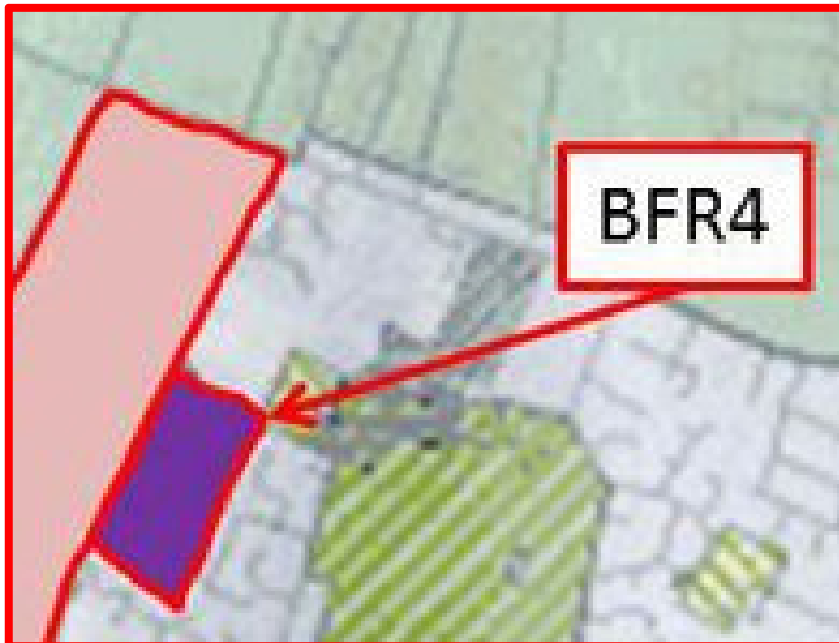


# Rawreth Industrial Estate Policy BFR4



## 2. Rawreth Industrial Estate - Policy BFR4

- a) Estate closed and redeveloped into high density housing (flats). The displaced industrial and office units will be spread between two sites NEL1 and NEL2.

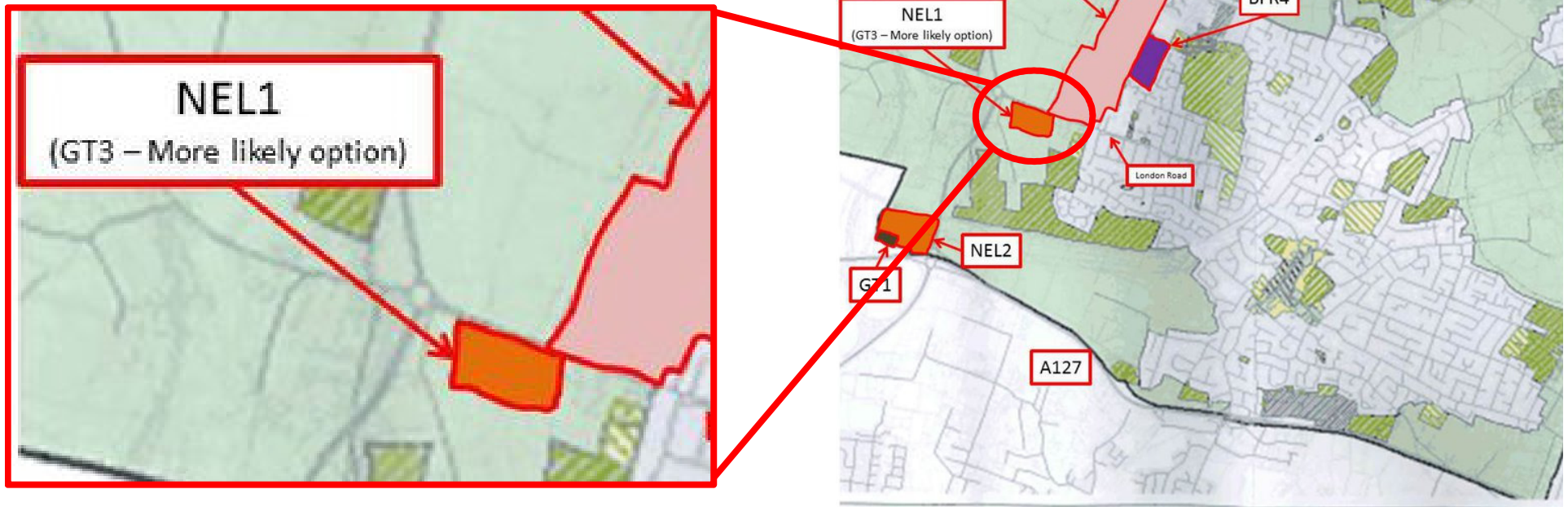


# Industrial Estate next to Swallows Policy NEL1



## 3. Industrial Estate next to Swallows - Policy NEL1

- a) Existing companies offered relocation in new Industrial Units next to Swallows / Brookside, on the Greenbelt farmland.

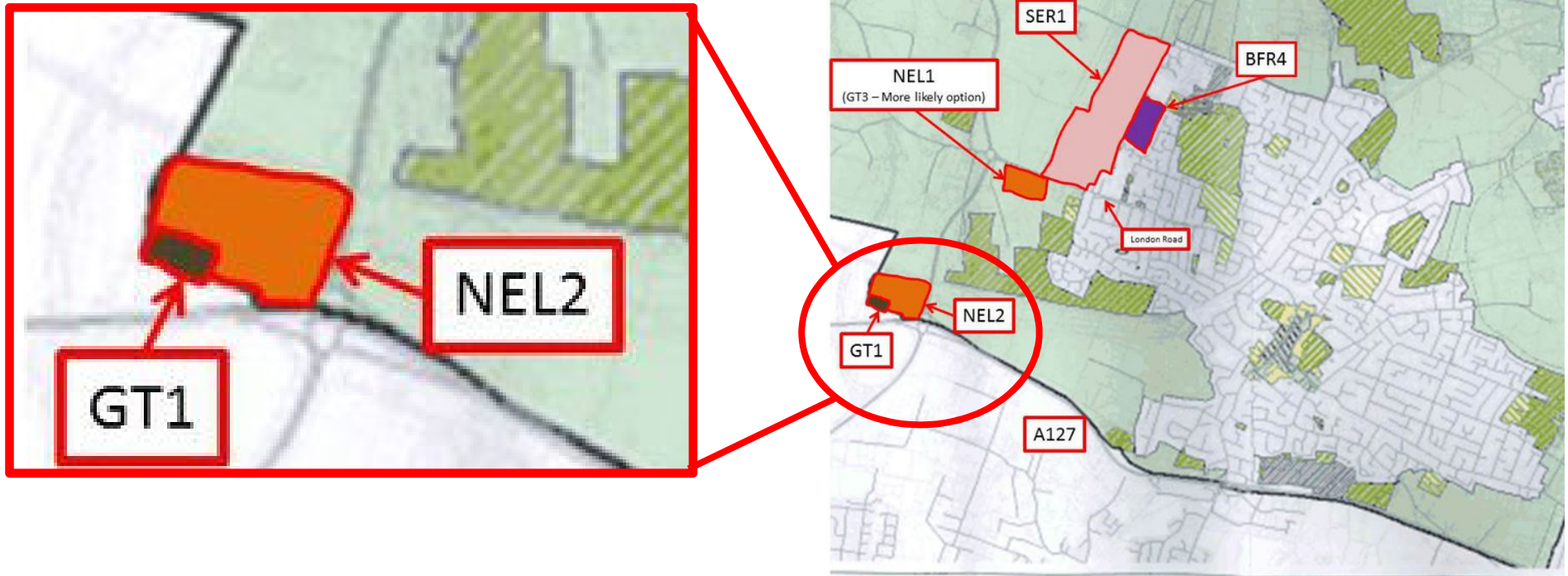


# Industrial Site Corner of A127 /A1245

## Policy NEL2



- 4. Industrial Site Corner of A127 /A1245 - Policy NEL2**
- a) Huge Waste Transfer Site. It will also accommodate the Castle Road Recycling Centre that will eventually become housing land. A Heavy Industrial site for businesses relocated / displaced from Rawreth Industrial Estate.





# Traveller and Gypsy site Policy GT1

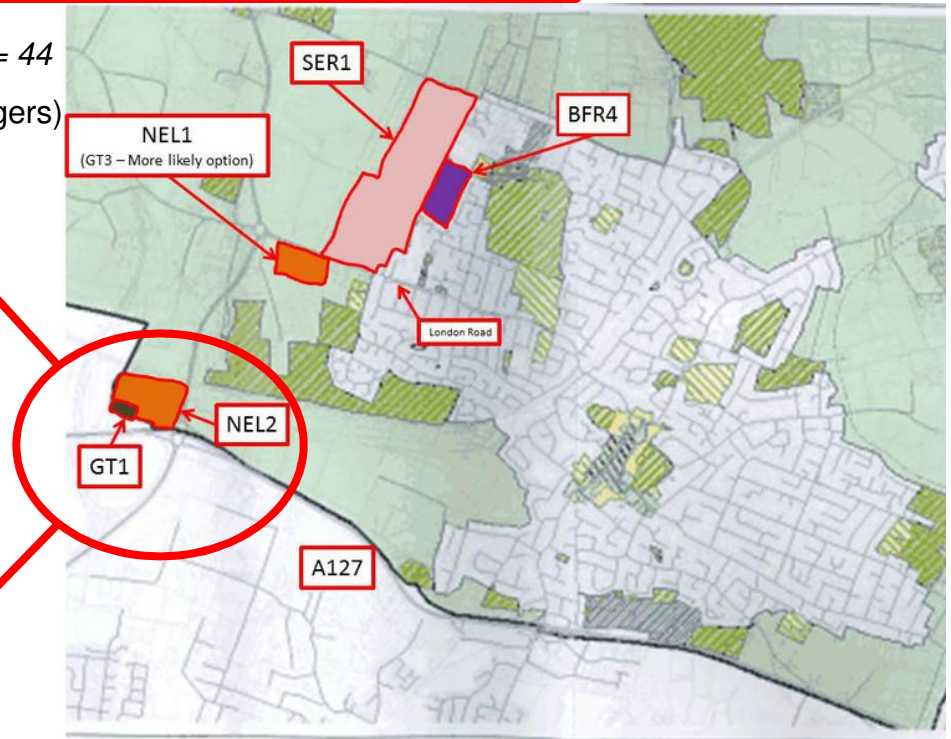
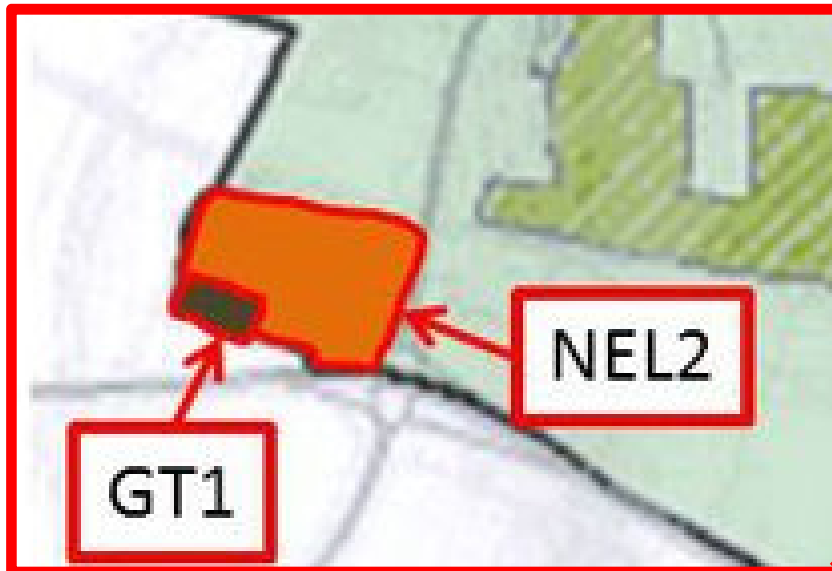


## 5. Traveller and Gypsy site - Policy GT1

- a) All Government required provision of Traveller and Gypsy site allocation in this small corner of Rayleigh.
- b) Planning Inspector has asked if the allocation could be 'swapped' with part of the site NEL1, South of London Road if delivery is not possible on site NEL2.
- c) This site will be likely to end up South of London Road without protest. Using all our local facilities without paying one penny towards them

**30 Pitches** (15 DOUBLE Pitches) *Potential Increase to 22 Double = 44*

1 Pitch = 1 Static + 1 Tourer + 1 Shed (extra plots allowed for teenagers)



# Why Support?



## 1. Loss of Green Belt

## 2. Lack of Infrastructure :-

- |                          |   |                      |
|--------------------------|---|----------------------|
| a) Roads                 | → | More Traffic         |
| b) Doctors               | → | Longer waiting times |
| c) Schooling             | → | No Room              |
| d) Emergency Services    | → | Longer waiting times |
| e) Build on Flood Plains | → | Flooding of Roads    |

## 3. Increase in Pollution :-

- a) Air, b) Noise, c) Light

## 4. Mixed family Traveller Plots **WILL** be troublesome *[source:- Mr Smith, Traveller]*

- |                  |   |                                    |
|------------------|---|------------------------------------|
| a) Social Unrest | → | Housing Devaluation                |
| b) Waste         | → | As above, Pollution, Environmental |



# Status Update:-



## 1. Creation of Facebook

- a) Lack of Infrastructure & Communication, Stealth Planning, Disgust, Environmental, Devaluation*
- b) Over 2000 members and growing*

## 2. Creation of Website

- a) Council Plans, Petition, Flyers, Posters, Letters*

## 3. Petition on Website

- a) We need as many signatures as possible, and NOW!*

## 4. Getting the Message Out

- a) Flyers Designed / Posted*
- b) Posters Designed / Printed*
- c) Word of Mouth*

# RDC Speak – The ‘FACTS’

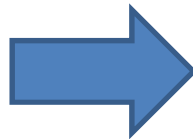


**RDC**

Translates to

**English**

**1. 15 Traveller Pitches**



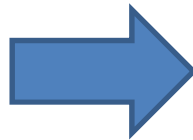
**30 Pitches** (15 DOUBLE Pitches)

*Potential Increase to 22 Double = 44*

1 Pitch = 1 Static + 1 Tourer + 1 Shed

(extra plots allowed for teenagers)

**2. FULLY communicated**



**97.8%** of public completely **unaware**

prior to July 13 [source:- RAG petition]



# Dale Farm v's Rochford proposal



theguardian Your search terms... UK and W

News Sport Comment Culture Business Money Life & style Travel Environment Tech TV Video  
Jobs

News UK news Dale Farm

## Dale Farm Travellers face eviction again

Basildon council votes to remove families, many with children, who remain camped next to former Travellers' site

Alexandra Topping

The Guardian, Wednesday 19 December 2012 10:04 GMT

Jump to comments (290)



Riot police clash with protesters in October as evictions are carried out at Dale Farm in Essex. Photograph: Sean Smith for the Guardian

Travellers living at the side of the road near the former Dale Farm site face being evicted for a second time after Basildon council, in Essex, voted to take "direct action" to remove the families who remain.

About 20 families, many with children, have been living in squalid conditions, with no running water or mains electricity, since the high-profile, £7m eviction in October 2011.

Councils voted for the action on Tuesday evening, but steps will not be taken until a judicial review lodged by Travellers over earlier

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Email

Article history

UK news  
Dale Farm · Essex

World news  
Roma, Gypsies and  
Travellers

More news

More on this story



Dale Farm one year on: 'we're going to have one hard winter' - video  
One year after around 80 Traveller families were evicted from Dale Farm, Basildon council, the Guardian travels back to the site to speak to residents

Dale Farm eviction: six months on - video

Expertly  
processed

Click here for your  
FREE copy »



The  
Economist

Today's best video

## Dale Farm

“About 20 families, many with children, have been living in squalid conditions, with no running water or mains electricity, since the high-profile, £7m eviction in October 2011.”

## V's

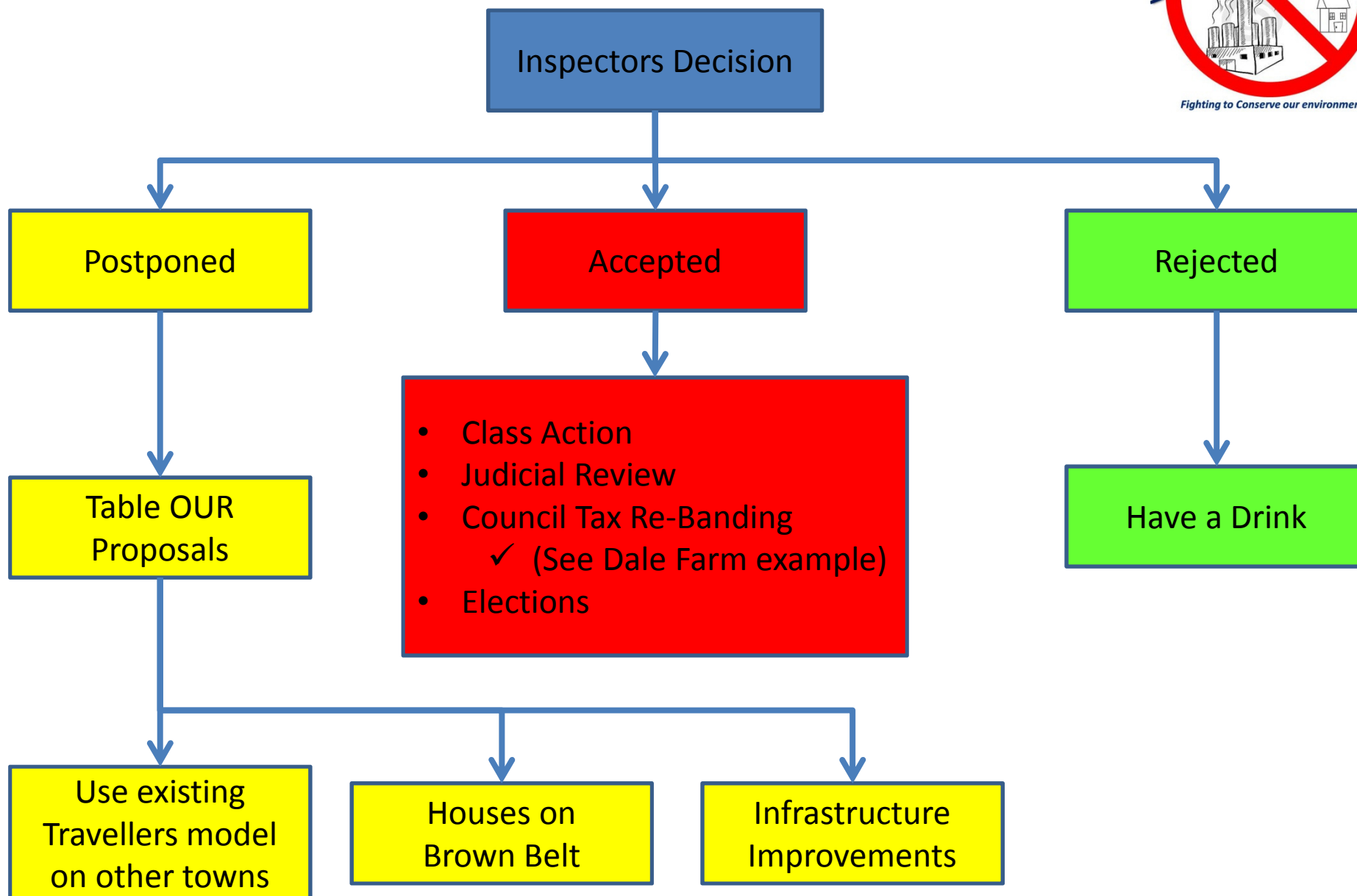
## Rochford Proposal

15 Pitches = 30 Caravans  
**30 Families**

<http://www.theguardian.com/uk/2012/dec/19/dale-farm-travellers-face-eviction-again>



# Potential Outcomes





## Look Ahead :-

# We are here



*Fighting to Conserve our environment*

[illegible]



# How to Support:-

- 1) **Petition, ALL sign** @ ([www.rayleighactiongroup.co.uk](http://www.rayleighactiongroup.co.uk))
  - *Everyone over 18 should be encouraged to sign within household – **DEADLINE 10<sup>th</sup> Aug***
- 2) **Visit Facebook Site** and 'like' to become a member
- 3) Click on link for eGov petition and sign up (see website link)
- 4) **Print our Posters and Flyers** and help display on your property
- 5) **Help Distribute** our flyers
- 6) Use our **Proforma Letters** / Create own – **DEADLINE 10<sup>th</sup> Aug**
- 7) Actively help to **Promote the above**
- 8) Interest in March for 7<sup>th</sup> Sept?

# Facebook & Website

## FACEBOOK

Rayleigh Action Group

Yvonne Card Dunn  
I see rolling fields, not houses 😊



Like · Comment · Follow Post · Share · 5 hours ago near Rayleigh, England

37 people like this.

Charlotte Emma Thought that was meant to represent the mound lol  
3 hours ago via mobile · Like

Yvonne Card Dunn Oh maybe lol  
5 hours ago via mobile · Like

Charlotte Emma They gonna put houses on the mound?  
3 hours ago via mobile · Like

Gemma Jones I'm pretty certain this is Rayleigh's town plaque as there is the dutch cottage and windmill on there as well as the mound?  
5 hours ago via mobile · Like

Gemma Jones There is also trinity church and a saxon helmet so yep defo a heritage plaque for the lovely green town we live in  
5 hours ago via mobile · Like · 🙄1

Charlotte Emma Yeah I think it is ya know I've only lived there all my life lol I ain't got my leaflet yet lol  
5 hours ago via mobile · Like

Charlotte Emma I love our little town 😊  
5 hours ago via mobile · Like

Marilyn Feltham I also love our little town..... GOVERNMENT LEAVE IT AS IT IS !!  
3 hours ago · Like · 🙄2

Steven Peter Halligan Won't be little for much longer, by the look of it. So sad  
2 hours ago · Like

Ruth Keetch I love Rayleigh too...especially the greenbelt surrounding us! Urban sprawl...no thank you! about an hour ago via mobile · Like

Write a comment...



Fighting to Conserve our environment

## WEBSITE

www.RayleighActionGroup.co.uk

**RAG** rayleigh action group  
Fighting to conserve our environment

HOME ABOUT DOCUMENTS LETTERS TO PRINT POSTERS MEETINGS

# LOOK WHAT'S COMING TO YOUR DOORSTEP

## Please Sign Petition Below

## NEWS:-

**Next Public Meeting**  
Mill Hall on Friday 9th Aug  
Session 1 - Arrive @ 6.00pm / Start @ 6.30pm / Finish @ 7.20pm  
Session 2 - Arrive @ 7.30pm / Start @ 8.00pm / Finish @ 8.50pm  
(Park on Websters Way)  
([click to view details](#))

Rayleigh Action Group is fighting against Rochford District councils plans to introduce over 1200 houses, Industrial Estates, Recycle Plant and a Large Mixed Travellers Site.

We have set this page up and are organising flyers and town hall meetings to do something the council have simply fallen short of doing, and that's informing the public of exactly what is planned for our doorstep and the knock on affects.



# Petition and Flyer

## PETITION

PLEASE SIGN UP HERE TO SHOW YOUR SUPPORT  
(PETITION # 28594)

**Rules for completing the follow petition:-**

- 1) Multiple people per household are eligible to sign up to oppose councils plans
- 2) Over 18's only please. We need to show strength through those that can vote
- 3) Only ONE vote per person counts
- 4) Ensure you include a correct email address
- 5) Ensure you use your full postal address

Your FULL Name (example:- John Smith)

Your Email Address

We require a FULL postal adress for your vote to be counted, including post code

Prior to July 2013, how aware were you regarding the councils plans to build a mass residential dwelling, an industrial estate, a recycle park and allowance for a travellers site?

Do you agree or disagree with the councils plans as they stand for the developments of over 1000 houses, a recycle plant, industrial estate and a travellers site?

Comments from you

(All info given is protected under the data protection act)



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## FLYER

**LOOK WHAT'S COMING  
TO YOUR DOORSTEP???**



**550+ houses planned on Green Belt land along London Road, Rayleigh**

- Up to 279 houses planned on Rawreth industrial estate
- A large industrial site near Swallows Aquatics, London Road
- A huge traveller site located on the old A130 (Near the A127) or directly on the London Road next to Swallows Aquatics (Remember Dale Farm?) *This will be the ONLY traveller site for the ENTIRE Rochford District*

**APPALLED? So are we!** Residents have NOT been Contacted

**We URGENTLY need YOUR HELP** before a government inspector approves these plans in September 2013

**How do I find out more and make my objection count?**

**Visit: [www.rayleighactiongroup.co.uk](http://www.rayleighactiongroup.co.uk)**

**PLEASE COMPLETE ALL THREE OPTIONS!**

1. SIGN THE PETITION - Complete form on home page
2. SIGN THE Egov petition – select link on home page
3. JOIN us on FACEBOOK - 'Rayleigh Action Group'

(Those without internet can write to: 4 Lubbards Close, Rayleigh, SS6 9PY, quoting Objection Number 28594. Please include a) Name, b) Address, c) Contact Number)

**Please spread the word! Thanks!**

# Proforma Letters



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<div>Mr E Pickles MP 19 Crown Street Brentwood Essex, CM14 4BA</div> <div>From:- ..... ..... ..... .....</div> <div>FAO – Mr E Pickles MP</div> <div>Date:-.....</div> <div>Dear Sir, Ref: Rayleigh , Essex , your intervention required ASAP.</div> <div>I bring to your attention something that I (a resident of Rayleigh) have only just learnt about myself (on 18/07/13) – a potential act of rural vandalism.</div> <div>The Rochford District Council are proposing a major expansion to the West of our town (on Green Belt Land) involving large scale housing, Heavy Industry/ Light Industry and Traveller Site provision – all in one area at the same time.</div> <div>Apart from spoiling the Rural approach vista's to our ancient town the scale and speed of this will swamp the environment in general and the already overloaded infrastructure (Schools-roads-doctors –trains –sewage ..etc;).</div> <div>I appeal to you to step in and, as a minimum, look at the apparent lack of local consultation on this particular scheme – no one I speak to appears to be aware.</div> <div>Fortunately there is a formal objection No 28594 which I shall be backing too.</div> <div>Thanking you in anticipation, I remain Yours sincerely</div> <div>.....</div>	<div>Mr P Warren (Head of Rochford District Council)</div> <div>Rochford Council Council Offices South Street Rochford, Essex SS4 1BW</div> <div>From:- ..... ..... ..... .....</div> <div>Date:-.....</div> <div>Dear Sir, Ref: Rayleigh , Essex , your intervention required ASAP.</div> <div>I bring to your attention something that I (a resident of Rayleigh) have only just learnt about myself (on 18/07/13) – a potential act of rural vandalism.</div> <div>The Rochford District Council are proposing a major expansion to the West of our town (on Green Belt Land) involving large scale housing, Heavy Industry/ Light Industry and Traveller Site provision – all in one area at the same time.</div> <div>Apart from spoiling the Rural approach vista's to our ancient town the scale and speed of this will swamp the environment in general and the already overloaded infrastructure (Schools-roads-doctors –trains –sewage ..etc;).</div> <div>I appeal to you to step in and, as a minimum, look at the apparent lack of local consultation on this particular scheme – no one I speak to appears to be aware.</div> <div>Fortunately there is a formal objection No 28594 which I shall be backing too.</div> <div>Thanking you in anticipation, I remain Yours sincerely</div> <div>.....</div>



# Posters



Fighting to Conserve our environment

## Download, Print and Display around Rayleigh

*Right click on mouse button and select 'Save Image As'. Then open where saved and print*

Rayleigh  
Action  
Group.co.uk



**JOIN THE  
FIGHT TO  
PROTECT  
RAYLEIGH**

Have your vote at:-  
[www.RayleighActionGroup.co.uk](http://www.RayleighActionGroup.co.uk)

**HELP**

Say NO to:-

- OVER 1200 HOUSES
- RECYCLE PLANT
- COMBINED TRAVELLERS SITE



Have your vote at:-  
[www.RayleighActionGroup.co.uk](http://www.RayleighActionGroup.co.uk)



**JOIN THE  
FIGHT**

- SAY NO to OVER 1200 HOUSES
- SAY NO to RECYCLE PLANT
- SAY NO to MIXED TRAVELLERS SITE

Have your vote at:-  
[www.RayleighActionGroup.co.uk](http://www.RayleighActionGroup.co.uk)

Rayleigh  
Action  
Group.co.uk



**JOIN THE FIGHT  
TO PROTECT  
RAYLEIGH**

- SAY NO to OVER 1200 HOUSES
- SAY NO to RECYCLE PLANT
- SAY NO to COMBINED TRAVELLERS SITE

Have your vote at:-  
[www.RayleighActionGroup.co.uk](http://www.RayleighActionGroup.co.uk)



**RAYLEIGH  
NEEDS YOU**

- SAY NO to OVER 1200 HOUSES
- SAY NO to RECYCLE PLANT
- SAY NO to COMBINED TRAVELLERS SITE

Have your vote at:-  
[www.RayleighActionGroup.co.uk](http://www.RayleighActionGroup.co.uk)



**RAYLEIGH  
NEEDS YOUR  
VOTE**

RayleighActionGroup.co.uk



**RAYLEIGH  
NEEDS YOUR  
VOTE**

RayleighActionGroup.co.uk



**Say NO to:-**

- 1200 MORE Houses
- Recycle Plant
- Industrial Estates
- Mixed Travellers Site

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**Say NO to:-**

- 1200 MORE Houses
- Recycle Plant
- Industrial Estates
- Mixed Travellers Site

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**JOIN THE  
FIGHT**

- SAY NO to OVER 1200 HOUSES
- SAY NO to RECYCLE PLANT
- SAY NO to MIXED TRAVELLERS SITE

RayleighActionGroup.co.uk

# Wrap Up



- One UNITED voice
- FAIR & EQUITABLE solution for:-
  - Housing
  - Industrial Estates
  - Recycle Site
  - Travellers
- EVERYONE sign Petition
- Spread the word
- Devil is in the Detail
- Support through a March



# Back Up Slides

# Infrastructure improvements



- New primary school
- Local highway capacity and infrastructure improvements
- Public transport infrastructure improvements and service enhancements,
- Including link between Rawreth Lane and London Road environment and
- A1245
- Link and enhancements to local pedestrian/cycling and bridleway network
- Link to Green Grid Greenway No. 131
- Public park land to provide buffer between the development and the A1245.
- Youth and community facilities
- Play space
- Sustainable drainage systems2