

For and on behalf of
Southend-on-Sea Borough Council

**SOUTHEND-ON-SEA HOUSING AND EMPLOYMENT LAND AVAILABILITY
ASSESSMENT**

PART 2: EMPLOYMENT

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0.0 EXECUTIVE SUMMARY

- 0.1 DLP Planning Ltd (DLP) were commissioned by Southend-on-Sea Borough Council (the Council) to undertake a joint Housing and Employment Land Availability Assessment (HELAA). Part 2 of the HELAA forms an update to the Southend-on-Sea Employment Land Review (ELR) published in May 2010.
- 0.2 Whilst the Assessment was undertaken in parallel, the HELAA is set out in two separate but mutually dependant parts covering Housing & Viability and Employment. As outlined in the NPPF there are strong advantages to undertaking such parallel assessments, as the results of both studies can be used to inform each other. The National Planning Policy Framework identifies the advantages of carrying out land assessments for housing and economic development as part of the same exercise, in order that sites may be allocated for the use which is most appropriate. This approach ensures that all land is assessed together as part of plan preparation to identify which sites or broad locations are the most suitable and deliverable for a particular use. For instance, sites identified as ~~un~~monitor and manageqmay be reviewed for their suitability for mixed use of both residential and employment. The HELAA involves a technical assessment of sites which could potentially contribute towards the future supply of housing and employment land within Southend-on-Sea (Southend). The HELAA does not set policy, but provides background evidence on the potential availability of sites.
- 0.3 For those sites considered potentially suitable, the HELAA provides a deliverable capacity and identifies a range of issues that will need to be investigated further. This does not necessarily mean that those sites will be allocated in the new Local Plan and likewise a site currently considered 'unsuitable' would not necessarily mean that further work considering constraints, mitigation or infrastructure enhancements could not then enable the Council to support development on the site in the future. All noted constraints will need to be revisited at the time future planning decisions are taken.
- 0.4 The HELAA will form a key part of the evidence base and inform policies relating to employment and housing within the emerging Southend New Local Plan. The HELAA should also provide the basis for future monitoring through the Annual Monitoring Report (AMR) to enable the Council to manage the development of land in the Borough.
- 0.5 The study has been produced based on the best available information at the time of writing and drawing on the professional judgement of all those involved.

1.0 INTRODUCTION AND POLICY CONTEXT

- 1.1 A Housing and Employment Land Availability Assessment (HELAA) provides an informed estimate of land available for housing and employment development at a given point in time, a central piece of evidence to inform plan making.
- 1.2 For Southend, the HELAA will form a key part of the evidence base supporting the preparation of the new Southend Local Plan. Through evidence preparation to support the emerging New Local Plan, Southend are looking to strategically assess the supply and demand of employment land across the Local Authority area.
- 1.3 This HELAA Part 2 Employment Report will be used in conjunction with existing assessments undertaken by the Council including the Employment Area Surveys 2017 and the South Essex Economic Development Needs Assessment (EDNA) to inform specific employment policies in the new Local Plan. The new Local Plan will seek to respond to a potential significant step up in housing delivery over the next 20 years. This, combined with continued levels of economic growth forecasted by the EDNA, is likely to result in some distinct challenges given the finite land supply situation and tight administrative boundaries of the Borough.
- 1.4 This Assessment provides a detailed focus on Southend's current and future employment land portfolio and provides advice on its management. This therefore builds on the information set out in the EDNA which focuses on the strategic economic development needs across the wider South Essex economy.
- 1.5 Guidance on preparing housing and employment land supply evidence is set out within the NPPF and the National Planning Policy Guidance (NPPG)¹, both of which have been used to inform the preparation of this Assessment. As suggested in the guidance the HELAA sets out to identify as many sites as possible with housing and/ or employment potential across Southend.

¹ CLG (2016) [Planning Practice Guidance](#)

- 1.6 The Employment section of the HELAA also specifically seeks to provide an overall review of the existing employment land within Southend, and considers the quality, availability and demand issues relating to the existing business profile and current stock.

Local Context

- 1.7 The Borough of Southend is located in South East Essex and forms a sub-regional centre for employment and retail provision, and a major tourist resort and leisure destination. Currently, Southend attracts approximately seven million visitors a year, supporting around 9,000 tourism-related jobs.
- 1.8 The Southend-on-Sea Local Employment Assessment published back in December 2010², found that the borough had a mixed economy which benefited from its connectivity to London and a young and entrepreneurial population with reasonable levels of education. However, Southend, like other authorities in Essex, struggled with low business and income growth.
- 1.9 In terms of its geographical containment Southend is bordered to the north by the District of Rochford, to the west by the Borough of Castle Point and includes seven miles of foreshore fronting the Thames estuary to the south and east. The Southend Borough also has four main areas of metropolitan Green Belt within its administrative boundary as defined in the adopted Core Strategy (December 2007)³. All four areas form a small part of the extensive Green Belt designation separating settlements within South Essex as part of the Metropolitan Green Belt extending out from London.

Policy Position

National Policy Context

- 1.10 Paragraph 81 of the NPPF 2018 sets out how Local Planning Authorities should set planning policies which:
- a) *“set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth, having regard to Local*

² Southend-on-Sea (2010) [Local Employment Assessment](#)

³ Southend SBC (2007) [Adopted Core Strategy](#)

Industrial Strategies and other local policies for economic development and regeneration;

- b) set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;*
- c) seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and*
- d) be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation) and to enable a rapid response to changes in economic circumstances.*

1.11 Paragraph 82 is also important in this regard and states;

Planning policies and decisions should recognise and address the specific locational requirements of different sectors. This includes making provision for clusters or networks of knowledge and data-driven, creative or high technology industries; and for storage and distribution operations at a variety of scales and in suitably accessible locations+.

1.12 Paragraph 80 of the NPPF also refers to the Government's Industrial Strategy⁴ which highlights the importance of a changing global enterprise and possible implications of Brexit on the future of the economy. The strategy identifies four Grand Challenges+ including artificial intelligence and big data; clean growth; the future of mobility; and meeting the needs of an ageing society+. These are also important considerations when looking at the future changes and growth scenarios in local economies.

Local Policy Context

1.13 Southend's Core Strategy was adopted in December 2007 and provides the vision, objectives and broad approach to the spatial development of Southend. The Core Strategy seeks to secure a major refocus of function and the long-term sustainability of Southend as a significant urban area.

1.14 The Core Strategy makes provision for housing, employment, retail, education, leisure and tourism within the urban area, mainly focussed on the central area of the town, as

⁴ HM Government (2017) Industrial Strategy: Building a Britain fit for the future

detailed in the Southend Central Area Action Plan (SCAAP)⁵ adopted in February 2018. A notable exception to this, however, includes the regeneration of London Southend Airport. Details of this, including plans for the development of a major new high-quality business park, are set out in the adopted London Southend Airport and Environs Joint Area Action Plan (JAAP)⁶ prepared jointly with Rochford District Council.

- 1.15 The Core Strategy notes the need to maximise the contributions of existing employment areas - areas designated as Town Centre and Seafront ~~±~~Zones of Change~~±~~ Priority Urban Areas~~±~~ and ~~±~~Key Employment Sites~~±~~ including Employment Growth Areas as defined in Southend's Development Management DPD adopted July 2015⁷.
- 1.16 The London Southend Airport Joint Area Action Plan (JAAP) reiterates the need to address and build upon the efficiency of employment sites and upgrade existing employment land to meet future needs. In terms of key employment growth locations, the Core Strategy indicates potential for development at Shoeburyness as an employment land resource and the JAAP underlines the role of the Airport Business Park as part of the London Southend Airport development.
- 1.17 Southend's Core Strategy sets out the policy for Employment Generating Development (Policy CP1) to provide at least 13,000 net new jobs between 2001 and 2021. Policy CP2 sets out to deliver a distribution of investment and development reflecting national and local policy within the regional and sub-regional context.
- 1.18 Reviewing the performance of Southend's economy, the national Census provides the most comprehensive analysis of employment change every 10 years. Between 2001 and 2011, the census recorded an 8,900 increase in jobs in Southend.
- 1.19 Planning practice guidance is clear that local authorities are expected to take employment trends into account when considering housing needs. This is done by considering the scale of labour force growth required to support likely job creation over

⁵ Southend SBC (2018) [Southend Central Area Action Plan](#)

⁶ Southend-on-Sea & Rochford District Council (2014) [London Southend Airport and Environs Joint Area Action Plan](#)

⁷ Southend Borough Council (2015) [Development Management DPD2](#)

the plan period. In 2017, the Council commissioned a joint Economic Development Needs Assessment (EDNA)⁸ and joint Retail Study with other authorities in South Essex⁹ to appraise the economic potential of the area. The emerging EDNA suggests an employment target of 10,900 jobs for Southend over a twenty-year period.

- 1.20 As highlighted within the EDNA, Southend will seek to support business growth by both protecting existing businesses and supporting noted growth sectors. Development achieved through the JAAP, including at the Airport Business Park, is expected to promote a significant level of high value-added business growth. The Council also intends to support SMES by creating incubator units and grow-on facilities to support businesses as they scale. Further detail including the results and implications of the EDNA are set out in Section 3 of this report.
- 1.21 The Southend Development Management DPD was adopted in July 2015 and sets out the Council's policies for positively managing development across Southend. Policy DM11 . Employment Areas - sets out the Council's approach to existing industrial and business estates, small and medium sized enterprises and employment growth areas. This policy has been taken into consideration to inform the assessment, including detailed consideration of specific sites.

Report Structure

- 1.22 The HELAA was undertaken following a series of stages (as set out in the Method Section of this report). The various stages included:
- a comprehensive approach to reviewing previous evidence and primary research to understand the existing employment stock;
 - to consider potential new employment locations and to provide an understanding of current supply versus demand, including an analysis of existing business and industry needs; and

⁸ EDNA emerging findings suggest 500jpa estimate for Southend-on-Sea

⁹ These authorities include: Basildon Borough Council, Castle Point Borough Council, Rochford District Council, Southend-on-Sea Borough Council and Thurrock Borough Council

- to consider potential employment growth sectors to be promoted and stimulated by the provision of an adequate quantity of employment land in a range of suitable locations.
- 1.23 To undertake this review, DLP have used their experience and professional judgement to build upon the data collated through Southend's plethora of existing studies including the 2017 South Essex EDNA, the Southend Employment Area Surveys 2017, the SBC Business Survey 2016¹⁰, the 2010 Employment Land Review, the SBC Economic Growth Strategy and the South East LEP Strategic Economic Plan Evidence Base¹¹.
- 1.24 DLP have significant experience of undertaking Employment Land Reviews, including establishing objectively assessed need for both housing and employment, and are particularly experienced in undertaking exercises in translating jobs into land and floorspace and reflecting the locational demands for particular employment sectors and premises types.

¹⁰ Southend-on-Sea (2016) [SBC Business Survey](#)

¹¹ South East LEP (2017) [LEP Strategic Economic Plan Evidence Base](#).

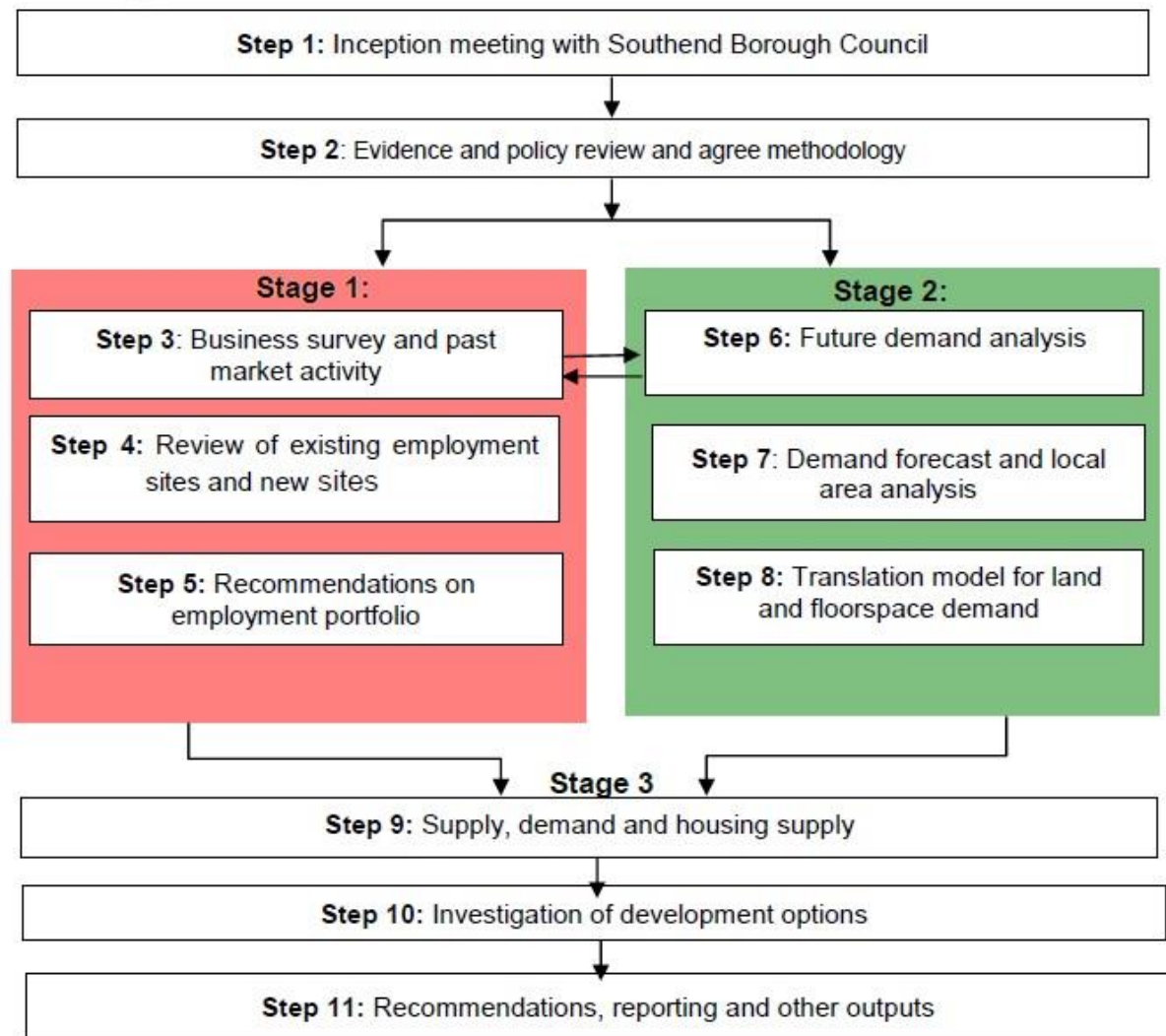
2.0 METHOD

2.1 This section of the report sets out the methodology followed to complete the Part 2 Employment Section of the HELAA, the main purpose of which is to strategically assess the demand for and supply of employment land across Southend. The report will:

- assess the quantity and quality of existing employment land and premises;
- identify recent patterns of employment land supply and loss;
- provide analysis on current and potential future business requirements, taking into consideration:
 - a) market intelligence, trends, signals and relevant research;
 - b) the likely demands of relevant business types for floorspace;
 - c) the views of those involved with economic growth and premises where appropriate;
 - d) an assessment of the suitability of existing (including vacant) employment space and that proposed and its ability to meet future demand.

2.2 The diagram overleaf illustrates the general approach and is followed by brief details of each stage.

Figure 1: Method Diagram



Step 1: Inception Meeting

- 2.3 A project inception meeting (to discuss all elements of the HELAA) took place between the project leads for both DLP and the Council on the 7th November 2017. This meeting largely covered the scope and nature of the work to be carried out and whether any other potential tasks identified by the Council could add to or improve the robustness of the suggested approach.
- 2.4 To ensure that the housing and employment supply information relates to the emerging new Local Plan, the time period used through the Assessment and trajectories covers the years 2017 to 2036, with the base date of 1st April 2017.

- 2.5 The HELAA reviews the entire Southend Borough, looking to identify and assess all potential opportunities for future housing and employment development. Through this assessment, broad locations for growth were not considered suitable given the geographical size of the Borough. The study therefore focuses on site-specific opportunities. Detailed site information is clearly set out within the Council's Employment Site Assessments (Appendix 1) and DLP Site Proformas (Appendix 2).

Step 2: Evidence and policy review and agreed methodology

- 2.6 The Council have already produced or been involved in the production of a number of valuable employment studies used to inform both the adopted and emerging Local Plan. Through this review of evidence, the relevant data has been collated and used to build a comprehensive understanding of local requirements and options for delivery. When assessing the evidence, a targeted approach was taken to ensure the appropriate data analysis directly informed the reports assumption and outputs and that the contextual information only plays a supporting role to this review.
- 2.7 A variety of evidence sources were considered, including existing information on employment levels, Census 2011 travel to work data, past employment development activity and analysis of employment development permissions/completions.

Stage 1 (includes Steps 3, 4 and 5)

Step 3: Market activity (Baseline Supply and Demand Review)

- 2.8 As is highlighted in the Part 1 Housing & Viability Report, the Southend housing market is relatively buoyant with development values for residential property far exceeding that of employment. In terms of understanding the baseline context of supply and demand, this is far more important for employment, as employment losses and lack of future provision ultimately undermine economic growth. Through this HELAA assessment, it was imperative to obtain a good understanding of supply and demand issues to enable a considered approach to any potential re-use of existing employment sites for housing.
- 2.9 The Baseline Supply and Demand Review, including direct consultation, supplemented any existing analysis and provided views on Southend's existing employment portfolio and rental levels. The key areas of analysis include:

- a review of the Council's 2016 Business Survey;

- the economic context of Southend and its relationship with the wider South Essex Area;
 - the distribution of employment by segment which informed site recommendations to meet future demand;
 - understanding self-containment levels and commuting destinations;
 - vacancy and rental levels and views on employment sites to inform site recommendations and flag delivery issues;
 - direct consultation with a range of local agents and cross section of local employers;
 - past sectorial and location employment trends e.g. Nomis, BRES data and employment forecasts of the wider economic ambitions.
- 2.10 A key component of the Employment Assessment therefore includes a robust review of supply and demand analysis, including past activity, business enquires and stakeholder consultation. The initial consideration of supply and market activity was based on existing information on employment levels and Census 2011 travel to work data, to create a picture on the quantity and location of existing employment areas and subsequent travel to work patterns. At this point in the assessment, a review of past employment development activity was also undertaken through analysing development completions and the current status of those extant employment focused permissions and allocations.
- 2.11 This step involved reviewing the SBC 2016 Business Survey, South Essex EDNA and undertaking further consultation with local stakeholders. The Business Survey and consultation were utilised to help establish specific business needs, past market activity and barriers preventing growth.
- 2.12 At this step, direct consultation (email exchanges and telephone interviews) were undertaken by contacting commercial agents active in the area, Local Authority Economic Development Officers, members of strategic business bodies and a small cross section of local employers representing key sectors.

Step 4: Review of existing employment sites and new sites

- 2.13 The purpose of Step 4 included an assessment of the existing employment sites. The Assessment team visited each of the existing employment areas to obtain a first-hand view of their quality, location and suitability for employment uses; however, the review of these sites largely focused on the 2017 Employment Area Surveys completed by the Council (available in Appendix 1).
- 2.14 For other sites, including those considered potentially suitable for employment use (Allocations and Call for Sites submissions) a site proforma and set of site characteristics were agreed with the Council. This allowed for a consistent approach to ensure each site was assessed in terms of size, quality, surrounding uses, access, parking, location, image and vacancy etc. Site Proformas for these sites (including site plans and photos) are available to view in Appendix 2.
- 2.15 The final list of employment sites for assessment were collated from the following comprehensive list of site sources to ensure a robust assessment of all potential land opportunities:
- existing Employment Areas
 - permitted sites in the latest 2016/17 monitoring
 - unimplemented allocations in the Borough Local Plan (1994)
 - proposed allocations in the Southend Central Area Action Plan (SCAAP)
 - allocations in the London Southend Airport and Environs Joint Area Action Plan (JAAP)
 - call for Sites (received during the consultation up to May 2017)

- 2.16 The above-mentioned list includes all those standard site sources as listed in government guidance (refer to paragraph 12 of the NPPG).

Site Assessments

- 2.17 As with Housing, having regard to the overall policy framework, the approach to

identifying appropriate site selection criteria was built upon the following NPPF principles:

- Is the site available?
- Is the site suitable? and
- Is the site deliverable/ developable? e.g. is development viable and achievable?

2.18 The site assessment criteria were set out in two parts; the Part 1 Assessment was desk-based and involved the consideration and application of broad suitability criteria, including absolute constraints and an initial investigation of likely availability.

2.19 The objective of the Part 1 Assessment was undertaken to sieve out those sites which were very likely to be rejected on suitability grounds due to major constraints such as being within international environmental designations, within the boundaries of scheduled ancient monuments or Sites of Special Scientific Interest (SSSI). The Part 1 Assessment Criteria Matrix is available to review overleaf.

Table 1: **Part 1 Assessment (Desk Based) Criteria**

Criteria	Designation/Issue	Red (Site does not satisfy criteria)	Yellow (Criteria may be capable of being satisfied)	Green (Criteria are satisfied)
Flood Risk	Environment Agency Indicative Flood Mapping and SFRA Area at Risk of Flooding		The site is within Flood Zones 2 or 3 requiring further investigation (and application of policy tests).	The site is not affected by identified areas of indicative flooding or is located in Flood zone 1.
Environmental Designations	Special Protection Area Special Area of Conservation RAMSAR Site Site of Special Scientific Interest National Nature Reserve Site of Nature Conservation Importance and other local designations Land of High-Grade Agricultural Quality	The site is within an international or national environmental designation.	The site is within the buffer ¹² or close proximity of a SPA, SAC or RAMSAR and could therefore have a negative impact. The site is covered by a local designation or is within close proximity and could therefore have a negative impact.	The site is not within an international, national or local environmental designation or within its buffer.
Green Belt and Landscape	Green Belt		The site is within (or close to) the Green Belt or sensitive landscape and could therefore have a negative impact requiring further investigation.	The site is not located in the Green Belt or sensitive landscape.

¹² The buffer is not a standard distance. SPA, SAC and RAMSAR sites have specific Impact Risk Zones (IRZs) around each site which reflect the particular sensitivities of the features for which it is notified and indicate the types of development proposal which could potentially have adverse impacts.

Criteria	Designation/Issue	Red (Site does not satisfy criteria)	Yellow (Criteria may be capable of being satisfied)	Green (Criteria are satisfied)
Potentially Contamination or Unstable Land Issues	Potential land contamination or unstable land issues	The site is located within or adjacent to a landfill site or the land is unstable and has been identified as unsuitable for employment use.	The site is potentially contaminated or unstable and requires further investigation.	There are no known contamination or unstable land issues.
Noise Issues	Noise issues relating to existing land uses or transport corridors		The site is located adjacent to noisy land uses, which requires further investigation.	There are no noisy adjacent land uses and therefore no noise impact on the site.
Residential Amenity	Location of site in relation to existing dwellings and bad neighbour uses		The site is adjacent to existing dwellings or bad neighbour uses and requires further investigation.	There are no adjacent dwellings or bad neighbour uses and therefore no impact on residential amenity.
Historic Assets	Scheduled Ancient Monument (SAM) Sites of Archaeological Importance Historic Park and Garden Conservation Area Listed Building/ Heritage Assets	The site is within a Scheduled Monument or Registered Park and Garden.	The site is within, adjacent to or development is considered to have the potential to adversely affect a Conservation Area, an Archaeological Priority Area or the setting of listed buildings or other heritage asset.	The site is not within, adjacent to or development is considered unlikely to adversely affect any heritage asset.
Availability and Capacity	Submitted sites, public land ownership, etc.	The owner has confirmed that the site is not available, nor is it likely to be available in the future.	Site availability is unknown and requires further investigation. Potential for Land Registry searches (if required). Public owned sites are deemed potentially available for housing unless informed otherwise.	There is evidence that the landowner is willing to sell or develop the site for residential use.

- 2.20 The Part 2 Assessment involved a site survey offering a more detailed assessment of suitability issues and an examination of developability. Potential capacity and delivery issues were also investigated at this stage. All sites not rejected in the Part 1 Assessment were subsequently visited by the Assessment Team.
- 2.21 In terms of suitability, each site was assessed against the agreed criteria which was broadly grouped into policy requirements, physical constraints and potential impacts. In terms of availability, existing information from landowners/ developers/ promoters was utilised to identify whether sites will be made available and any potential legal or ownership constraints.
- 2.22 In terms of achievability, potential abnormal site constraints needing to be rectified due to their potential effect on viability were identified including any potential alternative uses likely to affect deliverability.
- 2.23 The Part 2 Assessment Criteria Matrix is available overleaf.

Table 2: Part 2 Assessment (Site Survey) Criteria

Draft Criteria	Designation/Issue	Reject	Accept but further investigation/mitigation required	Accept
Availability	Site promoted by landowners and/ or agents Public land confirmed as available	Site not available for employment use. There are known legal or ownership problems, such as multiple ownerships, ransom strips, tenancies or operational requirements which cannot be resolved. Public land has been identified in another plan/ strategy for another use.	There continues to be doubt over whether the site is genuinely available for employment use after further investigations.	There is evidence that the landowner is willing to sell and/or a developer is interested in developing within the timeframe of the Local Plan. There are no known legal or ownership problems, such as multiple ownerships, ransom strips, tenancies or operational requirements which are not capable of being overcome within the timeframe of the Local Plan. Public site is not identified in a plan or strategy for another use.
Contamination and unstable land	Potentially Contaminated Land Unstable Land	Contains an area of unstable or contaminated land that is likely to undermine the site's suitability and achievability.	Could contain unstable or contaminated land that should be subject to further investigation.	Not located on unstable land. Not located on contaminated land.
Topography	Topography	Steep slopes which make the site unsuitable and/ or unachievable.	Sloping or undulating land which may require works to achieve a suitable development.	Level or gently sloping site.

Draft Criteria	Designation/Issue	Reject	Accept but further investigation/mitigation required	Accept
Site access and safety	Suitable and safe site access Proximity to major roads/ strategic road network	Poor access and/ or local road network of poor standard. Likely to be subject to safety issues arising from surrounding uses incapable of mitigation.	Access poor but capable of being improved. Local road network of adequate or good standard. Likely to be affected by safety issues but this is capable of mitigation.	Adequate or good access off adequate or good standard of local road network. Not affected by safety issues.
Accessibility to facilities	Access to facilities: GP Surgery Primary School Shop Access to public transport: Bus stop or route Train station Leisure Centre Open Space	Actual distances to facilities can be measured to identify the relative sustainability of sites. If the Council identifies a pool of sites, it could use accessibility criteria to select the most sustainable site options to meet its defined needs in the first five years.		
Landscape	Landscape impact and visual containment	Unacceptable impact of site upon landscape not capable of mitigation.	Impact capable of mitigation. Potential cumulative impact with other identified sites.	No unacceptable impact on the landscape.

Draft Criteria	Designation/Issue	Reject	Accept but further investigation/mitigation required	Accept
Biodiversity/ Protected Species/ Important Hedgerow	Impact on biodiversity action plan habitats or known protected species Local Nature Reserve Geological Conservation Review Site Sites of Importance for Nature Conservation Agricultural Land Quality	Significant effect and unacceptable impact of site upon ecology or protected species or habitats not capable of mitigation where there is no overriding public interest.	Impact capable of mitigation. Potential cumulative impact with other identified sites.	No significant effect or unacceptable impact on ecology, protected species or habitats.
Heritage Assets	Scheduled Monuments Registered Parks and Gardens Battlefields Conservation Areas Listed Buildings Non-designated Heritage Assets	Development is likely to harm the significance of a designated heritage asset, including its setting.	Development is likely to cause some harm to the significance of a heritage asset, including its setting, but this is likely to be able to be satisfactorily minimised/ mitigated to such an extent to accord with the provisions of the NPPF.	Development is unlikely to harm the significance of any heritage asset or its setting.
Noise and Air Quality	Noise or air pollution from adjacent uses e.g. road, rail and air transport	Likely to be adversely affected by noise or air pollution from adjacent uses leading to an unacceptable residential environment.	Likely to be affected by noise or air pollution but this is capable of mitigation.	Not affected by noise or air issues.

Draft Criteria	Designation/Issue	Reject	Accept but further investigation/mitigation required	Accept
Residential Amenity (Impact of site and adjoining uses on each other)	Relationship with existing adjacent uses	Close proximity to existing adjacent uses e.g. residential properties where any potential impact (light, visual, noise, traffic) on adjoining uses is not reasonably capable of mitigation.	Close proximity to existing adjacent uses, especially residential properties but any potential impact (light, visual, other disturbance) on adjoining uses is capable of mitigation.	Unlikely to adversely affect existing adjoining uses.

Step 5: Recommendations on employment portfolio

- 2.24 Building upon the site assessments, the outcome of this step provides the Council with initial recommendations on each of the agreed sites to inform future policy. These include identifying the suitability of each site for employment uses and recommending whether they should be protected as such through planning policy or whether there could be potential to release certain sites for other more appropriate uses. It should be reiterated that as evidence the HELAA does not constitute policy, a decision on whether information and recommendations on sites are incorporated into the policies of the emerging Local Plan ultimately need to be made by the Council.
- 2.25 The release of current employment sites for development of other uses, such as residential, will be carefully considered against the employment land needs, to prevent the market from dominating and causing the loss of employment land in favour of the higher land value commanded by residential development.

Stage 2 (includes Steps 6, 7 and 8)

Step 6: Future demand analysis

- 2.26 Step 6 comprised a high-level analysis of available future employment demand evidence. The outcome of this step was to set out information on current and future employment demand.

Step 7: Demand forecast and local area analysis

- 2.27 This task will analyse the translation of employment demand forecasts and consider the fit between supply and demand. At this point, analysis on the distribution of each existing employment sector, key location and premises characteristics - e.g. successful distribution, requires good road access, consultation with agents/business representatives, evidence on the market preferences for particular type of employment development and consideration delivery issues - will have already been established.
- 2.28 Put simply, the outcome of this task was the coming together of the equation between supply and demand. Delivery constraints and issues of market failure identified will be assessed to ensure the consideration of supply and demand is sense checked to ensure that any proposed strategy is potentially deliverable even if this reflects economic ambitions.

2.29 Many employment land studies reach the supply and demand stage and identify gaps in provision, leave uncertainties about delivery and do not present a clear rationale on why certain sites have been safeguarded, how sites could be delivered and how they fit with the economic growth signals identified for specific settlements. This assessment will include consideration of the following:

- providing for market choice and meeting specific business requirements identified in the study;
- premises type supplies fit with economic profile and opportunities for growth;
- competing site supply issues in instances of oversupply of particular premises types;
- potential to safeguard employment land for use beyond the Local Plan period.
- potential new allocations to meet needs or relocate bad neighbour uses;

Step 8: Translation model for land and floorspace demand

2.30 At this step, the translation of employment demand forecasts were analysed to ensure that local considerations were taken into account and to assist the new Local plan in considering potential job growth and floorspace requirements.

Stage 3 (includes Steps 9, 10 and 11)

Step 9: Employment supply and demand (considered against housing supply)

2.31 Step 9 involved clearly setting out the equation between employment supply and demand in Southend. This step considered unimplemented permissions, the merits of potential distribution strategies and provided recommendations on sites and policy to inform the emerging Local Plan. This step also involved considering the balance of homes to jobs in the locality to provide a sense check on the overall relationship between housing and employment.

Step 10: Investigation of development options

2.32 Following the consideration of supply and demand includes an assessment on how potential employment sites could be delivered, what are the barriers to delivery and what the Authority could do to overcome these issues.

2.33 The last stage of this assessment involved drawing together the results of the

assessment and the preparation of this report. An indicative employment trajectory was also prepared (see Appendix 3) indicating the level of employment supply identified in relation to the overall requirement and its distribution by area.

2.34 A series of tables and supporting information have been included within this report to summarise the results of this Assessment. All sites considered during the process of this assessment have been allocated to one of the following categories:

- Deliverable . sites suitable for development, available now and with a good prospect of development within 5 years;
- Developable . sites suitable for development and having a reasonable prospect of being delivered within the period of the plan;
- Not currently developable . these are the identified sites which, for whatever reason, cannot currently come forward for development. These are included within the Rejected Sites List, with a reasoned justification for rejection.

2.35 The detailed site proformas (including constraints maps and photos) for each site assessed as having employment development potential are set out in Appendix 2.

3.0 EVIDENCE REVIEW

3.1 Step 2 of the Employment Land Availability Assessment sought to set out a general understanding of the existing employment supply position in Southend through a review of available evidence. This section offers a summary of existing evidence and an overview of the issues identified in terms of business function, development and growth.

3.2 DLP have sought to utilise a wide range of datasets and existing reports to develop a robust picture of Southend's economy.

Economic Overview – South Essex

3.3 Given its location in the south east and proximity to London, the economic opportunities for South Essex are considerable. As set out in paragraph 1.2 of the EDNA, South Essex's *"location, connections, labour force and land assets can enable the sub-region to capture a greater share of the Greater South East (and London's) ongoing growth, whilst also delivering employment opportunities driven by existing businesses and a growing residential population"*.

3.4 However, alongside these opportunities the sub-region also faces a number of significant challenges. These include managing the decline or transition of some traditional manufacturing and distribution activities, a reduction in the scale of office functions and the need to deliver further investment in road and rail infrastructure to support economic growth.

3.5 Over recent years a number of strategic changes to the economy have occurred across the South Essex sub-region. These changes, patterns of which are experienced elsewhere in the country, have fundamentally changed the way employment floorspace/land is used. As highlighted within the EDNA these changes include;

- the strengthening of specialist clusters (aeronautics, advanced engineering etc) and the emergence of new sectors including the creative, health or green;
- a changing population (through changing patterns of internal and external migration including the implications of an ageing population);
- the growth of new commercial transport hubs (e.g. London Southend Airport);

- the London effect with businesses / commuters looking for space and housing outside London; and
 - the growth in those working in other institutions and drivers (i.e. tourism, creative industries and higher education).
- 3.6 The main regional influencing body for South Essex is the South East Local Enterprise Partnership (SELEP). The SELEP is a business led public/private body established to drive economic growth across East Sussex, Essex, Kent, Medway, Southend and Thurrock. The SELEP's strategic aspiration is *to create a more prosperous, skilled, connected and resilient region*. Part of the SELEP's function has been to establish a Growth Deal which combines local, national and private funding streams to focus on transport connectivity, business support / productivity, local skill levels, and housing and development. The SELEP has secured almost £0.5bn of Government funding through this Growth Deal supporting its target to deliver at least 35,000 jobs and 18,000 new homes in the region up to 2021.
- 3.7 In addition to the SELEP, the Thames Gateway South Essex (TGSE) Growth Partnership covers an area that stretches along the north bank of the Thames, accommodating some 54,000 businesses and 200,000 jobs (EDNA, paragraph 2.24). The Partnership is working on the delivery of thirteen priority large scale development programmes across the region, two of which are located in Southend including the Southend and Rochford Airport and Business Park Development (12) and Southend Central Area Growth Point (13).
- 3.8 As set out in Essex County Councils Economic Plan for Essex¹³, opportunities afforded by Essex's links to London and international gateways (London Gateway and Harwich Ports; Stansted and Southend Airports) position the county well for the medium-term. With the UK's policy on aviation potentially having a substantial impact on growth in the Essex economy.
- 3.9 In terms of commuting patterns and places of work, South Essex residents are particularly influenced by the region's close proximity to London. South Essex has fewer jobs than working residents and is therefore an exporter of workers. This results in net

¹³ Essex County Council (2014) [Economic Plan for Essex](#)

outward commuting from the sub-region. In 2011, 93,875 people commuted out from South Essex and 41,118 commuted in.

Local Context

- 3.10 Southend's Economic Growth Strategy is ambitious stating that by 2022: *the Southend economy will have addressed all areas of economic underperformance to emerge as the leading economy in South Essex. The benefits of our efforts will be reaped by businesses and residents as they thrive in the new economy. Key characteristics of this success will include:*

- job growth in key sectors and strengthened local supply chains
- increased average income and productivity
- improvement in educational attainment
- high business start-up and survival rates - a resilient and diverse economy".

- 3.11 According to the growth strategy key priorities include:

1. Whole Council impact on growth

2. Sectoral Focus

- Growth Sectors: Creative and Cultural Industries, Health and Social Care, Specialist Construction, & Specialist Manufacturing.
- Strategic Sectors: Aviation & Engineering, Financial Services, Medical Technologies, Retail & Tourism.

3. Priority Areas

- Business and Strategic Partnerships
- Business Support and Accommodation
- Inward Investment
- Workforce Development
- Key Infrastructure Improvements
- Create Successful Places
- Support Key Growth Sectors

4. Resilience

- 3.12 The Economic Growth Strategy sets out how, in light of the reduction in the value of the finance sector:

It is important to continue to attract high wage workers from London to live in Southend to maintain and increase the productivity of employees in the Borough in order to increase the GVA level. Similarly, it is also imperative to attract and grow new businesses locally in both high growth and high wage sectors. This activity will focus on those industries that are recognised as having above-average productivity levels, including: creative and cultural industries, knowledge intensive business services, and medical technologies+.

- 3.13 When considering the start-up and survival rates of new enterprises the Essex Economic Commission Report states that Greater Essex is leading the UK on starts-ups of new enterprises with an average of 235 start-ups for each £1bn of GVA between 2009 and 2014. This is well ahead of the UK average of 175 and above other counties in the region and major metropolitan areas. Locally, the Southend Borough recorded the highest rate of start-ups at 290 per £1bn of GVA (Enterprising Essex¹⁴).
- 3.14 When considering the Borough's key economic strengths, the Southend-on-Sea Local Economic Assessment¹⁵ (2013), highlights the advantages of the Borough benefiting from a mixed economy which is not overly reliant on a small number of sectors or major employers. The Borough also has a relatively young and entrepreneurial population. 14.4% of Southend's residents are self-employed which is the 50th highest proportion of any of the 152 upper tier authorities in England.
- 3.15 In terms of local economic challenges, like other local authorities in South Essex, Southend struggles with low business and income growth. The Borough also has a significant reliance on public sector jobs (particularly health and education) which represents a significant risk for the town, given the government's ongoing commitment to deficit reduction and private sector employment creation. At 2016, employment within the public sector stood at 26.5% (the highest of the South Essex authorities). The average for England accounts for just 16.8% (ONS 2016).

¹⁴ Essex Economic Commission (2017) [Enterprising Essex Opportunities and Challenges](#)

¹⁵ Southend-on-Sea Borough Council (2014) [Local Economic Assessment](#)

- 3.16 The Borough also has one of the country's highest proportion of employees working part-time, ranking 3rd among the 32 lower tier authorities in the SELEP. The SELEP also has the 5th highest proportion of part-time workers of all of the 39 LEPS (Local Economic Assessment).
- 3.17 In terms of transport infrastructure, Southend is relatively accessible by rail and bus. Southend is also served by the Strategic Highway Corridor (A127/ A1159) and the more localised A13, which provides west/ east access between Southend and London (M25).
- 3.18 Despite being a sub-regional shopping, commercial and employment centre in its own right, Southend has consistently experienced a significant level of net out-commuting. Census data (2011) shows that over 29,800 residents travel to work outside Southend, some 12,400 of these to London (largely by train). Others travel to the neighbouring towns for employment, the vast majority by car. As a result of this, distributor routes, particularly the A13 and A127, can suffer from severe congestion especially during peak times.
- 3.19 As with the wider South Essex economy, Southend requires significant investment in its road and rail infrastructure in order to support economic growth. This includes improvements to highway accessibility, particularly along the A127 corridor and improving rail links. Investment in transport will also be based on the need to sustain connectivity to the airport which is considered to be a key piece of infrastructure providing high value international links for South Essex and the wider region.
- 3.20 As a cultural objective and as part of the SCAAP, a key component of the future success of Southend's economy will revolve around the Council's ability to regenerate the town centre, delivering a renewal package which seeks to create a more mixed-use economy and expands on the town's existing tourism, leisure and cultural provision, including the reinvigoration of the sea frontage.
- 3.21 In terms of supporting business development, a key focus for the Council will be to protect and hold on to its existing businesses and to support its noted growth sectors. Development occurring as part of the JAAP, including at the Airport Business Park, is also expected to promote a certain level of high value-added business growth and the council will also seek to support SMEs by creating incubator units and grow-on facilities to assist businesses as they scale.

3.22 In terms of the economy's strategic direction, the Council's adopted Core Strategy also highlights the potential for employment growth opportunities at Shoeburyness and sets out the requirement to maximise the contributions of:

- existing employment areas;
- the Town Centre and Seafront ~~±~~ Zones of Change
- ~~±~~ Priority Urban Areas and
- ~~±~~ Key Employment Sites including Employment Growth Areas as defined in the Development Management DPD.

General Employment and Population Statistics

3.23 As of 2017, the total population of Southend-on-Sea was recorded as 181,800, with the resident working age population (16 - 64) making up 61.6% at 112,000.

3.24 The following table (Table 3) was taken from the Nomis Official Labour Market Statistics Local Authority Profile for Southend and shows that 81.6% of those aged 16-64 are economically active, above average for the East of England and Great Britain. The table also indicates that Southend has a slightly above average % of unemployed persons at 4.6%.

Table 3: **Employment and unemployment (April 2017 – Mar 2018)**

	Southend-on-Sea (Numbers)	Southend-on-Sea (%)	East (%)	Great Britain (%)
Economically Active*	94,000	81.6	80.7	78.4
In Employment*	90,400	78.5	77.6	75
Employees*	76,500	66.9	65.8	64
Self-employed*	13,000	11.5	11.6	10.6
Unemployed (model based)**	4,400	4.6	3.7	4.3

Source: ONS annual population survey

* numbers are combined male and female aged 16 and over; % are for those aged 16-64

** numbers and % are for those aged 16 and over. % is a proportion of economically active.

- 3.25 According to the ONS annual population survey (Jan 2017 to Dec 2017), 30.7% of Southends population are qualified to level NVQ4 and above. This has increased significantly since 2005 where this stood at 19.1%. However, this still remains below that for the East (34.7%) and Great Britain (38.6%).
- 3.26 Table 4 below shows employment by occupation based on the Standard Occupation Classification (SOC) major groupings. This highlights an above-average percentage of those working in the major groups 1-3 including:
- 1) managers, directors & senior officials;
 - 2) Professional occupations; and
 - 3) Associate professional & technical occupations.

The table also highlights a lower than average percentage employed within SOC 2010 Major Group 8-9 (8) Process plant & machine operatives & 9) Elementary occupations).

Table 4: **Employment by Occupation (April 2017 – March 2018)**

	Southend-on-Sea (%)	East (%)	Great Britain (%)
Soc 2010 Major Group 1-3	49.8	46.1	45.8
1. Managers, directors & senior officials	11.6	12.2	10.8
2. Professional occupations	22.5	19.0	20.3
3. Associate professional & technical occupations	15.7	14.8	14.5
Soc 2010 Major Group 4-5	21.0	21.5	20.6
4. Administrative & Secretarial occupations	11.5	10.7	10.3
5. Skilled trades occupations	9.5	10.7	10.2
Soc 2010 Major Group 6-7	16.6	16.2	16.7
6. Caring, leisure & other service occupations	8.3	8.8	9.0
7. Sales & customer service occupations	8.2	7.4	7.6
Soc 2010 Major Group 8-9	12.6	16.3	16.9
8. Process plant & machine operatives	4.3	6.3	6.3
9. Elementary occupations	8.3	9.9	10.5

Source: ONS Annual Population Survey Notes: % is a proportion of all persons in employment.

- 3.27 Table 5, taken from the EDNA shows the average earnings for Southend against South Essex and the wider average for England. Interesting to note is that, whilst the median workplace earnings for Southend is over £3,000 less than England's overall average, when comparing the median residential earnings Southend comes out slightly higher than England. This highlights the evidence of out-commuting and potentially sourcing higher paid jobs outside the Borough (including London).
- 3.28 Approximately 66,100 employees work within Southend in over 8,100 VAT and/or PAYE registered businesses. Most businesses within Southend are small, with 85.5% of

companies employing 10 people or fewer. Source: IDBR 2017.

Table 5: **Average Earnings (2015)**

	Median Workplace Earnings (£)	Median Residential Earnings (£)
Southend-on-Sea	£24,243	£28,240
South Essex	£26,176	£29,298
England	£27,781	£27,791

Source: Figure 10 EDNA

3.29 Table 6 below sets out the proportion of employment by broad industries highlighting the high proportion of those employed in public admin, education and health (nearly 34%).

Table 6: **Proportion of Employment by Broad Industries for residents (2014)**

	Southend-on Sea	South Essex	England
Distribution, hotels & restaurants	23.1%	27.6%	23.0%
Public admin education & health	33.6%	25.7%	26.6%
Finance and Professional Services	21.0%	18.9%	22.8%
Transport & Communication	5.0%	9.4%	8.9%
Manufacturing	6.8%	7.7%	8.3%
Construction	4.3%	5.7%	4.3%
Other services	5.5%	4.1%	4.4%
Energy & water	0.6%	0.7%	1.1%
Agriculture and Fishing	0.2%	0.1%	0.6%

Source: EDNA, 2017. Table 2.

3.30 When considering changes to GVA for Southend, Table 7 highlights a 12% growth between 2001 to 2014. This does however still fall significantly below the average GVA growth for South Essex and the UK.

Table 7: **Gross Value Added (2014)**

	2014 GVA Output (£millions)	2014 GVA Output per Capita (£)	2001-14 GVA Growth (%)
Southend	3,035.3	17,058.9	12.2
South Essex	12,425.6	17,868.1	19.8
UK	1,559,800.0	24,146.7	23.3

Source: EDNA, 2017. Table 3.

3.31 The level of employment (jobs) for the following sectors are set out in Table 8 overleaf:

- A: Agriculture, forestry and fishing;
- B: Mining and quarrying;
- C: Manufacturing;
- D: Electricity, gas, steam and air conditioning supply (excluded due to no jobs);
- E: Water supply; sewerage, waste management and remediation activities;
- F: Construction;
- G: Wholesale and retail trade; repair of motor vehicles and motorcycles;
- H: Transportation and storage;
- I: Accommodation and food service activities;
- J: Information and communication;
- K: Financial and insurance activities;
- L: Real estate activities;
- M: Professional, scientific and technical activities;
- N: Administrative and support service activities;
- O: Public administration and defence, compulsory social security;
- P: Education;
- Q: Human health and social work activities;
- R: Arts, entertainment and recreation;
- S: Other service activities.

Table 8: **BRES – Total Employment by Employment Sector**

Ward	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Total
Eastwood Park	10	0	600	0	50	450	900	15	200	50	20	15	100	350	0	250	125	15	50	3,200
St Laurence	0	0	150	0	0	400	900	50	150	35	10	45	2,000	100	0	250	150	125	50	4,415
Belfairs	0	0	30	0	0	125	300	100	75	35	10	20	175	100	0	100	175	15	35	1,295
Prittlewell	50	0	40	0	10	200	300	5	300	45	20	20	100	25	0	800	6,000	300	100	8,315
Blenheim Park	0	0	25	0	0	150	200	10	50	40	25	15	75	100	30	1,000	100	45	35	1,900
St. Luke's	0	0	1,750	50	200	400	1,250	35	150	100	50	75	150	400	50	300	400	45	125	5,530
Westborough	0	0	100	0	10	50	250	20	100	45	75	40	125	300	0	20	500	10	30	1,675
West Leigh	5	0	30	0	0	125	200	75	175	125	75	30	300	350	0	350	250	100	50	2,240
Southchurch	0	0	10	0	0	75	125	40	75	30	45	20	125	350	10	700	175	225	40	2,045
Victoria	0	0	100	0	30	175	1,250	800	350	200	350	175	900	700	3,000	400	1,000	200	100	9,730
Leigh	15	0	75	0	0	225	700	30	900	100	200	150	400	350	20	500	400	50	150	4,265
Chalkwell	0	0	50	0	0	150	300	30	125	100	75	75	450	700	0	250	1,000	30	100	3,435
Shoeburyness	0	0	700	0	10	75	900	250	100	150	10	15	400	100	20	175	150	150	20	3,225
Kursaal	0	0	20	0	0	100	250	35	250	35	30	150	100	200	0	350	225	150	75	1,970
Milton	0	0	100	0	50	200	2,250	75	2,250	300	700	400	1,000	1,750	125	1,000	1,250	1,000	250	12,700
Thorpe	0	0	30	0	0	100	225	15	250	75	50	50	100	125	0	200	200	75	100	1,595
West Shoebury	0	0	150	0	0	75	125	25	175	50	20	50	175	75	10	450	200	45	20	1,645
Total	80	0	3,960	50	360	3,075	10,425	1,610	5,675	1,515	1,765	1,345	6,675	6,075	3,265	7,095	12,300	2,580	1,330	69,180

Source: Business Register and Employment Survey: open access

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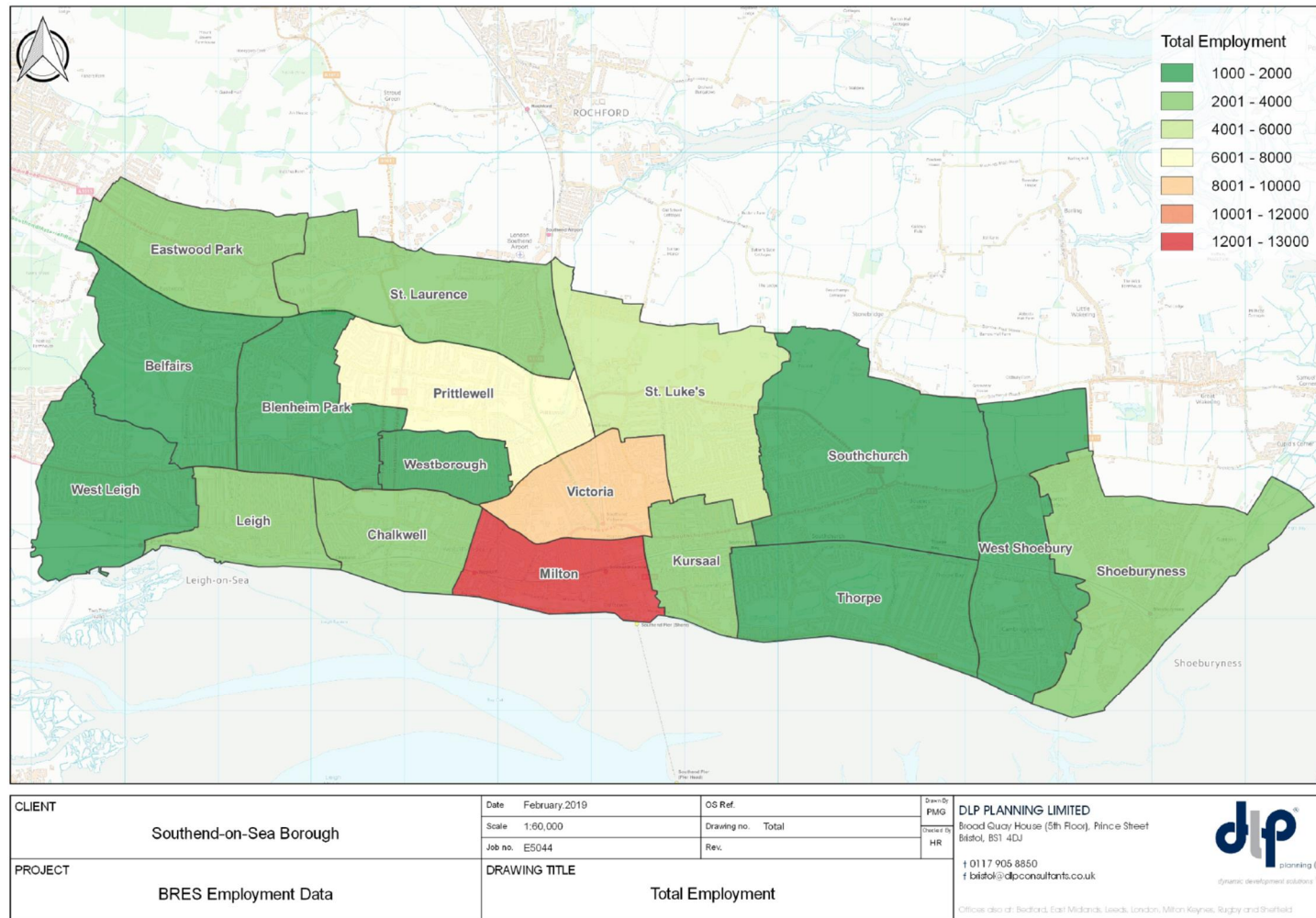
* These figures exclude farm agriculture (SIC subclass 01000).

The level of rounding applied varies by estimate. Please see article for further information on how rounding is applied

<https://www.nomisweb.co.uk/articles/1103.as>

- 3.32 Map 1 overleaf showing total employment by ward (based on the BRES data) illustrates the largest concentrations of employment are located within the ward of Milton, followed by Victoria and Prittlewell respectively. This largely correlates with the town centre and SCAAP area. Other important concentrations of employment are shown in St. Laurence (area associated with the JAAP), St. Luke's and Leigh (Leigh Broadway) and then Shoeburyness in the east.
- 3.33 In addition to the map showing overall employment (jobs) distribution, individual maps for each employment sector have been produced and are set out in Appendix 4. They show the distribution of employment based on the BRES data set out in Table 8.

Map 1: Total Employment



3.34 Table 9 below shows the employment density for each ward in the Borough. The ratio includes the total working age population (16-64) by total employment. This shows that the working age population across the Borough is relatively consistent. The wards range from 5,179 to 8,134. However, when compared to total employment data (2017) the employment density ratio clearly shows that overall Southend has insufficient employment opportunities to support the overall number of its working age population living in the Borough.

Table 9: **Employment Density Ratio**

	Population aged 16-64 (2017)*	Total employment (2017)**	Employment density ratio
Belfairs	5,234	1,250	0.24
Blenheim Park	6,628	2,000	0.30
Chalkwell	6,689	3,000	0.45
Eastwood Park	5,290	3,000	0.57
Kursaal	8,134	2,250	0.28
Leigh	6,709	4,000	0.60
Milton	8,011	13,000	1.62
Prittlewell	6,217	8,000	1.29
Shoeburyness	6,105	3,500	0.57
Southchurch	7,400	1,750	0.24
St Lawrence	7,506	4,000	0.53
St Luke's	5,670	5,000	0.88
Thorpe	5,179	1,750	0.34
Victoria	7,850	9,000	1.15
West Leigh	7,507	2,000	0.27
West Shoebury	5,638	1,250	0.22
Westborough	6,120	1,000	0.16
Southend	111,887	66,000	0.59

*Source: ONS Table SAPE20DT8: Mid-2017 Population Estimates for 2017 Wards . Experimental Statistics

**Source: NOMIS BRES 2017 Employment by Ward

Table 10: **Net change in workplace jobs in Southend (Census)**

Workplace Jobs	2001	2011	Change
Southend-on-Sea	63,200	72,100	8,900
Central Area (Victoria & Milton Wards)	22,198	20,717	-1,481
Rest of Borough	41,262	51,357	10,095

Source: AMR Table .1a - Data from Census Table T101 - UK Travel Flows; 2011 data from Census Table WU02UK - Location of usual residence and place of work by age

- 3.35 The Inter-Departmental Business Register (IDBR), produced by the Office for National Statistics, provides an alternative dataset for measuring employment at a district level and is produced on an annual basis. However, IDBR data from 2007 onwards is not directly comparable to past releases (i.e. pre-2007).
- 3.36 IDBR data suggests that there has been an increase in employment across the Borough since 2012, including within Southend's Central Area and that efforts to boost job creation are underway, including through the implementation of the SCAAP.
- 3.37 Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector in the UK. Southend's workplace based GVA at £18,111 per head is considerably lower than the UK average of £27,060 per head and the East of England average of £24,488 per head. However, the high out-commuting from Southend may affect this workplace-based figure and GVA has been steadily increasing in Southend since 2011. For those who work in the Borough, the gross weekly full-time pay is approximately £497.40, which is lower than that for England (£555.80) and for the East of England (£545.50).

Employment land and floorspace monitoring

- 3.38 An indication of future employment requirements can be gained from the analysis of past employment permissions. Southend Council annually collate detailed information based on their inhouse monitoring to consider applications involving B class business development. This is set out within their Annual Monitoring Report (AMR). The following table (Table 11) has been collated utilising information on employment development recorded over the last 10 years of AMRs and consider Southend's performance against indicator B1 set out within the *Core Strategy: Total amount of additional employment*

floorspace by type (N.B. floorspace is defined in terms of gross internal square metres).

Table 11: **Indicator BD1: Total amount of additional employment floorspace**

	Net total										
Use class	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Total 2008 - 2017
B1 (A)	-725	-3333	734	-286	100	-12187	-10280	-2683	-6456	-1835	-36951
B1 (B)	0	-210	0	-282	0	0	0	0	0	0	-492
B1 (C)	0	0	1386	-332	-105	-69	-62	26	-38	-3856	-3050
B1 Unknown	0	38	0	0	459	0	0	0	0	0	497
B2	170	-356	-90	-1009	-376	-155	-337	-1041	0	-143	-3337
B8	1425	-61	280	1095	-516	-657	-2792	-3237	-2852	-3997	-11312
B1 - B8 Unknown	-104	0	0	0	-99	0	0	0	0	0	-203
Total	766	-3922	2310	-814	-537	-13068	-13471	-6935	-9346	-9831	-54848

3.39 The data shows that a net gain in B class employment floorspace has only been recorded in two of the last 10 years (for which information is available) with an overall net loss of nearly 48,000 sq. m. This figure largely accounts for losses in B1(a) office at just over 34,000 but also includes a net loss of just over 8,000 sqm B8 floorspace.

4.0 BUSINESS SURVEY REVIEW AND CONSULTATION

4.1 The first step in Stage 1 involved a review of the 2016 Southend-on-Sea Business Survey. Following this DLP undertook a consultation exercise to obtain first-hand views on the economic supply, demand and delivery issues facing Southend from representatives involved with the development of Southend's economy.

Southend-on-Sea Business Survey 2016

4.2 In February 2016, Southend-on-Sea Borough Council commissioned Marketing Means to undertake a Local Business Survey. 494 businesses were contacted through the survey covering the following sectors:

- Tourism;
- Retail;
- Creative and Cultural;
- Medical Technologies;
- Finance and Business Support Services; and
- Advanced Engineering and Aviation.

4.3 The survey involved a series of telephone interviews to gain qualitative information on the local business market and to allow the Council to deliver a more targeted, appropriate approach to business support. The key results of the telephone survey covered a range of issues including business health/ performance, training and recruitment and social responsibility etc.

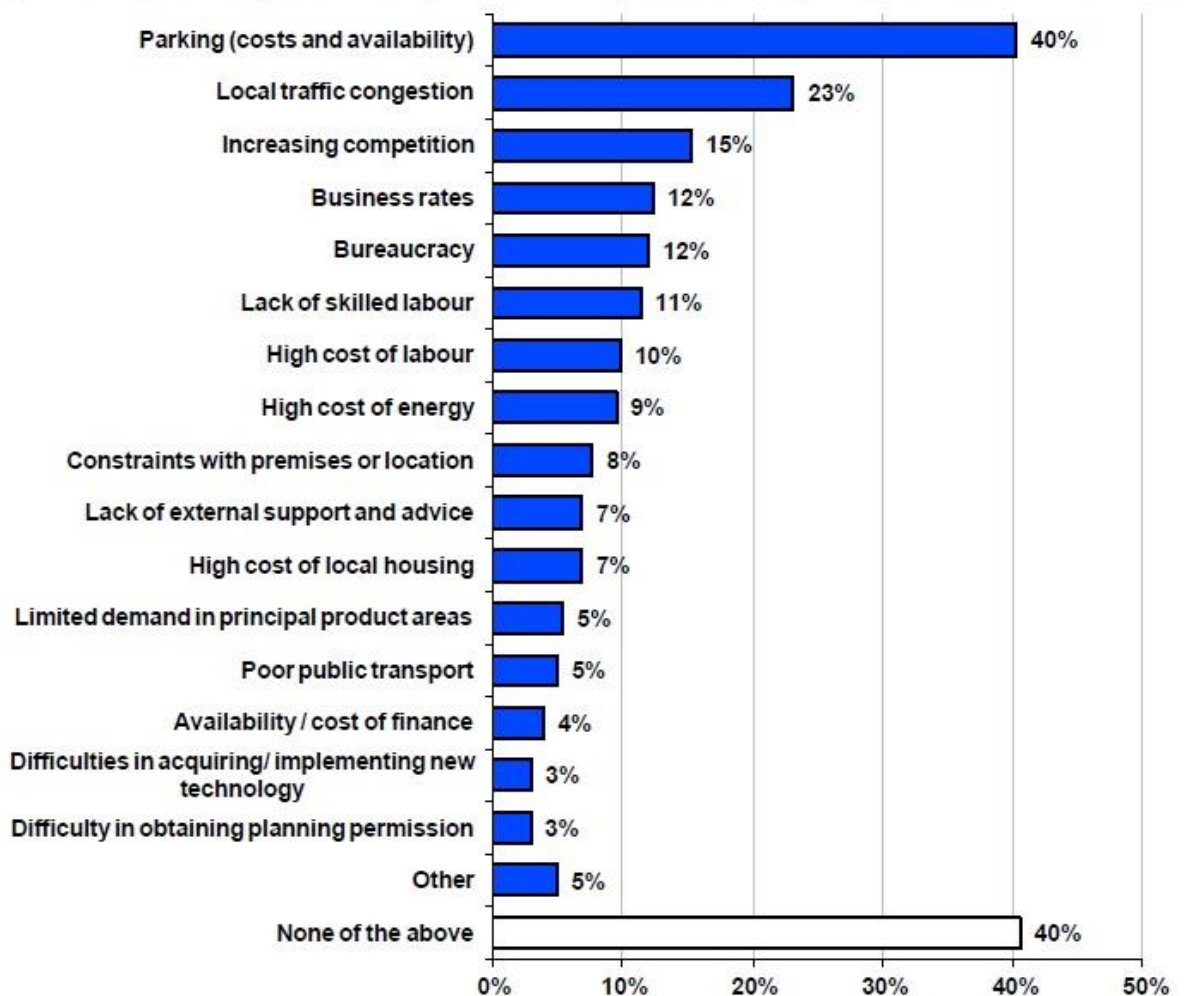
4.4 In summarising the negative factors impacting on business performance in Southend, issues surrounding parking and transport were recorded as most likely to be mentioned with just over half of businesses (56%) seeing parking, whether relating to costs or availability, as a negative factor. A further 38% noted the impact of local traffic congestion and 9% mentioned poor public transport.

4.5 The most widely covered market-related factor impacting on business performance was increasing competition, which nearly half of the respondents (48%) noting this as a negative. A further 21% highlighted a limited demand in their principal product areas.

Issues surrounding costs and overheads were also widely mentioned, with nearly a third (31%) highlighting low profitability and 28% mentioning both the cost of energy and that of labour having important implications for business performance. The level of business rates was also mentioned as a key factor affecting business performance.

- 4.6 In summarising the limitations surrounding businesses located in Southend 40% felt that none of the issues suggested applied in their case (see figure 1 below). However, parking and traffic congestion were once again the most likely specific limitations mentioned (by 40% and 23% respectively).

Q16. More specifically, are there any limitations to your business by being located in Southend?



Source: Marketing Means 2016

Base: All respondents (494)

- 4.7 In terms of satisfaction with the Southend Borough, nearly half of business respondents

stated that they were Fairly satisfied with the Southend Borough as a location for investment and overall just over two-thirds (67%) were satisfied. Only 8% were Dissatisfied

- 4.8 In summarising issues surrounding skills gaps and the impact this has on businesses, half of those interviewed (50%) had not identified any skills gaps at all in their current workforce. Each of the skills gaps suggested in the questionnaire applied to a relatively small minority of respondents, between 9% and 22%. However, finding school leavers or graduates with the appropriate skills/attitude was the most likely gap to apply (identified by 22%). In terms of overall recruitment issues, just over one in five businesses (21%) stated that they had experienced recruitment difficulties within the last 12 months.

HELAA Business Consultation

- 4.9 As part of this employment assessment direct consultation was conducted to offer a qualitative understanding of issues surrounding Southend's economic performance. A selection of local agents, economic development officers, business associations/partnerships, specific landowners and local employers were approached on a database of key contacts. Through email exchanges and telephone interviews undertaken by DLP, the consultation obtained informal views on the following:

- the economy of Southend and its place in the wider market;
- the current supply of employment premises e.g. quality, location, rents and availability of stock;
- economic growth and the demand for premises, including size, location, type and sector preferences.
- noted barriers to delivery of employment premises, including funding, planning policy and market appetite.

Consultation Findings

The following points represent a summary of the consultation exercise findings, further details of which are contained in Appendix 5:

- 4.10 *The economy of Southend and its place in the wider market*

- The majority considered that Southend's economy is on an improving trajectory and is performing well. Signs of this include investor interest and commitment, a more diversified economy moving away from low waged work, and redundant offices re-developed (for residential purposes)
- The airport-business economy, and the new airport business park are considered to be major strategic features of the Borough.
- Out-commuting to London and other regional centres has an impact on the economy, and there is a need to attract higher paid jobs to encourage people to live and work within the Borough. The Council should do more to support office development to avoid Southend becoming a dormitory town for London.
- Although some areas are performing well, the town centre tourism-related employment and retail has notably declined and a strategic vision is required to address this (including infrastructure issues).
- Regional economy . respondents believe Southend should play a stronger role in the regional economy of South Essex, and the Council should work with neighbouring authorities to make improvements to transport infrastructure.

4.11 Current supply of employment premises e.g. quality, location, rents and availability of stock:

- Vacancy levels of large offices and high street retail is felt to be high
- Some vacant office accommodation has been lost to residential re-development through prior approval. Southend needs have a greater understanding of the level of loss of offices to prior approval applications and the impact of this on the local economy going forward
- There is a need to attract business into the area through high-spec offices, that are willing to pay higher rates for higher quality
- The University Integration Centre and Seedbank Business Centre in Shoebury were highlighted as being successful operations with both currently full/ oversubscribed. Further speculative new units and serviced offices are needed

to meet the demand (however, the Airport Business Park could satisfy some of this)

- There is a lack of quality industrial premises and the current stock and locations have drawbacks (old buildings and challenging access). Large scale industrial units are lacking and Southend has lost out because of this
- On the other hand, the lower quality stock provides cheaper rents which is in high demand, and the current provision is well used and highly occupied
- This study does not directly consider retail. However, respondents discussed the poor quality of the central area offer and that modernisation is required. Empty units and a suffering high street require a strategic vision to improve.

4.12 *Economic growth and the demand for premises, including size, location, type and sector preferences:*

- Current key employment sectors are considered to be . engineering, aviation, tourism, culture and creative, finance and call centres.
- Southend attracts more start-ups and small growing businesses compared to towns of a similar size. There is a demand from micro-businesses . in particular IT, digital and tech start-ups should be further encouraged. There is a predicted demand for further flexible serviced offices and centres with superfast broadband, light industrial and studio accommodation. (Canvey Island project is trialling a prototype project of this sort.)
- Allocations of land for offices targeted at higher income sectors rather than the current provision for lower income businesses is wanted.
- Town centre . central industrial estates that are no longer fit for purpose should be moved out of the centre Town centre viability could be improved through continuing to diversify uses, by locating offices in the central area. A more flexible approach to the town centre uses would hopefully increase occupancy. The number of different freeholders makes achieving a consensus on improvements challenging.

- Geographical challenges . the central and west areas of Southend Town are most desirable due to connectivity. There is more vacant land in the east . this could be attractive for businesses where commuting nor reliance on movement of goods.
- Rental rates . retail rents significantly decreased in 2008/9 and have not risen (and also remain in poor quality). Employment areas, such as Leigh. on. Sea which are in high demand, are increasing their rental rates. The low quality of stock means that rental rates are kept low which is beneficial to some businesses.
- More affordable housing accommodation is needed to encourage more independent businesses.

4.13 Barriers to delivery of employment premises, including funding, planning policy and market appetite.

- Lack of available land and the oversupply of premises is suppressing rents and undermining new delivery and investments.
- Access, transport infrastructure and parking. The East and Shoeburyness are in particular need of infrastructure upgrades.
- Lower Thames Crossing is an opportunity for future connectivity
- The planning process is seen as delaying employment delivery and creating costly time delays. Greater flexibility on planning policy needed. A number of recommendations were put forward through this consultation concerning planning policy and Local Authority support which have been listed in Appendix 5.

5.0 EMPLOYMENT SITE ASSESSMENTS AND RECOMMENDATIONS

5.1 This section of the review sets out the overall findings of the Employment Site Assessments which form a large part of the primary analysis associated with this review. The Site Assessments involved a survey of Southend's existing employment sites to understand their quantity, quality, usage and general suitability and also a detailed review of those sites put forward as having potential to deliver new employment land/ floorspace.

5.2 In Autumn 2017, the Council completed a survey of the Borough's existing employment areas by reviewing all the premises and recording the name and perceived use class of each, whilst also noting the level of vacancies. Whilst these employment areas were visited through the HELAA in order to have a robust understanding of the Borough's existing position, DLP have provided a summary assessment of each existing employment area available in the latter section of this chapter and refer to the full write-ups within the Council's own report included in Appendix 1.

5.3 A series of other sites from the sources listed in para 2.14 were also visited through the HELAA assessment. Those sites considered suitable received full write-ups, which are included in Appendix 2. The sources of these sites largely consisted of those put forward through the Council's Call for Sites exercise, and those sites identified through the EDNA as having potential for new employment provision. Planning permissions recently granted for employment use have also been included.

5.4 For each of these new sites, a site assessment was conducted to establish their current status and suitability for future employment. This included an assessment of their:

- general appearance;
- current occupants/ vacancies;
- market attractiveness;
- environmental quality and known constraints;
- strategic access and accessibility;
- relevant planning issues; and
- developable space.

5.5 The full list of those sites surveyed as part of this review is set out in Tables 12 . 15, and are shown in Map 2a and 2b.

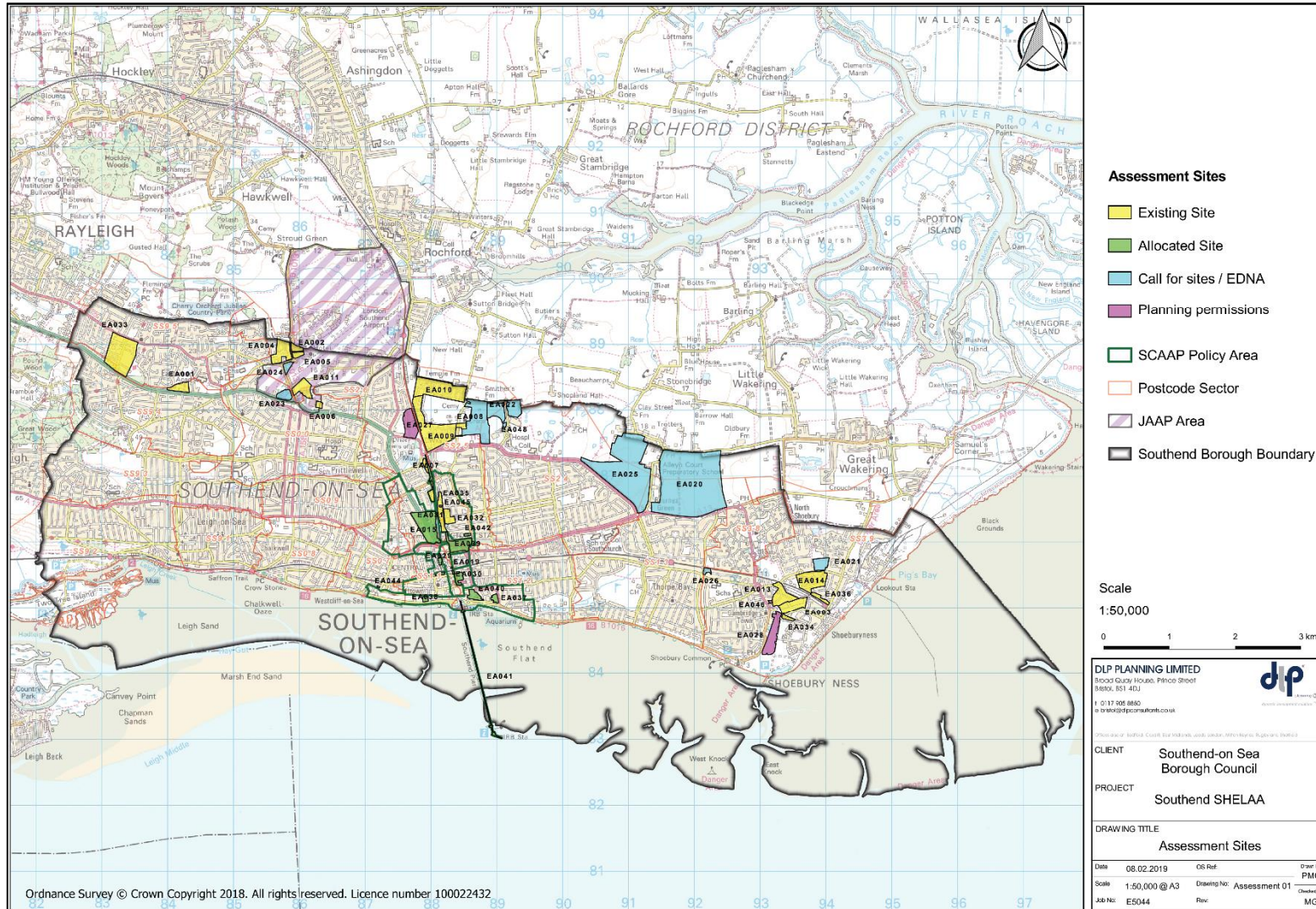
Site Assessment Criteria

5.6 The criteria for site assessments were agreed with the Council as part of the method consultation prior to the survey. The general approach was based on the ODPM 2004 Planning Employment Land Reviews¹⁶ guidance (now revoked), updated to reflect the NPPF and good practice on employment planning. The site assessment criteria include:

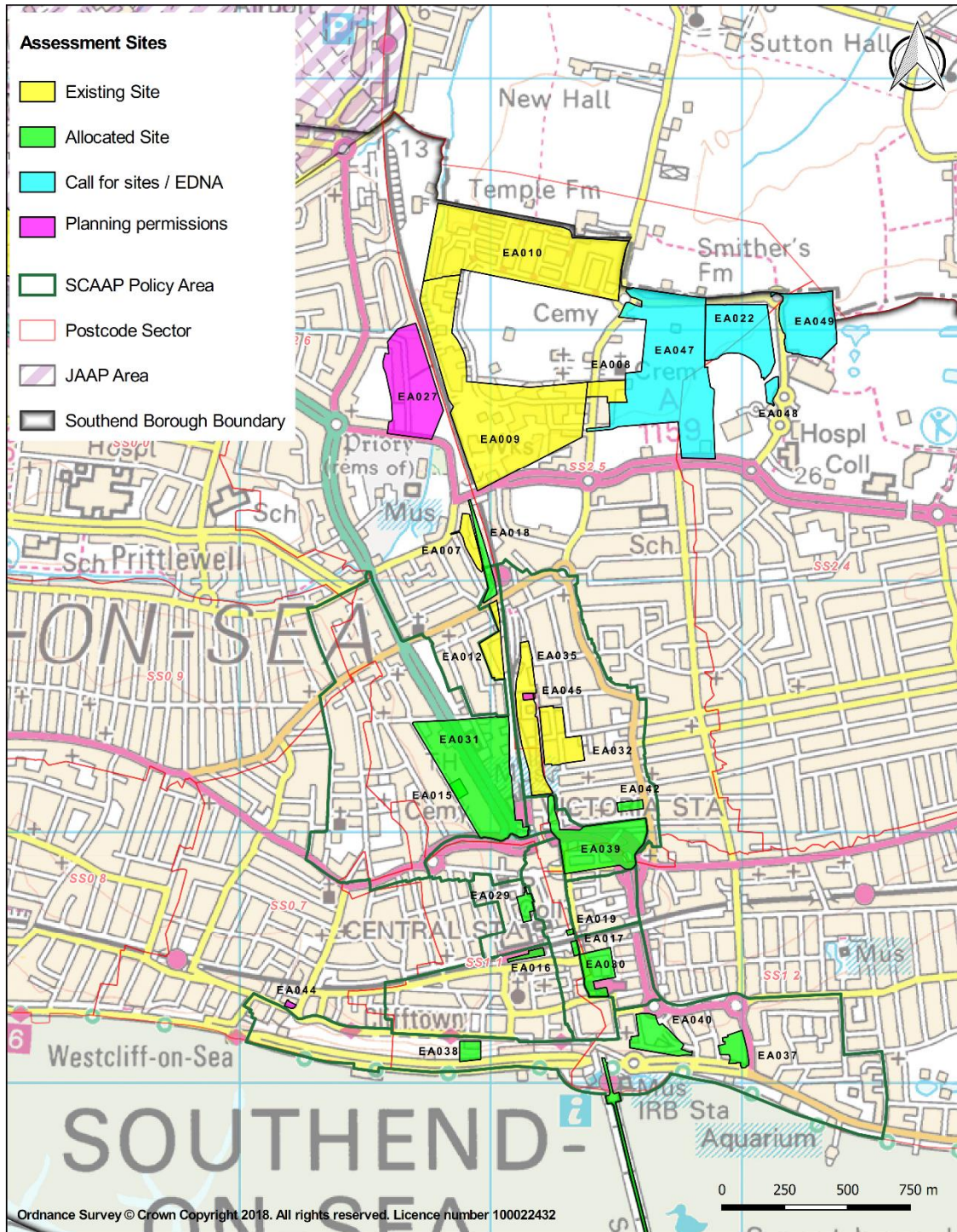
- site reference;
- address;
- site area;
- market segment;
- description of site and surrounding uses;
- planning history/ownership;
- market attractiveness criteria;
- market appraisal;
- sustainable development factors;
- environmental quality and known constraints;
- strategic access and accessibility;
- strategic planning factors;
- developable space and vacancies; and
- recommendation.


¹⁶ ODPM (2004) [Employment Land Reviews](#)

Map 2a: Sites assessed



Map 2b: Sites assessed (Expanded view of central area)



CLIENT Southend-on Sea Borough Council		DATE	08.02.2019	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
		SCALE	1:20,000 @ A4	DRWG NO.	Assessment 02	Checked	MG		
		JOB NO.	BE1720	REV.					
PROJECT Southend SHELAA		DRWG TITLE Assessment Sites							

Summary of Findings

5.7 As previously stated, the Council's own Employment Assessments are set out in Appendix 1 alongside the HELAA employment site assessment proformas which are set out in Appendix 2. Tables 12 . 15 cover the key characteristics for each site. Following this, a summary is provided to include initial recommendations for the Council's consideration. Initial recommendations set out cover the following:

- **Protect and Maintain** - this applies to sites which are suitable in their current form and are located in an appropriate location context where there is not likely to be significant long-term change that affects their employment role or function. These sites should be protected.
- **Protect and Enhance** - this applies to sites which are largely suitable in their current form, but may require some support over time to reinforce their employment strength, or may be located in areas which are not entirely supportive or appropriate, or where there may be significant change in the medium to long term as a result of regeneration and redevelopment activity.
- **Monitor and Manage** - this applies to sites which are of poor quality and/or are not identified to be functioning adequately as employment sites, based particularly on poor stock condition and lack of investment, non-B class uses evident on site, location in areas with poor accessibility and amenity levels, and/or location in a context not supporting of employment activity. The sites in this category should be kept under review over time and decisions on their future employment role be taken as and when they begin to experience significant vacancies, dilapidations etc.
- **Develop** . The site represents a new employment land opportunity and could potentially be considered for an allocation.

Summary of Key Site Characteristics

Table 12: Existing sites

Ref	Address	Source	Area (ha)	Mix of Uses	Footprint (sq.m)	Occupancy	Quality	Accessibility	Initial Recommendation
EA001	Airborne Close & Airborne Industrial Estate	Existing Employment site	3.414	B1/ B2/ B8/ SG	15,333	Good	Good / Average	Good	Protect and Enhance
EA002	Aviation Way	Existing Employment site	1.59	B1/ B2/ B8	7,290	Good	Average	Good	Protect and Maintain
EA003	Campfield Road	Existing Employment site	6.13	B1/ B2/ B8	29,125	Good	Average	Good / Average	Protect and Maintain
EA004	Comet Way	Existing Employment site	6.17	B1/ B2/ B8/ SG	20,680	Average	Good/ Average	Good	Protect and Maintain
EA005	Laurence Industrial Estate	Existing Employment site	1.26	A1/ B1/ B2/ B8/ D2/ SG	5,410	Average	Average	Good/ Average	Protect and Maintain
EA006	Prince Close	Existing Employment site	0.9	B1/ B2/ D2/ Sui generis	2,662	Good	Average	Average/ Poor	Monitor and Manage (potential release)
EA007	Priory Works	Existing Employment site	0.96	B1/ B2/ B8	2,172	Average / Poor	Average/ Poor	Average/ Poor	Protect and Enhance

EA008	Rosshill Industrial Park	Existing Employment site	1.14	B1/ B2/ B8	3,611	Average	Average/ Poor	Good/ Average	Protect and Maintain
EA009	Stock Road	Existing Employment site	21.4	A1/ B1/ B2/ B8/ SG	108,373	Good	Good/ Average	Good	Protect and Maintain (monitor for future modernisation)
EA010	Temple Farm	Existing Employment site	18.9	A1/ A2/ A3/ B1/ B2/ B8/ D2/ SG	60,837	Good/ Average	Average	Good/ Average	Protect and Maintain
EA011	Thanet Grange	Existing Employment site	5.41	B1a	8,174	Good	Good	Good	Protect and Maintain
EA012	Tickfield Avenue	Existing Employment site	1.2	B1/ B2/ B8	1,970	Good	Average	Good	Protect and Maintain
EA013	Towerfield Road	Existing Employment site	7.25	A2/ B1/ B2/	27,877	Good	Average/ Poor	Average/ Poor	Protect and Maintain
EA014	Vanguard Way	Existing Employment site	10.69	B1/ B2/ B8/ D1	35,260	Good	Average/ Poor	Good/ Average	Protect and Maintain
EA032	Grainger Road	Existing employment site	2.76	A4/ B1/ B2/ B8/ D1/ D2	13,515	Poor	Average/ Poor	Good/ Average	Monitor and Manage (potential redevelopment for mixed-use)

EA033	Progress Road	Existing employment site	21.46	A1/ A2/ A3/ A5/ B1/ B2/ B8/ SG	68,442	Good	Average/ Poor	Good	Protect and Maintain
EA034	Shoebury Garrison (Phase 1)	Existing employment site	0.94	A1/ B1	1,236	Poor	Good	Good	Monitor and Manage
EA035	Short Street	Existing employment site	4.03	B1/ B2/ B8/ D1/ D2/ SG	11,337	Good/ Average	Good/ Average	Good/ Average	Protect and Maintain
EA036	Terminal Close	Existing employment site	1.49	B2/ B8/ D2	4,557	Good/ Average	Average/ Poor	Average	Monitor and Manage

Table 13: **Allocated sites**

Ref	Address	Source	Area (ha)	Mix of Uses	Footprint (sq.m)	Occupancy	Quality	Accessibility	Initial Recommendation
EA015	Baxter Avenue	BLP Saved Site	0.31	n/a	n/a	n/a	n/a	Good/ Average	Not considered available for employment development
EA016	Central Station, Clifftown Road	BLP Saved Site	0.3	n/a	n/a	n/a	n/a	Average	Develop (Monitor continued employment use)
EA017	Pitmans Close	BLP Saved Site	0.13	n/a	n/a	n/a	n/a	Average	Develop
EA018	Prittlewell Station Goods Yard	BLP Saved Site	0.96	n/a	n/a	n/a	n/a	Good/ Average	Develop
EA019	Whitegate Road	BLP Saved Site	0.06	n/a	n/a	n/a	n/a	Good/ Average	Develop
EA029	Elmer Square - Phase 2	SCAAP Allocated site	0.54	n/a	n/a	n/a	n/a	Average/ Poor	Develop (Consider potential for mixed-use scheme)
EA030	Tylers Avenue Car Park	SCAAP Allocated site	1.81	n/a	n/a	n/a	n/a	Good/ Average	Develop (Consider potential for mixed-use scheme)
EA031	Victoria Avenue	SCAAP Allocated site	12.72	n/a	n/a	n/a	n/a	Good	Potential for employment uses but unlikely to result in net gain.

EA037	Marine Plaza	SCAAP Allocated Site	1.11	n/a	n/a	n/a	n/a	Good/ Average	To be developed for other uses
EA038	New Southend Museum	SCAAP Allocated Site	0.64	n/a	n/a	n/a	n/a	Good/ Average	To be developed for other uses
EA039	Queensway	SCAAP Allocated Site	6.14	n/a	n/a	n/a	n/a	Good	Develop (Consider potential for mixed-use scheme)
EA040	Seaways Car Park	SCAAP Allocated Site	2.27	SG	n/a	n/a	n/a	Average	To be developed for other uses
EA041	Southend Pier	SCAAP Allocated Site	2.91	n/a	n/a	n/a	n/a	Average/ Poor	To be developed for other uses
EA042	Guildford Road	SCAAP Allocated Site / Call for Sites	0.37	n/a	n/a	n/a	n/a	Good/ Average	To be developed for other uses

Table 14: **Call for sites/EDNA**

Ref	Address	Source	Area (ha)	Mix of Uses	Footprint (sq.m)	Occupancy	Quality	Accessibility	Initial Recommendation
EA020	Bournes Green Chase	Call for Sites	91.5	n/a	n/a	n/a	n/a	Good	Develop (Consider potential for mixed-use scheme)
EA021	Land at Elm Road Shoeburyness	Call for Sites	3.77	n/a	n/a	n/a	n/a	Average	Develop (Consider potential for mixed-use scheme)
EA022	Land at Fossetts Way	Call for Sites	5.91	n/a	n/a	n/a	n/a	Good	Develop (Consider potential for mixed-use scheme)
EA023	Land at Nestuda Way	Call for Sites	2.75	n/a	n/a	n/a	n/a	Good	Develop
EA024	Land at Nestuda Way & Eastwoodbury Lane (intersection)	Call for Sites	1.56	n/a	n/a	n/a	n/a	Good	Not considered available for employment development
EA025	Land North of Bournes Green Chase (West of Wakering Rd)	Call for Sites	60.25	n/a	n/a	n/a	n/a	Good	Develop (Consider potential for mixed-use scheme)
EA026	Thorpedene Campus, Maplin Way North	Call for Sites	0.86	n/a	n/a	n/a	n/a	Good/ Average	To be developed for other uses

EA047	Part of Fossetts Farm, Playing Fields, Jones Memorial Recreation Ground and SUFC Training Ground, Eastern Avenue.	EDNA	18.33	n/a	n/a	n/a	n/a	Good	Develop (Consider potential for mixed-use scheme)
EA048	Fossetts Farm	EDNA	0.40	n/a	n/a	n/a	n/a	Good	Develop (Consider potential for mixed-use scheme)
EA049	Land East of Fossetts Way	EDNA	5.15	n/a	n/a	n/a	n/a	Good	Develop (Consider potential for mixed-use scheme)

Table 15: **Planning permissions**

Ref	Address	Source	Area (ha)	Mix of Uses	Footprint (sq.m)	Occupancy	Quality	Accessibility	Initial Recommendation
EA027	Prittle Brook (Previously Prittle Brook Industrial Estate)	Planning Permission	7.51	n/a	n/a	n/a	n/a	Good/ Average	Develop (already permitted)
EA028	Shoebury Garrison - Phase 2	Planning Permission	8.57	n/a	n/a	n/a	n/a	Good/ Average	Develop (already permitted)
EA044	1 - 3 Westcliff Ave, SS0 7RA	Planning Permission	0.08	n/a	n/a	n/a	n/a	Average/ Poor	Develop
EA045	4 - 5 (Essex Ambulance Service) Victoria Business Park Short St, SS2 5BY	Planning Permission	0.11	n/a	n/a	n/a	n/a	Average/ Poor	Develop
EA046	3 Towerfield Road, Shoeburyness, SS3 9QE	Planning Permission	0.23	n/a	n/a	n/a	n/a	Average	Develop

5.8 Overall the majority of existing employment sites are in active employment use with good occupancy levels and are therefore recommended for continued employment purposes. We would recommend that sites should be safeguarded for employment purposes in the new Local Plan through a specific policy designation.

5.9 The following summaries offer a brief description of each site in turn and sets out the recommendations in terms of future provision.

Existing Employment Sites

EA001 - Airborne (including Airborne Close & Airborne Industrial Estate)

5.10 Airborne Close & Airborne Industrial Estate cover 3.44 hectares and are located within the A127/ Airport Corridor in the west of the Borough. The estate comprises a mixture of light industrial and storage and distribution uses (B1c/B8). In terms of the condition of the premises they are of mixed quality although none are vacant. The 12 premises located on the estate account for a combined footprint of approximately 15,300 sq. m. Whilst some of the units are of poor quality requiring investment, the estate is located in what is considered to be a key employment corridor and remains suitable for continued employment activity and should be protected and maintained as such.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 24-29).

EA002 - Aviation Way

5.11 Aviation Way is a 1.6 hectare employment area located within the A127/ Airport Corridor, straddling the Borough boundary with Rochford. The site is one of two large-scale existing employment sites considered to make up the London Southend Airport Cluster. The estate comprises modern good quality stock, accommodating a mix of B1/B2 uses including airport related national and international manufacturing activity alongside smaller-scale local business activity. The Southend element of this estate includes three premises all occupied by Hi-Tech, with a combined footprint equalling approximately 7,300 sqm. The estate is located in what is considered to be a key employment corridor, remains suitable for continued aviation employment related activity and should be protected and where possible maintained as such.

5.12 See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (Pg. 30-32).

EA003 - Campfield Road

5.13 Campfield Road is a 6.13 hectare employment area located within the Shoeburyness Cluster. The estate consists of three large premises located next to Towerfield Road Industrial Estate, each premises is within B class employment use with a combined footprint of approximately 29,000 sq. m. Policy KP1 of the Core Strategy, entitled the Spatial Strategy, regards Shoeburyness as an area where appropriate regeneration and growth will be focussed, including the regeneration of existing industrial estates for continued employment use. However, given Shoeburyness location and limitations in terms of transport infrastructure, the employment sites are not ideally located for many of the warehouse/ distribution uses currently located within them. That said, the available land and lower rental levels could continue to encourage successful employment use. Campfield Road is considered appropriate for the employment activity it accommodates and should be protected as such.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 33-35)

EA004 - Comet Way

5.14 Comet Way is a 7.2 hectare employment area located within the A127/ Airport Corridor, it is separated from both Aviation Way and the Laurence Industrial Estate by the B1013 dual carriageway. The overall site condition is of mixed quality. Half the site comprises modern B1a office units with the remainder of the site consisting of ageing post war industrial and B8 distribution uses. There are 23 premises on the estate with a combined footprint of approximately 20,700 sq. m.

5.15 As set out in the Employment Areas Survey 2017, the boundary of this site requires amendment to exclude the western extent of the employment area (this area of land is in residential use and is not associated with the Employment Area designation). Whilst the site should be monitored in terms of further creep of non-B class activity (e.g. the car showroom on the south west corner), Comet Way is considered appropriate for the employment activity it accommodates and should be protected as such.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 36-39)

EA005 - Laurence Industrial Estate

5.16 Lawrence Industrial Estate is a 1.26 hectare employment area located next to Aviation

Way Industrial Estate within the A127/ Airport Corridor. The estate contains good quality small-scale premises. At the 2017 Employment Area Surveys 39 premises were recorded (of which 6 were vacant) with a combined footprint of around 5,400 sq. m. The estate is located in what is considered to be a key employment corridor and remains suitable for continued employment activity and should be protected and maintained as such.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 44-47)

EA006 - Prince Close

5.17 Prince Close is a small (0.9 hectare) employment area located directly off the A127 near Thanet Grange, falling within the A127/ Airport Corridor. The area comprises just six premises with a combined footprint of approximately 2,700 sq. m. The large factory building to the east is occupied and in B class use; however, apart from one other unit, the remaining four buildings are recorded as Sui Generis, D2 (gym) or vacant. The estate is of low quality and includes a sub-standard access. The employment area also has a poor relationship with surrounding residential uses.

5.18 Through this assessment it is recommended that the boundary of the estate is amended to remove the area of open space to the north (particularly if this is further considered as a housing opportunity site). Given these issues, as previously highlighted in the 2010 ELR it is recommended that the Council monitors the occupation of the site and considers it for potential release unless there is a continued requirement for manufacturing uses and the retention of the existing occupiers.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 48-50).

EA007 - Priory Works

5.19 Priory Works is a 0.96 hectare employment area located north of the Southend Central Area. The estate primarily includes older, relatively small-scale B2 employment premises. There are 23 premises on the estate with a combined footprint of approximately 2,200 sq. m. At the time of the 2017 Employment Area Surveys the vacancy rate stood at 30.4%. Whilst the estate is located within a primarily residential area and of lower quality it is considered suitable for certain employment types and it is recommended that this site is retained for employment uses.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 51-54).

EA008 - Rosshill Industrial Park

5.20 Rosshill is a 1.13 hectare industrial estate located directly adjacent Stock Road. The estate consists of a number of smaller units which combined comprise a footprint area of approximately 3,600 sq. m. Of the 31 premises on the estate, five were vacant. The building stock tends to be of mixed-age but generally of reasonable quality. The site is considered suitable for continued employment activity and should be protected and maintained as such.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 60-63).

EA009 - Stock Road

5.21 Stock Road is a large-scale employment area covering around 21 hectares, located in Southends North Fringe, east of the main railway. The site was considered part of the Prittlebrook Cluster in the EDNA alongside Temple Farm. The cluster accommodates a mix of B1, B2 and B8 employment activity with a mixed age of stock, but generally of good quality. Occupiers of the sites in this cluster tend to be local or regional scale businesses. The quality of the sites overall is underpinned in this cluster by evidence of recent investment and new development.

5.22 The site is well occupied and whilst parts of the estate are of poorer quality the site meets a clear need in Southend and it is therefore recommended that Stock Road is retained for future employment purposes. It is, however, also recommended that the estate is monitored particularly identifying those premises which are no longer fit for purpose and are therefore suitable for redevelopment for better quality employment provision. As highlighted in the EDNA there is also potential in this estate to create a waste recycling, green tech cluster.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 71-75).

EA010 - Temple Farm

5.23 Temple Farm Industrial Estate is a large employment area of around 18.9 hectares, located within the Prittlebrook Cluster. The estate sits next to Stock Road in the north of Southend, bordering the borough boundary with Rochford. There are 182 premises on the

estate, 30 of which were vacant equating to 16.5%. The combined footprint of the existing premises equates to approximately 60,800 sq. m. Key occupiers of the site include Olympus (medical product manufacturing) representing a cluster of medical product manufacturing / logistics and supporting the strength of the health technology sector in Southend. Given the recent growth in health and medical companies in the close proximity to KeyMed, Temple Farm is well placed to attract these uses with the potential to create a health cluster. It is recommended that Temple Farm is protected and retained for future employment purposes.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 76-82).

EA011 - Thanet Grange

5.24 Thanet Grange is a 5.41 hectare employment area located directly off the A127 to the north-west of Southend. The estate forms part of the London Southend Airport cluster. The area includes high quality office provision and accommodates a single significant occupier Royal Bank of Scotland. The employment area offers good quality premises within a key employment corridor and should therefore be protected and maintained for employment use.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 86-88).

EA012 - Tickfield Avenue

5.25 Tickfield Avenue is a 1.4 hectare employment area located north of the Southend Central Area and in close proximity to Prittlewell railway station and the Council's main office, the Civic Centre. There are five premises within the employment area with a combined footprint of approximately 2,000 sq. m. A number of the premises have been improved over recent years for Council use, including new office and training facilities. Tickfield Avenue functions appropriately for the uses it currently supports (also noting recent investment for a conferencing centre). It is recommended therefore that the area is continued to be protected for future employment use. As set out in the 2017 Employment Area Surveys the Tickfield employment area boundary does, however, require alteration to exclude the new YMCA School.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 89-91)

EA013 - Towerfield Road

5.26 Towerfield Road is a 7.25 hectare employment area located within the Shoeburyness Cluster. The area contains 60 premises generally in good use and of mixed condition in terms of quality, with modern and older post war units. The combined premises footprint equals approximately 27,900 sq. m. The site is considered appropriate for the employment activities it accommodates and it is recommended that it should be protected and maintained as such.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 92-95).

EA014 - Vanguard Way

5.27 Vanguard Way is a 10.7 hectare industrial estate located in Shoeburyness. The estate consists of numerous industrial premises primarily used for heavier industrial practices and distribution (including IMS . Industrial Metal Services). There are also a number of smaller B1 units. There are 93 premises within the estate with a combined footprint of approximately 35,300 sq. m. The estate is also home to the Seedbed Business Centre, a popular employment hub which offers a variety of business units, ranging for 90 sq. ft. through to 1,500 sq. ft. This centre provides a particular example of the type of successful spaces available in Southend to support SMEs and small local businesses.

5.28 KP1 of the Core strategy entitled the Spatial Strategy regards Shoeburyness as an area where appropriate regeneration and growth will be focussed, including the regeneration of existing industrial estates for continued employment use. However, given Shoeburyness location and limitations in terms of transport infrastructure the employment sites are not ideally located for many of the warehouse/distribution uses currently located within them. That said, the available land and lower rental levels could continue to encourage successful employment use. Vanguard Way is considered appropriate for the employment activity it accommodates and should be protected as such.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 96-100).

EA032 - Grainger Road

5.29 Grainger Road is an old Industrial Estate within the Central Southend Cluster. The estate includes poor quality stock which requires improvement. This, alongside the vacancies and

residential/retail context, may reduce its attractiveness as an employment site for future occupiers. As set out in 2010, this site could offer a suitable opportunity to deliver a greater mixture of uses (including live-work). DLP recommend that Grainger Road is monitored and managed for employment uses and note that it could also provide the opportunity to be redeveloped as part of a residential led scheme including a mix of other uses to provide a better relationship with surrounding residential uses.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 40-43).

EA033 - Progress Road

Progress Road Industrial Estate covers 21.5 hectares and is located within the A127/ Airport Corridor in the west of the Borough. The large-scale estate is directly accessible from the A127 and includes 90 premises with a combined footprint of approximately 68, 400 sq. m. The estate has low vacancy rates (at around 2%), but a number of units are in a poor state of repair. The site represents a valuable employment location and also offers further opportunities for redevelopment to support future employment growth, including a large parcel of vacant land.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 55-59).

EA034 - Shoebury Garrison (Phase 1)

5.30 The Core Strategy, in setting out broad locations for employment growth, identifies Shoebury Garrison (Phase 1 & 2) (**see 28 below**) as a Priority Urban Area (where appropriate regeneration and growth will be focused). However, since the construction of the three office buildings on this site, the middle building has remained vacant and is now currently being converted into residential. Unit 4 (western building) is in use as retail accommodation (Sainsbury's Local), with only the eastern building in employment use (occupied by Evolve Telecoms). The land parcel to the west of the site (once permitted for offices) remains vacant and has recently been granted permission for five dwellings and the land parcel to the east of the site also vacant has an extant and pending permission, both for residential use.

5.31 The fact this site has not been built out / occupied by employment uses suggests that the site is not located in an area desirable for such employment uses, or that the proposed

unit types are not meeting demand. According to the 17/01473/FUL Officers report, the application site had been part of the 'office village' marketing since the first offices were constructed 10 years previously. According to the report all but one of the units constructed on the neighbouring site to the east had failed to attract an occupier. Within the appeal decision it was considered that a supporting viability and marketing report identified "significant shortfalls" in the viability of Class B office and light industrial uses at the site.

- 5.32 Given the site will largely be residential if the further 2 applications get built out, it would be inappropriate to continue to promote this site as an employment growth area, and the remaining offices could be protected through existing employment policies.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 64-66).

EA035 - Short Street

- 5.33 Short Street is a 4.03 hectare industrial/ business estate located off Queensway to the north of the Town Centre with access via Short Street. The site runs alongside the railway line and includes a mixture of occupants within 14 premises with a combined footprint of approximately 11,300 sq. m. 10 of the premises are within B class uses (including the Postal Depot and Victoria Business Park), with the remaining four - including two Bui Generis premises associated with the local bus company and ambulance service and 1 premise B1 use class related to the college. The site is generally in use, albeit at a very low density in parts. Victoria Business Park contains good quality units and is well occupied. This site appears suitable for its current use and it is therefore recommended that the site is protected for employment and potentially intensified over time.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 67-70).

EA036 - Terminal Close

- 5.34 Terminal Close is a 1.49 hectare employment site located in Shoeburyness directly north of the train station. The site includes 15 premises with a combined footprint of approximately 4,600 sq. m. Terminal Close is currently in a poor state of repair. However the site could be redeveloped for an employment led mixed-use scheme, to provide modern good quality small scale provision in the centre of Old Shoebury.

- 5.35 It is considered that a mixed-use proposal, whilst resulting in a loss of employment land

will actually enable a similar level of employment due to the increased job density. The site has good railway station access and could provide a better relationship with residential properties to the north. Southend Council should continue to monitor the occupation of the estate and if appropriate consider for potential mixed-use residential led provision in the future.

See Appendix 1 Employment Area Surveys 2017 Detailed Site Evaluations (pg. 83-85).

Allocated sites

EA015 - Baxter Avenue

5.36 This site is located within Southend's Central Area and was included in the HELAA as a Borough Local Plan site. The site also forms SCAAP Opportunity Site PA8.2 suitable for residential development (approximately 500 dwellings). Given the extant permission for the conversion of the office to residential use at Thamesgate House (that the application site overlaps), the site has already been included within the HELAA as part of a future housing site and is not considered available for employment-related development.

See Appendix 2 DLP Site Proformas

EA016 Central Station, Clifftown Road

5.37 This site is located within Southend's Central Area and was included in the HELAA as a Borough Local Plan site. The site includes a range of uses including parking and a commercial garage. As set out in *SCAAP Policy PA6: Clifftown Policy Area* whilst Southend Central Station is locally listed, it is at present hidden away from the High Street, with a very low-quality forecourt and entrance which is dominated by cars. Redevelopment in this location could offer the potential for public realm enhancements and improve the setting of the station and access to/from it.

5.38 If the site was considered available it could be appropriate for office development as set out in the BLP. Alternatively, comprehensive regeneration to include the station might be considered although this would be costly and is not an opportunity identified in the SCAAP. The site has not come forward since being allocated back in the BLP and there could therefore be issues in terms of delivery.

See Appendix 2 DLP Site Proformas

EA017 Pitmans Close

5.39 This site is located within Southend's Central Area and was included in the HELAA as a Borough Local Plan site. This is an unattractive site within a town centre location which, if available, could provide some form of office development. This is a constrained site, however, and any development would need to be appropriately designed and subject to the

provision of suitable parking and servicing facilities. This backland site is likely to be less attractive to the market than some more prominent town centre locations. The site has not come forward as such since being allocated back in the Local Plan, suggesting there could therefore be issues in terms of delivery.

See Appendix 2 DLP Site Proformas

EA018 - Prittlewell Station Goods Yard

5.40 The site has been included within the HELAA as a previously allocated BLP site suitable for light industrial and office use. The southern section of the site has also been included within the Housing Assessment of the HELAA. The boundary could therefore be altered to remove this section. The northern part of the site has planning permission for use as self-storage (within containers) resulting in 893 sq. m of employment floorspace. Given the nature of the application, the scheme is considered deliverable within the next five years.

See Appendix 2 DLP Site Proformas

EA019 - Whitegate Road

5.41 This vacant site has been included in the HELAA as a previously allocated BLP site, however this was not brought forward as an opportunity site in the SCAAP. The vacant site is considered suitable for a potential high density B1 office development considering adjacent uses.

See Appendix 2 DLP Site Proformas

EA029 - Elmer Square - Phase 2

5.42 This town centre site has been included in the SCAAP as Opportunity Site PA3.1. The SCAAP proposes educational and supporting uses, such as commercial studios and workplace and cafes/restaurants to complement phase one of the scheme. The site lies adjacent to the Forum public and academic library and is bounded by retail uses to the north and east given the town centre location. Whilst the site does have some potential for B1 uses these are likely to be of a small scale and supporting nature to the library expansion (rather than the 6,200 sq. m. recorded in the SCAAP/ EDNA). However, whilst a mixture of uses (D1, A3, B1) will be supported, there could also be potential to deliver the site for

entirely B1 uses.

See Appendix 2 DLP Site Proformas

EA030 - Tylers Avenue Car Park

5.43 This 1.8 hectare town centre site has been included in the SCAAP as Opportunity Site PA7.1. The site currently forms a car park (noted as a key visitor parking and incorporating 249 spaces) and Travel Centre. The site is bounded by retail to the south and west, offices to the north and residential to the east. The SCAAP proposes a mixed-use development which could include the re-provision of the travel centre as a new public transport bus interchange and a development which includes retail uses at ground floor, and residential uses at upper floors, together with the provision of enhanced public space and parking. Other appropriate noted uses include B1 office on the upper floors. Further consideration is required on the deliverability of both residential and office on the upper floors.

See Appendix 2 DLP Site Proformas

EA031 - Victoria Avenue

5.44 Victoria Avenue includes a large town centre opportunity site PA8.1. to include an acceptable mix of uses focused on residential uses to upper floors and small-scale flexible office accommodation complemented by local convenience retail uses, leisure (cafes and bars) and community facilities to ground floors. Development in this location follows Southend's response to its oversupply by supporting more mixed-use redevelopment in one of its largest and dated office locations. As set out in the adopted SCAAP, the market for office space within the Central Area is oversupplied with outdated office stock, particularly within Victoria Avenue Office Area (Opportunity Site PA8.1). Much of this stock is too large, underused/vacant, and unlikely to meet the changing requirements of small to medium-sized occupiers - the focus of demand for office space in Southend. Whilst this opportunity site is considered suitable to re-provide more suitable office accommodation, this is unlikely to result in a net gain of B1 floorspace.

See Appendix 2 DLP Site Proformas

EA037 - Marine Plaza

5.45 Marine Plaza has been allocated in the SCAAP to deliver a mixture of uses including residential, leisure, restaurants and local shops. The site also has an extant permission including residential flats and 2,717sqm of commercial floorspace (A1, A3 & D2 uses). Given the allocation and extant permission do not include specific employment (B1/B2/B8) uses this is not considered suitable to consider this as an employment site in the HELAA.

See Appendix 2 DLP Site Proformas

EA038 - New Southend Museum

5.46 New Southend Museum is a greenfield site located between Clifftown Parade and Western Esplanade. Prittlewell Gardens are located to the north and the site has a relatively steep topography. The site has been planned for some time to accommodate the new Southend Museum and allocated in the SCAAP to deliver a mixture of uses including cultural, leisure, public parking, supporting café, restaurant and shops. Given the site's allocation and location within a larger public space near the seafront, the site is not considered suitable to consider this as an employment site in the HELAA.

See Appendix 2 DLP Site Proformas

EA039 – Queensway

5.47 The site is predominantly occupied by residential uses alongside some office and open storage use, bisected by the Queensway dual carriageway . The SCAAP sets out a long-term vision to regenerate the Queensway Policy Area as a residential-led development that will include secondary shopping frontage and associated uses. Queensway has been allocated in the SCAAP as an opportunity site to deliver residential dwellings (gross 1,200, net 760), social and community uses and secondary town centre uses, including small retail and cafes. Given its central location, it could also be suitable to deliver some smaller/ medium sized B1 accommodation as part of the mix.

See Appendix 2 DLP Site Proformas

EA040 - Seaways Car Park

5.48 The Seaways site predominantly forms a public car park and associated uses. The site has good access from the A1160 to the north and Lucy Road to the south. Leisure and cultural uses are located to the south and residential uses to the east and west. Seaways car park has been allocated in the SCAAP as an opportunity site to deliver leisure, tourism, restaurants, cinema, hotel and car parking facilities.

See Appendix 2 DLP Site Proformas

EA041 - Southend Pier

5.49 The Southend Pier is accessed from Western Esplanade/Pier Hill and forms one of the predominant leisure offers/tourist attractions in Southend. Surrounding uses on Western Esplanade and Marine Parade are predominantly retail and leisure. This landmark structure is allocated in the SCAAP to deliver a variety of cultural and leisure uses. The site is not considered suitable to deliver employment uses and is therefore not included in the HELAA.

See Appendix 2 DLP Site Proformas

EA042 - Guildford Road

5.50 This site has been submitted through the Councils Call for Sites exercise. The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is also included within the SCAAP as an Opportunity Site PA9.2 assessed as suitable for residential (50 dwellings) and convenience retail. The Call for Sites submission puts the site forward for approximately 50 units in accordance with draft policy PA9.2. It is envisioned that the Co-operative Group would be occupying the replacement retail space. Given the allocation and proposed plans for residential development this site is not considered currently suitable for employment uses and therefore not taken forward as an employment site in the HELAA.

See Appendix 2 DLP Site Proformas

Call for Sites/EDNA

EA020 – Bournes Green Chase

5.51 This site was put forward for housing development (up to 2,000 dwellings) through the Call for Sites. Subject to further detailed consideration the delivery of 2,000 dwellings in this location (approx. 22 dph) would allow for a suitable level of open space, green linkages and road infrastructure through the site and provide a buffer between the site and open countryside. However, this site will only be available subject to the Council considering the site necessary as an exceptional circumstances Green Belt release. Further consideration is required as to whether this site could be suitable as a mixed-use scheme including some office / light industrial uses, although this is likely to impact upon the housing numbers delivered on site.

See Appendix 2 DLP Site Proformas

EA021 - Land at Elm Road Shoeburyness

5.52 This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver approximately 100 dwellings. Further consideration is required as to whether this site could be suitable as potential mixed-use scheme including some office / light industrial uses, although this is likely to impact upon the housing numbers delivered on site. Given this site is designated open space, further public consultation would be required in terms of its potential release, which would obviously hold implications in terms of the site's availability. The site is therefore not considered currently available for employment development.

See Appendix 2 DLP Site Proformas

EA022 - Land at Fossetts Way

5.53 This site has been submitted through the Call for Sites as a potential housing site and further consideration is required as to whether this scheme could be delivered as a mixed-use scheme including an element of office/ light industrial. As set out within the Call for Sites submission development in this location could incorporate green infrastructure provision to enhance the setting of Prittlewell camp. According to the submission, the type and scale of development is set down in a joint development brief adopted as Southend-on-Sea Borough

Council Corporate Policy in September 2016. The site, along with neighbouring land to the east and west (Fossetts Farm), was removed from the Green Belt in March 1999 and designated as safeguarded land largely for future employment needs. The site should therefore be considered suitable for employment subject to the level of housing proposed.

See Appendix 2 DLP Site Proformas

EA023 – Land at Nestuda Way

5.54 This site was allocated within the Southend Airport JAAP for use as a B1a Business Park. Delivery of a proposed business park will support the continued growth of the Airport and its associated activities as a key economic asset and to address the current lack of availability of high-quality employment land and premises in the area. The site is owned by SBC and is identified to provide 10,000 sq. m. of B1 office space and create 500 new jobs.

See Appendix 2 DLP Site Proformas

EA024 - Land at Nestuda Way & Eastwoodbury Lane (intersection)

5.55 The site is allocated in the Southend Airport Joint Area Action Plan (JAAP) as a Green Buffer . See Policy ENV3 . Green Buffer South. As stated in the recently adopted policy: *%A green buffer will be retained on land to the south of Eastwoodbury Lane as shown on the Proposals Map. No development will be allowed within this area+.* Given this site is designated (as a green buffer), further public consultation would be required in terms of its potential release, which would obviously hold implications in terms of the site's availability. The site is not therefore considered suitable for inclusion in the HELAA as an employment site.

See Appendix 2 DLP Site Proformas

EA025 - Land North of Bournes Green Chase (West of Wakering Rd)

5.56 This site has been submitted through the Councils Call for Sites exercise. The site was submitted on behalf of Iceni Projects - Planning Agent of behalf of Cogent Land LLP. Cogent Land LLP holds long-term option interests to acquire the land. The site is being actively promoted through the Local Plan for residential development (1,400 dwellings). Further understanding is required as to whether this could be delivered as part of a mixed-use

scheme. However, this site will only be available subject to the Council considering the site necessary as an exceptional circumstances Green Belt release.

See Appendix 2 DLP Site Proformas

EA026 - Thorpedene Campus, Maplin Way North

5.57 This site has been included in the HELAA from the Call for Sites as a site which is suitable to deliver a residential led scheme. Whilst a potential mixed-use scheme could come forward, this is likely to include community uses (rather than employment) to mitigate against the existing loss. The site has not therefore been considered as currently available for a potential future employment site.

See Appendix 2 DLP Site Proformas

EA047 - Part of Fossett's Farm, Playing Fields, Jones Memorial Recreation Ground and SUFC Training Ground, Eastern Avenue.

5.58 This site is included as it was previously put forward in the SHLAA 2010 and the site is currently subject of a pending hybrid planning application. It is therefore considered available for development. Fossett's Farm and Recreation Ground is an 18.33 hectare mixed use site. It is located to the north and south of Fossett's Way. Part of the site falls within Rochdale LPA at the north. The site consists of the Southend United Football Club training ground and Cecil Jones Memorial Recreation Ground, open space and some green belt land.

5.59 In 2006 permission was granted (now lapsed) for the construction of the 22,000 seater stadium and complementary leisure uses and residential development. The relocation of the stadium remains a long running ambition of the football club. This site is in a location that developers find attractive to bring forward development, and it is considered that there is a reasonable prospect that employment generating uses will be delivered on the site as part of a viable mixed-use scheme. Subject to funding, development is likely to take place in the medium term, due to the complexities of the scheme and reliance on other sites.

5.60 Whilst the site is located within the Green Belt and on open space, the site is considered suitable for a mixed-use scheme (due to the granting of planning permission in 2006). Development is likely to take place in the medium term, due to the complexities of the

scheme and reliance on other sites. The site is however currently unavailable/unsuitable given its designation as a safeguarded site and subject to an open space Review.

See Appendix 2 DLP Site Proformas

EA048 - Land at Fossett's Farm

5.61 The site has previously been considered to be an appropriate location for employment uses and the land owner had promoted it as such. The land was safeguarded in the BLP second alteration.

5.62 This land at Fossett's Farm is an 0.40 hectare greenfield site, located west of Fossett's Farm Roundabout, north of a Shell Petrol Station. The surrounding area is predominantly in use as commercial / employment or made up of other similar open space/ overgrown sites considered as part of this assessment; sitting adjacent to EA022 - Land west of Fossett's Way which is covered by a development brief, and Site EA047 - Fossett's Farm stadium proposal, which is subject to a planning application.

5.63 This site could be considered suitable for a mixed-use scheme incorporating housing and employment uses. The site is considered reasonably well connected to the existing residential built up area and if available could be potentially suitable as part of a low-density mixed-use scheme. The site is currently considered unavailable given its designation as a safeguarded site. This may be reviewed further along the plan process.

See Appendix 2 DLP Site Proformas

EA049 - Land East of Fossett's Way

5.64 The site has previously been considered to be an appropriate location for employment uses and the land owner had promoted it as such. The land was safeguarded in the BLP second alteration. It has previously received planning permission for employment and retail, in 2005.

5.65 The site is a 5.15 hectare greenfield site and is located on the edge of the Southend LPA boundary. The south of the site is bordered by an access road to the adjacent distribution centre. This site is in a location that developers find attractive to bring forward sites for development. It is considered reasonably well connected to the existing residential

built up area and if available could be potentially suitable as part of a low-density mixed-use scheme. The site is currently considered unavailable given its designation as a safeguarded site. This may be reviewed further along the plan process.

See Appendix 2 DLP Site Proformas

Planning Permission

EA027 - Prittle Brook (Previously Prittle Brook Industrial Estate)

5.66 This site is part of a larger site previously in use as Prittlebrook Industrial Estate which has since been redeveloped largely for housing. The full application (housing) is nearing completion. The Outline permission which includes 5,600sqm B1 floorspace is not yet started although the site has been cleared. The site is considered suitable to deliver the scheme and there is no information to suggest this will not come forward within the next five years.

See Appendix 2 DLP Site Proformas

EA028 - Shoebury Garrison - Phase 2

5.67 This site has been included in the HELAA as an Employment Opportunity Site (as referred to in the EDNA). This site is adjacent to EA034 Shoebury Garrison Phase 1 (see above, in existing employment site section). The site has an extant Outline permission for a mixed-use scheme including 14,130 sq. m. of Office (Class B1(a)). The employment area is at the northern end of the site and extends to 3 hectares. The indicative layout illustrates 2/3/4 storey office development and some 500 car parking spaces. Although the site layout is indicative, development of buildings has been avoided within the flood alleviation area on the site's western flank, however as indicated in the application this land could be appropriate for car parking. The site is considered suitable for a mixed-use scheme and there is no further information to suggest this site will not come forward within the next five years.

See Appendix 2 DLP Site Proformas

EA044 - 1 - 3 Westcliff Avenue, Westcliff-on-Sea, Essex, SS0 7RA

5.68 This site includes a permitted application for the change of use of former Beecroft Art Gallery (D1) to 20 Artist Studios (B1), resulting in a gain of 810 sq. m employment floorspace. The application is considered available with no information to suggest this will not come forward within the next five years.

**EA045 - 4 - 5 (Essex Ambulance Service) Victoria Business Park Short Street,
Southend-On-Sea, Essex, SS2 5BY**

5.69 This site includes a permitted application for the change of use from an Ambulance Station (Sui Generis) to Administration and Training Offices (B1a) and Adult Day Centre (D1) resulting in a gain of 682 sq. m. employment floorspace. With no information to suggest this will not come forward within the next five years.

EA046 - 3 Towerfield Road, Shoeburyness, Essex, SS3 9QE

5.70 This site includes a permitted application to demolish the existing building to eastern boundary, and extend the existing building, including a two-storey front extension resulting in a gain of 1,250 sq. m. employment floorspace. There is no information to suggest this will not come forward within the next five years.

6.0 FUTURE DEMAND ANALYSIS

- 6.1 Step 6 comprises further demand analysis of evidence, building on that set out in the evidence review to further outline the context for economic potential in Southend.

Employment Growth Sectors

- 6.2 The South Essex EDNA sets out a series of strong growth sectors which have been identified across South Essex. These are identified below with the accompanying text including a summary of how these growth sectors relate specifically to the Borough of Southend:

- **Manufacturing and Engineering** . South Essex has a strong presence in manufacturing of fabricated materials, architectural and engineering activities, particularly within Thurrock but also Basildon. However, as noted there are potential opportunities for Southend and Rochford to strengthen advanced manufacturing and engineering in association with the London Southend Airport and new Airport Business Park. Aviation related businesses are already located in the area and the JAAP proposes capacity for circa.5,000 additional jobs. As set out within the EDNA, a key focus for the Councils in attracting this type of growth should be through providing support and training for local employees to take up opportunities in this sector.
- **Transport and Logistics** . the core cluster of activity is within Thurrock, but Basildon and Rochford are also noting increased roles. Strengths in this type of activity are expected to further increase, particularly for Thurrock largely driven by its proximity to London and other key exporting centres and its road connectivity.
- **Energy and Green Technology** . Thurrock again attracts the majority of this sector activity, with particularly strong links with manufacturing and engineering. Rochford also has opportunities for smaller scale activities in this sector. The EDNA does, however, note a falling trend in this sector across South Essex, so it is unlikely to be the strongest sector specific growth opportunity;
- **Digital Cultural and Creative** - The potential for this type of activity in South Essex is supported by the Thames Estuary focus for creative production and

innovation as detailed in the Thames Estuary Production Corridor Vision. This is strongest in Basildon, Southend-on-Sea and Thurrock. Southend is home to a number of existing cultural production companies and facilities, including The Royal Pavilion, as well as a strong education presence with the University of Essex and South Essex College. Growth in this sector requires a focus on further attracting graduates and employees to the area. Opportunities in this respect highlight the benefits of an attractive social and leisure provision, as well as good town centre connectivity.

- **Healthcare** . Whilst opportunities do exist in other South Essex Authorities, the healthcare sector strength is largely underpinned by the university and further education presence in Southend, specifically the Southend Adult Community College, the South Essex College and the University of Essex.

HCA Employment Density Guide 3rd Edition November 2015

- 6.3 The HCA's latest Employment Densities Guide (2015) largely focuses on the consideration on employment density i.e. the relationship between jobs-to-office floorspace (rather than the consideration of floorspace to site area i.e. plot ratios). The following information provides a summary of the guidance, including key factors which influence employment density and a table showing the potential densities of various categories of employment and floorspace requirements.

Advances in technology

- 6.4 In one respect, advances in technology assist to reduce employment density by making existing processes more efficient. However, on the other, technological advances can create new servicing and employment requirements, which subsequently place upward pressure on employment density.
- 6.5 In general terms technology is having an upward influence on employment densities for offices through increased flexibility in terms of space planning, usage and decreasing space requirements of physical infrastructure. For example, the shift towards flexible working is driven by enhancements to wireless connectivity. This in turn allows for more agile working, reducing the requirement for many workers to have a fixed desk and therefore reducing under-utilisation of space. As was noted in the business consultation

responses and elsewhere in this report, this flexible office floorspace is increasing in demand across the Borough.

- 6.6 In terms of manufacturing, particularly the automotive sector, significant changes have occurred in terms of automated production reducing the need for production line staffing, however there can also be upwards pressures with the need for a greater level of servicing and support to oversee and maintain the machinery.

The evolution of new forms of workspace

- 6.7 The general shift in our economy towards knowledge intensive sectors has also had significant implications on the required office space for these sectors compared to more traditional firms. For example, digital media companies often need multi-functional spaces including a combination of fixed-desks and more collaborative areas. Again, digital and creative industries are noted as a key growth sector within the Borough.
- 6.8 Home working has also seen a significant rise over recent years due to a growth in self-employment, improved connectivity, property prices, commuting distances and building maintenance costs etc. Data produced by ONS in June 2014 suggests that almost 14% of the UK's working population now work from home, the highest rate since comparable data collection began in 1998 where it was recorded that 11% were home working (note: the 2001 Census data showed that approximately 9% of the UK workforce worked mainly at home).
- 6.9 Along with this increased flexibility there has also been a notable increase in a preference towards locating within or adjacent the major urban centres with more businesses preferring to re-locate closer to the core services and workers wanting to be in close proximity to urban amenities. This highlights the continued importance of town centre employment locations.

Changing trading formats

- 6.10 This relates to retail and has therefore not been considered in detail but surrounds the implications of the growth of internet retailing, click and collect services, holding areas etc.

Sector and sub-sector activity

6.11 As previously discussed, employment density is now much more aligned to the type of activity undertaken within the building rather than its location/ building type. Therefore, new categories for such have been considered including:

- Corporate (energy, engineering, food, manufacturing, mining, property and retail). These types of firms have flexible working habits, however require space for client meetings and functions, reception space etc.
- Professional services (lawyers, accountants, management consultants and property companies). Density can vary significantly within the sub-group. For example, management consultants support more flexible working (high density) and legal firms, who are more structured, require more meeting rooms, file storage etc. (lower density).
- Public sector (central government, local authorities and the third sector). Include requirements for cellular offices and meeting spaces and for local government civic buildings and public spaces etc. Therefore, this tends to drive lower densities.
- Technology, media and telecoms (TMT), within which density requirements can also vary with large-scale tech/media firms providing sizeable corporate environments (flexible working and dense floorspace use), whereas other more creative firms (including much smaller businesses and start-ups) often have more creative space consuming approaches to their working environment.
- Financial and insurance (banks, building societies and insurance companies etc). This sector tends to have higher employment densities, with fewer requirements for breakout spaces and meeting rooms.

6.12 The 2015 guidance specifically includes a requirement for a broader definition of workspaces relating to small and start-up businesses. Briefly described as per below:

- Incubator - high spec managed workspaces that provide certain level of service in terms of technology, equipment and business support. Within scientific

sectors, incubators will often provide shared lab space alongside cellular offices.

- Studio - Studio workspaces are usually artist spaces which can be operated individually or as part of a more managed collection of spaces.
- Maker Spaces - These spaces provide an open workshop within a light industrial type unit. Providing a single shared space for working with a range of tools and machinery aimed at reducing costs for small and start up production businesses.
- Co-working space tends to consist of a large open plan office area offering shared desks where businesses work alongside one another.
- A managed workspace is commercially rented serviced premises from which small businesses can trade. The delivery of managed workspace could potentially accommodate a range of spaces, from small office units through to workshop and light industrial units.

Table 16: **Employment Densities Guide 3rd Edition**

Use Class	Sub-Category	Sub-Sector	Density	Type
B1a	General Office	Corporate	13	NIA
		Professional Services	12	NIA
		Public Sector	12	NIA
		TMT	11	NIA
		Finance and Insurance	10	NIA
	Call centres		8	NIA
B1b	R&D Space		40-60	NIA
B1c	Light Industrial		47	NIA
B2	Industrial & Manufacturing		36	GIA
Mixed B Class	Small Business Workspace			B1a, B1b – the density will relate to balance between spaces, as the share of B1a increases so too will employment densities.
		Incubator	30-60	
				B1c, B2, B8 - Difference between 'planned space' density and utilisation due to membership model
		Maker Spaces	15-40	
		Studio	20-40	B1c, B8
				B1a - Difference between 'planned space' density and utilisation due to membership model
		Co-working	10-15	
		Managed Workspace	12-47	B1a, b, c

Source: HCC (Nov 2015) Employment Density Guide 3rd Edition

- 6.13 The following chapter provides a more detailed understanding in terms of economic forecasts and future job projections including implications of these on future employment land and floorspace demand.

7.0 ECONOMIC FORECASTS AND TRANSLATION

- 7.1 The South Essex EDNA Employment Growth Scenario¹⁷ approach to forecasting includes two key components which result in a projection range and a single combined projection of employment land need to uncover reasonable growth expectations. The two elements include:

“A forecast of land and floorspace required to accommodate new demand, based on projections of employment growth in each authority area; and

An allowance made for supply side factors to ensure sufficient space is available throughout the plan period to accommodate existing and new businesses”.

- 7.2 The range of scenarios developed through the EDNA build upon an *understanding of past economic performance, the strengths and weaknesses of the local economy, factors expected to influence future growth and the wider macro-economic context for key economic sectors*.

Economic Forecasts

- 7.3 The EDNA¹⁷ base economic forecast utilises the East England Forecasting Model (EEFM) as it shows *most alignment with the growth expectations of the five South Essex authorities*”.
- 7.4 Using employment density assumptions, the job creation forecasts are translated into additional floorspace requirements. Density Assumptions are set out below and follow those set out within the HCA Density Guide Third Edition, 2015¹⁷.
- B1a/b . 12 sq. m per employee (Net Internal Area [NIA])
 - B1c / B2 . 36 sq. m per employee (Gross Internal Area [GIA]); and
 - B8 . 70 sq. m per employee (Gross External Area [GEA]).
- 7.5 As covered in paragraph 8.95/8.96 of the EDNA the EEFM base employment forecast for Southend sets out the *business as usual* employment growth scenario for the

¹⁷ [HCA Employment Density Guide 3rd Edition](#) (2015)

authority area up to 2036 across 31 economic sectors. The figures are then presented as Full Time Equivalent (FTE) to allow for a direct translation into floorspace needs. The baseline forecast employment growth for Southend would see 7,555 new FTE jobs over the period 2016 - 2036, an increase of 10%.

- 7.6 This baseline forecast includes the potential job creation of 1,186 FTE jobs specifically within Use Class B. Within this B class the base forecast shows an increase in office-based employment (13%), however there is a projected reduction in manufacturing / industrial employment numbers (-14%) and to a lesser extent in warehousing employment numbers (-3%). These results are predicated on a combination of historic performance and national sector trends.
- 7.7 However, these forecasts do not fully reflect the expected growth trend in Southend. To do this employment growth scenarios have been identified which have been utilised to reach a recommended growth forecast position through the production of the final combined scenario.

Table 17: **Southend-on-Sea Base Forecast Employment Floorspace & Land Requirement (2016 - 2036)**

	Floorspace Demand 2016- 2036	Change in Land 2016-2036
	Sq. m.	Ha
Office	30,848	3
Manufacturing / Industrial	-47,023	-12
Warehouse	-5,525	-1
Total	-21,700	-10

Source: EDNA, 2017. Table 68. Note: All figures represent number of FTE jobs and are considered minimums based on economic projections. Some figures may not sum due to rounding.

- 7.8 When considering employment creation under this base forecast the following additional jobs are calculated up to 2036:
- Office: 2,571 jobs;
 - Manufacturing / Industrial: -1,306 jobs;
 - Warehouse: -79 jobs.

Creative Industries Growth Scenario

- 7.9 Following Southend's existing strength in the creative industries and ambition to further realise growth in this sector going forward, an adjustment of 1.5% per annum was made through this scenario to the sector's growth rate. The adjusted growth rate did not change the overall land requirements for office, manufacturing / industrial, and warehouse activity compared to the base forecast requirements. There was a slight increase in the floorspace demand figures for each type of employment, although this was not of a significant enough scale to uplift the projected land requirements.

London Southend Airport Impact Scenario

- 7.10 For this growth scenario a 1.4% per annum growth rate was used as the employment multiplier. This was split equally between use classes and resulted in 0.7% office growth and 0.7% industrial growth. The projected impact of the indirect jobs created by London Southend Airport will also include a greater requirement for office floorspace (1,931sqm increase) and manufacturing / industrial floorspace (1,975sqm increase, although the requirement still remains negative).

Table 18: **Southend-on-Sea Forecast Employment Floorspace & Land Requirement (2016 - 2036) London Southend Airport Impact Scenario**

	Floorspace Demand 2016- 2036	Change in Land 2016-2036	Employment Creation
	Sq. m.	Ha	Jobs
Office	32,778	3	2,738
Manufacturing / Industrial	-45,048	-11	-1,251
Warehouse	-5,525	-1	-79
Total	-17,795	-9	1,401

Source: EDNA, 2017. Table 70

Health Sector Growth Scenario

- 7.11 Over the past five years within the health sector Southend has seen a growth of around 3% per annum. Through this scenario this has been continued forward in the base model using a forecast growth of 1% per annum. To reflect the increasing activity in this sector and boost growth, a potential growth rate of 2% per annum has been applied to test its

effects. Approximately 10% of jobs within this sector fall within the B use class.

Table 19: Southend-on-Sea Forecast Employment Floorspace & Land Requirement (2016 - 2036) Health Sector Growth Scenario

	Floorspace Demand 2016- 2036	Change in Land 2016-2036	Employment Creation
	Sq. m.	Ha	Jobs
Office	35,032	4	2,919
Manufacturing / Industrial	-47,023	-12	-1,306
Warehouse	-5,525	-1	-79
Total	-17,515	-10	1,534

Source: EDNA, 2017. Table 71.

7.12 The following table displays the implications of utilising a combined creative industries and health sector growth scenario.

Table 20: Combined Creative Industries and Health Sector Growth Scenario

	Floorspace Demand 2016- 2036	Change in Land 2016-2036	Employment Creation
	Sq. m.	Ha	Jobs
Office	36,625	4	3,052
Manufacturing/ Industrial	-46,325	-12	-1,287
Warehouse	-5,096	-1	-73
Total	-14,796	-9	1,692

Source: EDNA, 2017. Table 72.

7.13 The combined growth scenario for Southend draws on the findings of the Creative Industries Growth, London Southend Airport Impact and Health Sector Growth scenarios, as well as the Combined Creative Industries and Health Sector Growth Scenario.

7.14 In order to calculate the Change in Land for both office and manufacturing/ industrial floorspace the need figures have been adjusted to convert from NIA (office . 20% adjustment) and GIA (manufacturing/ industrial . 5% adjustment) to GEA as the basis for land conversion (warehouse figures are already provided as GEA).

Table 21: Combined London Southend Airport, Creative Industries and Health Sector Growth Scenario (incorporating GIA to GEA adjustments)

	Floorspace Demand 2016- 2036	Change in Land 2016-2036	Employment Creation
	Sqm	Ha	Jobs
Office	38,767	4	3,231
Manufacturing / Industrial	-44,170	-11	-1,227
Warehouse	-5,096	-1	-73
Total	-10,499	-8	1,931

Source: EDNA, 2017. Table 73.

- 7.15 The following table summarises and compares all the growth scenarios (for B1/B2/B8) and includes a combined forecast to better understand potential floorspace and land requirements across Southend.

Table 22: Summary of Southends Employment Growth Forecasts in Floorspace and Land Requirements (2016 - 2036).

	Total	Office	Manufacturing/ Industrial	Warehouse
Baseline	-21,700	30,848	-47,023	-5,525
Creative Industries Growth	-18,980	32,440	-46,325	-5,096
London Southend Airport Impact	-17,795	32,778	-45,048	-5,525
Health Sector Growth	-17,515	35,032	-47,023	-5,525
Combined Creative Industries and Health Sector Growth	-14,796	36,625	-46,325	-5,096
Combined Forecast	-10,499	38,767	-44,170	-5,096

Source: EDNA, 2017. Table 74.

- 7.16 As discussed in paragraph 8.115 of the EDNA the Combined Forecast for Southend would still result in a negative land requirement overall, but largely as a result of opportunities to contract industrial land supply and deliver additional office accommodation. Given the restructuring of some of the Research and Development (R&D) sector it may be that there is still a requirement for more hybrid space which

combines B1 uses as well as some B8 space.

- 7.17 However, this type of development would potentially require a more office type environment than a traditional industrial estate. The allocated land at Southend Airport offers the opportunity to accommodate this type of employment space and is expected to play a key role as part of Southend's future employment land portfolio.
- 7.18 The EDNA not only sets out to gain a quantitative understanding of projected employment demand, it also seeks to supplement this with a qualitative understanding. This may identify that, despite the projected over-supply of manufacturing floorspaces and land in quantitative terms, there may still be a deficiency in terms of the qualitative need for floorspace and land at a particular scale or format which is currently not well provisioned in Southend or the South Essex area.
- 7.19 Whilst the forecasts identify a reduction in the requirement for B2 employment land in the projection period, this does not necessarily mean there is not a continued requirement for the full portfolio of existing employment sites or the development of certain potential employment sites, if they meet Southend's qualitative employment need.
- 7.20 The scenarios set out in the EDNA and discussed above consider the floorspace needs generated from potential employment growth. However, in order for future employment forecasts to be based on more than economic growth predictions and to better reflect the fluid nature of land allocations, the EDNA also sets out the potential need to make some supply side adjustments.
- 7.21 Traditionally two additional allowances are made to growth projections to help ensure local flexibility. These cover the terms 'Windfall Losses' and 'Churn'

Contingency Allowance for 'Windfall Losses'

- 7.22 This relates to providing a contingency allowance which takes into account the fact that not all designated employment land will be used by B-Use-Class employment uses. A significant part of the projected employment growth also arises from sectors which have not traditionally been located on B Class employment land including growth sectors such as healthcare, education, hotels and leisure. Where appropriate, employment land may

be delivered as part of a mixed-use scheme. Another consideration here relates to the extension of Permitted Development Rights allowing the conversion of office premises to residential uses on a far less restrictive basis, whereby there is now significant potential for unexpected loss of employment floorspace.

- 7.23 To provide this estimate, the EDNA utilised the net change in employment floorspace from the Councils Authority Monitoring Report (AMR). Where the net change has been negative (i.e. floorspace lost is greater than floorspace gained), the EDNA included these in the Windfall estimate, where the opposite was true this was included within the Churn allowance.

Table 23: **Allowance for Windfall Losses**

	Office (sqm)	Industrial (sqm)	Warehouse (sqm)
Southend (2011-2016)	99,973	6,257	22,723

Source: EDNA, 2017. GVA Analysis of AMR. Table 83.

- 7.24 Within South Essex, the loss of office capacity has been particularly significant within both Basildon and Southend which have historically been key office markets and regional hubs for a range of professional service and public-sector activity. Shifts in Permitted Development Rights and the inability to refurbish these 1960s/ 70s properties viably to meet modern occupier requirements has seen a large quantum of space converted from office to residential, driving the high windfall loss figures.
- 7.25 As highlighted in the EDNA, explanations relating to the losses in industrial space are more complex. In some locations, the lost capacity has resulted from properties/ land becoming redundant as occupiers vacate, allowing redevelopment for non-B class uses. In some Local Authority areas this has resulted in the wholesale loss of industrial estates such as the Prittlebrook Industrial Estate in Southend (although some employment is to be re-provided through the redevelopment proposals). In many cases the losses have been more piecemeal, with individual units being lost to non-industrial activity, particularly uses such as D1 gyms as this section of the leisure industry has grown across the UK.

Contingency Allowance for 'Churn'

- 7.26 As well as making an allowance for unexpected losses of employment land, the EDNA

also includes an allowance for the fact that locational and premises needs of businesses change over time, requiring businesses to move. In other instances, an existing business might cease its operations and a new business take over a site for redevelopment. For this to happen smoothly, there is a need for certain level of available vacant land. This type of demand has been called *churn demand* or *frictional vacancy*

- 7.27 An allowance for *churn* is calculated within the EDNA from the average annual construction rate of space within South Essex, as recorded within the Authority Monitoring Report. As noted above, this includes data for years where there has been a net increase in floorspace. An allowance for churn allows the commercial property market realities to be added to the baseline economic forecast, reflecting historic demand and development rates.

Table 24: **Allowance for Churn**

	Office (sq. m.)	Industrial (sqm)	Warehouse (sqm)
Southend (2011-2016)	151	0	365

Source: EDNA, 2017; GVA Analysis of AMR. Table 84.

- 7.28 By combining the demand and supply side factors it is possible to identify the total projected employment land requirement which should provide sufficient capacity to accommodate future business needs.

Table 25: **Combined Requirement (Floorspace and Land)**

	Total	Office (sq. m.)	Industrial (sq. m.)	Warehouse (sq. m.)
Floorspace (sq. m.) Southend	118,971	138,892	-37,913	17,922
Floorspace (sq. m.) Total South Essex	1,050,397	30,137	55,202	965,058
Land (Ha) Southend	11	17	-10	4
Land (Ha) Total South Essex	345	44	42	260

Source: EDNA, 2017. Table 85.

- 7.29 By including the churn and windfall allowances this makes a notable impact on the land and floorspace requirements. The majority of this projected additional capacity

requirement is driven by the need to offset historic losses of industrial and office premises. Given the different dynamics the EDNA advises that each Local Authority should adopt their own approach to including these supply side adjustments. For the Boroughs of Basildon, Southend and Thurrock, this would (most likely) not require the inclusion of the full allowance rather planning on the basis of economic growth projections and an additional allowance for churn. This then reflects the fact most of the stock has been lost as it was (in effect) redundant.

Table 26: **Balance between Total Employment Land Supply and Demand**

	Southend	South Essex
Total Employment Land Supply . Potential Sites (ha)	16.4	941
Total Employment Land Demand (ha) Combined Scenario	-8	272
Total Employment Land Demand (ha) - Combined scenario with supply side adjustment	11	345
Employment Land Demand as % of Supply in Respective Area	-49% or 67%	29% or 37%

Source: EDNA, 2017. Table 86.

- 7.30 Whilst the Southend total employment demand figure for the combined scenario (without supply side adjustment) is negative, this masks variation in the use class specific demand. This shows that a positive 4ha demand for office floorspace, which counteracts the negative requirements for industrial and warehousing land.

8.0 SUPPLY AND DEMAND

8.1 This section looks at the quantitative and qualitative fit between demand for general B-class employment premises likely to arise and how the existing and potential supply could meet that demand for the period up to 2036.

8.2 Steps 2 to 8 have taken stock of the existing employment situation and assessed the demand for future provision. The following section represents the culmination of these steps, to identify future B-class employment provision available to meet future requirements and provide initial recommendations on which sites could potentially be considered for protection, redevelopment or release by the Council.

Employment Supply against Demand

8.3 The consideration of supply and demand has been conducted as a series of steps including:

- recommending existing employment sites for potentially safeguarding/protection;
- identifying the impact of existing employment permissions (losses/gains) on the level of future floorspace required;
- examining potential employment distribution options;
- considering future requirements, including scope for intensification/ redevelopment within existing employment sites, release for alternative uses and new sites; and
- recommending employment policy for specific issues.

8.4 The first step towards building a portfolio of employment sites is to consider which sites could potentially be protected for employment purposes. Existing sites, which are well used and are a strategically important resource to support the existing economy, will require protection through planning policy from speculative development applications that could undermine economic activity in Southend.

Sites to 'Protect and Maintain'

8.5 Sites which are in good use for employment purposes which remain attractive to the market in suitably accessible locations should be protected for employment purposes. Sites recommended for consideration by the Authority for protection for continued employment purposes include:

- EA002 - Aviation Way
- EA003 - Campfield Road
- EA004 - Comet Way
- EA005 - Lawrence Hill Industrial Estate
- EA008 - Rosshill Industrial Park
- EA009 . Stoke Road
- EA010 - Temple Farm
- EA011 - Thanet Grange
- EA012 - Tickfield Avenue
- EA013 - Towerfield Road
- EA014 - Vanguard Way
- EA033 . Progress Road
- EA035 . Short Street

Sites to 'Protect and Enhance'

8.6 Existing employment sites recommended to be protected and enhanced for employment uses which include scope for further enhancement / intensification include:

- EA001 - Airborne Close & Airborne Industrial Estate
- EA007 - Priory Works

Sites to 'Monitor and Manage'

8.7 Sites to monitor and manage for potential future loss or potential redevelopment for a

mixed-use opportunity.

- EA006 - Prince Close
- EA032 - Grainger Road
- EA034 - Shoebury Garrison (Phase 1)
- EA036 - Terminal Close

Sites to 'Develop'

8.8 The following sites could have potential in the future to come forward as part of a mixed-use scheme, however this would be subject to further consideration on the type of mixed-use proposed. These sites, given their location, would also be subject to a Green Belt Review and/or Open Space review and are therefore not considered available at the point of this assessment.

- EA020 - Bourne's Green Chase
- EA021 - Elm Road Shoeburyness
- EA022 - Fossett's Way
- EA025 - Land North of Bourne's Green Chase
- EA047 - Land at Fossett's Farm, Playing Fields, Jones Memorial Recreation Ground and SUFC Training Ground
- EA048 - Land at Fossett's Farm
- EA049 - Land East of Fossett's Way

8.9 Sites considered potentially suitable for new employment (including those considered potentially suitable for a mixed-use scheme or those with existing planning permissions):

- EA016 - Central Station
- EA017 - Pitmans Close
- EA018 - Prittlewell Station Goods Yard
- EA019 - Whitegate Road
- EA023 - Land at Nestuda Way

- EA027 - Prittle Brook (previously Prittlebrook Industrial Estate)
- EA028 - Shoebury Garrison . Phase 2
- EA029 - Elmer Square Phase 2
- EA030 - Tylers Avenue Car Park
- EA031 - Victoria Avenue
- EA039 - Queensway
- EA044 - 1-3 Westcliff Ave
- EA045 - 4-5 Victoria Business Park (Essex Ambulance Station)
- EA046 - 3 Towerfield Road

8.10 Non-employment sites not suitable for further employment:

- EA015 - Baxter Avenue (to be developed for other uses)
- EA024 - Land at Nestuda Way & Eastwoodbury Lane
- EA026 - Thorpedene Campus
- EA037 - Marine Plaza (to be developed for other uses)
- EA038 - New Southend Museum (to be developed for other uses)
- EA041 - Southend Pier . (to be developed for other uses)
- EA042 - Guildford Road . (to be developed for other uses)
- EA040 - Seaways Car Park

Plot ratios and Employment Densities

- 8.11 Part of the HELAA Assessment involved providing advice on an approach to calculating plot ratios and employment densities, which could then be used to inform allocations and potential floorspace yields.
- 8.12 As has been highlighted previously, the HCA's latest Employment Densities Guide (2015), largely focuses on the consideration of employment density i.e. the relationship between jobs to office floorspace (rather than floorspace to site area i.e. plot ratios). This section has however, sought to provide an understanding in terms of potential plot ratios, including general ratio calculations with a focus on the location and surrounding built

environment

Plot Ratios

- 8.13 The capacity of land to accommodate floorspace is measured by the plot ratio i.e. the ratio of built floorspace to site area. Calculations surrounding plot ratios can vary greatly when assessing land, specifically considering the variations between employment type.
- 8.14 The 2004 Employment land reviews: guidance¹⁸ previously placed a greater emphasis on providing potential plot ratios for those considering floorspace potential. This is highlighted through table 27, previously included in the guidance, which summarises ratios for translating potential gross floorspace to site area.

Table 27: Plot Ratio's for Employment Use – Withdrawn Employment Land Review Guidance

	Roger Tym, 1997	Other Studies
Business Park	0.25 to 0.30	0.25 to 0.40
Industrial	0.42	0.35 to 0.45
Warehouse	-	0.40 to 0.60
Town Centre	0.41	0.75 to 2.00

- 8.15 The above-mentioned guidance is now largely out-of-date; however, it does highlight the variations across types of uses and calculations considered through a variety of studies.
- 8.16 This reiterates the difficulties in producing generalised assumptions when calculating floorspace potential and reinforces the notion that a sites location and surrounding built form holds a significant impact on floorspace delivery and site density
- 8.17 Considering examples of office developments within Southend, background guidance and our own understanding based on other Employment Land Reviews, DLP would generally advise taking into consideration the site location, context, surrounding built form and local constraints when assessing the density of development.

¹⁸ ODPM (2004) Employment land reviews: guidance

- 8.18 To give an approximate calculation for central office development, we would suggest a general rule could be to use a 90% area to footprint ratio (with further 20% to cover gross to net calculation). This could then be multiplied by the proposed building storeys. Therefore, for a 0.2-hectare site = 2,000m², Gross to Net leaves 1,440 m² with limited constraints and surrounding building heights of between 3 to 6 storeys (average 4.5) 1,440 m² x 4.5 = 6,480 m².
- 8.19 N.B The gross to net calculation has been taken from the latest Employment Density Guide which states: *“For office space the gross figure is typically 15-20% higher than net internal space”* (HCA 2015). For industrial uses, we would advise using a general ratio of 40% (without a net to gross ratio calculation). Whilst much of the B2 uses will be over one level, this would also then be multiplied depending on storeys.
- 8.20 For mixed-use developments, it largely depends on the size and location of the scheme and the number of dwellings proposed. For smaller sites these could incorporate mixed-use opportunities for ground floor employment uses and upper floor residential, where a plot ratio of 60% could be appropriate. However, for other schemes, particularly with those providing workshop/ live work opportunities, the potential ratio could well be lower.
- 8.21 For those potential mixed-use opportunities set out below, potential floorspace assumptions have not always been provided. This is based on the fact that further understanding is required in terms of how the housing yields set out in the SCAAP could be amended to reflect the incorporation of employment uses on the site.

Table 28: Summary of Potential Supply

	Location	Type	Notes	Potential Supply (sq. m)
EA009	Stock Road	B1/ B2/ B8	Parts potentially suitable for modernisation, although unlikely to notably increase supply.	0
EA016	Central Station	B1	Potential intensification. Potential supply includes approx. density calculation.	3,709
EA017	Pitmans Close	B1	Potential intensification. Potential supply includes approx. density calculation.	4,200
EA018	Prittlewell Station Goods Yard	B8	Planning permission for employment provision (storage)	893
EA019	Whitegate Road	B1	Potential intensification. Potential supply includes approx. density calculation.	1,900
EA023	Land at Nestuda Way	B1	Airport Business Park	10,000
EA027	Prittlebrook	B1	Planning permission for employment provision	5,600
EA028	Shoebury Garrison . Phase 2	B1	Planning permission for employment provision	14,130
EA029	Elmer Square Phase 2	B1	Potential mixed-use opportunity requires further investigation	-
EA030	Tylers Avenue Car Park	B1	Potential mixed-use opportunity requires further investigation	-
EA031	Victoria Avenue	B1	Potentially suitable for employment as part of a mixed-use scheme, although unlikely to result in a net gain of floorspace	0
EA032	Grainger Road	B1	Potentially suitable for employment led mixed-use scheme, although unlikely to result in a net gain of floorspace	0
EA033	Progress Road	B1/ B2/ B8	Potential intensification. Potential supply includes approx. density calculation.	6,200
EA035	Short Street	B1/ B2/ B8/ D1/ D2/ SG	Potential intensification due to current low density . requires further investigation	-
EA039	Queensway	B1	Potentially suitable for employment as part of a mixed-use scheme, although unlikely to result in a net gain of floorspace	0
EA040	Seaways Car Park	B1	To be developed for other uses	-
EA044	1-3 Westcliff Ave	B1	Planning permission for employment provision	810
EA045	4-5 (Essex Ambulance Station)	B1	Planning permission for employment provision	682
EA046	3 Towerfield Road	B8	Planning permission for employment provision	1,250
Total				49,374

8.22 Table 28 indicates a total potential additional supply amounting to 49,374 sq m, or 4.94 Ha across the B classes. This amount needs to be balanced against the potential future

losses through the monitor and managed approach to identified sites and against the EDNA combined scenario. As the change in forecast demand for B class floorspace progresses to 2036, from the predicted loss of industrial floorspace to an increase in warehouse, office floorspace and the growth in non-b class uses (such as retail, leisure and public services), the changing composition of employment sites and potential future supply will need to be carefully monitored.

- 8.23 Whilst, it may be noted that there a difference between those sites identified with potential capacity to support additional floorspace and the EDNA combined scenario, the nature of employment floorspace requirements (e.g. the move from industrial floorspaces to other B and non-B class economic uses resulting in different plot ratios and employment densities) is changing and therefore a simple $1+1=2$ calculation is inappropriate to adequately plan for the loss, protection and allocation of sites. Through the identified protected sites and additional supply there is anticipated to be adequate provision to monitor future changes to floorspace and site needs through the five yearly plan review cycles now required of Local Plans.
- 8.24 It is important that sites are not lost solely based on the EDNA scenarios as, once lost to alternative non-employment uses (e.g. residential), it is unlikely that sites will return to use that will generate employment.
- 8.25 These points are explored in the more detail below in the following policy recommendations.

Policy recommendations

- 8.26 Supporting economic growth and stimulating regeneration in growing employment sectors is a complex task. This will require comprehensive and coordinated use of all the tools available to achieve the necessary outcomes. An important aspect of delivering the right growth within the Southend Borough will be achieved by setting objectives at the strategic level. These can then be combined with the use of policy tools and techniques which encourage and support appropriate types of new and alternative development at the right locations across the Borough.
- 8.27 The recommendation to protect employment sites needs further thought in the context of declining employment sectors and the need for policy to enable the economic potential of the area to be achieved. The issue is more complex than simple numbers as, whilst

the overall floorspace requirement for certain sectors is reducing, issues relate to the provision of new space to support growing sectors. Here there are delivery issues due to limited land supply and low overall rents that to some degree undermine delivery.

8.28 The key recommendation for the Council is to strike an appropriate balance between releasing sites for alternative uses e.g. housing and to allow a variety of redevelopment schemes that facilitate a change in the type of employment premises available in Southend. Given the values involved with employment development, this is likely to require mixed use redevelopments that could result in net losses of floorspace (in line with the EDNA forecasts) but not a large reduction in employment sites.

8.29 The consideration of development proposals that would result in the total loss of a site or all floorspace currently or previously used for employment must be made according to policies that consider the overall economic development strategy. This means proposals that would lead to the loss of poorer quality employment areas, including those targeted by residential developers because of their location, are no longer dealt with on a piecemeal basis, but relate to a wider context. Appropriate policies for the new Local Plan will need to:

- provide for decisions to be made in the context of any sub-regional economic strategy (e.g.) which sets out to deliver what economic potential exists, recognises the role of land and premises as part of the delivery of that wider strategy and recognises the role of smaller as well as larger sites;
- set out policies to release/retain/redevelop the Borough's finite employment land portfolio with clear recommendations/criteria on sites;
- require a variety of types of site to be part of the overall portfolio, including sites suitable for lower cost base operations and perhaps relate this requirement to different locations across the Borough;
- ensure consideration is given to other non-b class employment potential. The new Local Plan should include policies on tourism, retail and residential care to ensure that important employment growth is guided by the Council; and
- provide a positive policy on employment diversification (but not loss) to allow

the continued provision of small businesses in appropriate premises/locations to meet the needs of the borough.

- 8.30 Overall, clear direction is required to ensure that there is no over or under supply of employment provision compared with the vision and strategy established by the Council. Through the supply and demand analysis, DLP have considered that a variety of employment sites are available to enable market choice and to improve/ maintain existing residents opportunities to work locally. With these broad requirements on future proposals considered, there would presumably be other tests to do with the suitability for other uses of a site in its context, as part of the more generic criteria policies in the plan.
- 8.31 The use of phasing and managed release mechanisms will be an essential part of achieving the preferred spatial vision for the Borough. These mechanisms can offer a valuable tool in achieving co-ordinated and sustainable development. There are a number of different policy approaches that can be used to set up a robust phasing or management process which creates a direct relationship between allocations, actual built development and monitoring. It will be important to establish what is to be achieved and clarify the opportunities offered by these techniques and their appropriate use in different parts of the Local Plan.

Employment Delivery

- 8.32 In this section, DLP have considered factors constraining employment land development within the Borough and offered ideas on delivery options and implementation tools to help bring forward sites identified in Step 9.

Delivery Issues

- 8.33 Within the Southend Borough, the process of bringing new business floorspace forward onto the market has sometimes proved problematic. The main constraints to delivery identified in the HELAA are:
- market viability, where development risks and costs for employment uses, including the developer's return, exceed achievable values this creates negative site values and thus no incentive to investment;

- as land value for residential use is higher than for employment use, this can incentivise land owners/developers to promote sites as residential over employment use and limit the amount of employment land coming forward;
- if site servicing and preparation raises costs to uneconomic levels, development will not be forthcoming. The scale of infrastructure costs can also discourage development, especially if it involves major investment in, for example, site access. There is limited public funding to overcome these issues;
- limited employment site allocations may be undermining delivery due to lack of certainty for developers. Employment policy provides flexibility for employment proposals to come forward, but again with flexibility comes a degree of uncertainty; and
- lack of specific dedicated economic development resources to support existing/new businesses, facilitate landowner/developer discussions and provide advice and access to available smaller scale funding sources.

8.34 The lack of progress with the delivery of new employment floorspace is likely to be the consequence of one or a combination of the above factors. These factors are not unique to Southend and there are no magic solutions to solve these problems.

8.35 The completion of this HELAA Part 2 Employment Report and the integration of the conclusions of this evidence study into the new Local Plan may now offer the right vehicle to help mitigate these deliverability problems.

Market Signals

8.36 The critical point to understand is that just because an allocated employment site is not developed it does not mean that the problem is one of ~~delivery~~ It can be interpreted as a market signal indicating that this is not the best use for the site, or alternatively that land owners are incentivised to pursue the residential development as it creates greater profit values. This is important for the Council if it decides to embark on further site allocations for employment uses, as it will need to be particularly careful that identified sites are in the right locations and have landowner support.

8.37 The Council is under increased pressure for housing development and therefore

alternative residential uses may be promoted from a developer/landowner value perspective. Therefore, in certain cases it may be important to confirm owner intentions of sites to avoid the risk that sites fail to be delivered and/or greenfield sites allocation for employment uses are used to support the principle of development in general for alternative uses e.g. residential.

Market Viability

- 8.38 The viability of the development of any given site will depend upon market conditions at that particular time, including rental and capital values and upon site specific factors such as higher than average project costs. For example: the need for piling due to poor ground conditions; remediation of contaminated land; flood protection measures and/or need to raise floor levels and provide compensatory flood storage; infrastructure costs such as new access roads, highway improvements/roundabouts; availability and capacity of utility supplies; Section 106 Agreement costs; CIL; costs incurred in obtaining planning consent including professional advisors etc.
- 8.39 If development does not provide an adequate profit margin then schemes are unlikely to proceed. Ideally sites within Southend will require appropriate investigation pre-allocation or pre-application to limit the risks of infrastructure costs increasing and the site being rendered unviable.

Delivery Options for Potential Employment Sites

- 8.40 The HELAA has sought to identify development delivery recommendations for these sites based on the following delivery options and tools:
- Standard Commercial Delivery . Suitable for identified sites where development risks and costs for developing employment premises, including the developer's return, exceed achievable values and sufficient market demand supports speculative delivery. The Council may need to support the investigation of site delivery e.g. cost of access and liaising with owners and promoters to ensure delivery;
 - Anchor Occupiers/ Business Plans - Pre-lets or anchor occupiers are important to realising larger development/ redevelopment schemes. For this to be identified

as a practical solution the developer/landowner will need to have an identified end user, to know how much space they will buy and when. The Council will need to work with the existing land owners and/or key existing business that could act as the anchor tenant to understand their specific business plans and the potential for growth/new provision on sites to support delivery;

- **Mix of Uses** . Provision of employment space as part of a mixed-use scheme improves the viability of employment provision due to the shared infrastructure costs and potential cross subsidy from high value development uses e.g. retail and residential. The market likes mixed-use schemes, as they can spread developers risks. Residential use to enable development on green field sites could help kick start development of the commercial elements, but the site would need to be attractive for employment purposes in isolation. We would also note that planning policy allocations need to be realistic about the quantum of employment floorspace within a mixed-use scheme. Aspirations for a higher quantum could frustrate delivery. The Council will need to have early discussions with site promoters to inform any future planning policy;
- **Planning Policy** . Planning should guide the market positively to stimulate demand and encourage development, through tools like development briefs, masterplans and Local Development Orders (LDOs). Southend could produce planning guidance/policy for key sites. The Council has already undertaken this for a variety of sites and it is recommended that some existing sites will benefit from guidance that sets out the objectives e.g. quantum and type of commercial space, policy constraints, types of interventions (if necessary) and landowner/developer/ Council delivery arrangements, including funding (if required).

Available Funding

8.41 In instances where site investigations or liaison with developers/ landowners have identified barriers to market delivery, the Council may have to consider the following potential funding sources to unlock sites:

- **S106 Agreements** . Currently most developer contributions towards infrastructure

are through the S106 system. It is possible that S106 can help to pay for or subsidise employment space and training (when in accordance with the planning obligation tests, set in the CIL Regulations 2010). The issue with seeks contributions from employment developments to support economic development is the generally lower financial viability of employment schemes.

- **Community Infrastructure Levy (CIL)** . The Council could utilise its Community Infrastructure Levy (CIL) to secure funds. Development values for residential are high across Southend and therefore a CIL charge for residential uses can generate funding to support infrastructure delivery, including infrastructure improvements to support employment site delivery
- **Public Funding** . It is more likely that commercial development will be driven by the private sector and therefore intrinsic viability will be a crucial issue. There may be some scope for public funding of development and this would need investigating with a project in mind. Public sector support for office and industrial development may rely on Government and European funding.
- **Public Sector Land** . One specific form of funding can be through a contribution from the Council in the form of land or of site servicing. Land at nil value reduces overall development costs, hence improving viability. Clearly, such an approach has opportunity costs and needs weighing in terms of the Council's overall objectives and will most importantly depend upon the location and suitability of land holdings. Local authorities may help facilitate developments where there are land ownership training and employment issues by purchasing land using their own funding. For instance, if a site is in multiple ownership then the use (or threatened use) of Compulsory Purchase Order (CPO) powers may be more persuasive in acquiring land into single ownership to release development.

APPENDIX 1: COUNCILS EMPLOYMENT SITE ASSESSMENTS

Survey of Key Employment Areas 2017

Context and Background

Policy CP1 *Employment Generating Development* of the adopted Core Strategy (2007), in setting out broad locations for employment growth, identifies industrial estates and employment areas as Priority Urban Areas where appropriate regeneration and growth will be focused. The Development Management Development Plan Document (DMD) reflects the spatial vision and objectives of the Core Strategy and includes more detailed local policies for the management of development. Policy DM11 *Employment Areas* sets out detailed policies for managing identified and existing employment areas in Southend as defined on the DMD Policies Map.

These Employment Areas, as identified in Policy DM11 (Policy Table 8 – see Table 1 below), are divided into two categories: Employment Growth Areas and Industrial/Business Estates. This approach is based on the findings of the Southend-on-Sea Employment Land Review 2010 which recommended that some existing employment areas have the potential to provide for increased/modern employment floorspace (Employment Growth Areas), and recommended sites that should be retained and protected for employment uses (Industrial Estates and Business Estates).

Table 1: Southend DMD Policy Table 8 - Existing Employment Areas

Employment Areas	
1. Employment Growth Areas	2. Industrial / Business Estates
Shoebury Garrison (Phase 1) Progress Road Prittle Brook Industrial Estate Terminal Close Grainger Road Short Street	Thanet Grange Comet Way Airborne Close Airborne Industrial Estate Laurence Industrial Estate Aviation Way Temple Farm Stock Road Rosshill Industrial Park Priory Works Prince Close Vanguard Way Towerfield Road Campfield Road Tickfield Avenue

The South Essex Economic Development Needs Assessment 2017 (EDNA) provides an initial assessment of employment areas in the Borough. The initial assessment analyses the suitability of all existing designated employment sites for future employment use. It concludes that all should be ‘protected and maintained’ or ‘protected and enhanced’ with the exception of three sites (Terminal Close, Grainger Close and Prince Close) which should be ‘monitored and managed’ and Prittle Brook which is no longer fully in employment use, although a proportion of the site is identified for new employment floorspace. This will be further assessed as part of the Council’s Housing and Economic Land Availability Assessment (HELAA).

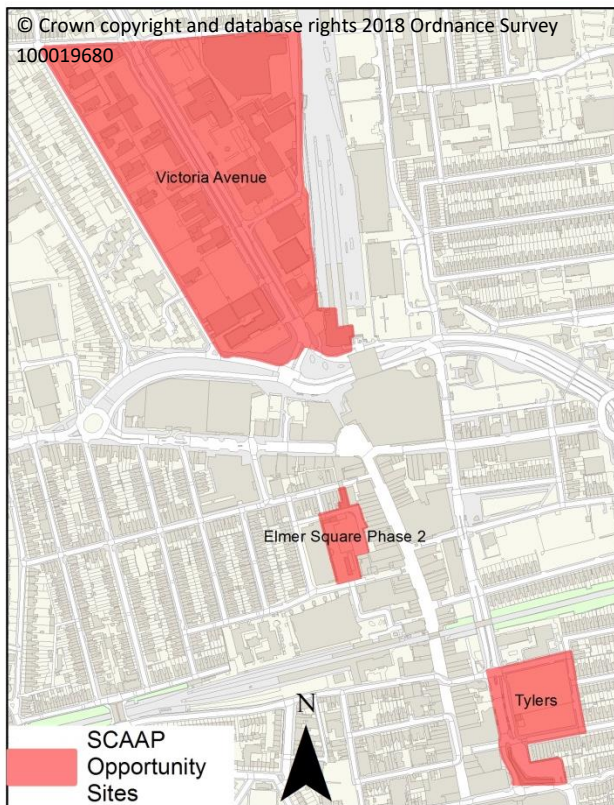
The EDNA identifies six sites with potential for new employment provision as set out in **Table 2**.

These areas are not the focus of this report and will be further assessed in the HELAA.

Table 2: Employment Opportunity Sites as identified by the EDNA 2017

Map Number/ Site	Site Name	Site Area (ha)	Potential floorspace (sqm)	Status
Map 1/ Elmer Square Phase 2	Elmer Square - Phase 2	0.54	6,200	SCAAP Opportunity Site PA3.1
Map 1/ Tylers	Tylers	1.88	2,000	SCAAP Opportunity Site PA7.1, SHLAA site CON058
Map 1/ Victoria Avenue	Victoria Avenue	12.68	3,189	SCAAP Opportunity Site PA 8.1, SHLAA site CON104 / BVLA
Map 2/ 14/00943/FULM	Prittle Brook	2.4	5,600	Hybrid planning permission: 14/00943/FULM
Map 3/ Land at Nestuda Way	Nestuda Way	3.44	10,000	JAAP site - Policy E7, Call for Sites submitted (CFS/17/222)
Map 4/ 15/02053/OUTM	Shoebury Garrison - Phase 2	3.05	14,130	Outline planning permission: 15/02053/OUTM

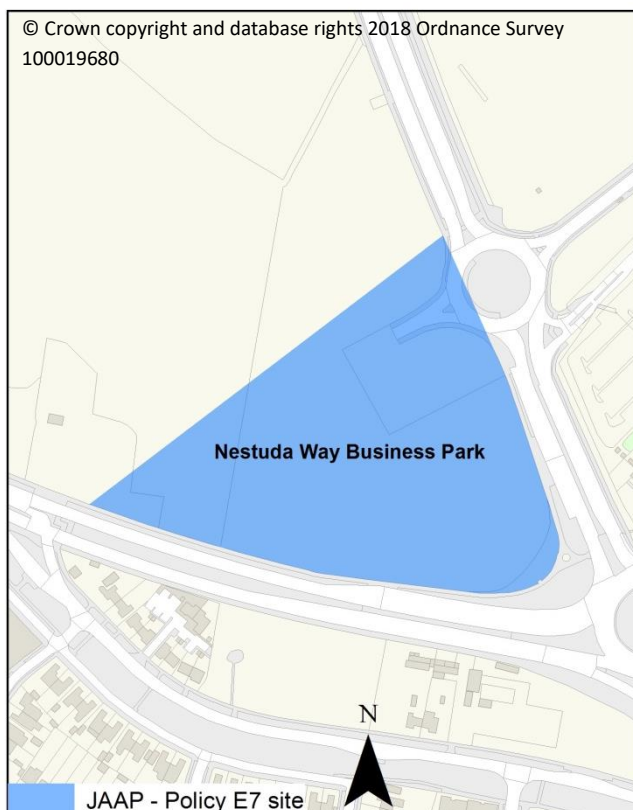
Map 1: SCAAP



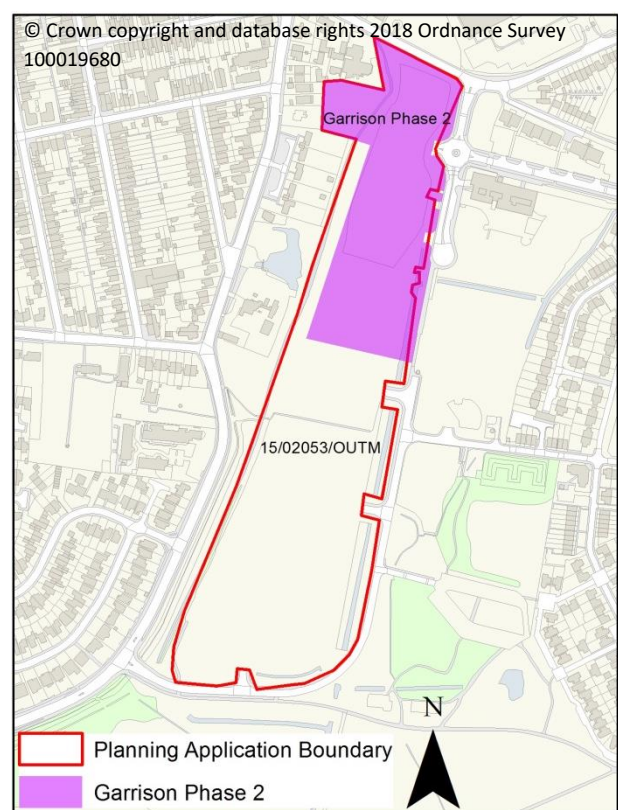
Map 2: Planning Permission (Prittle Brook)



Map 3: JAAP



Map 4: Planning Permission (Shoebury Garrison Phase 2)



Survey of Key Employment Areas 2017

Methodology

An 'on-site' survey was carried out for all the premises in each existing employment area during September, October and November 2017. The name and perceived use class of each premises/ unit was recorded and any vacancy noted. The raw survey data can be found in **Appendix 2**.

For the purposes of calculating the total number of premises falling in a 'B' Use Class, all vacant premises were assumed to be a conforming 'B' Use Class, owing to them being sited in a designated area.

A map of each Employment Area showing the premises surveyed is available at **Appendix 1**¹.

By using a GIS system it was possible to calculate the building footprint of each business based on ordinance survey data. This does not reflect total employment floorspace, i.e. it does not take into account the number of floors, but instead provides a broad estimate of the size of the building/ premises or its footprint.

There will be discrepancies between the 2013 and 2017 surveys, where units have been sub-divided; demolished or new units have been created.

¹ The Employment Area boundaries are as designated by the Development Management Document Policies Map (2015). The 2017 survey proposes some minor amendments to a two of these boundaries) Tickfield Avenue and Comet Way) and is available in Table 3 of this report.

Survey Results

Proposed Amendments to existing Employment Areas

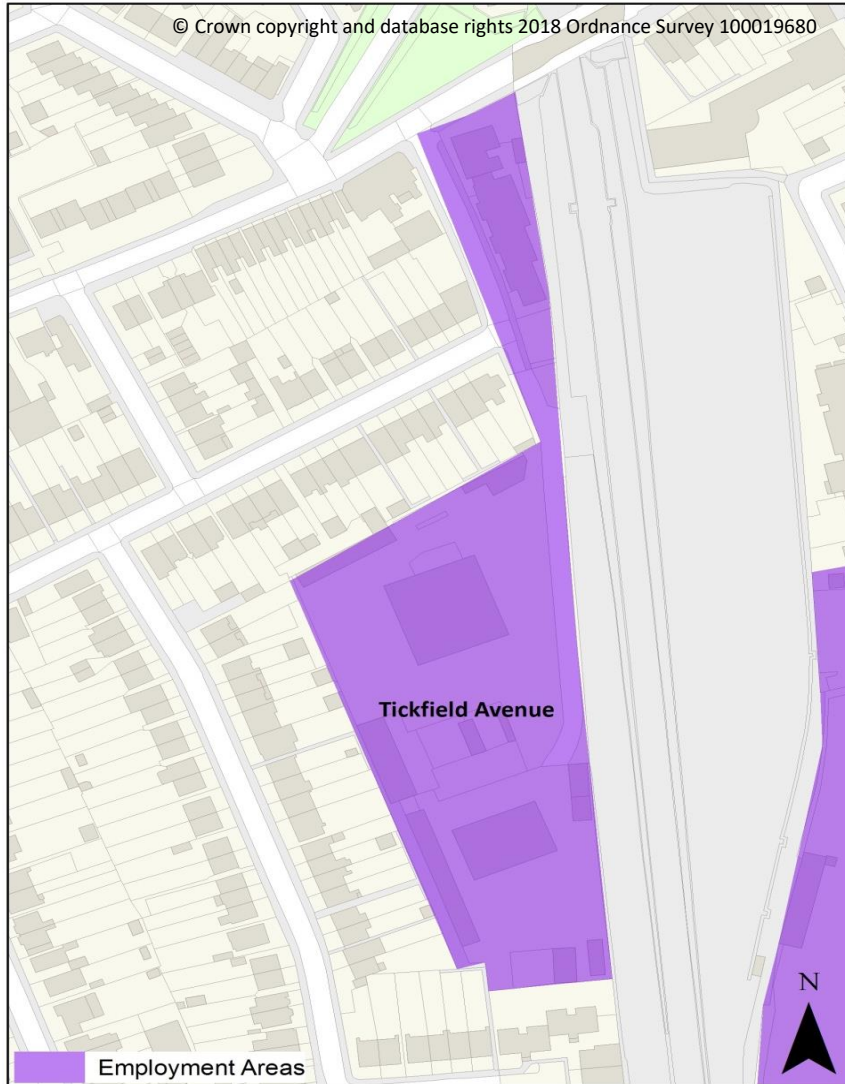
The 2017 survey highlights the need to amend the boundaries of two employment areas (Tickfield Avenue and Comet Way) as presented in **Table 3** below. These proposed boundary amendments will be formalised during the production of the Southend new Local Plan. For the purposes of this report however, the surveys presented take account of these proposed amendments.

Table 3: Proposed Amendments to existing Employment Areas

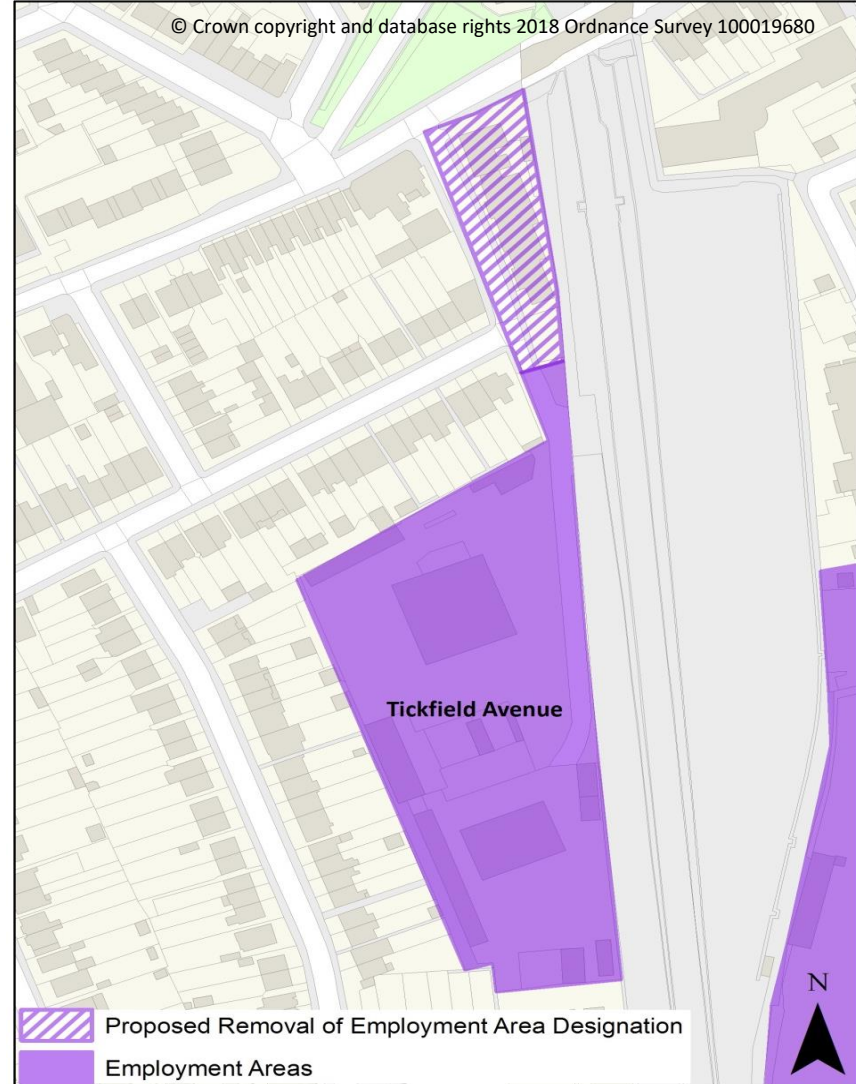
Reference	Description of proposed amendment	Reason for proposed amendment
Map 5: Tickfield Avenue	Alteration to the Tickfield Avenue Employment Area designation to exclude the new YMCA School.	This area of land is no longer in use as employment land and is unlikely to return to an employment use in the foreseeable future.
Map 6: Comet Way	Alteration to the Comet Way Employment Area designation to exclude the western extent of the employment area where residential properties can be found.	This area of land is in residential use and is not associated with the Employment Area designation.

Map 5: Tickfield Avenue – Proposed Amendment to Employment Area boundary

DMD Policies Map (2015) Boundary

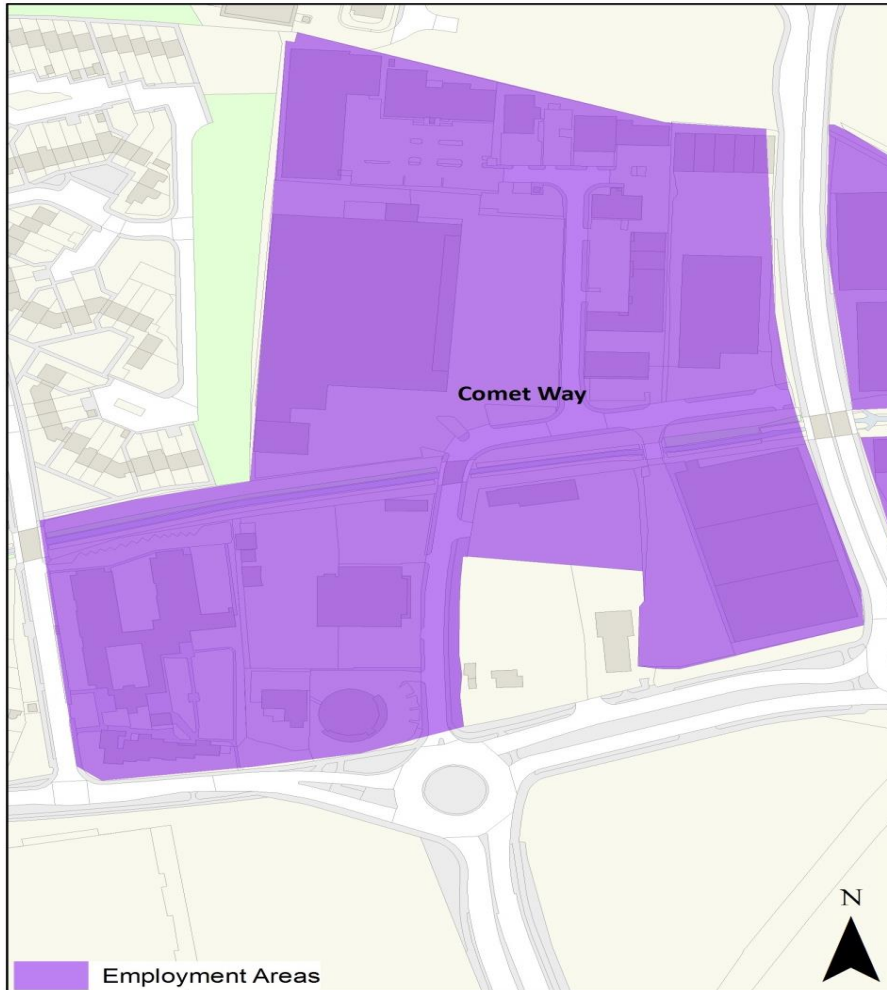


Surveyed Proposed Amendment (2017)



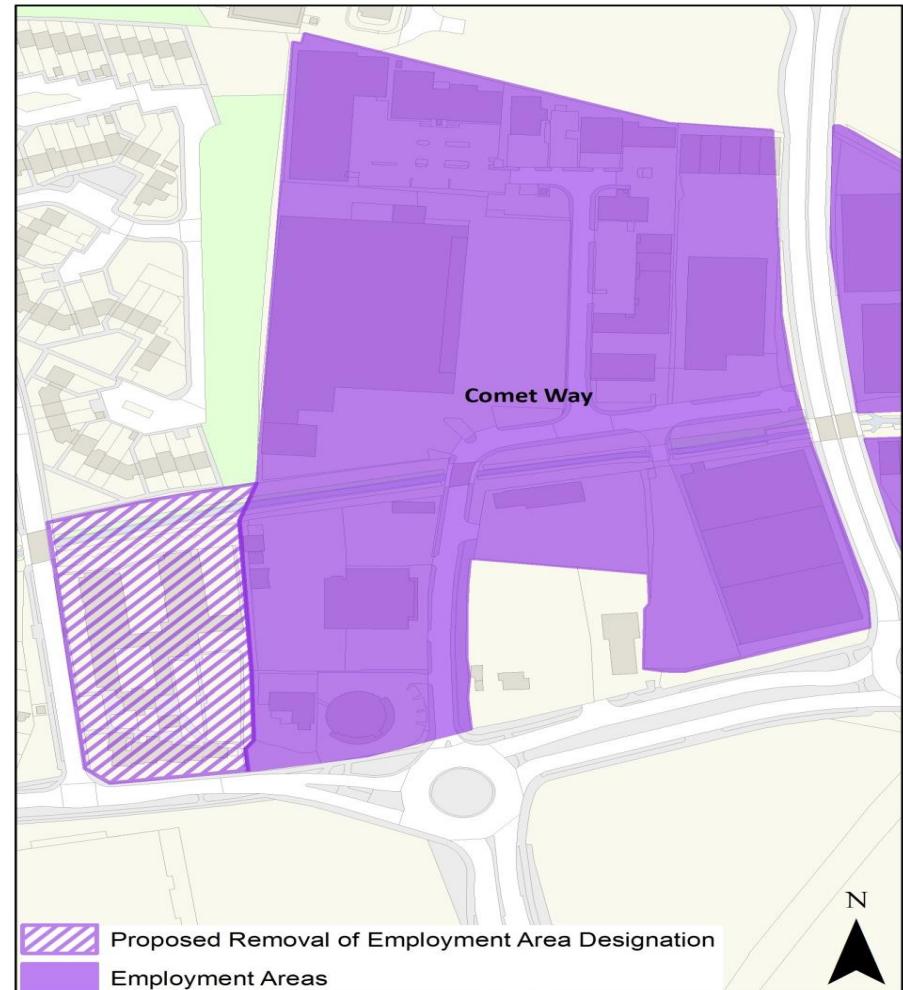
Map 6: Comet Way – Proposed Amendment to Employment Area boundary

DMD Policies Map (2015) Boundary



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Surveved Proposed Amendment (2017)



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Main Findings

The findings presented below are based on existing employment designations as defined by the Development Management Document and as modified by this report and presented above (i.e. proposed modifications to Comet Way and Tickfield Avenue as presented in Table 3, Maps 5 & 6).

- In total the Employment Areas cover 124.9 hectares, ranging in size from Progress Road (21.5Ha) to Prince Avenue (0.9Ha).
- The autumn 2017 surveys show that the identified Employment Areas in the Borough are performing well. Most of the identified employment areas have a high occupancy level.
- There are 748 individual premises in Southend's Employment Areas (**Table 4** provides a breakdown of Employment Areas by premises, **Table 5** provides a breakdown of Employment Area by footprint area):
 - 94.2% of premises are characterised as being within the 'B' use classes, an increase from the 2013 survey of 0.8%.
 - 79.3% of premises are currently occupied by a functioning 'B' use class activity, broadly in line with the 2013 survey.
 - 111 premises are unoccupied equating to a vacancy rate of 14.8%, a slight increase from the 2013 survey.
- The combined total footprint of all premises within the identified Employment Areas equals 427,275sqm; only 4.93% of this total was recorded as being vacant.

Individual Employment Area Breakdown

Airborne (3.41 Ha) (*comprising Airborne Close and Airborne Industrial Estate*)

- Airborne Close and Airborne Industrial Estate are located off the A127 in the west of the Borough. The site is comprised of mixed quality condition premises, primarily in light industrial and 'B8' storage and distribution use.
- There are 12 premises within this Employment Area and none are vacant.
- The combined premises footprint, in terms of area, equals approximately 15,333sqm.

Aviation Way (1.59 Ha)

- Aviation Way is located in the north of Southend and straddles the Borough boundary with Rochford,
- The Southend element of this employment area comprises 3 'B' use class premises in total, which are situated directly next to Lawrence Industrial Estate and near to the Comet Way Estate.
- All of the premises are occupied.
- The combined premises footprint in terms of area equals approximately 7,290sqm.

Campfield (6.13 Ha)

- Campfield employment area consists of three large premises located next to Towerfield Road Industrial Estate in Shoeburyness. None of the premises are vacant.
- All the premises are characterised as being in the 'B' use class.

- The combined premises footprint in terms of area equals approximately 29,125sqm.

Comet Way (6.17 Ha)

- Comet Way is located on the Northern edge of Southend, close to both the Airport and A127; it is separated from both Aviation Way and the Laurence Industrial Estate by the B1013 dual carriageway. The overall site condition is mixed in terms of quality, with half the site comprising of modern B1a office units, the remainder of the site consists of ageing post war industrial and B8 distribution.
- There are 23 premises, 4 of which were vacant, equating to 17.4% (note: count excludes the residential properties as presented in Map 6).
- 20 of the premises are characterised as being within the 'B' use classes, equating to 87%.
- The combined premises footprint in terms of area equals approximately 20,680sqm.

Grainger Road (2.76 Ha)

- Grainger Road Industrial estate is located in the Southend Central Area, just north of the town centre.
- There are 46 premises, 17 of which were vacant equating to 37%.
- 41.5 (one unit hosts both B1 and D1 uses) of the premises (occupied and vacant) fall within the 'B' use classes, equating to 90.2%.
- The combined premises footprint is approximately 13,515sqm.

Laurence Industrial Estate (1.26 Ha)

- Lawrence Industrial Estate is located next to Aviation Way Industrial Estate to the north of Southend and provides good quality small scale premises.
- There are 39 premises, 6 of which were vacant equating to 15.4%.
- 36 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 92.3%.
- The combined premises footprint is approximately 5,410sqm.

Prince Close (0.9 Ha)

- Prince Close is located directly off the A127 in the north of the Borough and comprises smaller scale employment premises.
- There are just 6 premises, 1 of which is vacant.
- 4 of the premises (occupied and vacant) fall within the 'B' use classes. The other 2 units are classified as Sui Generis and D2 uses.
- The combined premises footprint is approximately 2,662sqm.

Priory Works (0.96 Ha)

- Priory Works is located in the central part of the Borough, north of the Southend Central Area. The site primarily comprises older, relatively small scale, B2 employment premises.
- There are 23 premises in total and all of these (occupied and vacant) fall within the 'B' Use Class.
- The vacancy rate is 30.4%
- The combined premises footprint area is 2,172sqm approximately.

Prittle Brook Industrial Estate (7.71 Ha)

- Prittle Brook industrial estate is located to the north of the Borough and close to the A127. The site has been completely cleared of all premises after demolition. The site is identified in the Development Management DPD as an Employment Growth Area and there is an outline application (14/00943/FULM) for new employment floorspace on part of the site fronting Priory Crescent. There is a development brief for the site (February 2014).

Progress Road (21.5 Ha)

- Progress Road is located to the north west of Southend, directly accessible from the A127.
- There are 90 premises, 7 of which are vacant equating to 7.8%.
- 79 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 87.8%
- The combined premises footprint in terms of area equals approximately 68,442sqm; only 2.2% of this was classified as being vacant.

Rosshill Industrial Park (1.14 Ha)

- Rosshill Industrial Estate is located directly adjacent to Stock road and consists of a number of smaller employment units.
- There are 31 premises, 5 of which are vacant equating to 16.1%.
- All the premises are characterised as being in the 'B' use class and combined comprise a footprint area of approximately 3,611sqm.

Shoebury Garrison (0.94 Ha)

- The existing employment floorspace at Shoebury Garrison ('Phase 1') has several good quality purpose built premises
- There are 6 premises, 4 of which are vacant.
- 5 of the 6 premises fall within the 'B' use classes, however, only one of these is currently occupied by an active 'B' Use Class.
- The combined premises footprint area is approximately 1,236sqm.
- This existing employment area is part of a wider mixed use development opportunity (which also comprises Shoebury Garrison 'phase 2' unimplemented development).

Short Street (4.03 Ha)

- The site is located off Queensway to the north of the Town Centre with access via Short Street. The site runs along the railway line and comprises a mixture of employment units.
- There are 14 premises, 1 of which is vacant.
- 10 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 71.4%.
- Of the 4 non-B class uses; 2 were 'Sui Generis' associated with the local bus company and ambulance service; and 1 premise was 'D1' use class related to the college.
- The combined premises footprint in terms of area equals approximately 11,337sqm.

Stock Road (21.4 Ha)

- The site is located in the north of Southend and comprises a mixture of different quality premises with some modern B1 office units and other older post war B2/B8 units.
- Stock Road also contains the Southend waste Water Treatment Works and a number of waste management/transfer facilities. These are relatively large 'Sui Generis' uses and their premises and operation have a footprint area of circa 68,663sqm.
- There are 96 premises, 11 of which were vacant equating to 11.5%.
- 89 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 92.7%.
- The combined premises footprint in terms of area equals approximately 108,373sqm.

Temple Farm Industrial Estate (18.9 Ha)

- Temple farm Industrial Estate is also located next to Stock Road in the north of Southend, bordering the borough boundary with Rochford. The site provides some of the best employment premises in Southend.
- There are 182 premises, 30 of which are vacant equating to 16.5%.
- 177 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 97.3%.
- The combined premises footprint in terms of area equals approximately 60,837sqm.

Terminal Close (1.49 Ha)

- The site is located in Shoeburyness directly north of the train station.
- There are 15 premises, 3 of which are vacant equating to 20%.
- 13 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 86.7%.
- The combined premises footprint in terms of area equals approximately 4,557sqm.

Thanet Grange (5.41 Ha)

- Thanet Grange is located directly off the A127 to the north west of Southend.
- The site consists of one large B1 office use occupied by the Royal Bank of Scotland.

Tickfield Avenue (1.2 Ha)

- The site is located north of the Southend central Area, in close proximity to Prittlewell railway station and the Council's main office, the civic Centre. A number of the premises have been improved for Council use, including new office and training facilities.
- There are 5 premises, 0 of which are vacant (note: this count excludes what is now the YMCA school, as presented in Map 5).
- 5 of the premises (occupied and vacant) fall within the 'B' use classes.
- The combined premises footprint in terms of area equals approximately 1,970sqm.

Towerfield (7.25 Ha)

- The site is located in Shoeburyness and is in a mixed condition in terms of quality, with modern and older post war units.
- There are 60 premises, 7 of which are vacant equating to 11.7%.
- 59 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 98.3%.

- The combined premises footprint in terms of area equals approximately 27,877sqm.

Vanguard Way (10.7 Ha)

- Vanguard Way is located in Shoeburyness and consists of numerous industrial premises primarily used for heavier industrial practices and distribution. There are also a number of smaller B1 units.
- There are 93 premises, 8 of which are vacant equating to 8.6%.
- 92 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 98.9%.
- The combined premises footprint in terms of area equals approximately 35,260sqm.

Table 4: Breakdown of Employment Areas by Premises

Employment Area	No. of premises	Proportion of B Class premises (Occupied/ Vacant*)	Occupied B Class premises		Vacant premises	
			No.	%	No.	%
Airborne	12	91.7%	11	91.7%	0	0%
Aviation Way	3	100%	3	100%	0	0%
Campfield	3	100%	3	100%	0	0%
Comet Way	23	87%	16	69.6%	4	17.4%
Grainger Road	46	90.2%	24.5	53.3%	17	37%
Laurence	39	92.3%	30	76.9%	6	15.4%
Prince Close	6	66.7%	3	50%	1	16.7%
Priory Works	23	100%	16	69.6%	7	30.4%
Prittle Brook	0	N/A	0	N/A	0	N/A
Progress Road	90	87.8%	72	80%	7	7.8%
Rosshill	31	100%	26	83.9%	5	16.1%
Shoebury Garrison	6	83%	1	17%	4	66.7%
Short Street	14	71.4%	9	64.3%	1	7.1%
Stock Road	96	92.7%	78	81.3%	11	11.5%
Temple Farm	182	97.3%	147	80.8%	30	16.5%
Terminal Close	15	86.7%	10	66.7%	3	20%
Thanet Grange	1	100%	1	100%	0	0%
Tickfield Avenue	5	100%	5	100%	0	0%
Towerfield	60	98.3%	52	86.7%	7	11.7%
Vanguard Way	93	98.9%	86	92.5%	8	8.6%

**Occupied/ Vacant = All vacant premises assumed to be conforming Class B use in accordance with designation.*

The above results reflect recorded survey data only and do not necessarily reflect the true lawful use of the premises.

Results reflect the primary land use per premises surveyed.

Table 5: Breakdown of Employment Areas by footprint area

Employment Area	Combined Premises footprint m ² *	Proportion of footprint within B Class (Occupied/ Vacant**)		Proportion of footprint currently occupied by B Class premises		Proportion of footprint vacant	
		Sqm	%	Sqm	%	Sqm	%
Airborne	15,333	14,504	94.6%	14,504	94.6%	0	0%
Aviation Way	7,290	7,290	100%	7,290	100%	0	0%
Campfield	29,125	29,125	100%	29,125	100%	0	0%
Comet Way	20,680	18,894	91.4%	18,298	88.5%	596	2.9%
Grainger Road	13,515	11,841	87.6%	8,618	63.8%	3,223	23.8%
Laurence	5,410	5,041	93.2%	4,406	81.4%	635	11.7%
Prince Close	2,662	2,147	80.7%	1,888	70.9%	259	9.7%
Priory Works	2,172	2,172	100%	1,685	77.6%	487	22.4%
Prittle Brook	0	N/A	N/A	N/A	N/A	N/A	N/A
Progress Road	68,442	62,845	91.8%	61,356	89.6%	1,489	2.2%
Rosshill	3,611	3,611	100%	2,996	83.0%	615	17.0%
Shoebury Garrison	1,236	969	78.4%	436	35.3%	533	43.1%
Short Street	11,337	9,075	80.0%	8,802	77.6%	273	2.4%
Stock Road	108,373	37,363	34.5%	34,329	31.7%	3,034	2.8%
Temple Farm	60,837	59,101	97.1%	53,520	88.0%	5,581	9.2%
Terminal Close	4,557	3,759	82.5%	2,987	65.5%	772	16.9%
Thanet Grange	7,588	7,588	100%	7,588	100%	0	0%
Tickfield Avenue	1,970	1,970	100%	1,970	100%	0	0%
Towerfield	27,877	27,439	98.4%	25,877	92.8%	1,562	5.6%
Vanguard Way	35,260	35,220	99.9%	33,224	94.2%	1,996	5.7%

**The above results reflect recorded survey data only and do not necessarily reflect the true lawful use of the premises.*

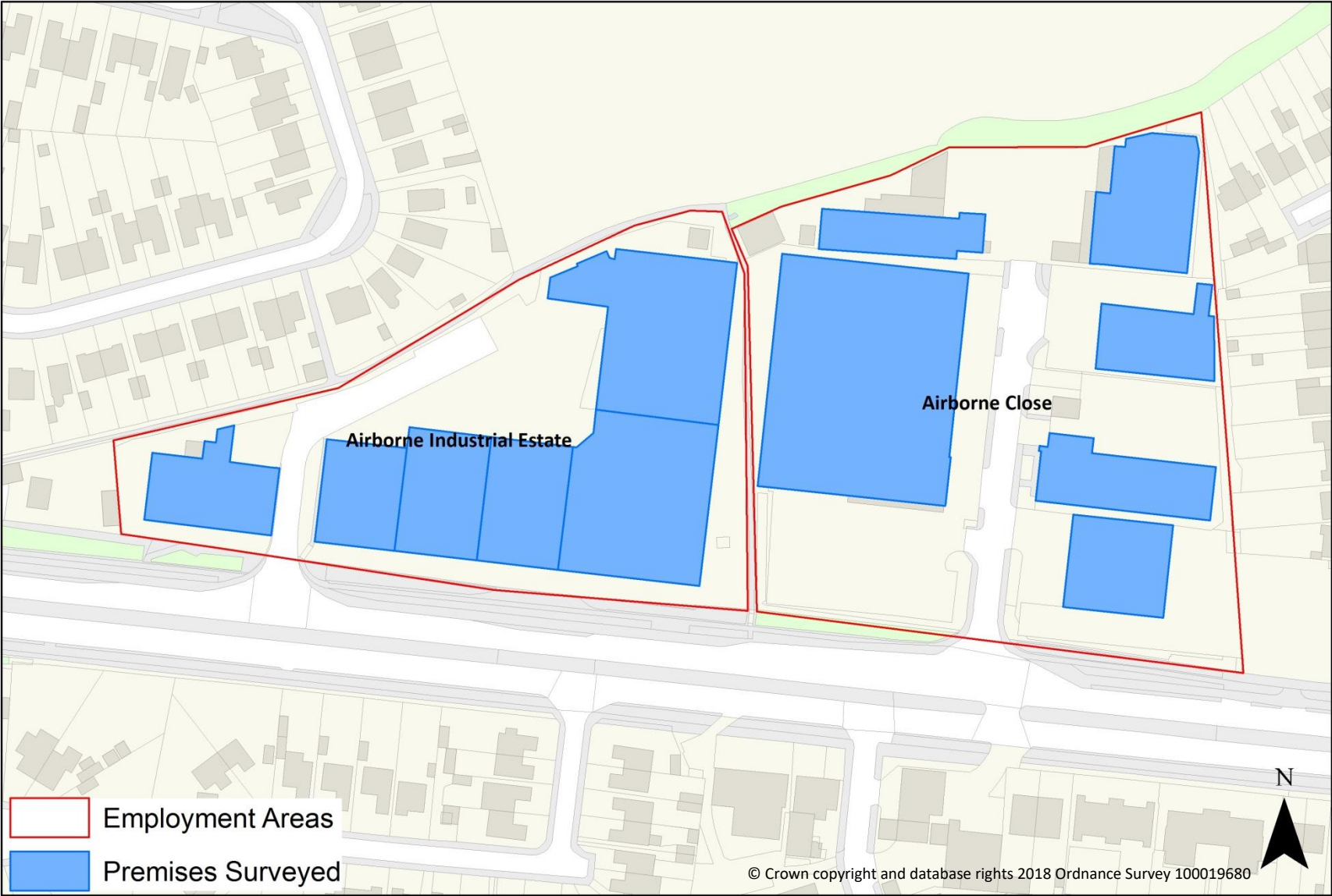
Results reflect the primary land use per premises surveyed.

Building/ premises footprint (m²) was calculated using ArcMap GIS and based on ordinance survey data. This does not represent total employment floorspace, not taking account of number of floors or ancillary uses. It provides a broad estimate of the size of the building/ premises.

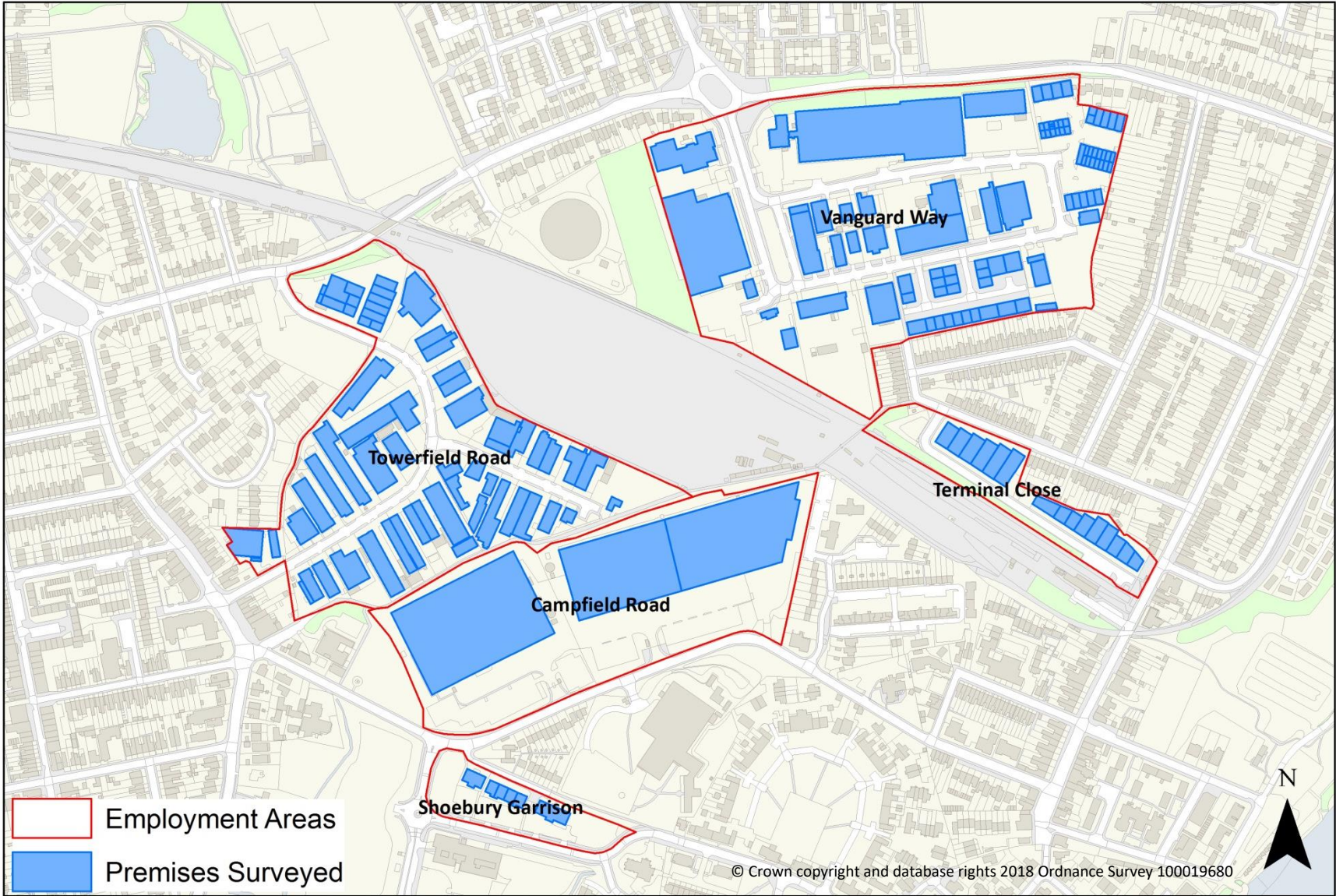
*** Occupied/ Vacant = All vacant premises assumed to be conforming Class B use in accordance with designation.*

Appendix 1: Employment Areas

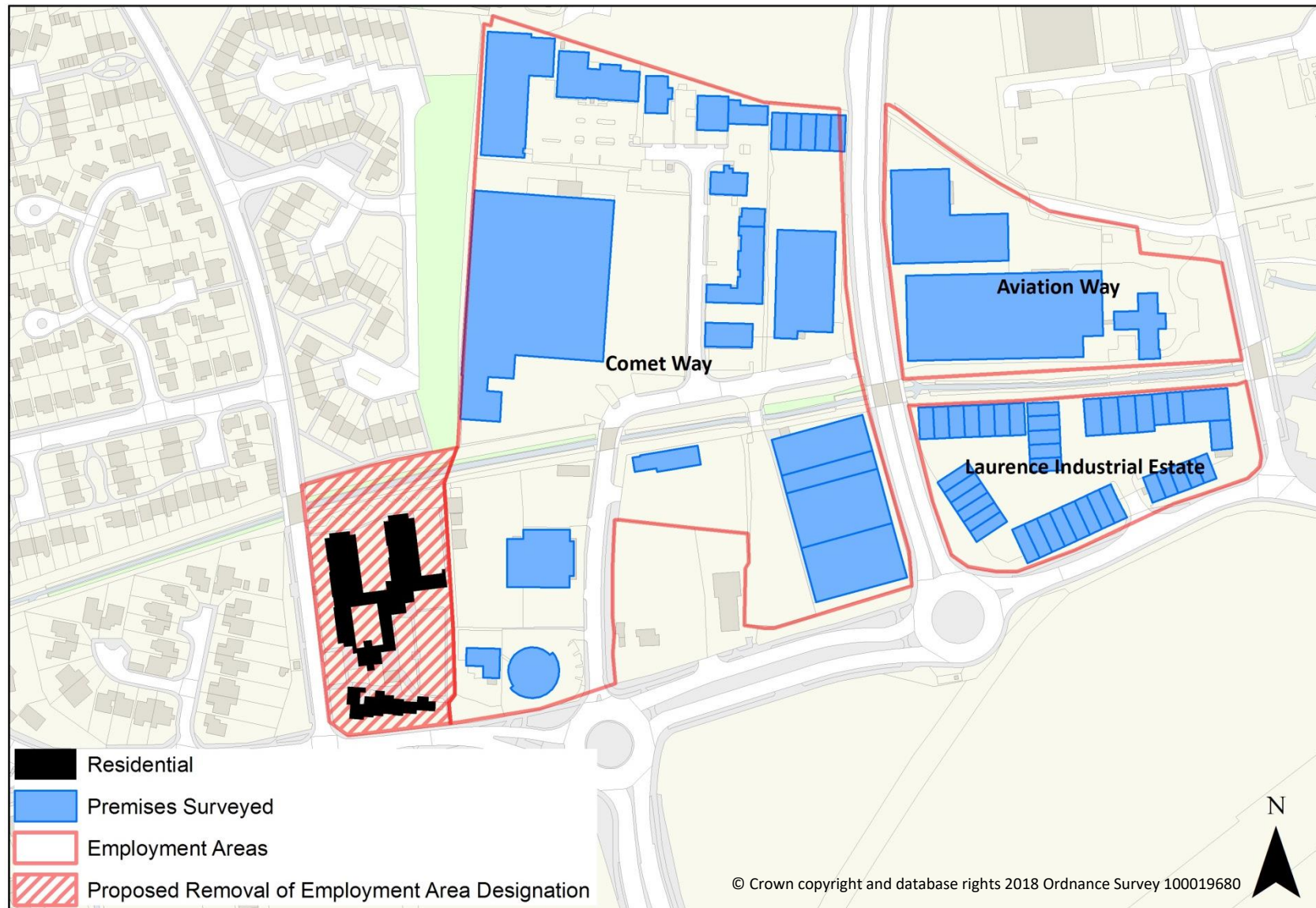
Airborne



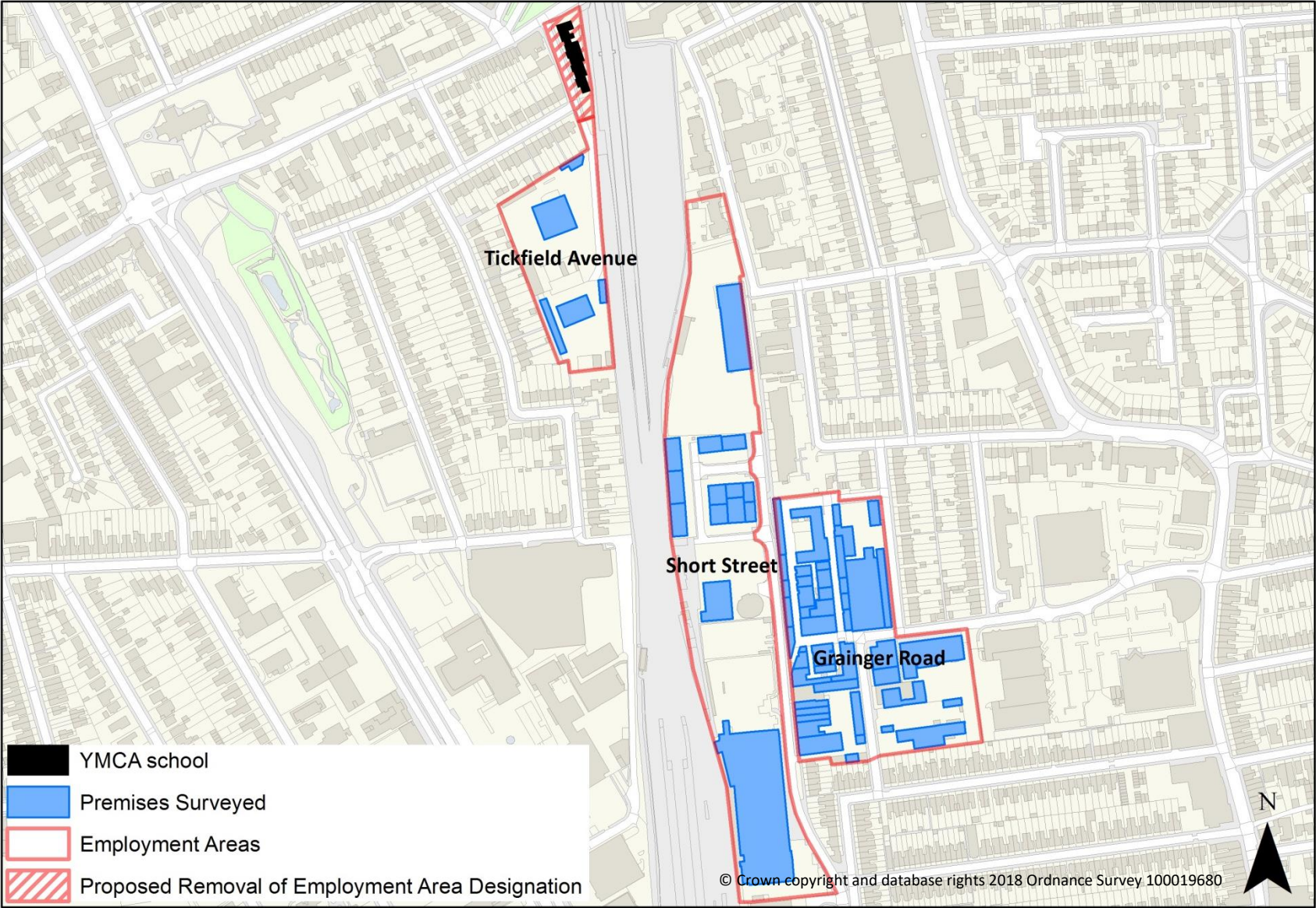
Towerfield Road / Vanguard Way / Campfield Road / Shoebury Garrison / Terminal Close



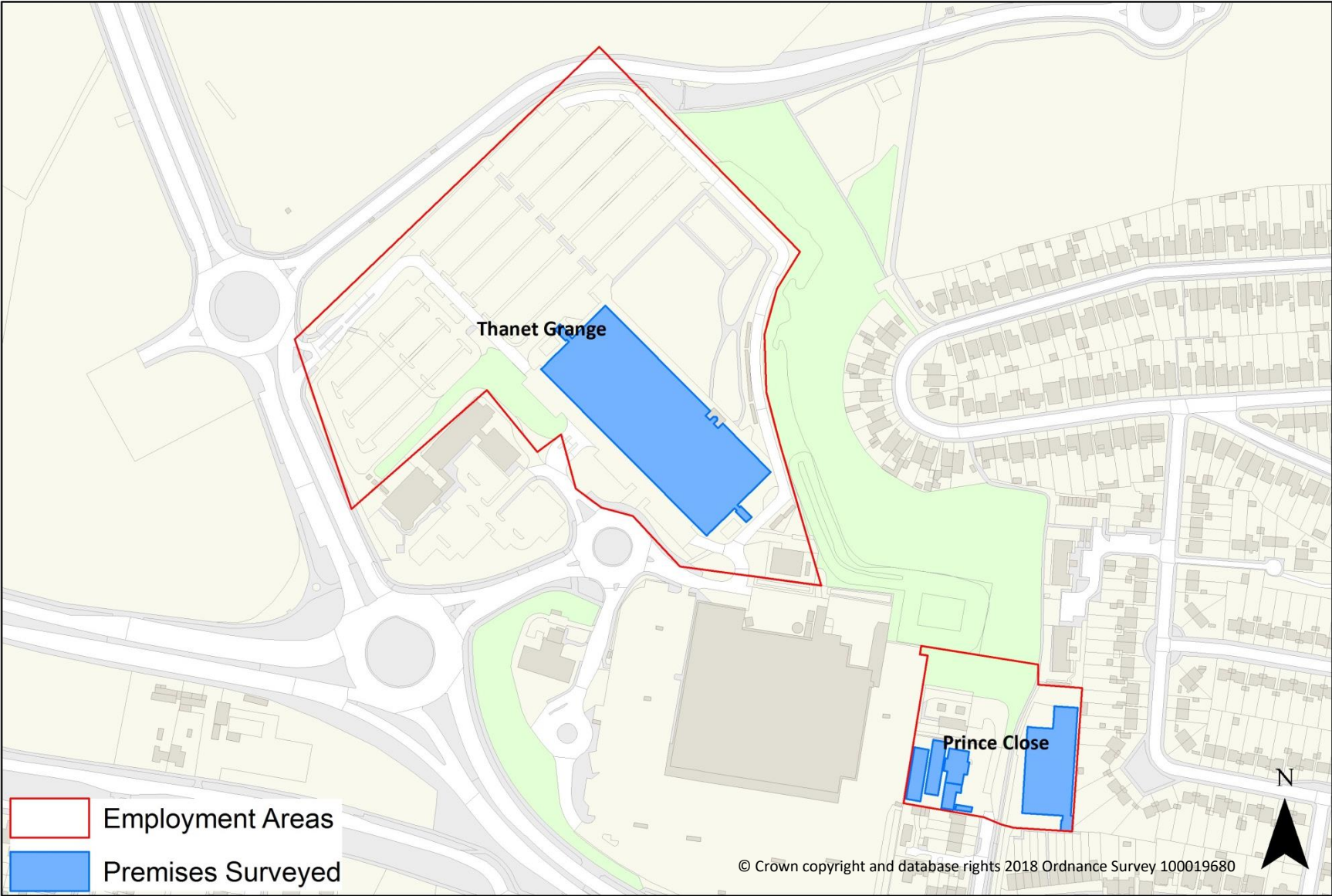
Comet Way / Aviation Way / Laurence Industrial Estate



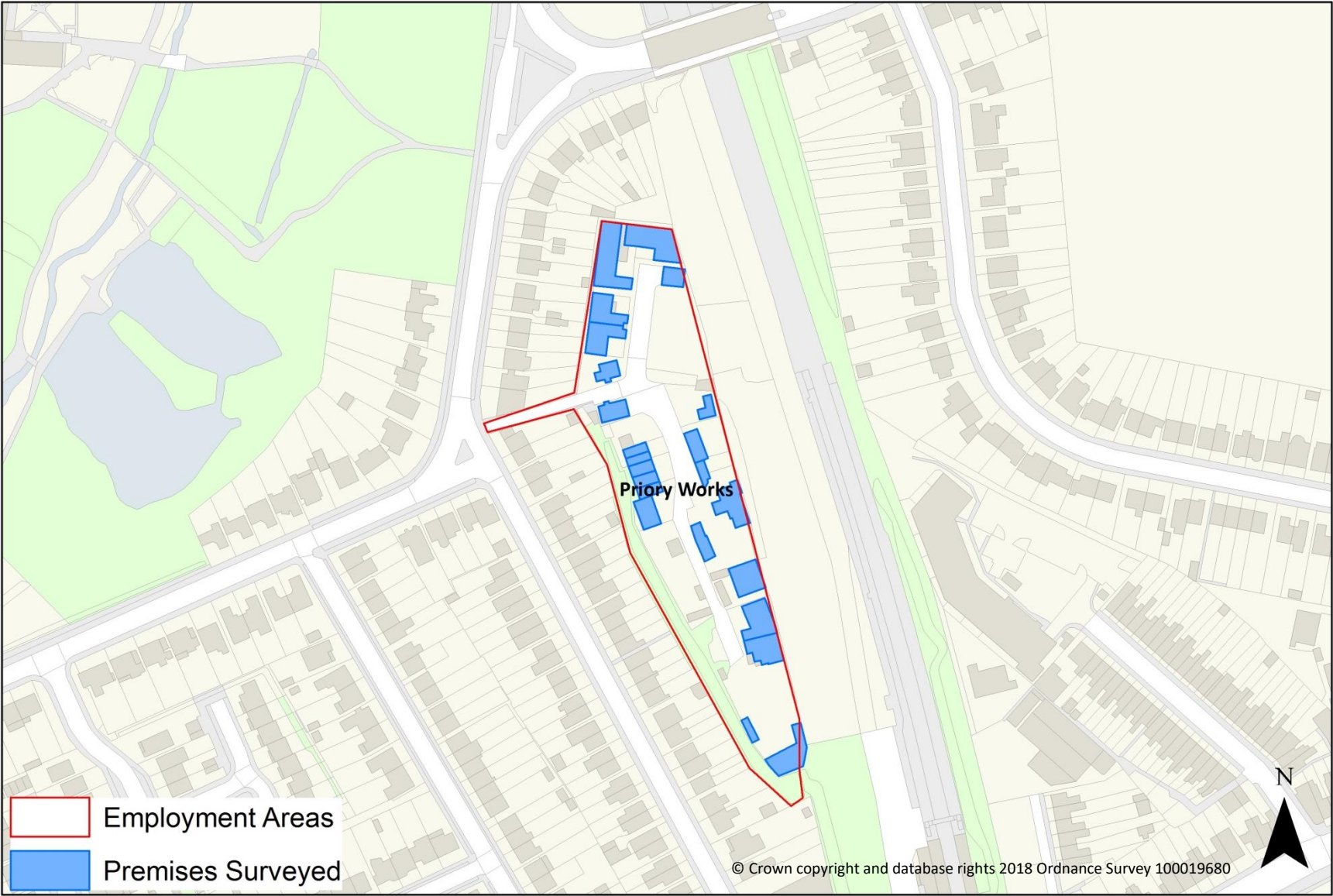
Tickfield Avenue / Short Street /Grainger Close



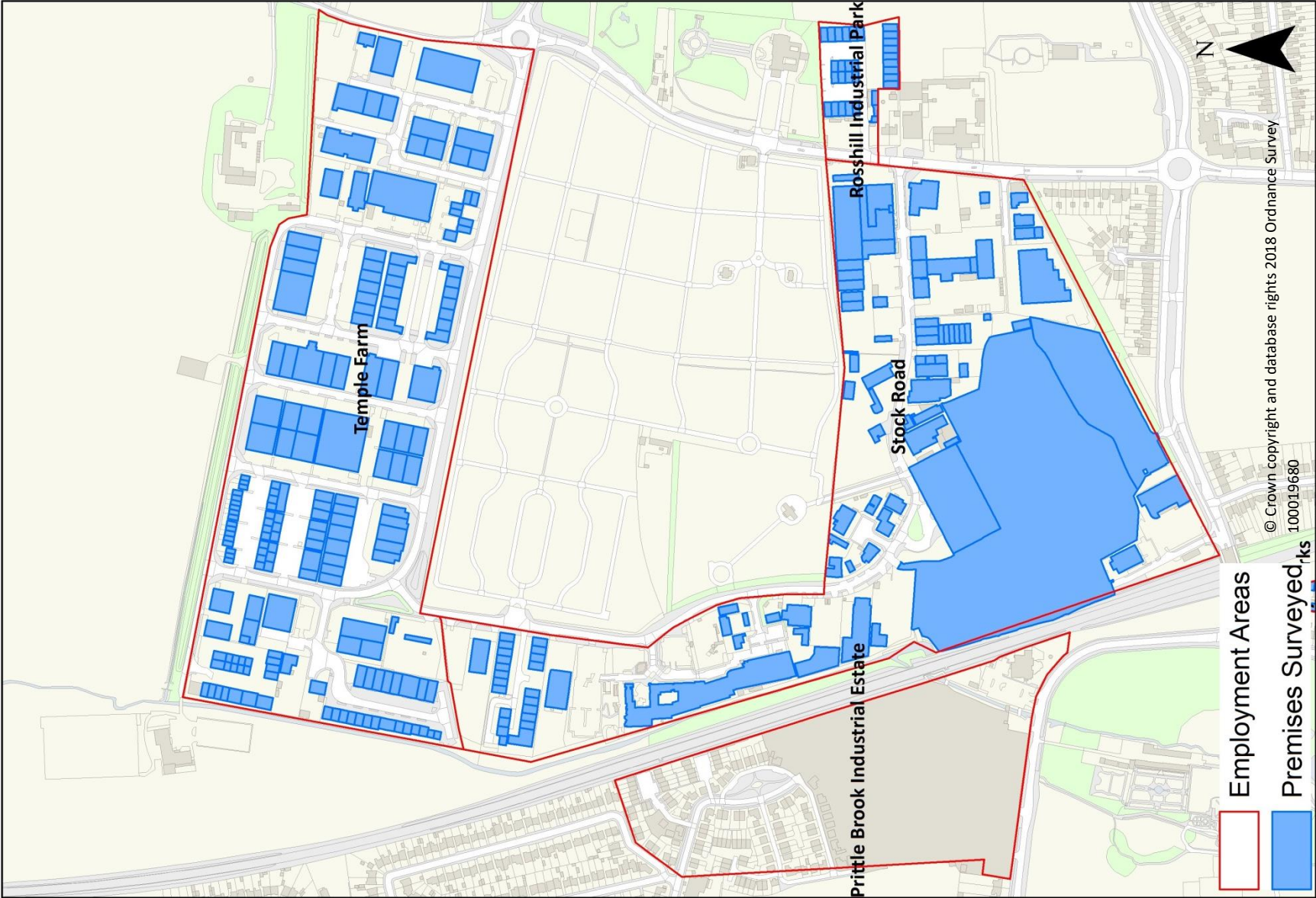
Thanet Grange / Prince Close



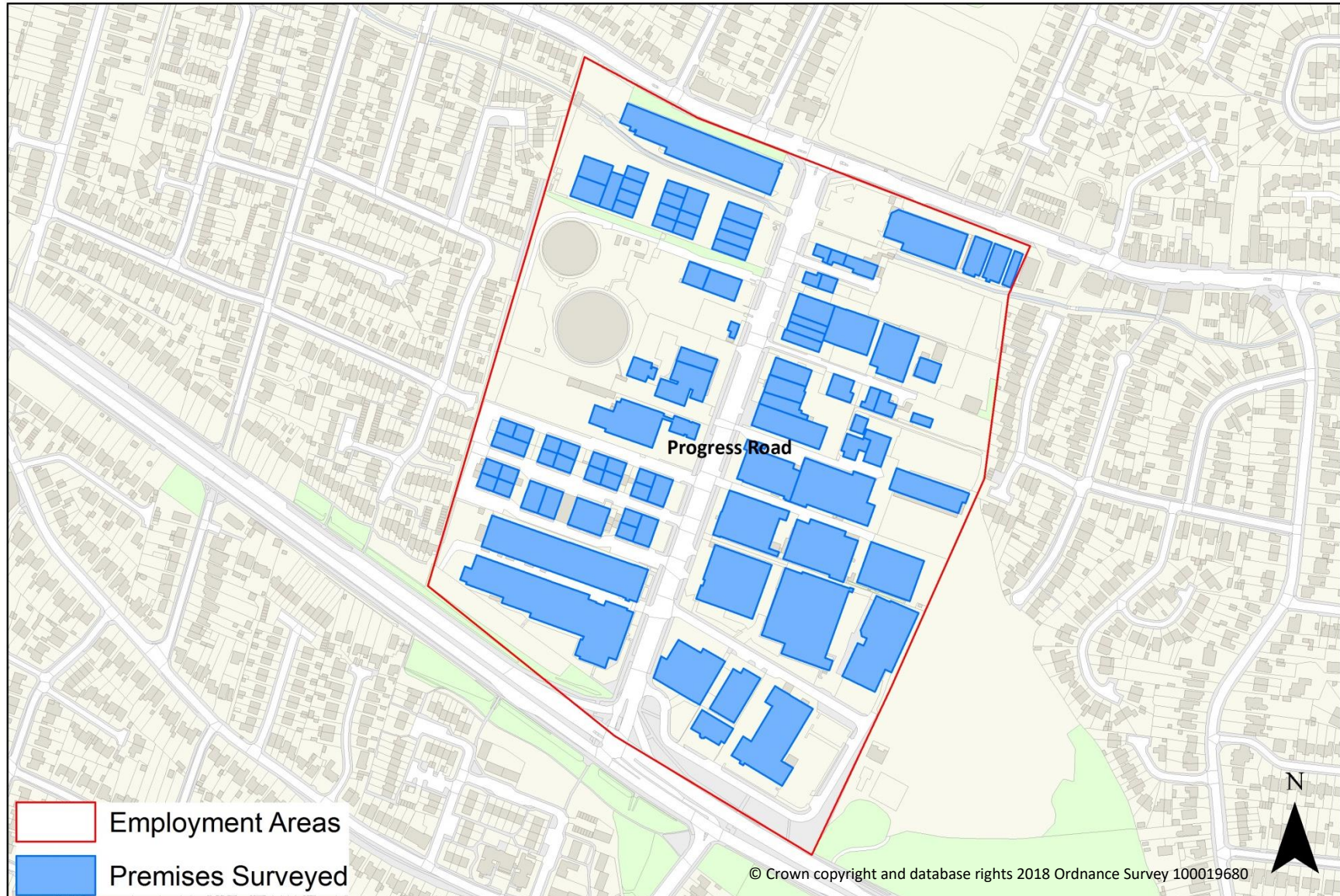
Priory Works



Prittle Brook / Stock Road / Temple Farm / Rosshill Industrial Park



Progress Road

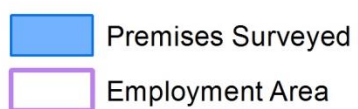


Appendix 2: Detailed site evaluations

The pro-formas below, one for each employment area in Southend, complement the data gathered by GVA in early 2016 for the South Essex EDNA, providing a more detailed assessment of each area. The additional data gathered was collected via a non-technical visual survey throughout September – November 2017 and may not represent the lawful use.

Airborne Close

Map of premises surveyed



Site Details

Site Name	Airborne Close
Site Address	SS9 4EN
Survey Date	November 2017

Site Description

Site Area	2ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (November 2017)

Use Class	Number of units present	Proportion of total
B Class	5	83.3%
Non-B Class	1	16.7%
Vacant	0	0%
Total Number of Units	6	100%

Access

Closest trunk road (Name and Distance)	A127
Road Access (suitable for HGVs?)	Direct access from A127. Suitable for HGVs but constrained
Parking	Adequate
Rail Access	None
Bus Routes	Routes 6A, 18, 29 run along Eastwood Road, just South of the A127 on which Airborne Close is situated. A further 8 routes run along Rayleigh Road to the north of the employment site.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vacancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		75%		25%	

Quality of Buildings

Very Good	Good	Poor	Very Poor
	50%	50%	

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to one or two services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Industrial, Recreation

Evidence of Pollutants

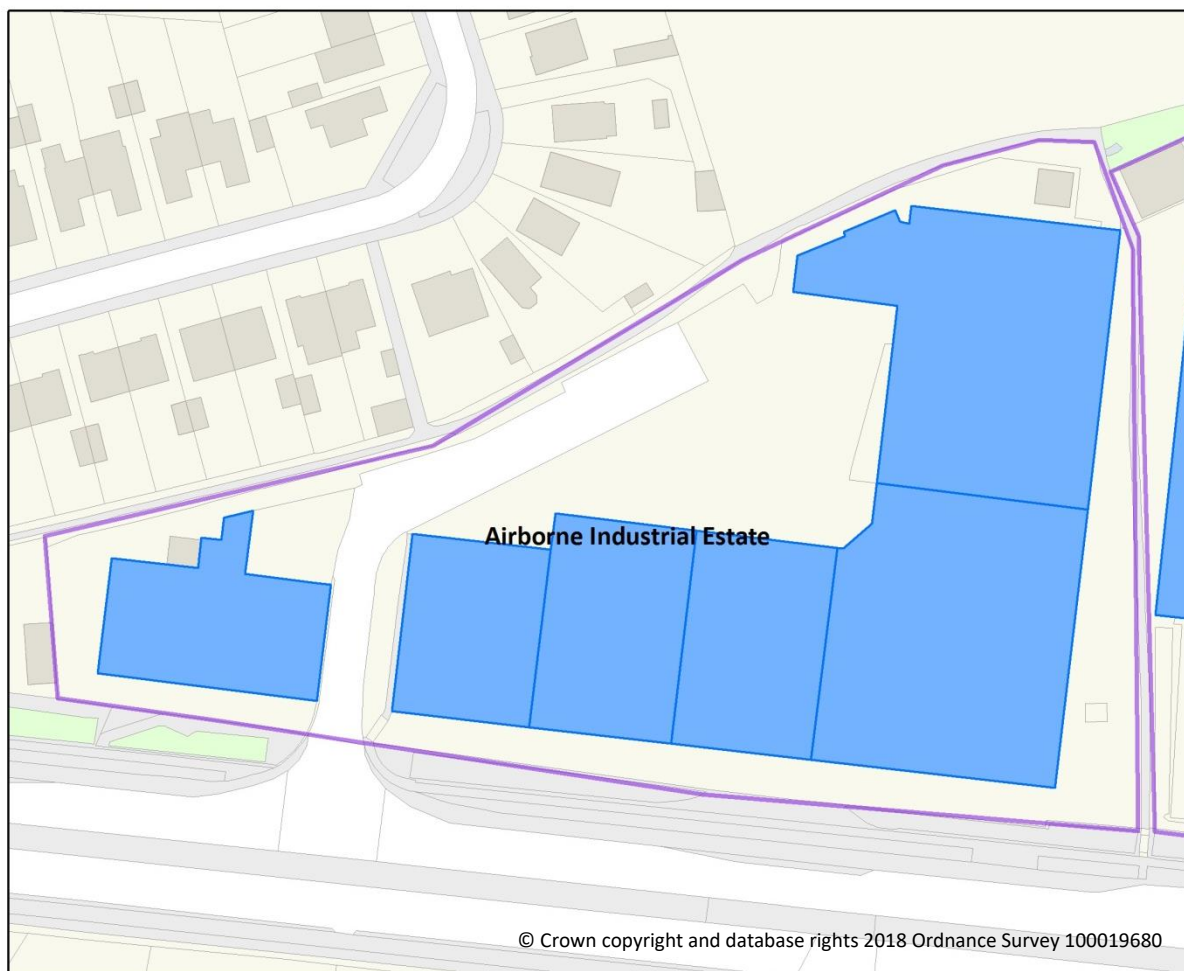
Site wholly on contaminated land



List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
The Big Yellow Storage	3881	
Metrow Foods	1079	
Metrow Foods	710	
Name Unknown	894	
Fairfield Mini	829	
Metrow Foods	580	
	Total footprint area	7973
	Of which in B-class use	7144
	Total vacant footprint area	-

Airborne Industrial Estate

Map of premises surveyed



-  Premises Surveyed
 Employment Areas



Site Details

Site Name	Airborne Industrial Estate
Site Address	Southend Arterial Road, SS9 4EX
Survey Date	November 2017

Site Description

Site Area	1.4ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input checked="" type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (November 2017)

Use Class	Number of units present	Proportion of total
B Class	6	100%
Non-B Class	0	0%
Vacant	0	0%
Total Number of Units	6	100%

Access

Closest trunk road (Name and Distance)	A127
Road Access (suitable for HGVs?)	Direct access from A127
Parking	Adequate
Rail Access	None
Bus Routes	Routes 6A, 18, 29 run along Eastwood Road, just South of the A127 on which Airborne Industrial Estate is situated. A further 8 routes run along Rayleigh Road to the north of the employment site.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		100%			

Quality of Buildings

Very Good	Good	Poor	Very Poor
	50%	50%	

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to one or two services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Road, Industrial

Contaminated Land

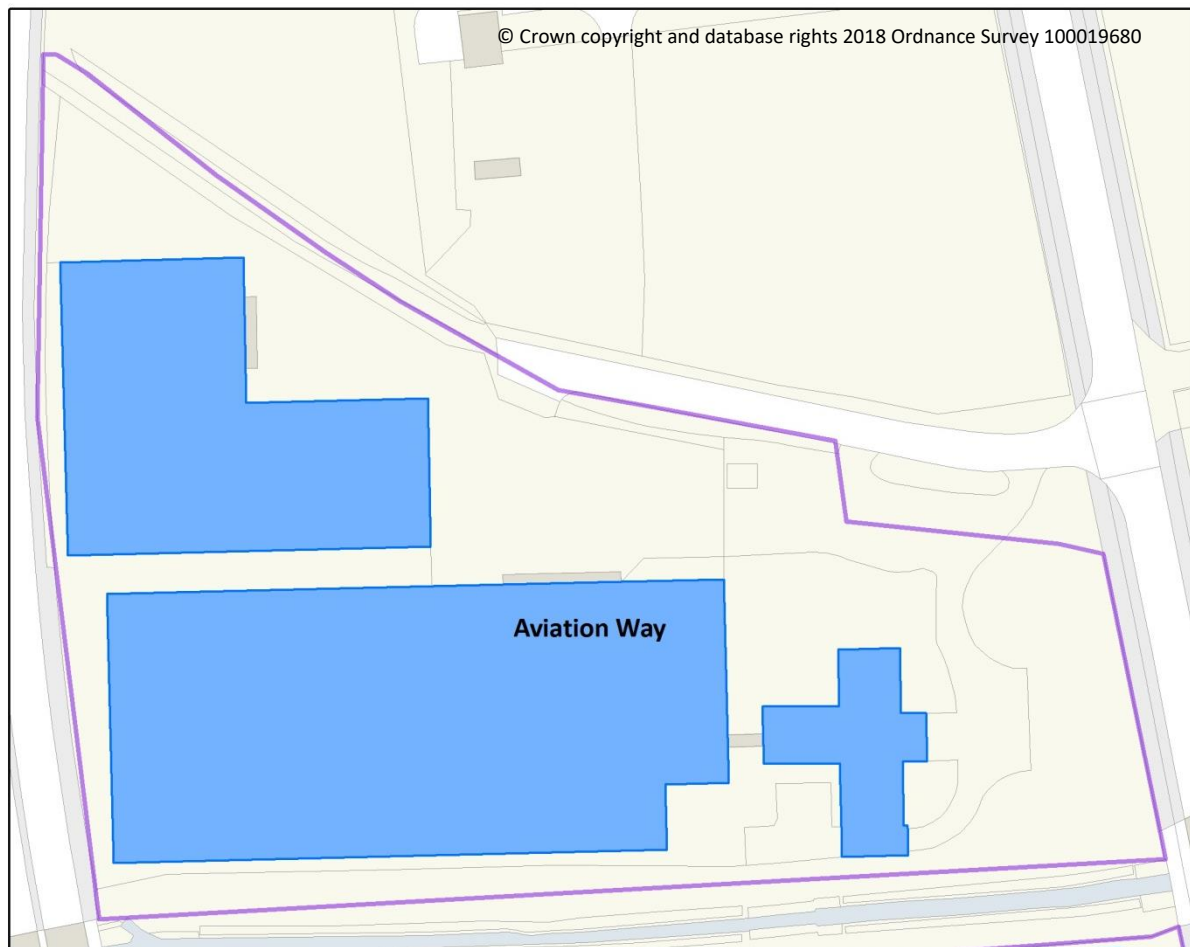
Site wholly on contaminated land



List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
Fairfield Bodyshop	834	
DJ Superstore	736	
1env	911	
Metrow Foods	900	
Glencrest Seatex	1985	
Glencrest Seatex	1994	
	Total footprint area	7360
	Of which in B-class use	7360
	Total vacant footprint area	-

Aviation Way

Map of premises surveyed



-  Premises Surveyed
 Employment Area



Site Details

Site Name	Aviation Way
Site Address	SS2 6GH
Survey Date	24/10/2017

Site Description

Site Area	1.6ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input checked="" type="checkbox"/> Sites for Specific Occupiers
<input type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (October 2017)

Use Class	Number of units present	Proportion of total
B Class	3	100%
Non-B Class	0	0%
Vacant	0	0%
Total Number of Units	3	100%

Access

Closest trunk road (Name and Distance)	B1013 with good access to the A127
Road Access (suitable for HGVs?)	Good access from aviation Way
Parking	Adequate
Rail Access	Southend Airport Station, Rochford Station
Bus Routes	Route 9 to south of Aviation Way, and routes 18 and 174 via nearby Cherry Orchard Way.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
			100%		

Quality of Buildings

Very Good	Good	Poor	Very Poor
	50%	50%	

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to one or two services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Airport, Industrial, Hotel

Contaminated Land

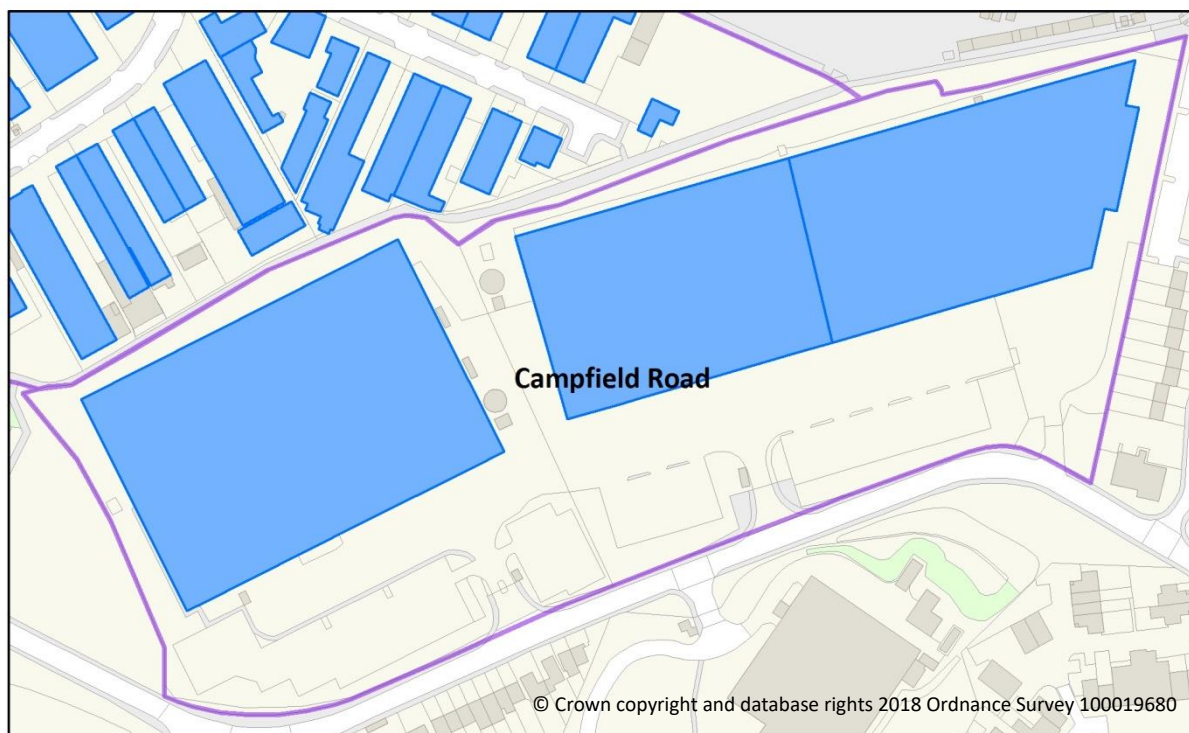
Site wholly on contaminated land

List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
Hi-Tec Sports Ltd	520	
Hi-Tec Sports Ltd	4520	
Hi-Tec sports Ltd	2250	
	Total footprint area	7290
	Of which in B-class use	7290
	Total vacant footprint area	-

Campfield Road

Map of premises surveyed



- Premises Surveyed
- Employment Area



Site Details

Site Name	Campfield Road
Site Address	Campfield Road, SS3 9FL
Survey Date	22/09/2017

Site Description

Site Area	6.1ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input checked="" type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	3	100%
Non-B Class	0	0%
Vacant	0	0%
Total Number of Units	3	100%

Access

Closest trunk road (Name and Distance)	B1016
Road Access (suitable for HGVs?)	Campfield Road, which is within close proximity to the A13. Suitable for HGVs
Parking	Good
Rail Access	Shoeburyness Station
Bus Routes	Nearby number 9 from Ness Road

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
			100%		

Quality of Buildings

Very Good	Good	Poor	Very Poor
	75%	25%	

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to a limited range and quantity of services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Industrial, Rail

Contaminated Land

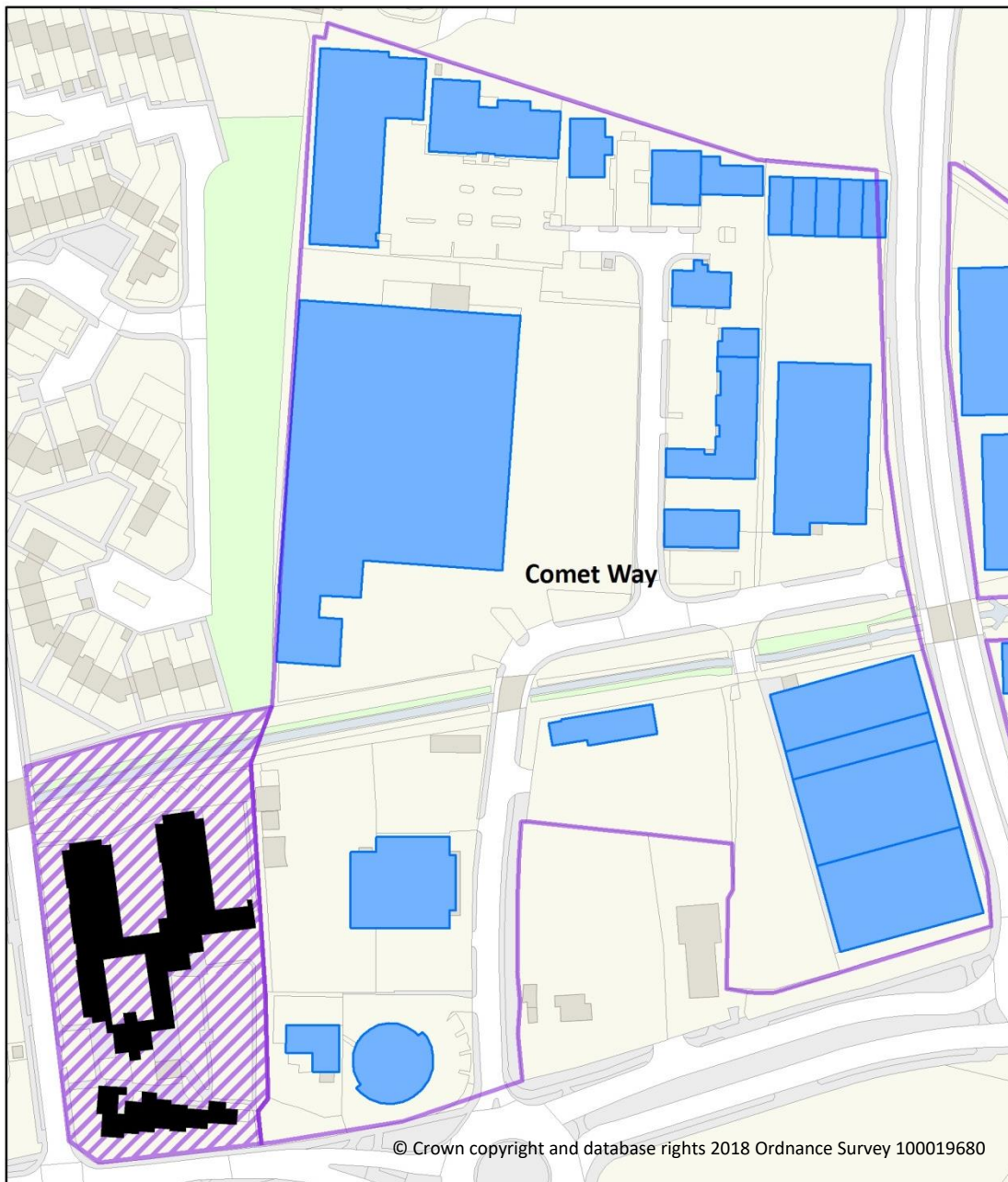
Site wholly on contaminated land





List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
EGL Homecare	12360	
Cumberland Packaging	8955	
EDM Information Solutions	7810	
	Total footprint area	29125
	Of which in B-class use	29125
	Total vacant footprint area	-

Comet Way

Map of premises surveyed²



-  Premises Surveyed
-  Employment Area
-  Proposed Removal of Employment Area Designation
-  Residential



² For the purpose of this survey the residential properties to the south west of the employment area have not been included. This is recognised as an area of de-designation.

Site Details

Site Name	Comet Way
Site Address	SS2 6GB
Survey Date	24/10/2017

Site Description

Site Area	7.1ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (October 2017)

Use Class	Number of units present	Proportion of total
B Class	16	69.6%
Non-B Class	3	13%
Vacant	4	17.4%
Total Number of Units	23	100%

Access

Closest trunk road (Name and Distance)	B1013
Road Access (suitable for HGVs?)	Good access throughout, suitable for HGVs
Parking	Adequate
Rail Access	Southend Airport Station / Rochford (30 mins Walk)
Bus Routes	Number 9, 18 from Eastwoodbury Lane.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		50%	50%		

Quality of Buildings

Very Good	Good	Poor	Very Poor
	50%	50%	

On-site amenities

Veterinary practice

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to one or two services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Airport, Recreation Site

Contaminated Land

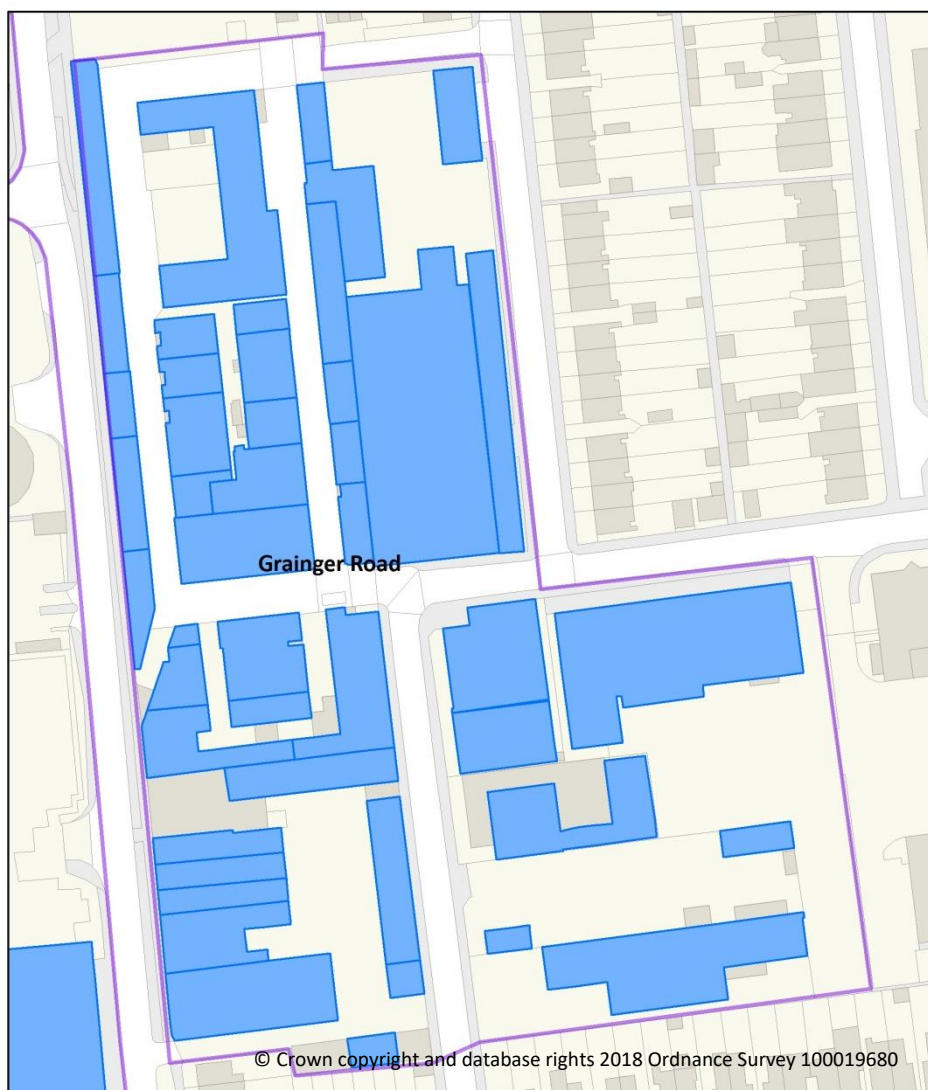
The north east of the site as well as the south (VW showroom) is not on contaminated land



List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
BK Electronics	150	
Vacant	149	
Unknown	149	
Vacant	148	
Vacant	150	
Essex Timber and Plywood	1672	
Rotable Repairs Ltd	682	
Home Grown Hotrods Ltd	123	
Atlas Software/ Rotable Repairs	242	
Rotable Repairs	223	
Bernstein & Barneys Ltd	293	
Enigma Telematics	243	
Southend Hospital NHS Trust	2587	
Wavedata Ltd/Randall Watts/ Samson Marble	309	
Brooker Wholesale	7041	
EDP Packaging	1470	
I Love Fancy Dress	1477	
Abbey Cross Fabrication	975	
SeaBro Ltd	327	
Inchcape Volkswagen	1000	
Medi Vets	219	
Inchcape Volkswagen	567	
Safety Shop	484	
	Total footprint area	20680
	Of which in B-class use	18894
	Total vacant footprint area	596

Grainger Road

Map of premises surveyed



-  Premises Surveyed
-  Employment Area



Site Details

Site Name	Grainger Road
Site Address	SS2 5DD
Survey Date	06/10/2017

Site Description

Site Area	2.8ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (October 2017)

Use Class	Number of units present	Proportion of total
B Class	24.5	53.3%
Non-B Class	4.5	9.8%
Vacant	17	37.0%
Total Number of Units	46	100%

Access

Closest trunk road (Name and Distance)	B1015
Road Access (suitable for HGVs?)	Several accesses, adequate for current uses, HGVs will find access difficult.
Parking	Adequate
Rail Access	Southend Victoria Station, Prittlewell
Bus Routes	Wide range of services from Southend Victoria Bus interchange

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		100%			

Quality of Buildings

Very Good	Good	Poor	Very Poor
	25%	75%	

On-site amenities

Gym, Natural food shop

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to a range of services and town centre

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Retail, industrial

Contaminated Land

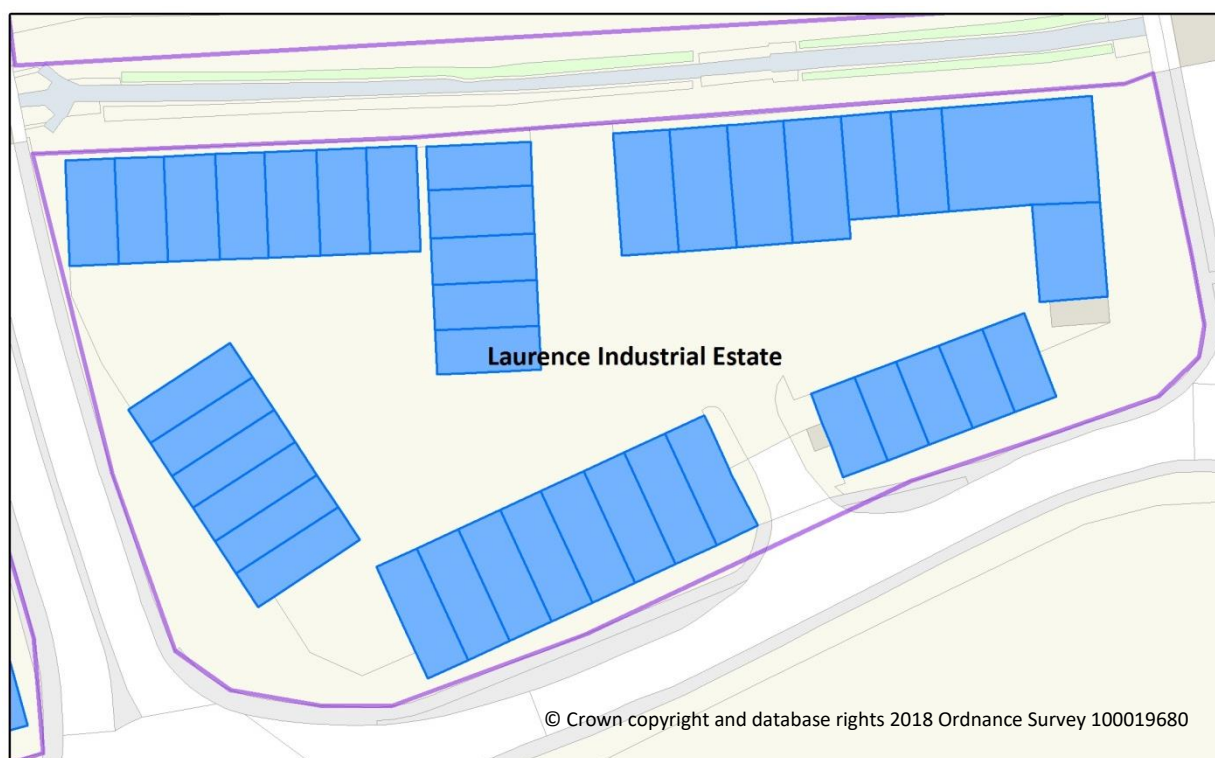
Site wholly on contaminated land

List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
Travis Perkins	1283	
Southend Combat Academy	466	
Myles Hire	53	
Myles Hire	786	
Myles Hire	98	
The Grange Social Club	786	
Vacant	110	
Rocket Art	293	
Vacant	246	
Maken	92	
Vacant	91	
Vacant	117	
Jardin Trim Ltd	1805	
Hamstel Auto Repairs	192	
Vacant	82	
Vacant	125	
Pee-she	261	
Vacant	456	
TK Autofinishers	92	
Vacant	239	
Name unknown (Car repairs)	118	
Vacant	120	
Vacant	187	
Maple Studios	129	
Bar Fittings Ltd	424	
County Car Sprays	329	
BUSH Welding	110	
Bees Knees Marquees	29	
Bees Knees Marquees	143	
Bees Knees Marquees	296	
SAS Gym	293	
Prestige Pet Products	59	
Nicholsons Raw animal Foods	286	
Urban Farming	293	
Vacant	89	
Vacant	156	
Vacant	128	
Hockley Enterprises	476	
Athena tuition / Rayleigh Photography	307	
Vacant	576	
Name Unknown	316	
Vacant	158	
Vacant	173	
Vacant	170	
3D Filaprint	73	
Furniture Warehouse	404	
	Total footprint area	13515
	Of which in B-class use	8618
	Total vacant footprint area	3223

Laurence Industrial Estate

Map of premises surveyed



- Premises Surveyed
- Employment Area



Site Details

Site Name	Laurence Industrial Estate
Site Address	Eastwoodbury Lane, SS2 6RH
Survey Date	24/10/2017

Site Description

Site Area	1.3ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (October 2017)

Use Class	Number of units present	Proportion of total
B Class	30	76.9%
Non-B Class	3	7.7%
Vacant	6	15.4%
Total Number of Units	39	100%

Access

Closest trunk road (Name and Distance)	B1013, proximate access to A127
Road Access (suitable for HGVs?)	Eastwoodbury Lane, yes – potentially difficult for HGVs
Parking	Informal yet adequate private parking on-site
Rail Access	Southend Airport Station, Rochford Station (30 mins walk)
Bus Routes	Numbers 9 and 18 available from Eastwoodbury Lane.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
			100%		

Quality of Buildings

Very Good	Good	Poor	Very Poor
	75%	25%	

On-site amenities

Broadband infrastructure

Neighbouring Amenities

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

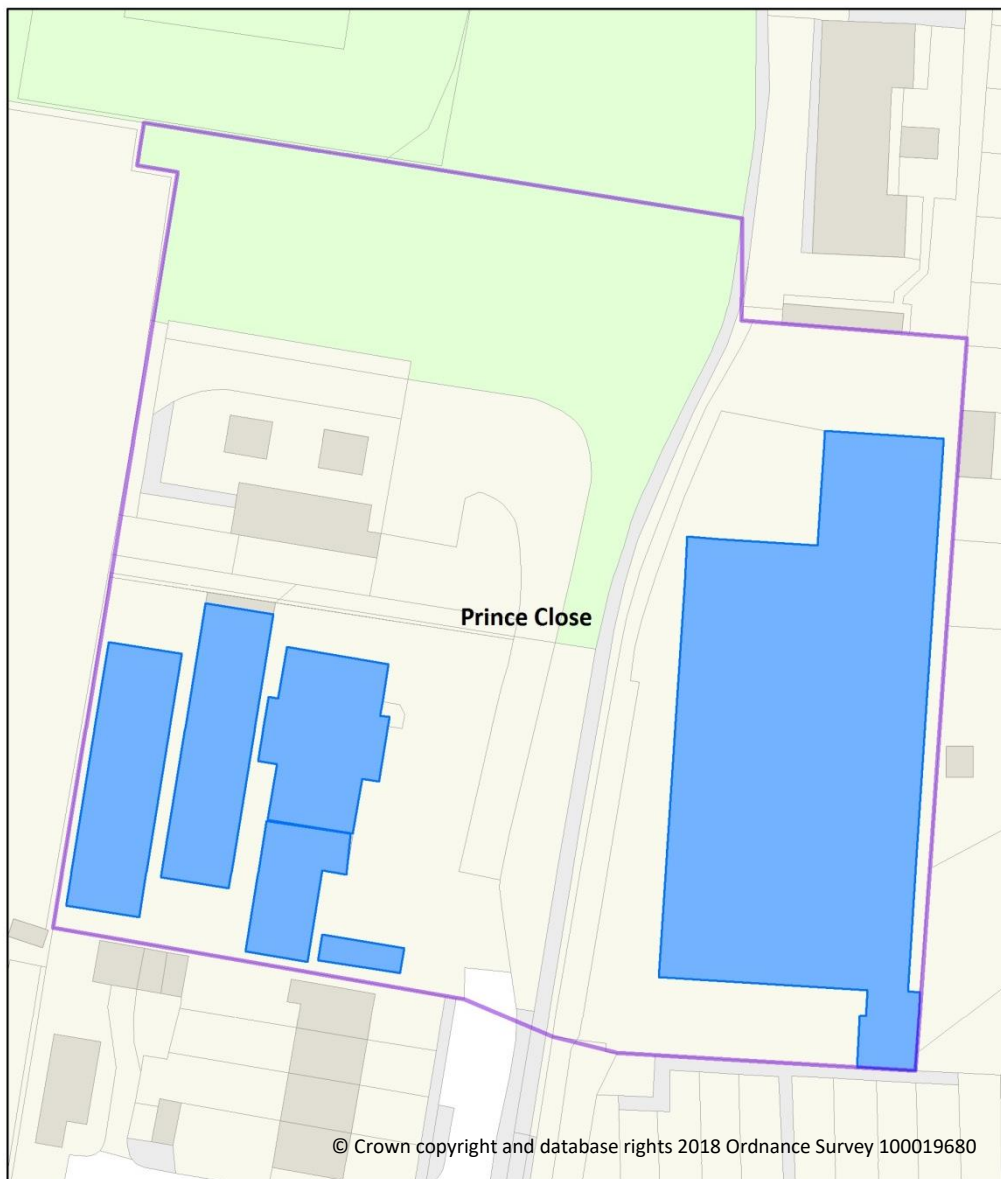
Contaminated Land

List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
Play Brave Sports	131	
WWTD	131	
Donkermotoren	137	
Vacant	130	
CCCS Group	137	
Vacant	133	
Square Boxes	133	
Name Unknown	114	
Affordable Colour Print	126	
HPS Supplies Ltd	122	
JM Upholstery	119	
NTM Electrical	116	
A&R Services – Earls Hall Motors	175	
Name unknown	178	
Squiggle glass	395	
Squiggle glass	133	
Vacant	130	
Rotable Repairs Logistics	178	
Rotable Repairs Logistics	174	
Eastwood Tile Warehouse	100	
Eastwood Tile Warehouse	102	
Altronics Ltd	104	
Moredge Canine Hydro Centre	100	
Natural Air Conditioning	105	
Vacant	138	
Scorpion Direct – Suspended Ceiling Centre	142	
Enhance Home Improvements	143	
D&L Interiors	138	
LBM Fitness	146	
Vacant	138	
Youngs Flooring	140	
Youngs Flooring	135	
Name Unknown	123	
Vacant	116	
Vacant	121	
Rejuiced	123	
E-spurt tyres	122	
Windows Direct	117	
Eastwood Tile warehouse	165	
Total footprint area		5410
Of which in B-class use		5041
Total vacant footprint area		635

Prince Close

Map of premises surveyed



- Premises Surveyed
- Employment Area



Site Details

Site Name	Prince Close
Site Address	Prince Avenue, SS0 0JS
Survey Date	September 2017

Site Description

Site Area	0.9 ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	3	50%
Non-B Class	2	33.3%
Vacant	1	16.7%
Total Number of Units	6	100%

Access

Closest trunk road (Name and Distance)	A127
Road Access (suitable for HGVs?)	Relatively restricted access from the A127
Parking	Constrained
Rail Access	None
Bus Routes	Route 18 stops at Tesco. Routes 174, 251 and X30 go along A127.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
	25%	75%			

Quality of Buildings

Very Good	Good	Poor	Very Poor
	25%	75%	

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to a large superstore (Tesco)

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input type="checkbox"/> Good	<input checked="" type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Retail

Contaminated Land

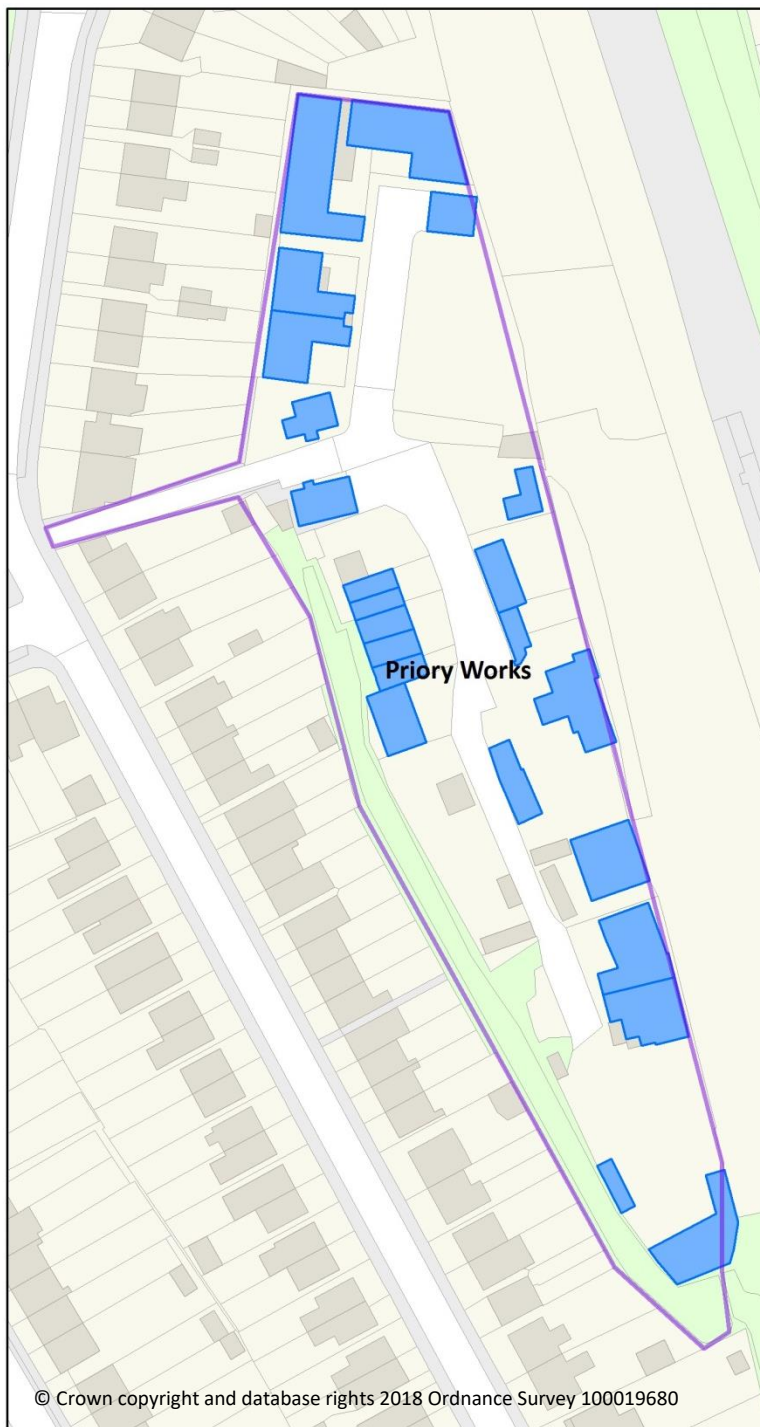
Site wholly on contaminated land



List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
Name not Known	1733	
Marden Homes Ltd	126	
Vacant	259	
Bleeding Ear Music Studios	268	
SPT Fitness	247	
Marden Homes Ltd	29	
	Total footprint area	2662
	Of which in B-class use	2147
	Total vacant footprint area	259

Priory Works

Map of premises surveyed



-  Premises Surveyed
-  Employment Area



Site Details

Site Name	Priory Works
Site Address	Priory Works, Priory Ave SS2 6LD
Survey Date	20/09/2017

Site Description

Site Area	1ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input type="checkbox"/> Established commercial area, with residential area nearby
<input checked="" type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	16	69.6%
Non-B Class	0	0%
Vacant	7	30.4%
Total Number of Units	23	100%

Access

Closest trunk road (Name and Distance)	A1159, good access to the A127
Road Access (suitable for HGVs?)	From Priory Crescent, not suitable for HGVs
Parking	Constrained
Rail Access	Prittlewell Station
Bus Routes	Large Number of Routes from nearby Victoria Avenue and Sutton Road.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		100%			

Quality of Buildings

Very Good	Good	Poor	Very Poor
	25%	75%	

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to one or two services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Rail

Contaminated Land

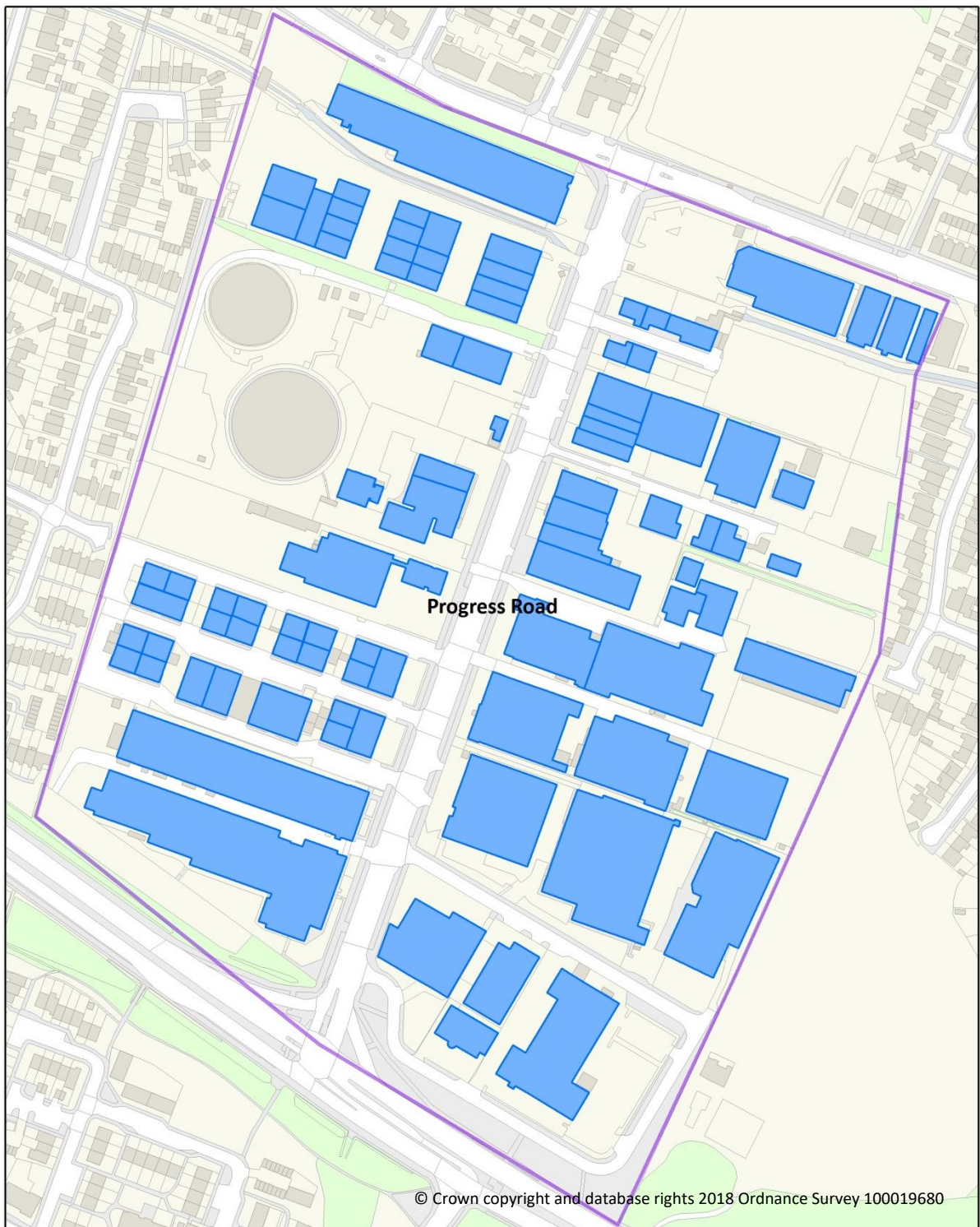
Site wholly on contaminated land

List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
DEM MOT testing	211	
Gary Hepburn MOT	144	
Soltec	241	
Vacant	123	
A. Howe Light engineering	135	
Vacant	57	
Name Unknown	77	
Panel Beating	88	
Vacant	149	
German Car	136	
Trailer Training	69	
German Car	68	
Name Unknown	41	
Name Unknown	33	
Brakes & Things	153	
Name Unknown	35	
Name Unknown	33	
Name Unknown	45	
Name Unknown	45	
Insect	42	
DEM MOT testing	62	
W.B Lemon Fencing	28	
W.B Lemon Fencing	157	
Total footprint area		2172
Of which in B-class use		2172
Total vacant footprint area		487

Progress Road

Map of premises surveyed



- Premises Surveyed
- Employment Area



Site Details

Site Name	Progress Road
Site Address	Progress Road, SS9 5PR
Survey Date	November 2017

Site Description

Site Area	21.4ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (November 2017)

Use Class	Number of units present	Proportion of total
B Class	72	80%
Non-B Class	11	12.2%
Vacant	7	7.8%
Total Number of Units	90	100%

Access

Closest trunk road (Name and Distance)	A127
Road Access (suitable for HGVs?)	Progress Road, leads onto the A127
Parking	Adequate
Rail Access	None
Bus Routes	8 routes running along Rayleigh Road into Southend and neighbouring Rayleigh.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		100%			

Quality of Buildings

Very Good	Good	Poor	Very Poor
	25%	75%	

On-site amenities

Convenience retail, café, restaurant (Tesco, Lidl, KFC)

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to a limited range and quantity of basic services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Road, Employment uses and a Church to the north of the site on Rayleigh Road

Contaminated Land

Site wholly on contaminated land

List of Occupiers

Unit Occupied by;	Floorspace (footprint)
Borough Finisher of Plastics	3755
Lidl	2011
Formula One Autocentre	486
Hometec	468
The Lock & Glass Shop	233
Porta tools	321
Re-cycle centre	146
Re-cycle centre	147
Peach Motors	175
Vacant	147
M2 Products (foam)	1255
Romar Process Engineering	1299
Essex Mustang	318
Melmack ltd	135
S&D Engineering	376
Lincoln Batteries	189
Lincoln Batteries	265
Regency Veneers Ltd	496
UK Systems	468
Ultimate Hair & Beauty Co Ltd	1529
Allied Foods	1240
Griffiths & Hood Veneered Panels	2575
W& H Engineering	2050
Threemet Kitchens + Adams Joinery	2144
Name Unknown	1780
Forefront contracting	2744
Dragon Storage	4039
Jegs	2525
Mercedes-Benz	2669
Edmundson Electrical	1035
KFC	570
Safe-Store	1892
MK Honeywell	9328
Newcroft Training Services	1898
Original Sports	369
Alpine Tools Ltd	181
Name Unknown	188
Gym	196
Vacant	186
Vacant	183
Name Unknown	182
S-tech	188
P.C.L	370
SSC	368
Longs Packaging	736
Scales and Fangs	187
Progress Road Service Centre	364
Enterprise Rent A Car	87
SIG roofing	546
Tool Station	433
Sally Hair & beauty	287
Crown Decorating centre	294

Excel Fitness Gym	288	
ASE	190	
ProTen	190	
ProTen	191	
ARCA Training Centre	190	
ASE	381	
ARCA Training Centre	190	
Kitchencraft	190	
Platinum Batteries	477	
Platinum Batteries	476	
Connections at Home	192	
Broadgate Paper	371	
Fuud	192	
Vacant	192	
Connections at Home	192	
SIG roofing	356	
Adams & Sons Finance	1120	
Sprint comms	392	
ABLE	344	
Bike-wise	176	
Yester oak	170	
Eastwood Valeting Service	199	
Eastwood Valeting Service	197	
Infotect Consulting	183	
DS autos	388	
Gap	1235	
Vacant	433	
Guardian	517	
All-specs	496	
Southend upvc	293	
New Style	256	
Woodys Café	227	
James Hand Car Wash	609	
Vacant	166	
Fuel Nourish	181	
Car Body Repair Centre	187	
Jab Autos	168	
Montaini Autos	194	
Total footprint area		68442
Of which in B-class use		62845
Total vacant footprint area		1489

Rosshill Industrial Park

Map of premises surveyed



- Premises Surveyed
- Employment Area



Site Details

Site Name	Rosshill Industrial Park
Site Address	Sutton Road, SS2 5PZ
Survey Date	20/09/2017

Site Description

Site Area	1.1ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	26	83.8%
Non-B Class	0	19.4%
Vacant	5	16.1%
Total Number of Units	31	100%

Access

Closest trunk road (Name and Distance)	A1159, which leads onto the A127
Road Access (suitable for HGVs?)	From Sutton Road. Access suitable for HGVs, although would have difficulty navigating the site
Parking	Adequate
Rail Access	None
Bus Routes	4 routes available from Sutton Road

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		75%		25%	

Quality of Buildings

Very Good	Good	Poor	Very Poor
	50%	50%	

On-site amenities None

Broadband infrastructure ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities Close to one or two services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses Industrial, Cemetery & Crematorium, Greenbelt, Fire Station

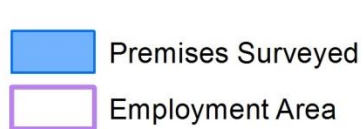
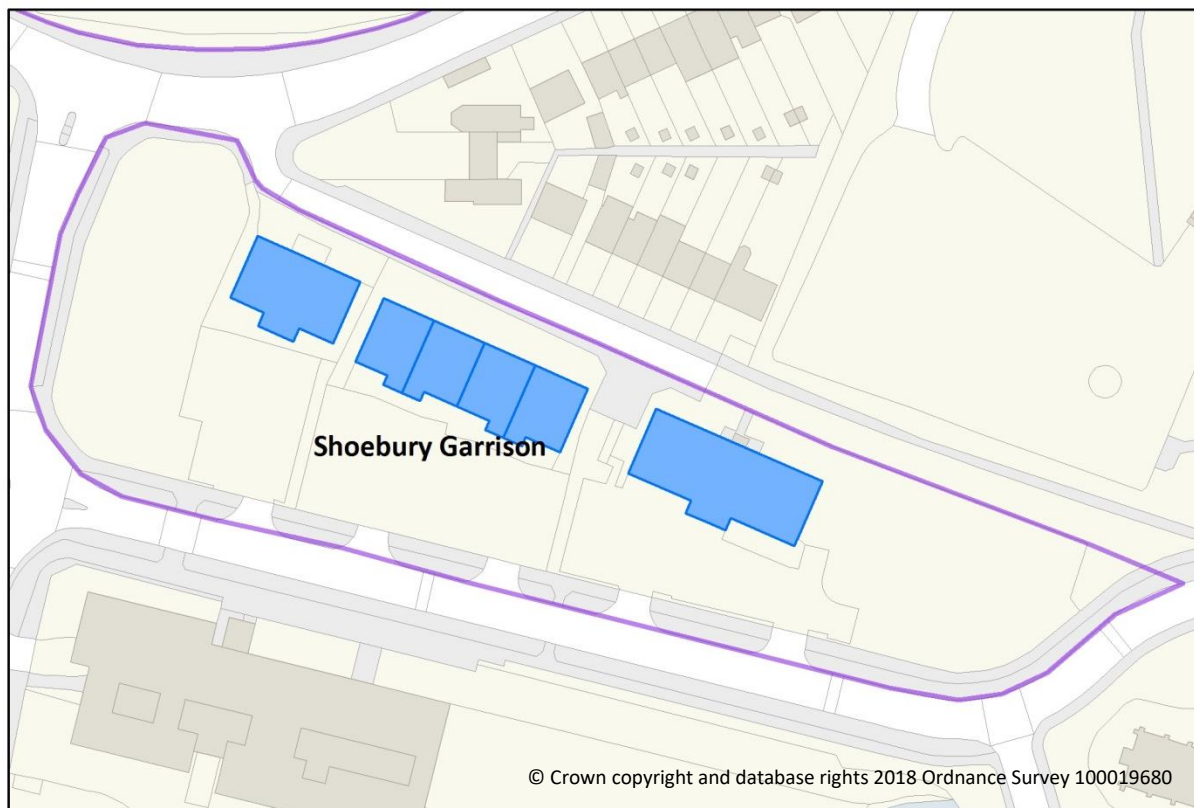
Contaminated Land Site not on contaminated land (some small spots of contaminated land are evident)

List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
Hart Wholesale	125	
Hart Wholesale	126	
Hart Wholesale	125	
Hart Wholesale	125	
Hart Wholesale	124	
Classic Sign Company	129	
Classic Sign Company	127	
Solo Kitchens and Bedrooms	130	
Solo Kitchens and Bedrooms / Pink Hygiene	126	
Vacant	126	
Brunel Computer Services	217	
Cornel DC developments	94	
Rainbow International	95	
Hart Wholesale	96	
E Bedini & Sons	95	
Sign Shop	91	
Unknown	94	
Creative Services	90	
Vacant	95	
Southend Timber	105	
Southend Timber	52	
Southend Timber	58	
Vacant	127	
Unknown	128	
Rose Kelly Furniture Ltd.	131	
Vacant	135	
Rocburn Windows	120	
Vacant	132	
Evil Empire Performance	131	
Blueline Trailer	131	
PH Jones	131	
Total footprint area		3611
Of which in B-class use		3611
Total vacant footprint area		615

Shoebury Garrison

Map of premises surveyed



Site Details

Site Name	Shoebury Garrison
Site Address	New Garrison Road, SS3 9Bt
Survey Date	22/09/2017

Site Description

Site Area	0.9ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input checked="" type="checkbox"/> Other – Office Location

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	1	16.7%
Non-B Class	1	16.7%
Vacant	4	66.7%
Total Number of Units	6	100%

Access

Closest trunk road (Name and Distance)	B1016
Road Access (suitable for HGVs?)	New Garrison road, leads to other roads, before meeting the A13
Parking	Good
Rail Access	Shoeburyness Station
Bus Routes	Number 9 Runs along Ness Road

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
					100%

Quality of Buildings

Very Good	Good	Poor	Very Poor
100%			

On-site amenities	Convenience retail (Sainsbury's)
Broadband infrastructure	ADSL, ADSL2+, Fibre Optic
Neighbouring Amenities	Close to a range of services

Quality of environment for current uses

<input checked="" type="checkbox"/> Very Good	<input type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses	School, Residential, Industrial
Contaminated Land	Site wholly on contaminated land

List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
Vacant	133	
Onecom	436	
Vacant	133	
Vacant	131	
Vacant	136	
Sainsbury's	267	
Total footprint area		1236
Of which in B-class use		969
Total vacant footprint area		533

Short Street

Map of premises surveyed



Site Details

Site Name	Short Street
Site Address	Short Street, SS2 5BY
Survey Date	22/09/2017

Site Description

Site Area	4ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	9	64.3%
Non-B Class	4	28.6%
Vacant	1	7.1%
Total Number of Units	14	100%

Access

Closest trunk road (Name and Distance)	B1015
Road Access (suitable for HGVs?)	Access from the South only, suitable for HGVs
Parking	Good
Rail Access	Southend Victoria Station, Prittlewell Station
Bus Routes	4 routes from adj Stadium Greyhound Way stop, accessible from Southend Victoria Bus Interchange.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		20%	40%	40%	

Quality of Buildings

Very Good	Good	Poor	Very Poor
	75%	25%	

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to Town Centre services.

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Industrial, Rail

Contaminated Land

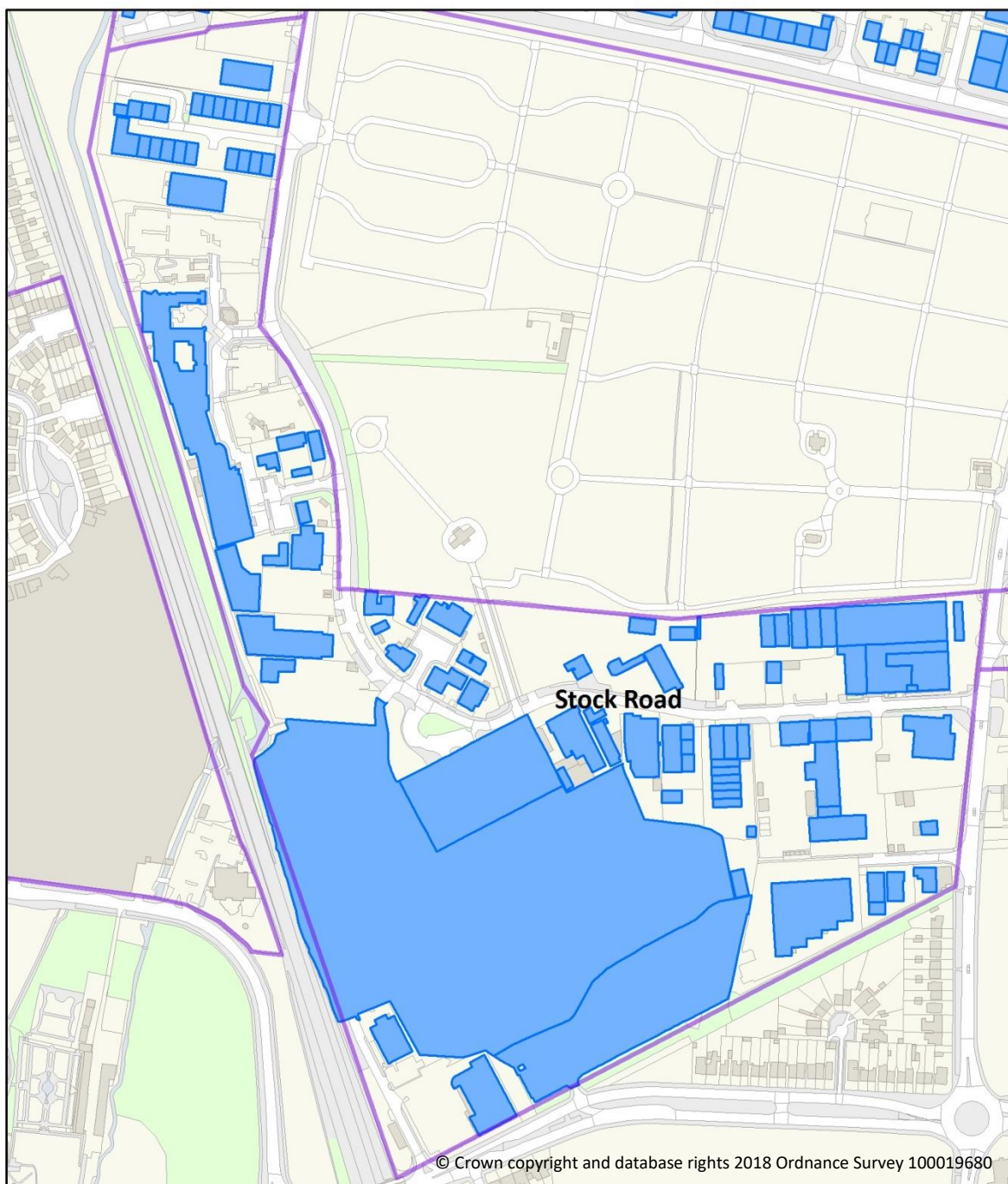
Patches of contaminated land (roughly 50% contaminated). These do not however fall underneath the modern development of the new business park area just south of the Arriva bus depot.



List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
Post Office	6058	
Arriva	1533	
Council Depot	799	
6 Red Squares	182	
The Business Supply Network	254	
Urban Print & Design	366	
Urban Print & Design	366	
Vacant	273	
NHS	253	
Yoga Factory	155	
Unknown	156	
ERG Facilities Ltd.	254	
Urban Print & Design	367	
South Essex College – Xtreme Studios	321	
	Total footprint area	11337
	Of which in B-class use	9075
	Total vacant footprint area	273

Stock Road

Map of premises surveyed



-  Premises Surveyed
-  Employment Area



Site Details

Site Name	Stock Road
Site Address	Cedar Park, Stock Road, SS2 5PT
Survey Date	20/09/2017

Site Description

Site Area	21.3ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	68	70.8%
Non-B Class	7	7.3%
Vacant	11	11.5%
Total Number of Units	96	100%

Access

Closest trunk road (Name and Distance)	A1159, Good access to the A127
Road Access (suitable for HGVs?)	Good Access to the site from Stock Road. Suitable for HGVs
Parking	Adequate
Rail Access	None
Bus Routes	4 routes from Sutton Road

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		92%	5%	2%	1%

Quality of Buildings

Very Good	Good	Poor	Very Poor
	80%	20%	

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to one or two services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Rail, Industrial, Cemetery

Contaminated Land

The site is on contaminated land, expect for the eastern extend up to the edge of the sui generis uses.

List of Occupiers

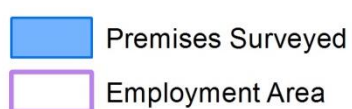
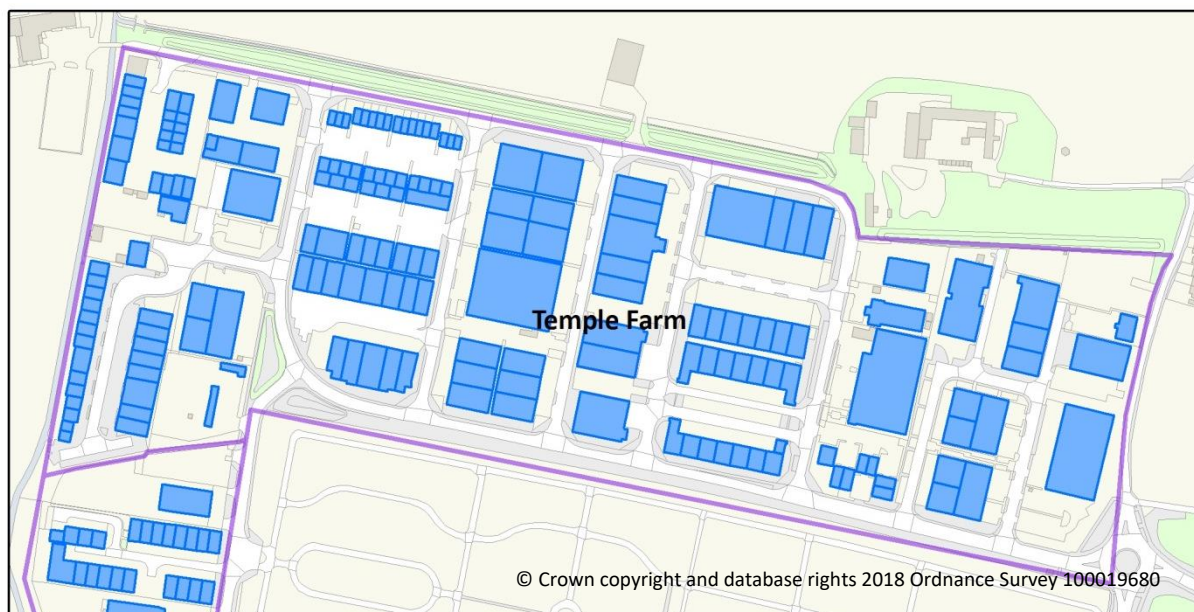
Unit Occupied by;	Floorspace (footprint)
St Anns Manufacturing Co Ltd	2524
Gray electrical	268
Johnstone's Decorating Centre	261
Davis Construction	233
Steve's Self Hire	126
Medlock / Lightplan	744
J&C	130
Screwfix	908
Kranzle	325
Toolstation	426
Fencing Centre	976
Prestige Bodyworks J.d Ltd	135
W+H Roads	675
Melburn MOT centre	131
Leigh Baxter Associates Ltd.	133
Vacant	130
Thundersley Joinery	137
Premier Metals	132
Vacant	130

Chips Away	135
Redline Industrial Supplies Ltd.	122
SWM services	120
Helpful bathrooms showroom	404
Abbey Marble	142
Abbey Marble	138
Car repair	154
Flo Fix	123
Vacant	82
SSL Souvenirs & gifts Ltd.	142
Twilight Memorials	142
Alloy Wheel Repair	141
Perry's Bodyshop	142
Sunray Auto Repairs	139
Vacant	146
W+H Roads Ltd	979
Hardy's	1515
Hadleigh Salvage / Skips 4 U	326
Olympus Keymed	5209
Hardy's	991
Protocon	653
Protocon	137
Maplin Timber	75
Vacant	150
CEMEX Cement	208
Sawn tone	192
General Engineering	313
Vacant	627
MOT CMC Garage	240
Biffa	195
K&S	291
Vacant	357
Unknown	98
Solopress	982
Solopress	106
Solopress	329
currently vacant but owned by solopress	1056
Name not known	134
Kitchen Base	473
Body Shop	105
Name not known	100
Name not known	119
Premier Screen Printing	226
Twisted Metal	249
Car repair	251
Vacant	127
Vehicle up	123
Car repair	124
L&P auto	116
Vacant	131

Swan body work	132	
Name unknown	52	
Name Unknown	202	
UK Power Networks	368	
Jewson	1261	
Not surveyed	34	
SIG	114	
Stock Road MOT	170	
MOT + car repair	243	
MOT + car repair	243	
Direct Bathrooms	2386	
Chaadwick Joinery	328	
Caten	315	
Direct Heating and Pumbing Merchants	1257	
Mead Foam Ltd	596	
Formula One Autocentres	930	
Fabri Cake	35	
Caten	313	
Clean Park	187	
Household Waste Recycling Centre	6341	
Central Cleansing Depot	10723	
Southend Sewage Works	51599	
Aldi	1426	
Name Unknown	633	
Hardy's	196	
MOT centre	76	
St Anns Manufacturing Co Ltd	110	
	Total footprint area	108373
	Of which in B-class use	37363
	Total vacant footprint area	3034

Temple Farm

Map of premises surveyed



Site Details

Site Name	Temple Farm
Site Address	Tailor Ct, SS2 5SX
Survey Date	20/09/2017

Site Description

Site Area	18.8ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	147	80.8%
Non-B Class	5	2.7%
Vacant	30	16.5%
Total Number of Units	182	100%

Access

Closest trunk road (Name and Distance)	A1159, good access to the A127
Road Access (suitable for HGVs?)	Chandlers Way, Stock Road – suitable for HGVs
Parking	Adequate provision
Rail Access	None
Bus Routes	4 routes from Sutton Road

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		75%	25%		

Quality of Buildings

Very Good	Good	Poor	Very Poor
	75%	25%	

On-site amenities

Café, Gym

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to one or two services

Quality of environment for current uses

☐ Very Good

☒ Good

☐ Poor

☐ Very Poor

Environment appropriate for current uses?

☒ Yes

☐ No

Neighbouring Uses

Cemetery, Greenfield Land, Rail, Road

Contaminated Land

Site mostly on contaminated land, expect for the; Olympus Medical Device Manufacturing Centre; the Kestrel Printing; and Mainframe Communications buildings.

List of Occupiers

Unit Occupied by;	Floorspace (footprint)
GLP Air Conditioning	114
Ideals GB Ltd	115
Copley Electrical	115
JJ Auto Services	113
Gemini Windows Ltd.	225
XS Aviation Ltd.	254
Metalsmith Steel Ltd.	241
Vacant	136
Harpers Fish Merchants	67
Rochford Joinery	68
Gemini Windows	67
Inbox Technical Ltd.	67
ETB instruments Ltd.	119
SK signs & labels Ltd.	115
Vacant	120
Vacant	117
Geoff Keane Carpets	136
Lighting	68
Mobility Solutions South Ltd.	68
Vacant	68
Bratherton Microwave	70
Chawkwell Auctions	485
Olympus Keymed	535
Fulton Paper	453
Alteck	284
PGR Timber Merchants	1133
Gym	373
JSQ Ltd.	81
CPF Leisure	122
Merlin Transfers Ltd	123
Vacant	124
Insight Designs	122
Elite Integrated Security	119
CPF leisure	130
Vacant	97
Brett Concrete	253
Alteck	228
Rossi	456
Bondlabels	934
CPF leisure	244
Battle Foam	229
A J Howard Industrial Supplies	467
Bar Fittings	237
Bar Fittings	237
Vacant	239
Essex Supplies	231
Vacant	246

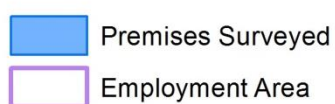
Worth & Co Blinds Ltd	102
Vacant	62
Vacant	62
Surgical Holdings	123
Surgical Holdings	217
Global Product Sourcing Services	113
Barrington Mail Order	111
Altex	519
Floral Sundries	319
Ruark	372
Aviation Spares	354
Formara Printers	309
ESL tech group	261
ESL tech group	267
Name not known	318
South Essex Fasteners	399
Vacant	404
Altex	315
Electrical Centre	263
Britannia Safety Ltd.	253
Icarus	422
Icarus	205
Force 500	212
West country wholesale	210
Waverley brownall	207
Waverley brownall	214
Waverley brownall	197
Waverley brownall	216
AquaPress	81
BPF Plastics	102
Olympus Keymed / vacant (central unit)	308
Vacant	82
Vacant	102
Unknown	81
Vacant	81
Vacant	104
Unknown	80
Vacant	103
Southend Smart	82
BD Joinery	105
MAH builders	80
BD Joinery	103
Motor and Armature Ltd	82
Vacant	75
Paul Acreman	84
Wine	83
EJS Motors	80
Vacant	50
Vacant	50
U Spanner	51

Vacant	63
Polishers Ltd.	63
MOT/vehicle repairs	59
Vacant	60
Vacant	60
AES	62
American Automatics	61
Rayleigh Mowers	60
Rayleigh Mowers	63
Essex Commercial Components Ltd	63
Essex Commercial Ltd	63
Vacant	54
Aqua Blasting	53
Linley & Son	54
DRS Heating & Plumbing	502
Plumbing supplies	510
Safwat Cars	496
Classic Cars	499
Vacant	486
Formara Print	934
Olympus Keymed	912
Vacant	494
Olympus Keymed	731
Olympus Keymed	556
Olympus Keymed	757
Olympus Keymed	566
Olympus Keymed	3007
Friths	779
Friths	754
Sancto International	1099
WF Senate	520
Howdens	538
Vacant	543
Climatec (uses some of unit 142 floorspace)	542
Howdens	1125
Vacant	256
Essex Injection Mouldings	194
Carlton Kitchens	189
AMP Doctor	190
SMD / Delphi Auto	190
Premier Corporation	186
Nasco	196
Brooklyn Accountants	69
Temple Farm Cafe	313
MOT	235
Essex Injection Mouldings	242
Digby	308
Wheel alignment	238
Estuary Plant Ltd	240
Joinery	242

Vacant	279	
Alutec	291	
Climatic Home	294	
The MOT centre	281	
Alutec	261	
Eurocell	294	
Rayleigh Glass	265	
Vacant	545	
Climatec	537	
Climatec	1612	
Climatec	530	
Lucy&Co	125	
Mainframe Comms Ltd.	669	
Vacant	419	
Plumb centre	406	
Kestrel Printing Ltd.	589	
FMS	789	
Friths Packaging	2297	
Kier	146	
Newey and Eyre	786	
Timewise	113	
Peters	94	
Auto Accident Claims	92	
Global net	111	
Prime Property Management	116	
NAS	1005	
Unit 6, name unknown	1462	
Euro Group UK	911	
Euro Group UK	474	
Emersons electrical	449	
Gateway House	233	
Newline Cleaning Centre	403	
Newline Cleaning Centre	398	
Olympus Keymed	2912	
Cumberland Packaging	453	
Total footprint area		60837
Of which in B-class use		59101
Total vacant footprint area		5581

Terminal Close

Map of premises surveyed



Site Details

Site Name	Terminal Close
Site Address	SS3 9BN
Survey Date	22/09/2017

Site Description

Site Area	1.45ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	10	66.6%
Non-B Class	2	13.3%
Vacant	3	20%
Total Number of Units	15	100%

Access

Closest trunk road (Name and Distance)	A13/B1016
Road Access (suitable for HGVs?)	Adequate for current uses, not HGVs.
Parking	Adequate
Rail Access	Shoeburyness Station
Bus Routes	Numbers 4A, 9 and 14 from opposite Shoeburyness Railway Station

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		100%			

Quality of Buildings

Very Good	Good	Poor	Very Poor
	25%	75%	

On-site amenities	None
Broadband infrastructure	ADSL, ADSL2+, Fibre Optic
Neighbouring Amenities	Close to a town centre with a wide range and quantity of services

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses	Residential, Rail, Road
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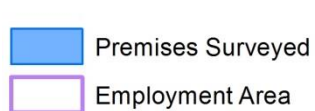
Contaminated Land	Site wholly on contaminated land
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List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
Estuary Automation Ltd	317	
Ballantyne Edwards	341	
Essex Stars	382	
Essex Stars	416	
Unknown	455	
World Range	498	
Vacant	288	
Vacant	185	
Southend total Engineering	186	
Akeron Plastics/Lighting	253	
The Garage	316	
Shoebury Confectionery Ltd	171	
Shoebury Confectionery Ltd	215	
Unknown	299	
Shoebury confectionery Ltd	235	
Total footprint area		4557
Of which in B-class use		3759
Total vacant footprint area		772

Thanet Grange

Map of premises surveyed



Site Details

Site Name	Thanet Grange
Site Address	Thanet Grange, SS0 0EJ
Survey Date	October 2017

Site Description

Site Area	5.4ha
Policy Designation	Existing Site

The site is best described as a:

<input checked="" type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (October 2017)

Use Class	Number of units present	Proportion of total
B Class	1	100%
Non-B Class	0	0%
Vacant	0	0%
Total Number of Units	1	100%

Access

Closest trunk road (Name and Distance)	A127
Road Access (suitable for HGVs?)	Good with almost direct access onto the A127
Parking	Good
Rail Access	None
Bus Routes	9, 18, 174 from Eastwoodbury Lane/Nestuda Way.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
				100%	

Quality of Buildings

Very Good	Good	Poor	Very Poor
100%			

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to a major superstore (Tesco)

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Retail, Airport, Hotel, Restaurant

Contaminated Land

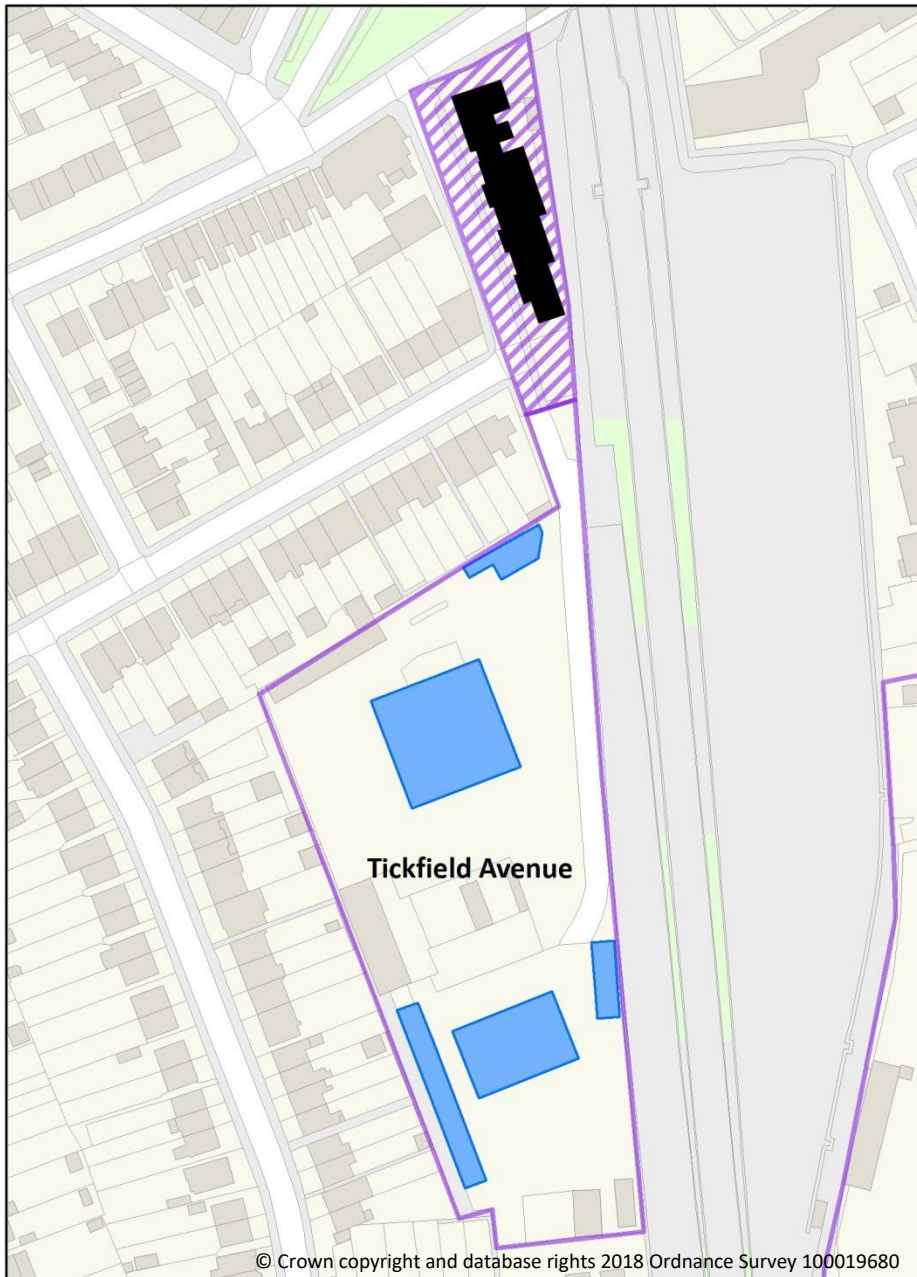
Site not on contaminated land





List of Occupiers

Unit Occupied by;	Floorspace (footprint)
RBS	7588

Tickfield Avenue

Map of premises surveyed³



-  Premises Surveyed
-  Employment Area
-  Proposed Removal of Employment Area Designation
-  YMCA school



³ For the purpose of this survey the school to the north of the employment area has not been included and is recognised as an area of de-designation.

Site Details

Site Name	Tickfield
Site Address	Tickfield Avenue, SS2 6LL
Survey Date	20/09/17

Site Description

Site Area	1.4ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input type="checkbox"/> Established commercial area, with residential area nearby
<input checked="" type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (September 2017)

Use Class	Number of units present	Proportion of total
B Class	5	100%
Non-B Class	0	0%
Vacant	0	0%
Total Number of Units	5	100%

Access

Closest trunk road (Name and Distance)	A127
Road Access (suitable for HGVs?)	Adequate for current uses, onto Tickfield Avenue. Unsuitable for HGVs
Parking	Good
Rail Access	Prittlewell Station
Bus Routes	10 routes along Victoria Avenue

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vacancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
			100%		

Quality of Buildings

Very Good	Good	Poor	Very Poor
	75%	25%	

On-site amenities

None

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Close to local pub, shops and railway station

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Residential, Railway line to east

Contaminated Land

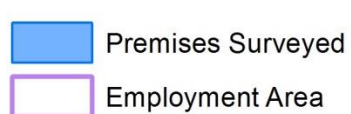
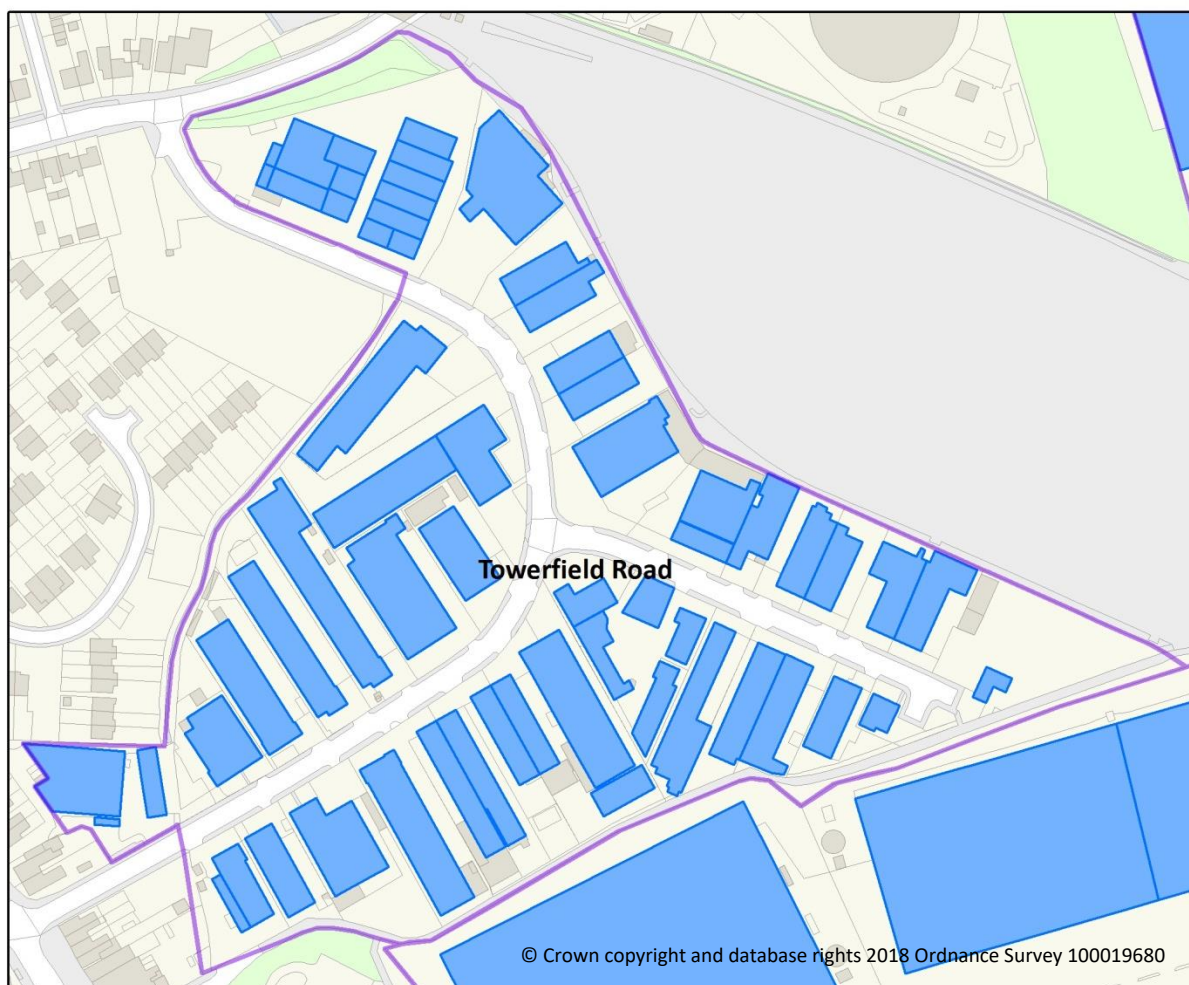
Site wholly on contaminated land

List of Occupiers

Unit Occupied by;	Floorspace (footprint)	
TD Transport	293	
The Tickfield Centre	908	
Autorama	524	
MOT centre	117	
APCOA Parking Depot	128	
	Total footprint area	1970
	Of which in B-class use	1970
	Total vacant footprint area	-

Towerfield Road

Map of premises surveyed



Site Details

Site Name	Towerfield Road
Site Address	Towerfield Road, SS3 9QP
Survey Date	13/10/2017

Site Description

Site Area	7.2ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (October 2017)

Use Class	Number of units present	Proportion of total
B Class	52	86.7%
Non-B Class	1	1.7%
Vacant	7	11.7%
Total Number of Units	60	100%

Access

Closest trunk road (Name and Distance)	A13
Road Access (suitable for HGVs?)	Access from Elm Road. Suitable for HGVs
Parking	Adequate
Rail Access	Shoeburyness Station
Bus Routes	Number 9 runs along Ness Road

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		80%	10%	10%	

Quality of Buildings

Very Good	Good	Poor	Very Poor
	25%	75%	

On-site amenities

Gym, Natural food shop

Broadband infrastructure

ADSL, ADSL2+, Fibre Optic

Neighbouring Amenities

Local shops, services and take away on Ness Road.

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Close to a limited range and quantity of local services

Contaminated Land

Site wholly on contaminated land

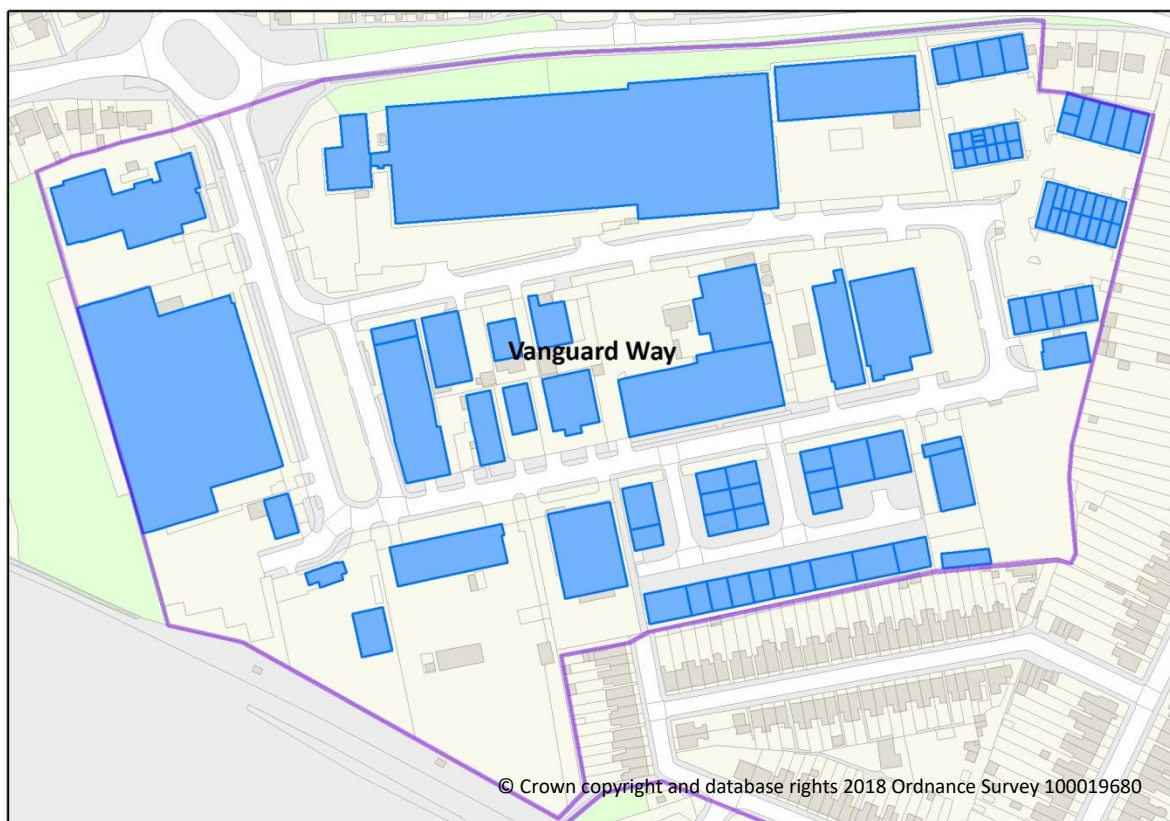
List of Occupiers

Unit Occupied by;	Floorspace (footprint)
Stop Shops / Imanezprint	356
Insight	438
G&M Roofing	1031
Unknown	515
Ultimate 3D Logistics	521
PNC Logistics	382
Aircraft Component services	364
EGL Homecare	1391
Sharp Aviation	190
Leigh Scaffolding	302
G.E.T	789
La Riche	575
La Riche	594
Ray Brook Ltd	374
Cube Design	151
Service Garage	377
Printers (Name Unknown)	429
DB Print and Design	547
RPA Multi Form Ltd	865
AMJ Precision Engineering	369
AMJ Precision Engineering	364
Sovereign	418
TCL & S+S	384
Sovereign Timber	1193
Crop Aid	211
Herve Engineering Ltd	830
Unknown	831

Ewo Media	1165	
Ewo Media	945	
Ewo Media	1188	
Kingsbury Screens	298	
Unknown	832	
A J Towelling	98	
OLLU	101	
Brookmore Ltd.	201	
Vacant	195	
Vacant	202	
Vacant	212	
Green Light Print Solutions	41	
Aspect Cooling	40	
Towerfield Plating	492	
Ipeco	600	
Advanced Protective Packaging	1084	
LSJ Steel Engineers	577	
Shoebury Tyre Auto	191	
Vacant	111	
Vacant	218	
Unknown	124	
Wetsuits Galore	435	
Rikki Cann – Aston Martin	558	
Vacant	513	
Orchid	199	
Vacant	111	
Aircraft Components Ltd	260	
Leigh Scaffolding	247	
PFS	629	
SBS Secure Box Service	212	
Eazystore	101	
SBS Secure Box Service	876	
SBS Secure Box Service	30	
	Total footprint area	27877
	Of which in B-class use	27439
	Total vacant footprint area	1562

Vanguard Way

Map of premises surveyed



- Premises Surveyed
- Employment Area



Site Details

Site Name	Vanguard Way
Site Address	Sutton Road, SS3 9RA
Survey Date	13/10/2017

Site Description

Site Area	10.6ha
Policy Designation	Existing Site

The site is best described as a:

<input type="checkbox"/> Out of Town Office Campus	<input type="checkbox"/> Town Centre
<input type="checkbox"/> High Quality Business Park	<input type="checkbox"/> Incubator/SME Cluster Site
<input type="checkbox"/> Research and Technology/Science Park	<input type="checkbox"/> Specialised Freight Terminals
<input type="checkbox"/> Warehouse/Distribution Park	<input type="checkbox"/> Sites for Specific Occupiers
<input checked="" type="checkbox"/> General Industry/Business Area	<input type="checkbox"/> Recycling/Environmental Industries Sites
<input type="checkbox"/> Heavy/Specialist Industrial Site	<input type="checkbox"/> Other – Storage

Location Character

<input type="checkbox"/> Well established commercial area
<input checked="" type="checkbox"/> Established commercial area, with residential area nearby
<input type="checkbox"/> Mixed commercial and residential area
<input type="checkbox"/> Mainly residential with few commercial uses
<input type="checkbox"/> Mainly residential or rural area with no other commercial uses

Use Classes Surveyed (October 2017)

Use Class	Number of units present	Proportion of total
B Class	84	90.3%
Non-B Class	1	1.1%
Vacant	8	8.6%
Total Number of Units	93	100%

Access

Closest trunk road (Name and Distance)	A13
Road Access (suitable for HGVs?)	Vanguard way, from Elm Road. Suitable for HGVs
Parking	Adequate
Rail Access	Shoeburyness Station
Bus Routes	Routes 4A, 9 and 14 depart from Shoeburyness High street. Routes 1, 7, 8 and 509 can be found along Ness Road.

Nature/significance of existing occupiers

	0-20%	20-40%	40-60%	60-80%	80%-100%
International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vacancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Existing Conditions

Age of Buildings

Pre 1940	1940-1969	1970-1989	1990-1999	2000-2009	Since 2010
		60%	20%	20%	

Quality of Buildings

Very Good	Good	Poor	Very Poor
%	25%	75%	

On-site amenities

Broadband infrastructure

Neighbouring Amenities

Quality of environment for current uses

<input type="checkbox"/> Very Good	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Very Poor
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Environment appropriate for current uses?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Neighbouring Uses

Contaminated Land

List of Occupiers

Unit Occupied by;	Floorspace (footprint)
The perfect Tribute	64
ERW Bright Steels	1406
Hythehopes Ltd	144
Prime Products	151
Balanced Training	149
Fides M+P	148
Intelico Grouo	63
Cookie	119
Ventam Systems Ltd	121
Unknown	240
Vacant	118
Vacant	116
Green Rooms UK	119
Nationwide Lifting Solutions	118
Vacant	115
Vacant	114
RS Automotive	236
RS Automotive	234
Unknown	181
Mansion	130
Vanguard Auto Services	362
Luna UK Ltd	291
Vacant	294
Roach sprayers	112
Goodwin Motors	119
Vacant	116
Unknown	120
Unknown	115
Essex Textiles	118
Essex Auto Finishing	124
Quality Seeds	118
Vacant	120
John James	245
Bright Steel	1133
RG Wylie	641
Solo Sprayers	1804
Gifford specialised Coating	229
Gifford	115
Vacant	1003
Paxman Joinery	489
Mr Fencing	287
G.T.T.	199
STS	213
Model Technics	327
Towerfield Plating	476
G.E.T / EGL	897
Imperial Metal Recycling	254
RVS Fencing	115
Shoebury Vehicle services	182
SES and IMS	1622
Unitruc Logistics	815
I.T.A instruments	109

Home Instead Senior Care	109	
Acrchigram Archives	109	
The Aspire Project	109	
Relish	109	
Fans and Ventilation Ltd	124	
Recognition Express Essex	129	
SES South Essex Stockholder	8740	
IMS Industrial Metal Services	5811	
Reception Unit A Seedbed Centre	99	
IMS	489	
Unknown	905	
Audio Wave Ltd	49	
Sundried	50	
Addison Publications Ltd	46	
Royal Mencap Society	43	
Johnsonit / Square Cube	45	
Adam Hall Ltd	43	
Keber Welding	46	
FGH Ironmongery Ltd	49	
Hwami Studio	40	
Front Row	45	
Physio World	40	
Conference room	38	
Match 2 Ltd	42	
Elan Express Couriers	35	
R&Y Tyres Removals	37	
Deep Blue Cleaning	38	
Effectco	33	
C.C Optical	37	
C.I. Jewellers	41	
The School of Photography	36	
L.D. Systems	45	
Evolution Fuels	35	
Parteaz Cakes	31	
All Drive Rentals	13	
Reninsane	12	
Computopia	14	
Essex House Removals	34	
Barry Robins	39	
GET	134	
Mansion	87	
Total footprint area		35260
Of which in B-class use		35220
Total vacant footprint area		1996

APPENDIX 2: DLP SITE PROFORMAS

Site Information			
Site Ref	EA015	Address	Car Park, Baxter Avenue
Source	BLP Saved Site		
Site Area (hectares)	0.31	Market Segment	Town Centre - Office
Description of Site and Surrounding Uses	<p>The site includes a surface car park located off Baxter Avenue. Considering the planning history, the car park looks to be associated with the adjacent office building to the north, Thamesgate House which fronts onto Victoria Avenue. The existing building at Thamesgate House incorporates a basement, seven floors of commercial accommodation and 225 parking spaces. In terms of the surrounding area there are a wide range of uses in keeping with this town centre location including employment, commercial, community, parking and residential uses. Building heights range from between 2 to 14 storeys.</p>		
Planning History/Ownership			
<p>17/00145/PA3COU - Change of use from offices (Class B1(a)) to 128 self-contained flats (Class C3) (Prior Approval). Granted 28/03/2017.</p> <p>17/00147/PA3COU - Change of use of part of third floor retail (Class A1) to two self-contained flats (Class C3) (Prior Approval). Granted 28/03/17.</p>			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		See site planning history.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		Yes – alternative permission including parking associated with adjacent office conversion.	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Unknown	
Market appraisal:	<p>This site is currently in use as a car park servicing the adjacent office building Thamesgate House. Whilst this town centre location was once considered the office core there has been a noted oversupply of office space within the Central Area including outdated office stock, particularly within the Victoria Avenue office area. Much of this stock is too large, underused/vacant and unlikely to meet the changing requirements of small to medium sized occupiers considering the focus of demand for office space in Southend.</p> <p>The town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.</p>		

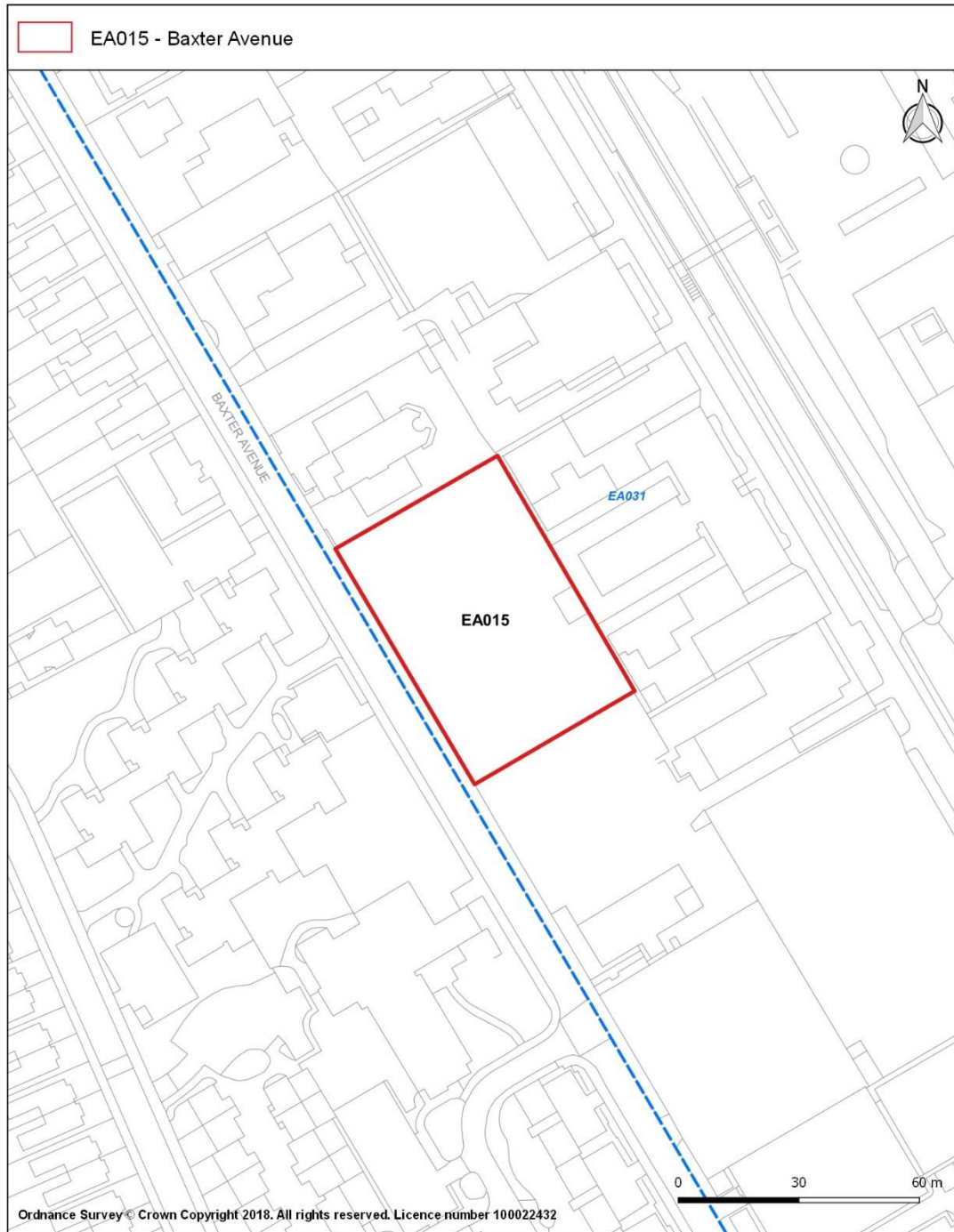
Sustainable Development Factors:	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No
Environmental quality and known constraints	There does not appear to be any significant environmental designations covering the site (SSI, SCI, Ramsar). The site is located in Flood Zone 1. Constraints exist surrounding the need to relocate parking facilities as a prerequisite for releasing development sites.
Strategic Access and Accessibility:	The site is accessed via Baxter Avenue. In terms of strategic access Baxter Avenue is located just behind Victoria Avenue (A127) the main route into the centre of Southend. The site is also located 280 metres north of Southend Victoria Rail Station. Strategic access to the Town Centre for road transport is good. The area is also well served by bus and suburban rail services which link to London. To enable development, parking provision in the town needs to be addressed to release surface parking sites for redevelopment. As set out in the SCAAP the car continues to dominate parts of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. With a low rate of car ownership in the Southend Central Area there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within Southend's Central Area (SCAAP) a key location for economic growth.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Currently in use as parking for the adjacent office. If the office conversion goes forward this will also require use of the parking for the residential dwellings.
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Located within SCAAP Opportunity Site – Victoria Avenue PA8.1 suitable for residential (1,000 dwellings), office, convenience retail, leisure, cafes, community facilities, public parking.
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	The site is located within SCAAP Policy Area Victoria Gateway Neighbourhood suitable for Town Centre uses including B1 employment.
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No

Developable Space and vacancy:	The car park is currently in use by the adjacent offices at Thamesgate House (albeit underutilised at the point of visit).
Recommendation:	This site is located within Southends Central Area and was included in the HELAA as a Borough Local Plan site. The site also forms SCAAP Opportunity Site PA8.2 suitable for residential development (approximately 500 dwellings). Given the extant permission for the conversion of the office to residential use at Thamesgate House, (for which the application site overlaps) the site has already been included within the HELAA as part of a future housing site and is not considered available for employment related development.

Site Photos:



Site Plan:



CLIENT Southend- on-sea Borough Council	DATE 23.03.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dpcconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield
	SCALE 1:1,250 @A4	DRWG NO. EA015	Checked HR	
PROJECT Southend SHELAA	JOB NO. E5044	REV.		 dynamic development solutions™
	DRWG TITLE Employment Site EA015			

Site Information			
Site Ref	EA016	Address	Central Station Clifftown, Clifftown Road
Source	BLP Saved Site		
Site Area (hectares)	0.3	Market Segment	Town Centre - Office
Description of Site and Surrounding Uses	This site lies adjacent to the railway to the north on Clifftown Road. The site includes the Central Station building (single storey red brick) which, as well as being the entrance to access the central rail services, also contains The Locker Room Boxing Gym (previously a Public House called The Daisy Root). Adjacent to this building to the west includes Station Garage, a commercial MOT/Serviceing garage housed in a single storey building. Adjacent to this building to the west includes part of an NCP surface car park (138 spaces).		
Planning History/Ownership			
18/00009/BC3 - Erect two storey building forming bicycle shop/workshop/store with ancillary office, form new ramp access and erect boundary wall – Pending.			
08/00298/FUL - Change of use from public house (Class A4) to gymnasium (Class D2). Granted 22/05/08.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes – allocated for office development in the BLP.	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		See planning history.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Unknown	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Unknown	
1.8: Is the site immediately available?		No	
Market appraisal:	Office development in this location could be supported if improvements to the station approach are achieved, and subject to the majority of existing public parking spaces being retained. Whilst this site is located within the town centre there has been a noted oversupply of office space with outdated office stock, particularly within the Victoria Avenue Office Area. Much of this stock is too large, underused/vacant, and unlikely to meet the changing requirements of small to medium sized occupiers - the focus of demand for office space in Southend. The town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.		

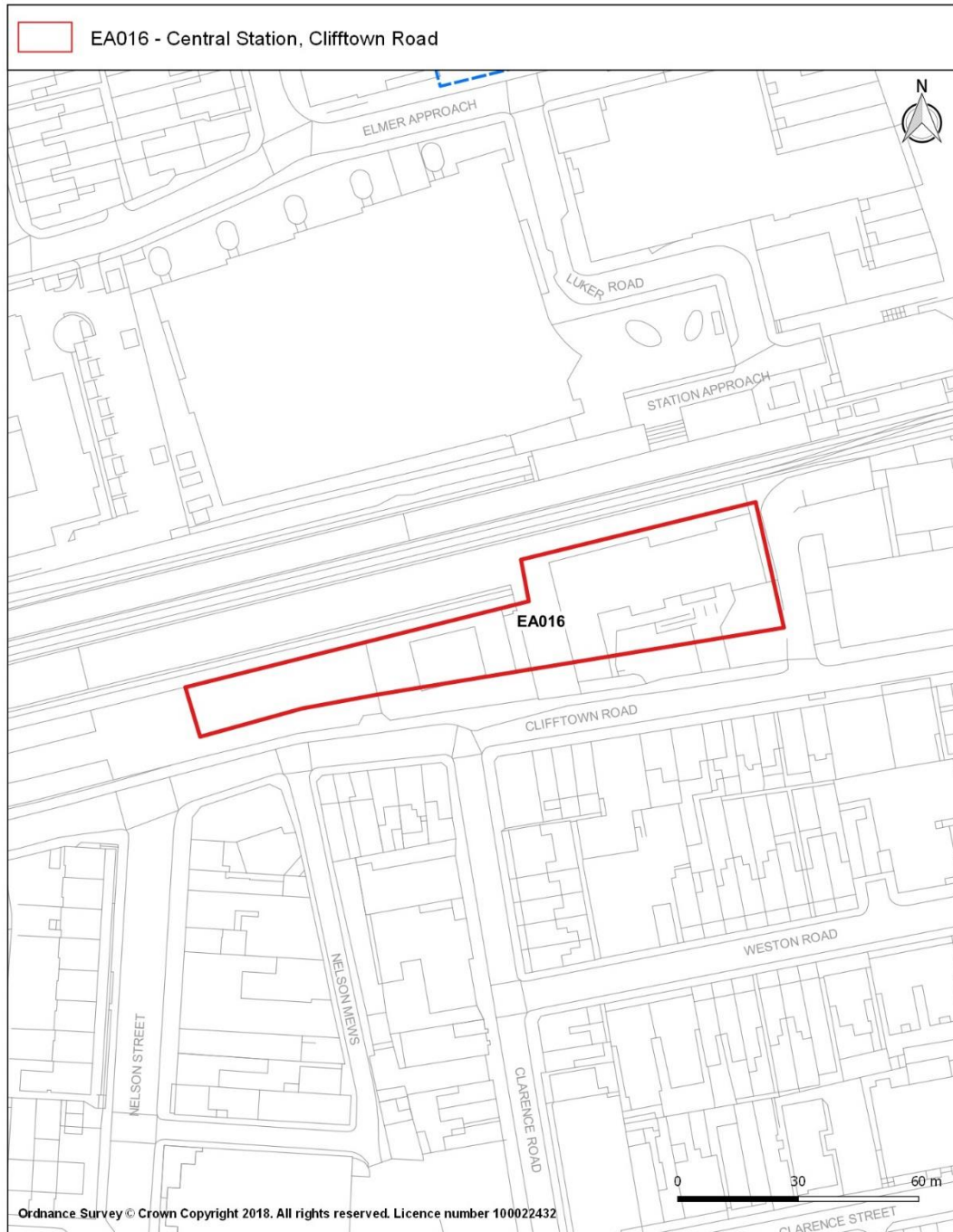
Sustainable Development Factors:	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No. A mixture of uses would be suitable in this town centre location.
Environmental quality and known constraints	No known environmental constraints. There is an existing business on site and in terms of the surface parking there would be a need to relocate parking facilities as a pre-requisite for releasing development in this location. The site sits adjacent to Clifftown Conservation Area and there is a Grade 2 Listed building on the opposite side of Scratton Road - 1-15, Nelson Street.
Strategic Access and Accessibility:	Strategic access to the Town Centre for road transport is good. The area is also well served by bus and suburban rail services which link to London. To enable development, parking provision in the town needs to be addressed to release surface parking sites for redevelopment. As set out in the SCAAP, the car continues to dominate parts of the Southend Central Area and the highway currently severs links between gateway neighbourhoods and the town centre. As a result of a low rate of car ownership in the Southend Central Area, there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including public transport, walking and cycling around the Central Area and beyond, whilst acknowledging the role the car plays in this balance.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within Southend's Central Area (SCAAP) a key location for economic growth.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Yes, part of the SCAAP (Clifftown Road) although not included as an opportunity site.
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	No vacancies within the site.
Recommendation:	The site appears to be in use for a range of uses including parking. If the area of land adjacent the station building (including the garage and parking) was considered available the site could still be appropriate for office development. Alternatively, comprehensive regeneration to include the station might be considered, although this could be costly and is not an opportunity identified within the SCAAP. The site has not come forward as such since being allocated back in the Local Plan and this could indicate issues in terms of delivery.

A potential employment floorspace yield has been calculated based on the following: 0.12 ha site (including parking area and garage) = 1,200 sq. m. 90% area to footprint ratio (based on central office location) = 1,080 sq. m. Loss of 20% gross to net = 864 sq. m. With limited constraints and potential building heights of 4.5 storeys = 3,888 sq. m. Rounded (nearest 100) = 3,900 sq. m. Given there is an existing garage on the site this floorspace has also been taken off the potential floorspace resulting in a net gain of 3,709 sq. m.

Site Photos:



Site Plan:



CLIENT	Southend-on-sea Borough Council	DATE	23.03.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions™</small>
		SCALE	1:1,250 @ A4	DRWG NO.	EA016	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend SHELAA	DRWG TITLE	Employment Site EA016						

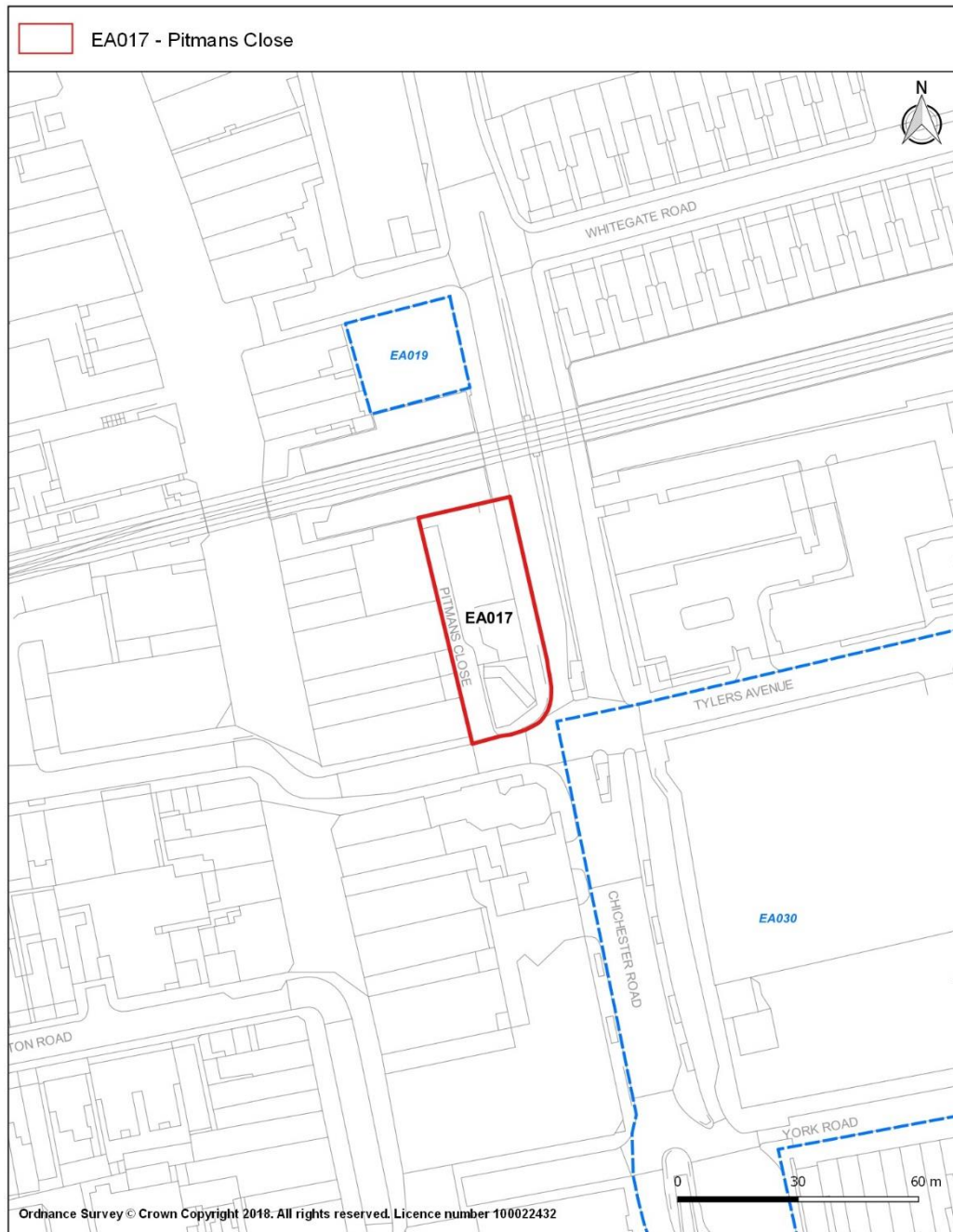
Site Information			
Site Ref	EA017	Address	Pitmans Close
Source	BLP Saved Site		
Site Area (hectares)	0.13	Market Segment	Town Centre - Office
Description of Site and Surrounding Uses	<p>The site is currently being used as a bin storage/car parking area for the adjoining businesses. There are also a number of public toilets on approach to the site on the corner of Pitmans Close and Tyler Avenue. In terms of the surrounding area there are a wide range of uses including employment, commercial and public parking (Tyler Avenue and York Road car parks are both located across the road from the site). The trainline from Southend Central Station runs adjacent to the north of the site and is approximately 0.1 miles walk away. Pitmans Close can be accessed via the one-way street through Tyler Avenue and a taxi waiting area is opposite to the junction leading onto the site.</p>		
Planning History/Ownership			
No recent planning history within the last 5 years			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes – allocated for office development in the BLP.	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See planning history.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Unknown	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		No	
Market appraisal:	<p>Whilst this site is located within the town centre there has been a noted oversupply of office space with outdated office stock, particularly within Victoria Avenue office area. Much of this stock is too large, underused/vacant, and unlikely to meet the changing requirements of small to medium sized occupiers, the focus of demand for office space in Southend. The town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes	

2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No. A mixture of uses would be suitable in this town centre location.
Environmental quality and known constraints	No known environmental constraints. Development of this site would require some clearance. There would also be a loss of parking for businesses and possible loss of public conveniences.
Strategic Access and Accessibility:	The site is mainly accessible via Pitmans Close over Tylers Avenue. Access by Chichester Rd is difficult due to the elevation. Strategic access to the Town Centre for road transport is good. The area is also well served by bus and suburban rail services which link to London. To enable development, parking provision in the town needs to be addressed to release surface parking sites for redevelopment. As set out in the SCAAP, the car continues to dominate parts of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. With a low rate of car ownership in the Southend Central Area there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including public transport, walking and cycling around the Central Area and beyond, whilst acknowledging the role the car plays in this balance.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within Southend's Central Area (SCAAP) a key location for economic growth.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Yes, part of the SCAAP (High Street) although not included as an opportunity site.
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	The site is in use for business parking.
Recommendation:	This is an unattractive site within a town centre location which, if available, could provide some form of office development. This is a constrained site however, and as such any development would need to be appropriately designed and subject to the provision of appropriate parking and servicing facilities. This backland site is likely to be less attractive to the market than some more prominent town centre locations. The site has not come forward since being allocated back in the BLP and there could therefore be issues in terms of delivery. A potential employment floorspace has been calculated based on the following: 0.13 ha site = 1,300 sq. m. 90% area to footprint ratio (based on central office location) = 1,170 sq. m. Loss of 20% gross to net = 936 sq. m. With limited constraints and potential building heights of 4.5 storeys = 4,212 sq. m. Rounded (nearest 100) = 4,200 sq. m

Site Photos:



Site Plan:



CLIENT Southend- on-sea Borough Council	DATE	23.03.2018	OS REF	Drawn by	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dpcconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield		
	SCALE	1:1,250 @ A4	DRWG NO.	EA017			Checked
	JOB NO.	E5044	REV				HR
PROJECT Southend SHELAA	DRWG TITLE	Employment Site EA017					

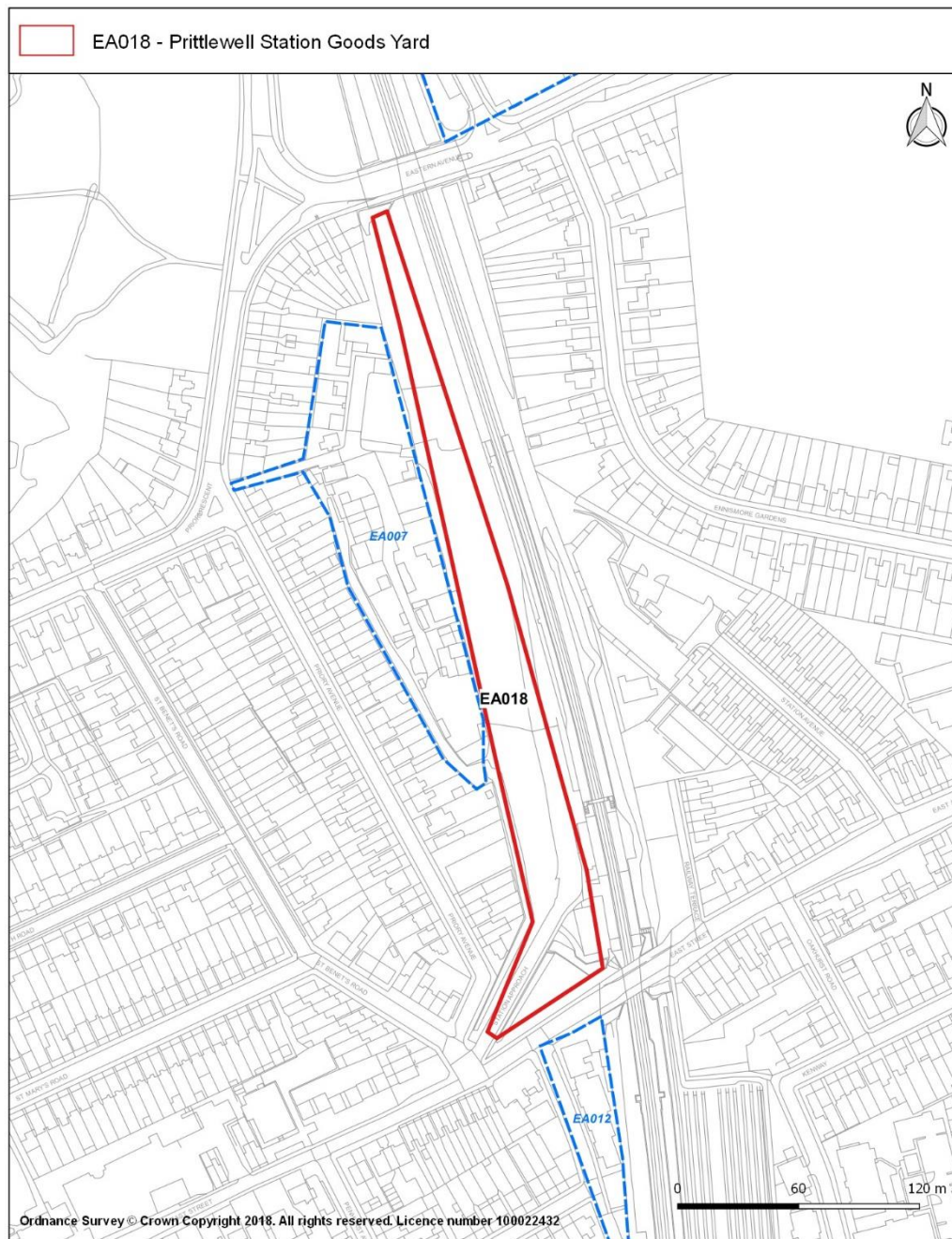
Site Information			
Site Ref	EA018	Address	Prittlewell Station Goods Yard
Source	BLP Saved Site		
Site Area (hectares)	0.96	Market Segment	Office / Light Industrial
Description of Site and Surrounding Uses	<p>The southern section of the site (also included in the HELAA as a housing opportunity) currently includes an electricity substation and number of parking spaces for the public and staff for the adjoining Prittlewell railway station on Station Approach. The northern section of the site includes vacant land for which part of the site benefits from a recent permission for use as Class B8 open storage. There are a range of different uses surrounding the site given its close proximity to the station. The Railway Tavern is located directly opposite the southern boundary of the site with a number of residential properties in the surrounding area and a range of community use buildings further along East Street. West of the site boundary are commercial and industrial units which can be accessed from Priory Avenue.</p>		
Planning History/Ownership			
<p>18/00430/FUL: Change of use of former station goods yard and install 52 containers for use as self-storage business (Class B8) with ancillary storage, toilet and office containers, erect 2.4m high palisade fences and gates and associated parking. Conditional permission granted 04/05/18</p> <p>14/00241/FUL: Install 41 containers for use as self-storage (Class B8) and erect 2.4m high gates (Amended proposal). Conditional permission granted 14/04/14</p>			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes – allocated for light industrial or office development in the BLP.	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		Yes. See Planning History.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Unknown	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		Yes	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Northern part – Yes	
Market appraisal:	<p>The town centre is a major location for employment and is likely to be required to support additional floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location. Part of the site has an extant permission for B8 employment use and is considered a suitable site for this employment activity.</p>		

Sustainable Development Factors:	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No - a mixture of uses would be suitable in this edge of town centre location. That said, noise issues associated with the adj. railway line could act as a constraint.
Environmental quality and known constraints	The land is recorded as contaminated land and there are TPO's located on the southern section of the site.
Strategic Access and Accessibility:	The northern section of the site is considered suitable for employment and is accessed via Station Approach to the south, which also serves as a dropping off and pick up of passengers and parking for the station.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Partially located within Southend's Central Area (SCAAP) a key location for economic growth.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Yes. See recent permission.
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Yes, part of the SCAAP (Victoria Gateway) although not included as an opportunity site.
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Vacant land – subject to recent permission.
Recommendation:	The site has been included within the HELAA as a previously allocated BLP site suitable for light industrial and office use. The southern section of the site has also been included within the Housing Assessment of the HELAA, the boundary could therefore be altered to remove this section or considered as a mixed-use opportunity. Given access is provided by the Station Approach, any development within the southern section of the site would need to work alongside development to the north. The northern part of the site has planning permission for use as self-storage (within containers) resulting in 893 sq. m of employment floorspace. Given the nature of the application the scheme is considered deliverable within the next 5 years.

Site Photos:



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	23.03.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield.	
		SCALE	1:2,500 @ A4	DRWG NO.	EA018	Checked			
		JOB NO.	E5044	REV.		HR			
		PROJECT	Southend SHELAA	DRWG TITLE	Employment Site EA018				

Site Information			
Site Ref	EA019	Address	Whitegate Road
Source	BLP Saved Site		
Site Area (hectares)	0.06	Market Segment	Town Centre - Office
Description of Site and Surrounding Uses	<p>The site includes a corner plot of land on Whitegate Road and Chichester Road. It is currently overgrown and disused. The site backs on to the railway line to the south and High Street retail units to the west. There are a wide range of uses in the surrounding area given the proximity to the High Street including employment, commercial, community and residential. Southend Central Station is approximately a 5-minute walk away from the site and the University of Essex and local college are both within a 10-minute walk. Buildings in the local area are of a mixed quality with building heights ranging from 2 - 10+ storeys.</p>		
Planning History/Ownership			
No relevant planning history within the last 5 years.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes. Allocated for office development in the BLP.	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See Planning History.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Unknown	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Yes	
Market appraisal:	<p>Whilst this site is located within the town centre there has been a noted oversupply of office space with outdated office stock, particularly within the Victoria Avenue Office Area. Much of this stock is too large, underused/vacant, and unlikely to meet the changing requirements of small to medium sized occupiers - the focus of demand for office space in Southend. The town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No. A mixture of uses would be suitable in this town centre location.	

Environmental quality and known constraints	No known environmental constraints. There could be potential noise constraints associated with the adjacent railway. There are also potential access constraints to the site.
Strategic Access and Accessibility:	The area of Whitegate Road in front of the building is a proposed pedestrian street in the SCAAP. Strategic access to the Town Centre for road transport is considered relatively good. The area is also well served by bus and suburban rail services which also link to London. As a result of a low rate of car ownership within the Southend Central Area there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including public transport, walking and cycling around the Central Area and beyond, whilst acknowledging the role the car plays in this balance.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Yes. Located within Southend's Central Area (SCAAP) a key location for economic growth.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Yes, within the SCAAP (High Street) although not included as an opportunity site.
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Vacant land
Recommendation:	This vacant site has been included in the HELAA as a previously allocated BLP site, however this was not brought forward as an opportunity site in the SCAAP. The vacant site is considered suitable for a potential high density B1 office development considering adjacent uses. A potential employment floorspace has been calculated based on the following: 0.06 ha site = 600 sq. m. 90% area to footprint ratio (based on central office location) = 540 sq. m. Loss of 20% gross to net = 432 sq. m. With limited constraints and potential building heights of 4.5 storeys = 1,944 sq. m. Rounded (nearest 100) = 1,900 sq. m.

Site Photos:



Site Plan:



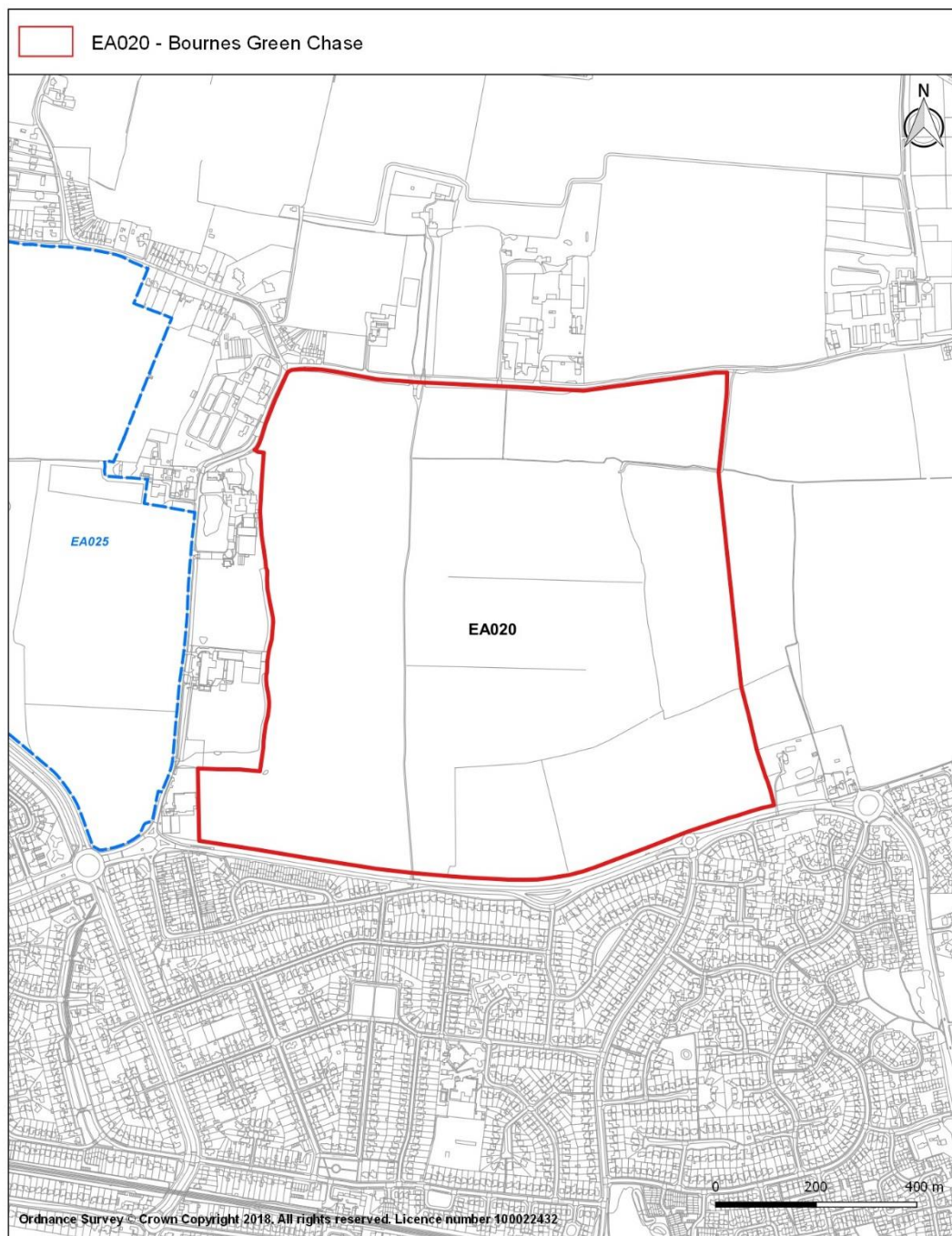
Site Information			
Site Ref	EA020	Address	Bournes Green Chase
Source	Call for Sites		
Site Area (hectares)	91.5	Market Segment	Edge of town - Mixed-use (Residential/Office /Light Industrial)
Description of Site and Surrounding Uses	<p>The site stretches along the A13, also referred to as Bournes Green Chase, from which it can currently be accessed. The existing land is surrounded predominantly by other fields/agricultural land and residential uses. However, a number of commercial and community use buildings are also located within easy access of the nearby houses and site boundary; including a petrol station, fitness centre and local shops and restaurants. The site is currently in use as agricultural land. There are a range of transport links to and from the site with local buses servicing the A13 and surrounding roads and Thorpe Bay station approximately 15 minutes away by foot. Neighbouring buildings vary in height between 2-5 storeys.</p>		
Planning History/Ownership			
No relevant planning history within the last 5 years.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See Planning History.	
1.3: Is the site being actively marketed as an employment site?		Promoted for residential use through the Call for Sites.	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Unknown	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Yes	
Market appraisal:	<p>This large site is located on the northern outer edge of Southend's administrative boundary and subject to a Green Belt designation. The site is currently in agricultural use but could be considered suitable for a potential mixed-use scheme, subject to its release from the Green Belt.</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Unknown	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No. If greenbelt release is evidenced the site could be suitable for housing development.	
Environmental quality	The site is located on agricultural land recorded as Best and Most Versatile Land.		

and known constraints	Retention of hedgerows & ditches where possible, enhancement of biodiversity & public enjoyment thereof. Landscape screening would also be required.
Strategic Access and Accessibility:	The site is accessible via the fourth arm to the roundabout in Bourne's Green Chase (A13) at the junction with Maplin way North. (South-east). Given its location off the A13 this site has reasonably good strategic access.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Residential. Further consideration required as to whether this could be delivered as a mixed-use scheme.
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	The site remains located within the Green Belt and therefore any development in this location will be subject to the Council considering the site necessary as an exceptional circumstances Green Belt release.
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	In use as agricultural land.
Recommendation:	This site was put forward through the Call for Sites for housing development (up to 2,000 dwellings). Subject to further detailed consideration the delivery of 2,000 dwellings in this location (approx. 22 dph) would allow for a suitable level of open space, green linkages and road infrastructure through the site and buffer between the site and open countryside. However, this site will only be available subject to the Council considering the site necessary as an exceptional circumstances Green Belt release. Further consideration is required as to whether this site could be suitable to accommodate a potential mixed-use scheme.

Site Photos:





Site Plan:

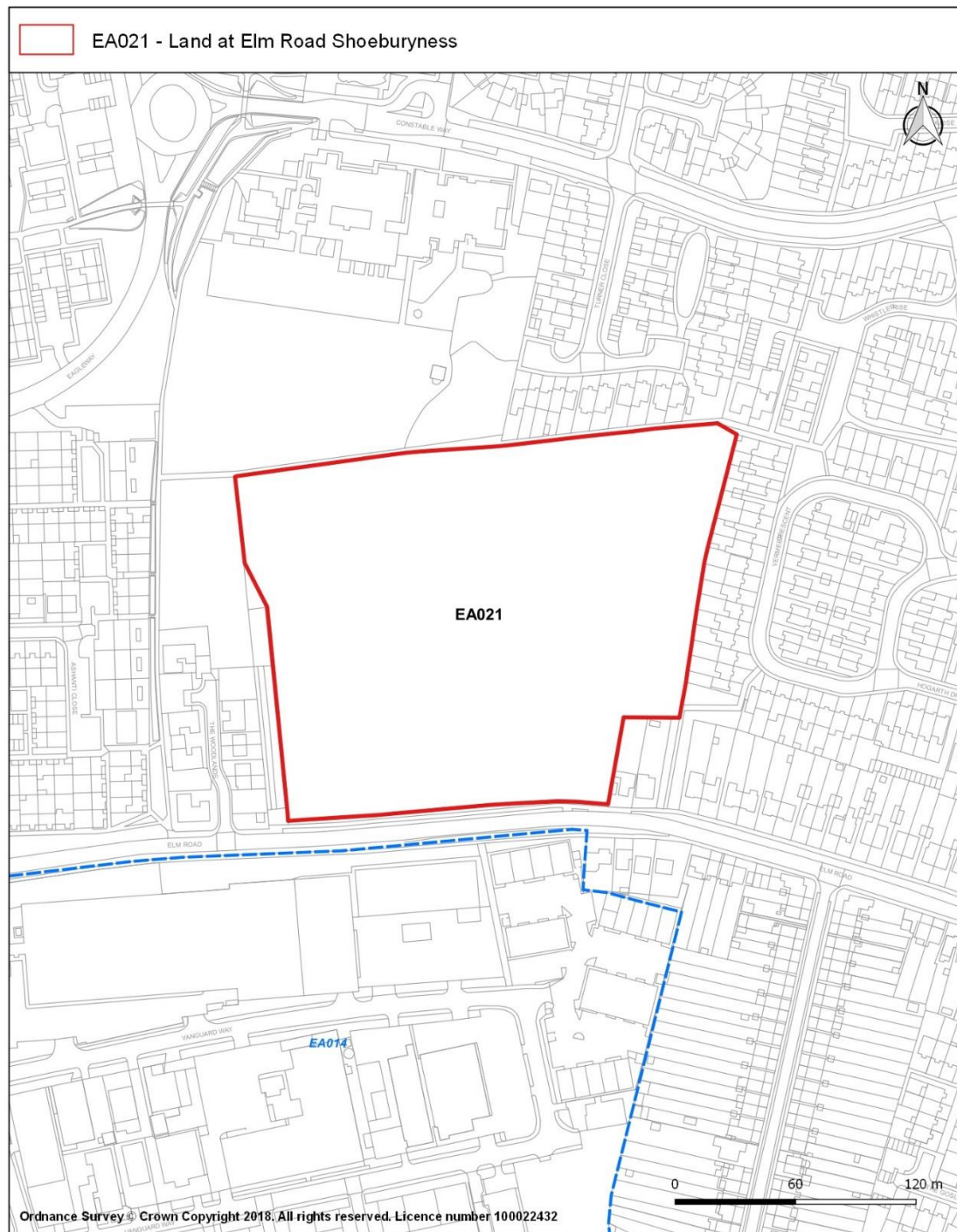


CLIENT	Southend-on-sea Borough Council	DATE	23.03.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t: 01179 058 850 f: bristol@dipconsultants.co.uk <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	
		SCALE	1:10,000 @ A4	DRWG NO.	EA020	Checked			
		JOB NO.	E5044	REV.		HR			
PROJECT	Southend SHELAA	DRWG TITLE	Employment Site EA020						

Site Information			
Site Ref	EA021	Address	Land at Elm Road, Shoeburyness
Source	Call for Sites		
Site Area (hectares)	3.77	Market Segment	Edge of Town - Mixed-use (Office/Light Industrial)
Description of Site and Surrounding Uses	Currently, the site is a vacant field along Elm Road which, according to Council records, was previously in use for landfill. The site is surrounded by a variety of commercial use buildings and residential dwellings. A range of industrial/commercial units are located to the south of the boundary along Elm Road and Vanguard Way. To the north/east of the site is a range of residential buildings, generally 2 storey dwellings as well as Friars Primary School and Nursery which borders the northern boundary of the site. In terms of transport, the site would be easily served by Shoeburyness Station, which is approximately 15 minutes on foot as well as bus links on the adjoining roads; Wakering Road and Eagle Way.		
Planning History/Ownership			
No relevant planning history within the last 5 years.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See Planning History.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Council owned site.	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		No	
Market appraisal:	This large vacant site is located along Elm Road in Shoeburyness and subject to an open space designation. The was put forward through the Call for Sites for residential development but could be considered suitable for a potential mixed-use scheme including some office/light industrial uses, although this is likely to impact upon the housing numbers delivered on site.		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Unknown	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No. If public open space release is considered appropriate the site could also be suitable for housing development.	
Environmental quality and known constraints	The site is designated Public Open Space. The site is not affected by other environmental or historic designations however would need land remediation given former use.		
Strategic Access and	The site is accessible via Elm Road. Whilst Shoeburyness is not the most accessible		

Accessibility:	employment location in Southend. Elm Road does connect to the A13 to the west.	
Strategic Planning Factors:		
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No. The site is located within Shoeburyness, however it is noted in the Core Strategy as an area where appropriate regeneration and growth will be focussed.	
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Residential – consideration of whether this could be a mixed-use scheme.	
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	The site is located within Shoeburyness, an area where appropriate regeneration and growth will be focussed.	
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown	
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	The site is designated public open space and therefore further consideration/consultation will be required relating to its potential release.	
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No	
Developable Space and vacancy:	Public Open Space	
Recommendation:	This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver approximately 100 dwellings. Further consideration is required as to whether this site could be suitable as potential mixed-use scheme including some office/light industrial uses, although this is likely to impact upon the housing numbers delivered on site. Given this site is designated open space, its release would be subject to an Open Space Review which would obviously hold implications in terms of the site's availability.	
Site Photos:		
<div style="display: flex; justify-content: space-around;">   </div>		

Site Plan:



CLIENT Southend- on-sea Borough Council	DATE 23.03.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions™
	SCALE 1:2,500 @ A4	DRWG NO EA021	Checked HR		
	JOB NO. E5044	REV.			
PROJECT Southend SHELAA	DRWG TITLE Employment Site EA021				

Site Information			
Site Ref	EA022	Address	Land at Fossetts Way
Source	Call for Sites		
Site Area (hectares)	5.91	Market Segment	Edge of Town - Mixed-use (incl. Office and Light Industrial)
Description of Site and Surrounding Uses	<p>The site is currently disused and consists of mainly grassland and trees. The site is bordered by Fossetts Way which stretches around its perimeter. Surrounding the border of the site are a number of commercial/retail units, including Waitrose, B&Q and a petrol station. These are also accessed through Fossetts Way which borders directly with Southend United training ground to the south of the boundary. Access to the site can be gained from the north boundary which is adjacent to a number of other fields and grassland areas. Residential dwellings sit predominantly to the south of the site on the other side of the A1159 and include a mix of houses with building heights ranging between 1-4 storeys.</p>		
Planning History/Ownership			
No relevant Planning History within the last 5 years.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See Planning History.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Yes	
Market appraisal:	<p>This vacant site owned by the NHS was previously being considered by Southend Hospital as the location for a diagnostic and treatment centre, however given financial constraints this was not pursued. The site sits adjacent to the site proposed as part of the Fossetts Farm stadium proposal. The site was safeguarded in the BLP largely for employment needs. This site could be considered suitable for a mixed-use scheme incorporating housing and employment uses sympathetic to the adjacent residential uses.</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Unknown	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No. The site is also being considered for housing development.	

Environmental quality and known constraints	According to the Call for Sites response environmental surveys would be required relating to potential lizards in the hedgerows. There are however no other known environmental designations impacting upon the site.
Strategic Access and Accessibility:	The site is accessed off Fossetts Way and already benefits from a bell-mouth junction constructed on this road. The A1159 is linked to Fossetts Way to the south for which access can then be gained to the A127.I
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Residential. Further consideration is required as to whether this site could be delivered as part of a mixed-use scheme.
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Vacant Land
Recommendation:	This site has been submitted through the Call for Sites as a potential housing site and further consideration is required as to whether this scheme could be delivered as a mixed-use scheme including an element of office/light industrial. As set out within the Call for Sites submission, development in this location could incorporate green infrastructure provision to enhance the setting of Prittlewell camp. According to the submission the type and scale of development is set down in a joint development brief adopted as the Council's Corporate Policy in September 2016. The site, along with neighbouring land to the east and west (Fossetts Farm), was removed from the Green Belt in March 1999 and designated as 'safeguarded land', largely for future employment needs.

Site Photos:



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 23.03.2018	OS REF	Drawn by PMG	<div>DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small></div> <div> <small>dynamic development solutions™</small></div>
	SCALE 1:2,500 @ A4	DRWG NO. EA022	Checked HR	
	JOB NO E5044	REV.		
PROJECT Southend SHELAA	DRWG TITLE Employment Site EA022			

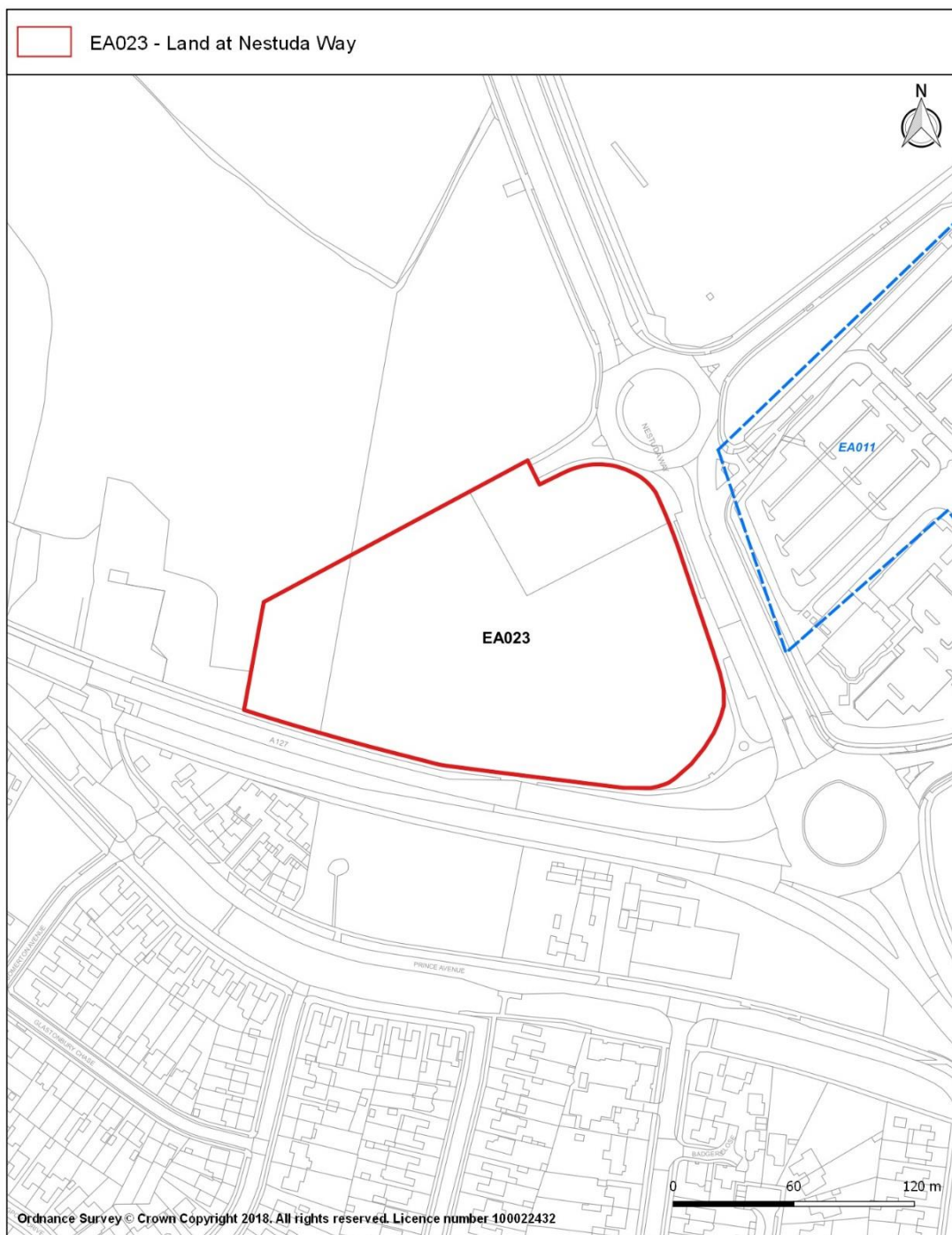
Site Information			
Site Ref	EA023	Address	Land at Nestuda Way
Source	Call for Sites		
Site Area (hectares)	2.75	Market Segment	Edge of Town - General Industrial/Storage and Distribution
Description of Site and Surrounding Uses	<p>The site includes a large part surfaced, part greenfield vacant piece of land. The perimeter of the site borders with Nestuda Way and Prince Avenue. Access can be gained from the roundabout on Nestuda Way and is bordered by a number of mixed-use buildings and open spaces in the surrounding area. The area to the south of the boundary is predominantly residential buildings, ranging in style, quality and building height. To the north east of the site on the other side of Nestuda Way is Southend Airport runway. A Premier Inn hotel and a Tesco Extra sit directly to the east. Further to the west is a range of uses including open space, a sports centre and residential buildings.</p>		
Planning History/Ownership			
No relevant Planning History within the last 5 years.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See Planning History. Although allocated for a Business Park in the JAAP – Policy E7.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Unknown – identified that an improved junction is required through the JAAP Proposals map.	
1.8: Is the site immediately available?		Yes	
Market appraisal:	<p>This vacant site sits in close proximity to the Southend airport and benefits from a JAAP allocation for the development of a Business Park. The Business Park will look to deliver high quality employment land and premises (possibly associated with aviation use) which is something currently lacking in Southend. The site is located in what is considered to be a key employment corridor (A127/ Airport).</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		Yes	

Environmental quality and known constraints	The site comprises agricultural land recorded as Best and most versatile land (CP4/CP5).
Strategic Access and Accessibility:	The site at Nestuda Way is situated in a prime location with good accessibility to the major road network. It lies on the corner of Prince Avenue (A127) and Nestuda Way.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	London Southend Airport Business Park – is a strategic project identified by the South Essex LEP.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	The site is allocated for employment use within the Southend Airport JAAP to support the continued growth of the Airport and its associated activities as a key economic asset and to address the current lack of availability of high quality employment land and premises in the area.
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Refer to LEP
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	Yes
Developable Space and vacancy:	Vacant Land
Recommendation:	This site was allocated within the Southend Airport JAAP for use as a B1a Business Park. Delivery of a proposed business park will support the continued growth of the Airport and its associated activities as a key economic asset and to address the current lack of availability of high quality employment land and premises in the area. The site is owned by SBC and is identified to provide 10,000 sq. m. of B1 office space and create 500 new jobs.

Site Photos:



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 23.03.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:2,500 @ A4	DRWG NO. EA023	Checked HR		
PROJECT Southend SHELAA	JOB NO. E5044	REV.			
	DRWG TITLE Employment Site EA023				

Site Information			
Site Ref	EA024	Address	Land at Nestuda Way & Eastwoodbury Lane (intersection)
Source	Call for Sites		
Site Area (hectares)	1.56	Market Segment	Edge of Town - Light Industrial & Storage
Description of Site and Surrounding Uses	The site includes a triangular parcel of greenfield land (possibly agricultural) located at the Nestuda Way & Eastwoodbury Lane (intersection) north of the Southend Airport runway. The site is in close proximity to Laurence Industrial Estate and Laurence Park public open space.		
Planning History/Ownership			
No relevant planning history within the last 5 years.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See Planning History.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Unknown	
1.8: Is the site immediately available?		Yes	
Market appraisal:	This vacant site located just north of the airport has been allocated in the JAAP as land safeguarded to act as a Green Buffer. Employment development in this location might have been considered suitable, however given the site is unlikely to be considered available the site has not been further assessed through this process.		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		Yes – within close proximity to the airport runway (and associated noise constraints). Also flood risk constraints.	
Environmental quality and known constraints	CAA Restraints due to its boundary to the airport at its southern side. Over half of the site located within Flood Zone 2.		
Strategic Access and Accessibility:	Access via B1013, Nestuda way or Eastwoodbury Lane. Nestuda Way is situated in a prime location with good accessibility to major road network.		
Strategic Planning Factors:			
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?		Within the JAAP policy area. Although safeguarded for non-development	
3.2: Is the site identified or likely to be required for a specific user or specialist use?		The site is safeguarded to act as a Green Buffer within the JAAP.	

3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	Unknown
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Vacant greenfield site.
Recommendation:	The site is allocated in the Southend Airport Joint Area Action Plan (JAAP) as a Green Buffer – See Policy ENV3 – Green Buffer South. As stated in the recently adopted policy “A green buffer will be retained on land to the south of Eastwoodbury Lane as shown on the Proposals Map. No development will be allowed within this area”. The site is not therefore considered suitable for inclusion in the HELAA as an employment site

Site Photos:



Site Plan:



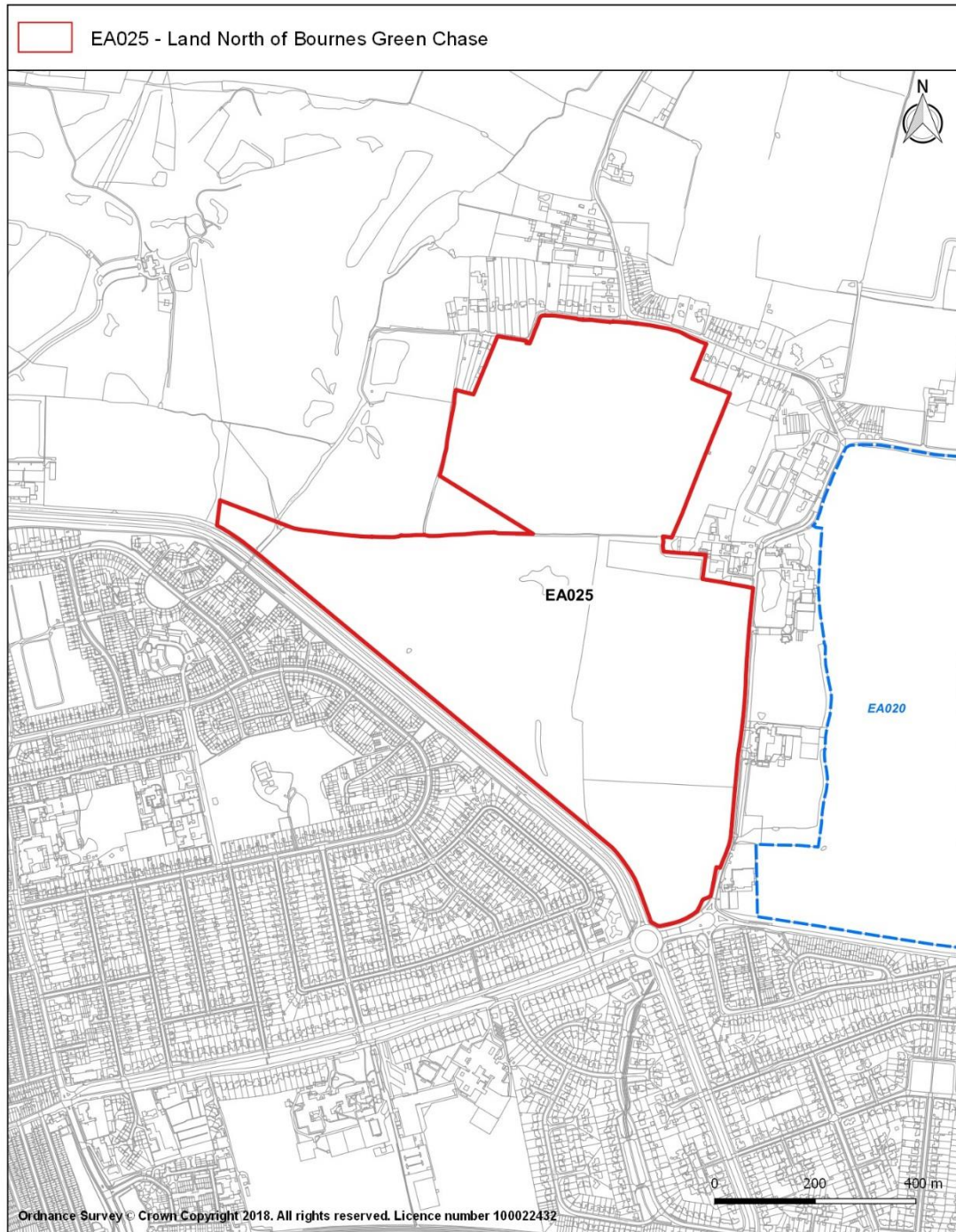
Site Information			
Site Ref	EA025	Address	Land North of Bournes Green Chase
Source	Call for Sites		
Site Area (hectares)	60.25	Market Segment	Edge of Town - Mixed-use (incl. Office)
Description of Site and Surrounding Uses	This large site is located on the edge of the Southend LPA boundary. The land is very flat and split into several agricultural fields. A large proportion of the site (to the west/south) is also in use as a golf course (Garon Park Golf Complex). The site is bordered to the north by residential properties (off Barling Road and Rebels Lane). To the east of Wakering Road includes Alleyn Court Preparatory School and Thorpe Park School. The site is bordered to the west by the A1159 (and the Golf Course). Several foot paths currently cross the site.		
Planning History/Ownership			
No relevant planning history within the last 5 years.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			No
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			No. See Planning History.
1.3: Is the site being actively marketed as an employment site?			No
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			No
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			Yes
Market appraisal:	This large site is located on the northern outer edge of Southend's administrative boundary and subject to a Green Belt designation. The site is currently in agricultural use but could be considered suitable for a potential mixed-use scheme, subject to its release from the Green Belt.		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Unknown
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			No – the site is also being considered for housing development.
Environmental quality and known constraints	There are TPO's identified on the site. The site also falls within a National Character Area and Nature Improvement Area. The site is agricultural land recorded as Best and most versatile land (CP4/CP5).		
Strategic Access and	The first access is to be provided as either a new arm on the existing Bournes Green		

Accessibility:	Roundabout or a substantial improvement to the existing Wakering Road arm. Further improvements at the existing roundabout will also be considered to improve capacity and flows. A potential second access could be a new junction located on Royal Artillery Way (A1159). There is also scope to provide a further access out to the north, thereby reducing the volume of vehicles during peak times which pass the Alleyn Court and Thorpe Hall Schools along the southern section of Wakering Road.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Residential. Further consideration required as to whether this could be delivered as a mixed-use scheme.
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	The site is currently allocated as Green Belt. Further assessment required to consider whether this site could come forward as an exceptional circumstances Green Belt release.
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Agricultural land
Recommendation:	This site has been submitted through the Council's Call for Sites exercise. The site was submitted on behalf of Iceni Projects - Planning Agent of behalf of Cogent Land LLP. Cogent Land LLP holds long term option interests to acquire the land. The site is being actively promoted through the Local Plan for residential development (1,400 dwellings). Further understanding is required as to whether this could be delivered as part of a mixed-use scheme. However, this site will only be subject to the Council considering the site necessary as an exceptional circumstances Green Belt release.

Site Photos:



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 23.03.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU t 01179 058 850 f bristol@dpcconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield
	SCALE 1:10,000 @ A4	DRWG NO. EA025	Checked HR	
PROJECT Southend SHELAA	JOB NO. E5044	REV		 dynamic development solutions™
	DRWG TITLE Employment Site EA025			

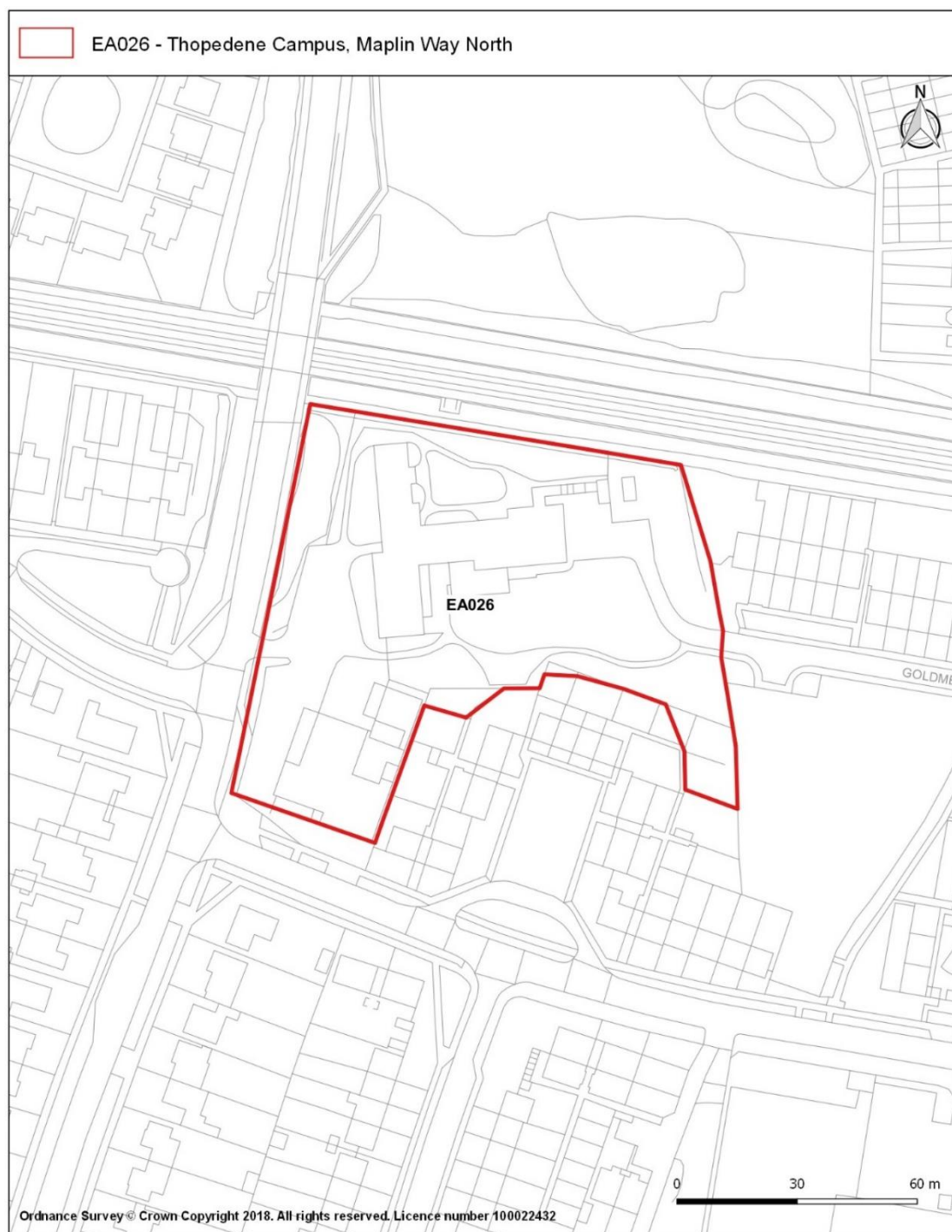
Site Information			
Site Ref	EA026	Address	Thopedene Campus, Maplin Way North
Source	Call for Sites		
Site Area (hectares)	0.86	Market Segment	Out of centre – care and education
Description of Site and Surrounding Uses	<p>The site is currently occupied by a two-storey pre-school and a two-storey care home which extends eastwards into the site. The western side of the site is predominantly made up of car parking associated with the pre-school and care home. Small amounts of green space also exist around the care-home. Regarding the surrounding area, to the south east and west are residential properties. Adjacent to the north is a railway line, beyond this is further housing. Housing to the west is predominantly semi-detached bungalows/two storey homes, development to the south is predominantly two storey terraced housing, whilst development to the east is primarily three storey flats. Development to the north is primarily two storey detached housing but examples of terraced properties and three storey properties exist.</p>		
Planning History/Ownership			
There is no relevant planning history relating to the site.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See planning History.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Multiple occupation	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		No	
Market appraisal:	<p>The site is located within an area considered suitable for a mixed-use development. Given the likely requirement to re-provide some form of community use as part of any mixed-use development, this site is unlikely to also be available for employment use.</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No	
Environmental quality and known constraints	<p>There does not appear to be any significant environmental designations covering the site (SSSI, SCI, Ramsar). The site is located within Flood Zone 1. A potential constraint does exist around the need to relocate pre-school and care home/offset their demolition with services elsewhere.</p>		
Strategic Access and	<p>The site is primarily accessed via a one-way entrance from Maplin Way North. A one-</p>		

Accessibility:	way exit exists on Delaware Road. An additional access to the property is located at the end of Goldmer Close. Access to the site via public transport is relatively good. Thorpe Bay railway station is located 500m west along Station Road, which offers frequent services into London. Regarding roads, Maplin Way North is a key north/south connecting road, reaching the A13 in the north and the seafront to the south. The A13 is also easily accessible following Delaware Road east.	
Strategic Planning Factors:		
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No	
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No	
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No	
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	No	
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No	
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No	
Developable Space and vacancy:	The site is currently occupied.	
Recommendation:	This site has been included in the HELAA from the Call for Sites as a site suitable to deliver a residential led scheme. Whilst a potential mixed-use scheme could come forward this is likely to include community uses (rather than employment) to mitigate against the existing loss. The site has not therefore been considered as currently available for a potential future employment site	

Site Photos:



Site Plan:



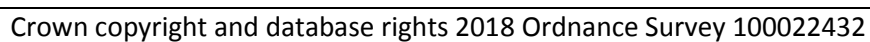
CLIENT	Southend-on-sea Borough Council	DATE	23.03.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t: 01179 058 850 f: bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
		SCALE	1:1,250 @ A4	DRWG NO.	EA026	Checked			
		JOB NO.	E5044	REV.		HR			
		PROJECT	Southend SHELAA	DRWG TITLE	Employment Site EA026				

Site Information			
Site Ref	EA027	Address	Prittlebrook Industrial Estate (now referred to as Ekco Business Centre)
Source	EDNA Employment Opportunity Sites		
Site Area (hectares)	7.51	Market Segment	General Industry/Business Area
Description of Site and Surrounding Uses	<p>The site is currently under development following application 14/00943/FULM. Previous use of the site was for Class B2/B2 usage. The new development will provide a mix of uses including residential and commercial floorspace. The surrounding area includes a mix of residential and commercial/retail in a range of housing styles and building heights predominantly 2 storeys. Directly to the east of the site is the railway line which runs through Prittlewell and Southend Airport and into Southend Victoria. North east of the site on the other side of the railway is Temple Farm Industrial Estate. The site also borders the local sports centre accessed from Cole Avenue to the north west of the site boundary. The site is accessed through a newly constructed road on Cole Avenue and also has access from the main road on Priory Crescent.</p>		
Planning History/Ownership			
<p>14/00943/FULM: Hybrid application to erect mixed use development comprising 231 residential dwellings (Class C3) extending to 2-3 storeys and including affordable housing with access, 2 storey 3942m2 hospice facility (Class C2) with access, together with associated highways works, open space, hard and soft landscaping, car parking, associated infrastructure and approximately 5,600m2 of commercial floorspace (Class B1a) with access (Outline Application). Conditional permission granted 31/03/15.</p>			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		Yes. The residential element of 14/00943/FULM is nearing completion. However, work has yet to start on the commercial floorspace.	
1.3: Is the site being actively marketed as an employment site?		Yes – To let/for sale with agents Kemsley.	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		Yes	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Yes	
Market appraisal:	<p>The site previously formed one of Southends existing Employment Areas however this has now been redeveloped with an application to deliver both housing and employment use. The site is considered suitable to deliver the 5,600 sq. m commercial floorspace, providing more modern accommodation for which Southend does suffer a shortfall.</p>		

Sustainable Development Factors:	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No – the site would also be suitable for residential as part of a mixed-use scheme.
Environmental quality and known constraints	No known environmental constraints. The site is located within Flood Zone 1 and is therefore at limited risk of flooding.
Strategic Access and Accessibility:	Access via the A127 and A13 arterial roads provide good communications throughout the southeast Essex area and direct links to the A130 and M25. Southend has two mainline railway stations providing regular services to the City of London.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Planning for Office (B1a) use.
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Yes
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	n/a - Located within an existing employment area Prittlebrook Industrial Estate (albeit this has already been lost to residential).
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	The site subject to application for the delivery of commercial space is currently vacant land.
Recommendation:	This site is part of a larger site previously in use as Prittlebrook Industrial Estate which has since been redeveloped largely for housing. The full application (housing) is nearing completion. The Outline permission, which includes 5,600sqm B1 floorspace, is not yet started although the site has been cleared. The site is considered suitable to deliver the scheme and there is no information to suggest this will not come forward within the next 5 years.

Site Photos:





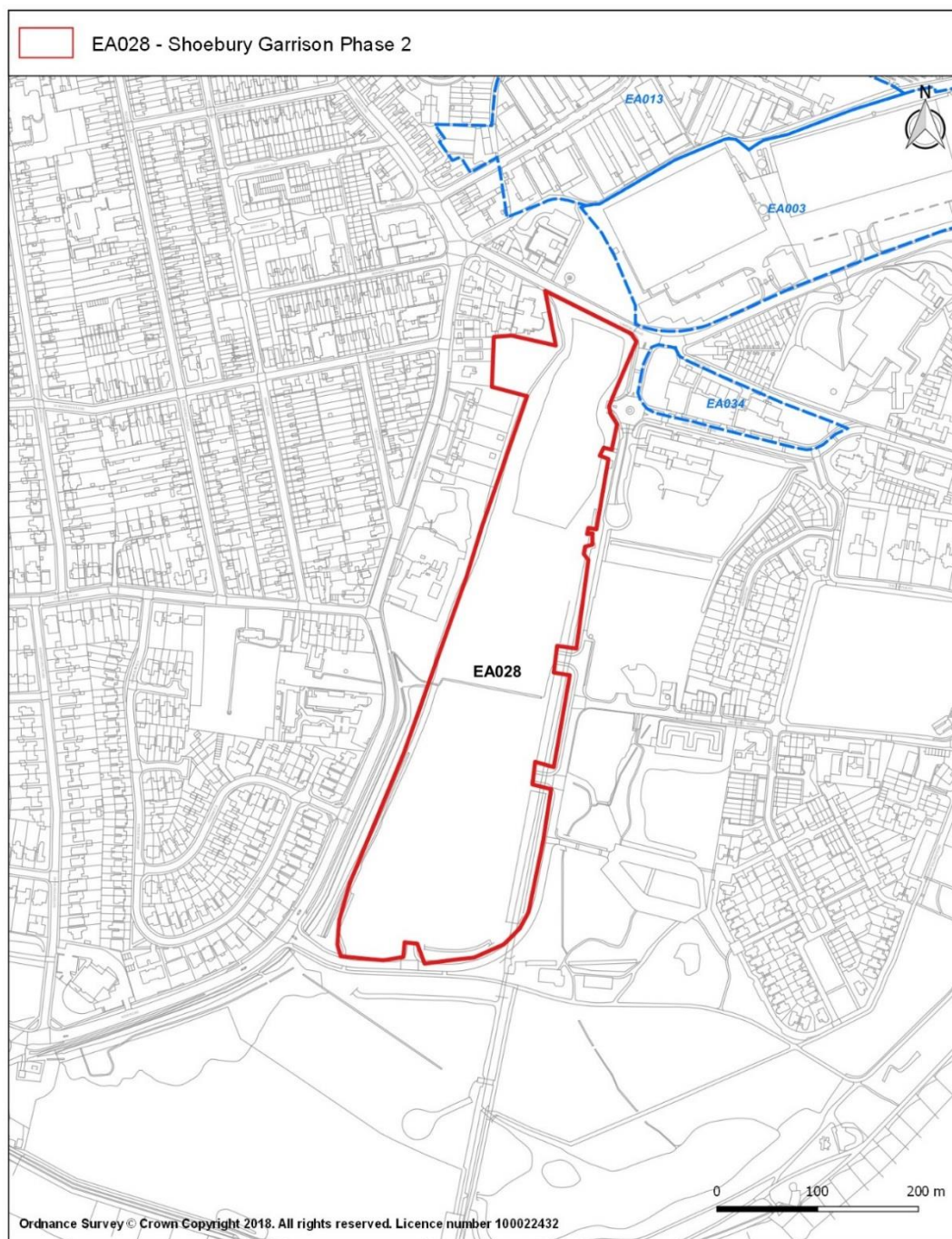
Site Information			
Site Ref	EA028	Address	Shoebury Garrison Phase 2
Source	EDNA Employment Opportunity Sites		
Site Area (hectares)	8.57	Market Segment	Edge of Town - Mixed-use development (Inc. Office)
Description of Site and Surrounding Uses	<p>The site is currently an open grassland area with access from New Garrison Road. There is a mix of uses surrounding the site with predominantly fields and open space areas to the east and south of the site boundary. The area to the west of the site is in mainly residential use with a mix of housing styles with building heights ranging from 2-4 storeys. There are a number of retail and commercial units close by including hot food takeaways and an industrial unit directly adjacent to the northern boundary with Campfield Road. Recent planning history indicates that development on the site has been approved in the past, however the site remains vacant.</p>		
Planning History/Ownership			
14/00566/OUTM (Refused) & 15/02053/OUTM: Erect 172 dwelling houses and 14,130sqm of Office (Class B1(a)) and Health Centre (Class D1) (Outline Application) (Amended Proposal). Conditional permission granted 27/04/16			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No recent development activity. Although extant permission for employment use.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Unknown	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		Yes	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Yes	
Market appraisal:	<p>Shoeburyness is set out in the Core Strategy as an appropriate location for regeneration and growth. <i>"To promote the role of Shoeburyness as a place to live and work, led by the successful redevelopment at Shoebury Garrison, regeneration of local shopping centres and existing industrial estates to secure an additional 1,500 jobs, and providing for 1,400 additional dwellings..."</i></p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No – permission included as a mixed-use scheme for residential, employment and community use.	
Environmental quality and known constraints	<p>Whilst there are no significant environmental designations, the site is located in Flood Zone 3 and situated on contaminated land.</p>		

Strategic Access and Accessibility:	Accessible from two sides; B1016 (South) and Campfield Rd (North). The closest trunk road is the B1016. New Garrison Road leads to other roads before meeting the A13.
.Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Permission for B1a Office space
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	Located within Shoeburyness AAP where appropriate regeneration and growth will be focussed in (KP1, KP3, CP1, CP3, CP6, CP8)
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Vacant site
Recommendation:	<p>This site has been included in the HELAA as an Employment Opportunity Site (as referred to in the EDNA). The site has an extant Outline permission for a mixed-use scheme including 14,130sqm of Office (Class B1(a)). The employment area is at the northern end of the site and extends to some 3.00 hectares. The indicative layout illustrates 2/3/4 Storey Office Development and some 500 car parking spaces. Although the site layout is indicative, development of buildings has been avoided within the flood alleviation area on the site's western flank, however as indicated in the application this land could be appropriate for car parking. The site is considered suitable for a mixed-use scheme and there is no further information to suggest this site will not come forward within the next 5 years.</p>

Site Photos:



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 23.03.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dpcconsultants.co.uk <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	
	SCALE 1:5,000 @ A4	DRWG NO. EA028	Checked HR		
PROJECT Southend SHELAA	JOB NO. E5044	REV			
	DRWG TITLE Employment Site EA028				

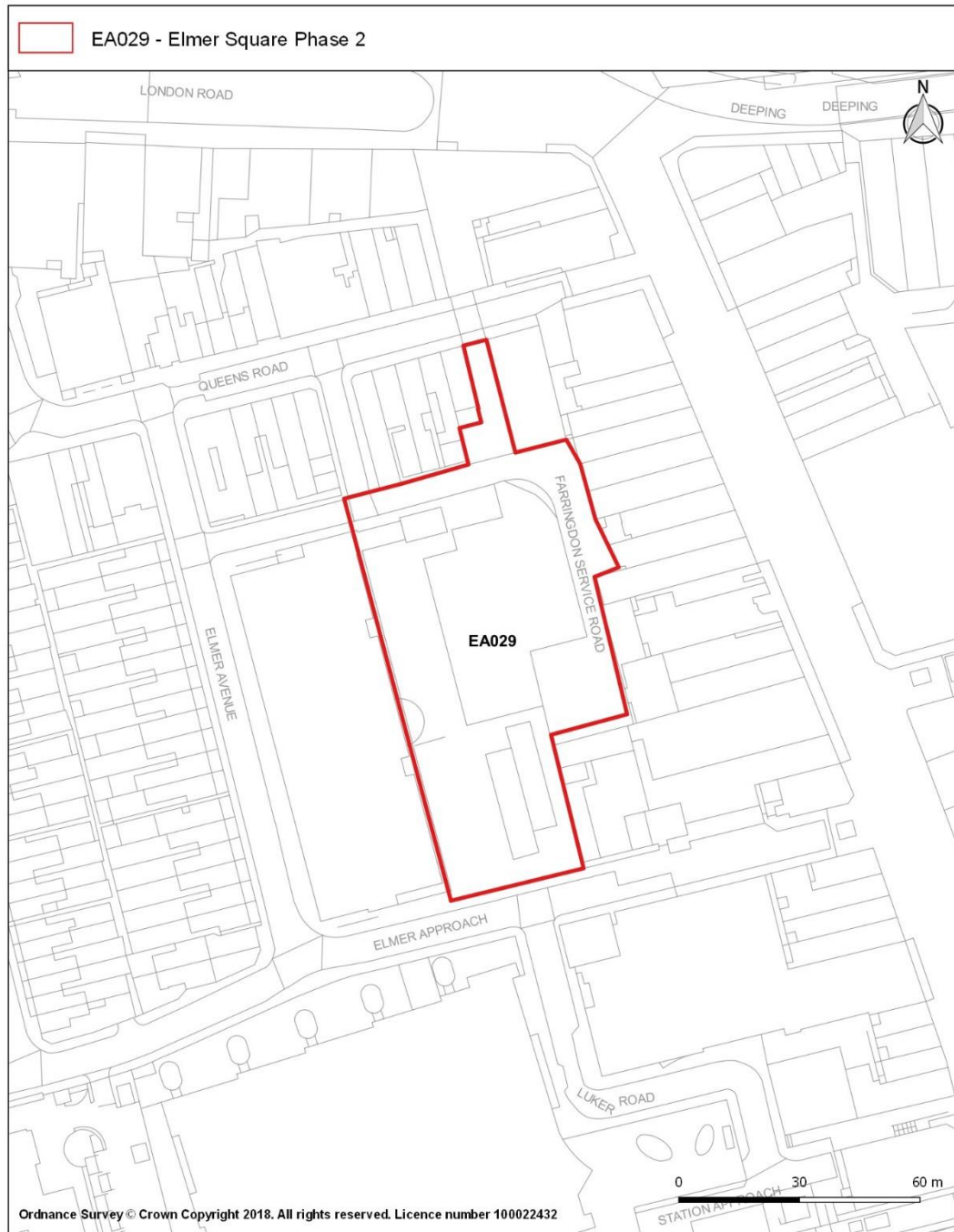
Site Information			
Site Ref	EA029	Address	Elmer Square – Phase 2
Source	EDNA Employment Opportunity Sites		
Site Area (hectares)	0.54	Market Segment	Town Centre – Office
Description of Site and Surrounding Uses	<p>The site currently covers a range of different purposes as part of a public space outside Southend Central Library at The Forum. Part of the site is made up from Farringdon Service Road, giving vehicle access to the site. The remaining parts of the site consist of a mix of paved and grassed areas with trees. Despite there being a number of parking spaces within the site boundary, the majority of the road remains marked with double yellow lines. Surrounding the site are a number of modern community use buildings including The Forum Library and the University of Essex. There are also a wide range of retail units given the close proximity to the High Street and the Victoria Shopping Centre. The buildings within the vicinity are predominantly 2 and above storeys in height.</p>		
Planning History/Ownership			
15/01604/BC3: Temporary ice rink with associated works. Conditional permission granted 12/11/15			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		The Forum (part of Elmer Square Phase 1) opened in 2013.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Unknown	
1.8: Is the site immediately available?		Yes	
Market appraisal:	<p>Alongside the cultural and educational uses proposed, the town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. Further delivery of small-scale employment uses is likely to successfully complement the sites existing Forum. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes	

2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No – suggested uses include commercial and community.
Environmental quality and known constraints	No known environmental constraints. The site is located adjacent to an existing landmark building to the west of the site.
Strategic Access and Accessibility:	Access most likely from the South (Farringdon Service Rd linked to Elmer Approach), Farringdon Service Rd (North) proposed as pedestrianised street (not suitable for access road). Strategic access to the Town Centre for road transport is good. The area is also well served by bus and suburban rail services which link to London. As set out in the SCAAP the car continues to dominate parts of Southend Central Area and the highway currently severs links between gateway neighbourhoods and the town centre. With a low rate of car ownership in the Southend Central Area, there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including public transport, walking and cycling around the Central Area and beyond, whilst acknowledging the role the car plays in this balance.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within the SCAAP.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Yes – uses associated with the adjacent library (and digital industries)
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No. The Central Area site is considered suitable for cultural and learning & supporting uses, including cafes, commercial workspace and studios (as set out in SCAAP). Southend Central (KP1, KP3, CP1, CP2, CP8, DM4, DM10, DM12)
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Within temporary use as public open space
Recommendation:	This town centre site has been included in the SCAAP as Opportunity Site PA3.1. The SCAAP proposes educational and supporting uses, such as commercial studios and workplace and cafes/restaurants to complement phase one of the scheme. The site lies adjacent to the Forum public and academic library and is bound by retail uses to the north and east given the town centre location. Whilst the site does have some potential for B1 uses these are likely to be of a small scale and supporting nature to the library expansion (rather than the 6,200 sq. m. recorded in the SCAAP/ EDNA). However, whilst a mixture of uses (D1, A3, B1) will be supported, there could also be potential to deliver the site for entirely B1 uses.

Site Photos:



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 23.03.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. EA029	Checked HR		
PROJECT Southend SHELAA	JOB NO. E5044	REV.			
	DRWG TITLE Employment Site EA029				

Site Information			
Site Ref	EA030	Address	Tylers Car Park
Source	EDNA Employment Opportunity Sites/ Proposed Allocation (SCAAP)		
Site Area (hectares)	1.81	Market Segment	Town Centre - Office
Description of Site and Surrounding Uses	The site is currently used as Tyler Avenue and York Road Public Car Park, which falls between Tyler Avenue, Baltic Avenue, York Road and Chichester Road. The site also covers the shelters/waiting area on Chichester Road where the buses stop and serve the local area. Surrounding the site are a number of mixed-use buildings including commercial, retail and community buildings as well as residential properties. The buildings surrounding the site are of mixed quality and style ranging from modern units to high storey office blocks and departments stores. Residential properties are seen from a south east direction from the site boundary and are generally of the same height at 2/3 storeys.		
Planning History/Ownership			
No relevant recent Planning History submitted over the last 5 years			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See Planning history.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Council Owned Site	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Unknown	
1.8: Is the site immediately available?		No – requires addressing displacement of parking.	
Market appraisal:	The town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes. Sustainable location for office development.	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No. The site is considered suitable for a range of town centre uses.	
Environmental quality and known constraints	There are no known significant environmental designations impacting upon the site. The site is partially located on contaminated land.		
Strategic Access and Accessibility:	The site is accessible off Baltic Avenue/Tylers Avenue. Strategic access to the Town Centre for road transport is good. The area is also well served by bus and suburban		

	<p>rail services which also link to London. To enable development, parking provision in the town needs to be addressed to release surface parking sites for redevelopment. As set out in the SCAAP the car continues to dominate parts of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. As a result of a low rate of car ownership within the Southend Central Area, there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including public transport, walking and cycling around the Central Area and beyond, whilst acknowledging the role the car plays in this balance.</p>
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within Southend's Central Area (SCAAP) a key location for economic growth.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Currently in use as a key visitor car park. Further understanding required in terms of appropriate displacement of existing parking.
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	Located within SCAAP Opportunity Site PA7.1 Tyler's Avenue. Proposed for Retail, residential (150 net), public parking and transport interchange uses. The majority of the site is located within the Town Centre Primary Shopping Area.
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Currently in use as a public car park.
Recommendation:	<p>This 1.88 hectare town centre site has been included in the SCAAP as Opportunity Site PA7.1. The site currently forms a car park (noted as key visitor parking incorporating 249 spaces) and Travel Centre. The site is bound by retail to the south and west, offices to the north and residential to the east. The SCAAP proposes a mixed-use development which could include the re-provision of the travel centre as a new public transport bus interchange and a development which includes retail uses at ground floor, and residential uses at upper floors, together with the provision of enhanced public space and parking. Other appropriate noted uses include B1 office on the upper floors. Further consideration is required on the deliverability of both residential and office of the upper floors.</p>

Site Photos:



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	23.03.2018	OS REF		Drawn by	PMG	<div> DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t: 01179 058 850 f: bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</div>
		SCALE	1:1,250 @ A4	DRWG NO.	EA030	Checked		
		JOB NO.	E5044	REV		HR		
PROJECT	Southend SHELAA	DRWG TITLE	Employment Site EA030					



Site Information			
Site Ref	EA031	Address	Victoria Avenue
Source	EDNA Employment Opportunity Sites/Proposed Allocation (SCAAP)		
Site Area (hectares)	12.72	Market Segment	Town Centre - Office
Description of Site and Surrounding Uses	<p>The site is currently occupied by a mix of different uses and purposes including Southend-on-Sea Council offices and associated car park, Southend Magistrates Court, Simply Gym, Southend Police Station and Southend Discovery Centre. There are a number of high-rise office buildings within the site boundary, including those of 10+ storeys. The A127 Victoria Avenue runs straight through the middle of the site and down to Southend Victoria station at the most southerly point of the site. The railway lines from Southend Victoria are directly adjacent to the eastern perimeters of the site. Surrounding the site are buildings of a similar uses before turning predominantly residential.</p>		
Planning History/Ownership			
<p>18/00245/FUL: Beaumont Court - Erect 10th floor extensions to create 8 self-contained flats with roof terrace to install terrace to front at 11th floor level and form additional parking. Conditional permission granted 09/05/18.</p> <p>17/00562/BC3M: Demolish existing car park and erect multi storey car park. Conditional permission granted 03/08/17.</p> <p>17/00147/PA3COU: Thamesgate House - Change of use of part of third floor retail (Class A1) to two self-contained flats. Prior Approval Granted 28/03/17.</p> <p>17/00145/PA3COU: Thamesgate House - Change of use from offices (Class B1(a)) to 128 self-contained flats. Prior Approval Granted 28/03/17.</p> <p>16/01528/PA3COU: Victoria House - Change of use from offices (Class B1) to sixty self-contained flats. Prior Approval Granted 12/10/16.</p> <p>15/00803/BC4M: Former College Building Carnarvon Road - Demolish existing college building. Phase 1: Erect 4 storey block of 56 flats, layout 56 car parking spaces together with associated amenity space landscaping and bin stores; Phase 2: Erect 4 and 5 storey blocks of 102 flats on southern section of site, layout 102 car parking spaces. Conditional permission granted 30/09/15.</p> <p>14/01763/OUTM: Heath House and Carby House - Demolish existing buildings, redevelop site with 158 residential units, and mixed classes use (Outline). Withdrawn 03/03/17.</p> <p>14/00226/PA3COU: Victoria House - Change of use from ground floor office (B1) to six self-contained flats (C3) Prior Approval Granted 02/04/14.</p>			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			Various. A number of offices have been lost or are in the process of being lost to residential uses, largely through Prior approval applications.
1.3: Is the site being actively marketed as an employment site?			No
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Various owners / occupants

1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	Various owners/occupants
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?	Various permissions extant across Victoria Avenue.
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	Yes
1.8: Is the site immediately available?	No
Market appraisal:	<p>Whilst this town centre location was considered, there has been a noted oversupply of outdated office stock within the Central Area, particularly within Victoria Avenue. Much of this stock is too large, underused/vacant, and unlikely to meet the changing requirements of small to medium sized occupiers - the focus of demand for office space in Southend.</p> <p>The town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.</p>
Sustainable Development Factors:	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No. Suitable for a range of town centre uses (including residential)
Environmental quality and known constraints	There does not appear to be any significant environmental designations covering the site (SSI, SCI, Ramsar). The site is located in Flood Zone 1.
Strategic Access and Accessibility:	Victoria Avenue (A127) is the main route into the centre of Southend. Strategic access to the Town Centre for road transport is good. The area is also well served by bus and suburban rail services which also link to London. To enable development, parking provision in the town needs to be addressed to release surface parking sites for redevelopment. As set out in the SCAAP the car continues to dominate parts of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. As a result of a low rate of car ownership in the Southend Central Area, there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including public transport, walking and cycling around the Central Area and beyond, whilst acknowledging the role the car plays in this balance.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within Southend's Central Area (SCAAP) a key location for economic growth.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Located within SCAAP Opportunity Site – Victoria Avenue PA8.1 suitable for residential (1,000 dwellings), office, convenience retail, leisure,

	cafes, community facilities, public parking.
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	The site is located within SCAAP Policy Area Victoria Gateway Neighbourhood suitable for Town Centre uses including B1 employment.
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	n/a
Recommendation:	Victoria Avenue includes a large town centre opportunity site PA8.1. to include an acceptable mix of uses focused on residential to upper floors and small-scale flexible office accommodation complemented by local convenience retail uses, leisure (cafes and bars) and community facilities to ground floors. As set out in the adopted SCAAP, the market for office space within the Central Area is oversupplied with outdated office stock, particularly within the Victoria Avenue Office Area (Opportunity Site PA8.1). Much of this stock is too large, underused/vacant, and unlikely to meet the changing requirements of small to medium sized occupiers - the focus of demand for office space in Southend. Whilst this opportunity site is considered suitable to re-provide more suitable office accommodation, given potential losses to other uses this is unlikely to result in a net gain of B1 floorspace.

Site Photos:







Site Plan:



Site Information			
Site Ref	EA034	Address	Shoebury Garrison (Phase 1)
Source	Employment Growth Areas		
Site Area (hectares)	0.94	Market Segment	Edge of Town – Office
Description of Site and Surrounding Uses	<p>The site is currently occupied by several mixed-use buildings including an office block, an unused building and a Sainsbury's Local (retail). Towards the east and west of the site are two plots of land, currently surfaced with grass. Recent planning history indicates that there have been changes of use of the disused office building to residential use. There are a mix of buildings currently surrounding the site. Backing directly onto the back of the site along Westgate and Campfield Road are a number of residential units. To the north there are also large industrial units while the southern boundary of the site looks directly onto Hinguar Primary School and Nursey and is predominantly surrounded by open space and fields.</p>		
Planning History/Ownership			
<p>Land Adjacent To 10 And 11 New Garrison Road – Parcel of land eastern section of the site:</p> <p>18/01355/FUL - Erect four 2 storey semi-detached dwelling houses incorporating garages, layout associated parking to front and amenity space to rear. Pending.</p> <p>16/00857/FUL - Erect four two storey dwelling houses with associated parking and amenity space (Amended Proposal) Granted 10/10/2016.</p> <p>15/01997/FUL - Erect four two storey dwelling houses with associated parking and amenity space. Refused 09/03/2016.</p> <p>Parcel of land western section of the site:</p> <p>17/01473/FUL: Erect 5 terraced dwelling houses with associated parking, amenity space and one detached double garage – Granted 17/05/2018.</p> <p>Four existing Office units central to the site:</p> <p>16/00889/FUL: Change of use from Class B1 to 6no. dwelling houses (Class C3), alter front and rear elevations with balconies to rear, layout refuse, cycle storage and associated parking and amenity space to rear – Conditional permission granted 21/12/16.</p> <p>Whole site:</p> <p>14/00153/DOV: Modification to planning permission 00/00777/OUT dated 06/02/04.</p> <p>11/00085/DOV - Modification of planning obligation dated 6 February 2004 pursuant to application 00/00777/OUT to remove the obligation to speculatively build any more Class B1 (business) employment space beyond that which has already been delivered within the 3 existing office buildings in the "mixed use area"; and to remove obligation to transfer land to East of England Development Agency in lieu of providing employment space.</p> <p>00/00777/OUT - Mixed use development comprising conversion of existing buildings and erection of new buildings for: parkland and open space; up to a total of 465 dwellings; up to 23,750sq.m of business floorspace (Class B1(a) and (B)); up to 1625sq.m of non-residential (Class D1) uses, including A. a health centre within the mixed use area, B. the former Garrison Church as a community hall, and C. the former battery gun store as a heritage centre; up to 5,900sq.m of leisure (Class D2) uses; up to 800sq.m of retail (Class A1); up to 600sq.m of financial services (Class A2) use; formation of hotel (Class C1) with approximately 40 bedrooms; land for a new school; erection of landmark residential building; construction of new access roads; and associated works (Outline).</p>			
Market Attractiveness Criteria			

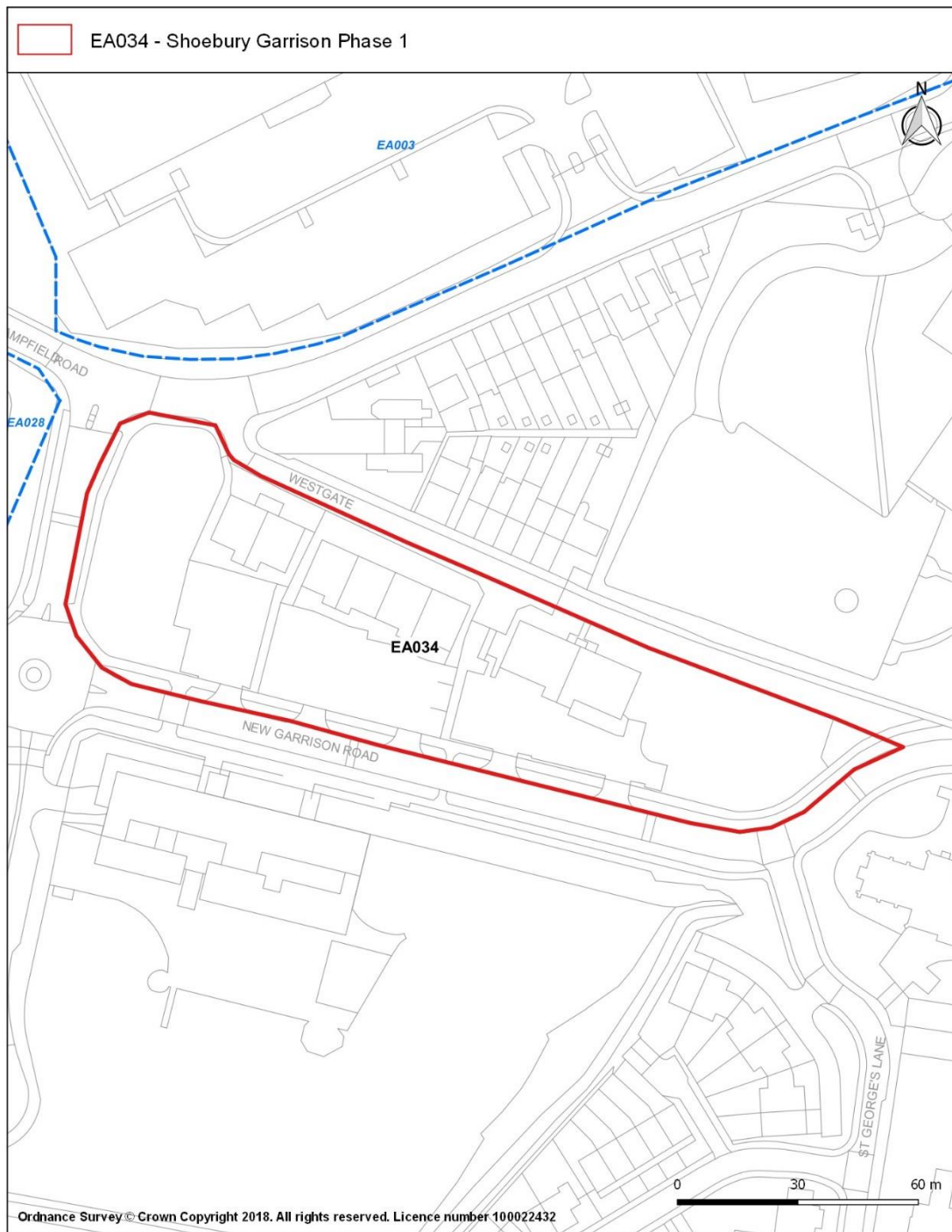
1.1: Has the site been formally identified for employment for at least 10 years?	Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.	Yes – see relevant applications. 16/00889/FUL – conversion application was under construction at the time of the visit.
1.3: Is the site being actively marketed as an employment site?	No
1.4: Is the site owned by a developer or another agency known to undertake employment development?	Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	Yes
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?	See permissions for alternative uses on site.
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	Yes
1.8: Is the site immediately available?	Potentially vacant land elements of the site, however these have permissions for non-residential uses.
Market appraisal:	This site was originally included in the HELAA as a potential Employment Growth Area. However, large sections of the site have now been (or have submitted planning applications to be) lost to residential uses. A viability and marketing report submitted with one of these applications identified 'significant shortfalls' in the viability of Class B office and light industrial uses at the site.
Sustainable Development Factors:	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No – residential and other non-employment uses also suitable.
Environmental quality and known constraints	The site is located within flood zone 2/3. There does not appear to be any other significant environmental designations covering the site (SSSI, SCI, Ramsar).
Strategic Access and Accessibility:	Strategic Connectivity: The closest trunk road is the B1016. New Garrison Road leads to other roads before meeting the A13. Access and Parking: Reasonable access and parking available on site.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Various sections of the site are in the process of (or likely to be) developed for housing.
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Located within Shoebury - The Core Strategy, in setting out broad locations for employment growth, identifies inter alia Shoebury Garrison (Phase 1 & 2) and Fossetts Farm as Priority Urban Areas, where appropriate regeneration and growth will be focused.

3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Vacant land and buildings on sites – although all subject to non-employment applications.
Recommendation:	<p>The Core Strategy, in setting out broad locations for employment growth, identifies Shoebury Garrison (Phase 1 & 2) as a Priority Urban Area (where appropriate regeneration and growth will be focused). However, since the construction of the 3 office buildings on this site 'the middle building' has remained vacant and is now currently being converted into residential. Unit 4 (western building) is in use as retail accommodation (Sainsbury's Local) with only the eastern building in employment use (occupied by evolve telecoms). The land parcel to the west of the site (once permitted for offices) remains vacant and has recently been granted permission for 5 dwellings and the land parcel to the east of the site also vacant has an extant and pending permission for residential.</p> <p>The fact this site has not been built out/occupied could suggest the site is not located in an area desirable for such employment uses, or the proposed unit types are not suitable to meet demand. According to the 17/01473/FUL officers report, the application site had been part of the 'office village' marketing since the first offices were constructed 10 years previously. The units constructed on the neighbouring site (to the east) failed to attract an occupier, except for one. The remaining units have either been converted to a Sainsbury's or more recently converted to residential following an allowed appeal. Within the appeal decision it was considered that a supporting viability and marketing report identified 'significant shortfalls' in the viability of Class B office and light industrial uses at the site.</p> <p>Given the site will largely be residential if the further 2 applications are built out, it would be inappropriate to continue to promote this site as an employment growth area. In the short term the remaining offices could be protected through existing employment policies.</p>

Site Photos:



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 23.03.2018	OSREF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions™</small>
	SCALE 1:1,250 @ A4	DRWG NO. EA034	Checked HR		
	JOB NO. E5044	REV.			
PROJECT Southend SHELAA	DRWG TITLE Employment Site EA034				

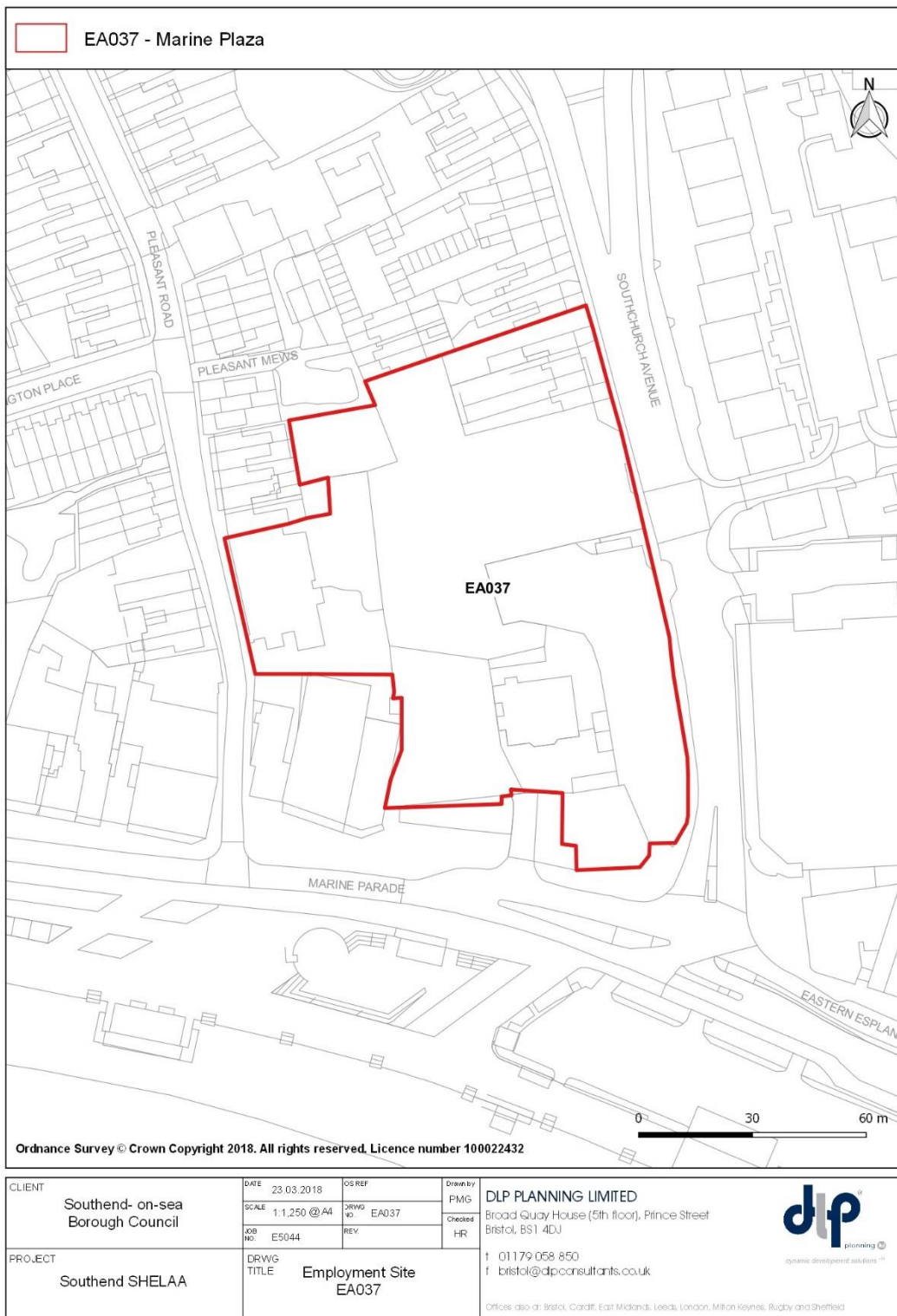
Site Information			
Site Ref	EA037	Address	Marine Plaza
Source	Proposed Allocations (SCAAP)/ Application		
Site Area (hectares)	1.11	Market Segment	Town Centre – commercial
Description of Site and Surrounding Uses	<p>The site currently includes a mixture of uses. Land in the north eastern corner and on the western side of the site are vacant with a derelict building located on the western side. The central area of the site is made up of an informal car park. Active commercial properties are situated toward the southern end of the site including a public house and single storey fast food restaurant. The single storey building also houses two further commercial premises, both of which are vacant. Surrounding uses include predominantly commercial premises to the west along the seafront of 2-3 storeys with residential uses occupying the first and second floors. Further residential properties are situated to the north in the form of 2 storey terraced housing and a large function centre is to the east, surrounded by commercial/residential in a similar style to those properties extending along the seafront to the west.</p>		
Planning History/Ownership			
<p>14/01462/FULM – Demolish existing building and erect 282 self-contained flats in six blocks (comprising: one 14 storey block, one 9 storey block, one 5/6 storey block, one 4/6 storey block, two 2/4 storey block), erect 2717sqm of commercial floorspace (A1, A3 and D2 uses), layout 318 underground parking spaces, landscaping, cycle/motorcycle/refuse storage, formation of vehicular access from Southchurch Avenue and Pleasant Road. Granted 22/07/15.</p> <p>Various discharge of conditions applications have recently been approved (18/00801/AD, 18/00950/AD, 18/01171/AD, 18/00861/A) suggesting further progress in the site's potential delivery.</p> <p>05/01155/OUT - Demolish existing buildings, erect 4, 6 and 16 storey buildings comprising 100-bedroom hotel, casino, 126 dwellings, leisure and entertainment facilities, restaurants, bistros and bars with associated basement parking (650 spaces), servicing area, amenity open space and form access off Southchurch Avenue (Outline). Granted 29/03/07.</p>			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		Yes – see latest planning history.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes (placard outside site indicates the site is owned by 'Inner London Group')	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Unknown	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		Yes – extant permission for residential and commercial uses (A1, A3, D2)	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Yes	
Market appraisal:	Alongside the cultural, tourism and retail uses the town centre is still considered a		

	major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. Further delivery of small-scale employment uses is likely to successfully complement the sites existing Forum. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.
Sustainable Development Factors:	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No. Mixed-use development would be suitable given this town centre location.
Environmental quality and known constraints	The entire southern half of the site is situated within Flood Zone 3, whilst the northern half is predominantly Flood Zone 1. A narrow band of Flood Zone 2 designated area crosses the middle of the site. There do not appear to be any significant environmental designations which cover the site (SSSI, SNCI, Ramsar). The site should have regard to the setting of the historic Kursaal building and the Conservation Area.
Strategic Access and Accessibility:	The main access to the site is via Marine Parade. The site could also be accessed via the A1160 which runs adjacent to the sites eastern boundary.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Identified within Southend's Central Area Action Plan (SCAAP) as a key location for residential/leisure and supporting uses.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Extant permission for residential and commercial uses (A1/A3/D2)
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Identified as SCAAP Opportunity Site – CS1.3: Marine Plaza suitable for residential/leisure and supporting uses.
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	The site is identified within SCAAP area as being suitable for residential and leisure usage with supporting usages.
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	There are two commercial buildings currently active on the site in addition to the car park.
Recommendation:	Marine Plaza has been allocated in the SCAAP to deliver a mixture of uses including residential, leisure, restaurants and local shops. The site also has an extant permission including residential flats and 2,717sqm of commercial floorspace (A1, A3 & D2 uses). Given the allocation and extant permission do not include specific employment (B1/B2/B8) uses this is not considered suitable to consider as an employment site in the HELAA.

Site Photos:



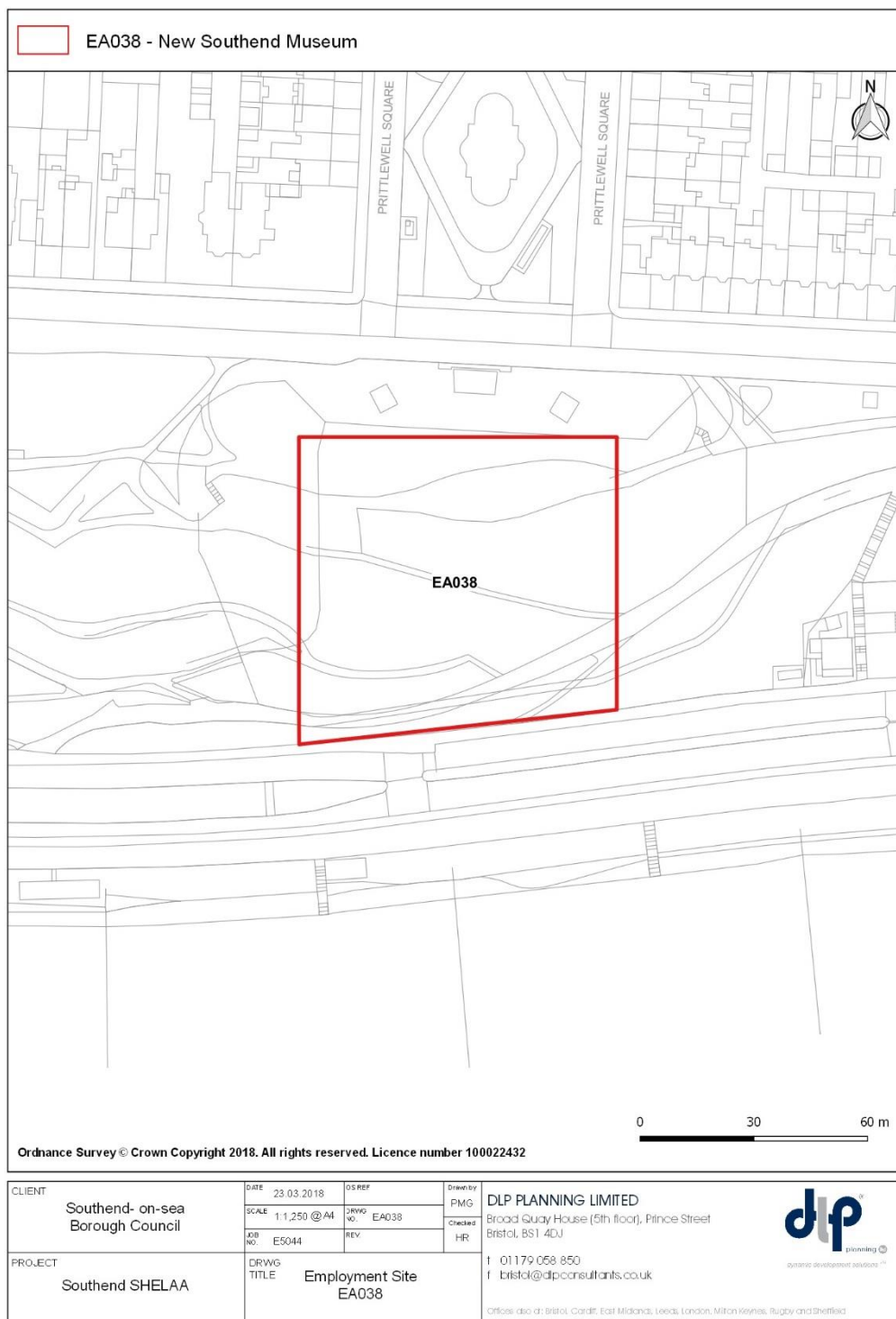
Site Plan:



Site Information			
Site Ref	EA038	Address	New Southend Museum
Source	Proposed Allocations (SCAAP/Application)		
Site Area (hectares)	0.64	Market Segment	Town Centre – commercial
Description of Site and Surrounding Uses	<p>The New Southend Museum site is included within the SCAAP as Opportunity Site CS1.4. The site has been allocated for the following uses: cultural, leisure, public parking, supporting café, restaurant and shops. This Council owned site is currently used as public open space with a steep topography. The proposed museum building if/when delivered would be set within part of the cliff face. Development in this location should provide enhanced links between Prittlewell Square and the wider Clifftown Policy Area.</p>		
Planning History/Ownership			
<p>12/00317/BC3M - Remove existing bandstand shelters and street furniture, stabilise cliff slip area, install retaining wall to top of the Slope and retaining wall to foot of the slope and layout footpath (Phase 1) Form building within cliff slope over seven levels, incorporating museum, planetarium, restaurant, cafe, shop and underground parking with associated access, highways works and landscaping (Phase 2). Application Granted 01/08/2012.</p> <p>12/00318/CAC - Remove existing bandstand shelters and street furniture (Conservation Area Consent).</p>			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No. SCAAP opportunity site identified for cultural, leisure, public parking, supporting café, restaurant and shops.	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		The bandstand has been removed. Although significant work does not appear to have started on site.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Council owned site.	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Council owned site.	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Unknown	
1.8: Is the site immediately available?		Yes	
Market appraisal:	<p>Alongside cultural, tourist and leisure uses, the town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public		No	

transport and freight access, environmental impacts and brownfield/greenfield considerations)?		
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No. Suitable for a range of town centre uses. Although there are a number of constraints which could impact on the delivery of the site.
Environmental quality and known constraints	The site is currently protected Green Space. There is challenging topography due to slope. The site is located within the Conservation Area (Northern part of site). The south of site is located within Flood Zone 2/Flood Zone 3.	
Strategic Access and Accessibility:	The site is accessed by Western Esplanade (South of site). Strategic access to the Town Centre for road transport is good. The area is also well served by bus and suburban rail services which also link to London. To enable development, parking provision in the town needs to be addressed to release surface parking sites for redevelopment. As set out in the SCAAP, the car continues to dominate parts of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. As a result of a low rate of car ownership in the Southend Central Area, there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including public transport, walking and cycling around the Central Area and beyond, whilst acknowledging the role the car plays in this balance.	
Strategic Planning Factors:		
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within Southend's Central Area (SCAAP) a key location for economic growth.	
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Yes. New Southend Museum and supporting uses.	
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	Within the SCAAP and Opportunity Site	
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown	
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	Allocated within the SCAAP for cultural use with supporting leisure and retail – no B-class use.	
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No	
Developable Space and vacancy:	The site includes public open space.	
Recommendation:	New Southend Museum is a greenfield site located between Clifftown Parade and Western Esplanade. Prittlewell Gardens are located to the north and the site has a relatively steep topography. The site has been planned for some time to accommodate the new Southend Museum and allocated in the SCAAP to deliver a mixture of uses including cultural, leisure, public parking, supporting café, restaurant and shops. Given the sites allocation, and location within a larger public space near the seafront the site is not considered suitable to consider as an employment site in the HELAA.	

Site Plan:



Site Information			
Site Ref	EA039	Address	Queensway
Source	Proposed Allocations (SCAAP)		
Site Area (hectares)	6.14	Market Segment	Town Centre - Office
Description of Site and Surrounding Uses	<p>The site currently comprises a range of mixed-use buildings and land across Queensway. There are a number of residential buildings within the site including both 2 storey dwelling houses and high-rise tower blocks. The site boundary is also inclusive of the high street on Southchurch Road, which is occupied by a number of commercial and retail units. Surrounding the site is a mix of residential and commercial/retail units including the Victoria Shopping Centre which is to the west of the site. In addition to this, Southend Victoria Station is also situated to the west of the site, whilst the Greyhound Retail Park is located to the north of the site boundary. Surrounding the rest of the site is mainly residential use buildings with a mix of qualities and styles.</p>		
Planning History/Ownership			
<p>Site of Essex Street Car Park: 13/00009/BC3 – Demolish office block and multi storey car park and change of use to car park and minor alterations to footbridge. Application Granted 07/02/13.</p> <p>Site of southern South Street Car Park: 14/01370/DEM – Demolish existing building. Application Granted 17/09/14.</p> <p>71-73 Southchurch Road: 18/00314/PA3COU – Change of use to first floor existing offices (Class B1(a)) into three self-contained flats (Class C3) (Prior Approval). Refused 16/04/2018.</p> <p>17/01949/FUL – Convert offices (Class B1(a)) into seven-bedroom HMO (Sui Generis) and install roof lantern (Amended Proposal). Application Refused 12/01/18.</p> <p>17/00926/FUL – Convert offices (Class B1(a)) into seven-bedroom HMO (Sui Generis) and install roof lantern. Application Granted 24/07/17.</p> <p>93-99 Southchurch Road (The Southchurch Centre): 14/01746/PA3COU – Change of use of first and second floors of existing office use (Class B1) to 16 self-contained flats (Class C3) under Prior Notification of Class J Prior Approval Granted 17/12/14.</p> <p>Venture House: 16/01292/PA3COU – Change of use of ground floor office (Class B1) to residential dwelling (Class C3) (Prior Approval). Prior Approval Granted 13/09/16.</p> <p>16/01291/PA3COU – Change of use of first floor office (Class B1) to residential dwelling (Class C3) (Prior Approval). Prior Approval Granted 13/09/16.</p>			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		Various. See Planning History.	
1.3: Is the site being actively marketed as an employment site?		n/a	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes – multiple owners/occupants.	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Unknown	
1.8: Is the site immediately available?		No	
Market appraisal:		The town centre is still considered a major location for employment and is likely to	

	be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.
Sustainable Development Factors:	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No – a mixture of town centre uses could be appropriate.
Environmental quality and known constraints	There are no known environmental constraints.
Strategic Access and Accessibility:	The site contains or abuts; Queensway, Chichester Road, Southchurch Road, Coleman Street, Essex Street, Milton Street and Sutton Road. Strategic access to the Town Centre for road transport is good. The area is also well served by bus and suburban rail services which link to London. To enable development, parking provision in the town needs to be addressed to release surface parking sites for redevelopment. As set out in the SCAAP, the car continues to dominate parts of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. As a result of a low rate of car ownership in the Southend Central Area, there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including public transport, walking and cycling around the Central Area and beyond, whilst acknowledging the role the car plays in this balance.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within the SCAAP, which sets out a long-term vision to regenerate the Queensway Policy Area as a residential-led development that will include secondary shopping frontage and associated uses.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	Currently allocated in the SCAAP for non-employment uses.
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	The site is located within the SCAAP area a key location for regeneration and growth.
Developable Space and vacancy:	n/a
Recommendation:	The site is predominantly occupied by residential uses alongside some office and

open storage use, bisected by the Queensway Road. The SCAAP sets out a long-term vision to regenerate the Queensway Policy Area as a residential-led development that will include a secondary shopping frontage and associated uses. Queensway has been allocated in the SCAAP as an opportunity site to deliver residential dwellings (gross 1,200, net 760), social and community uses and secondary town centre uses, including small retail and cafes. Given its central location it could also be suitable to deliver some small/medium sized B1 accommodation if considered appropriate.

Site Photos:



Site Plan:



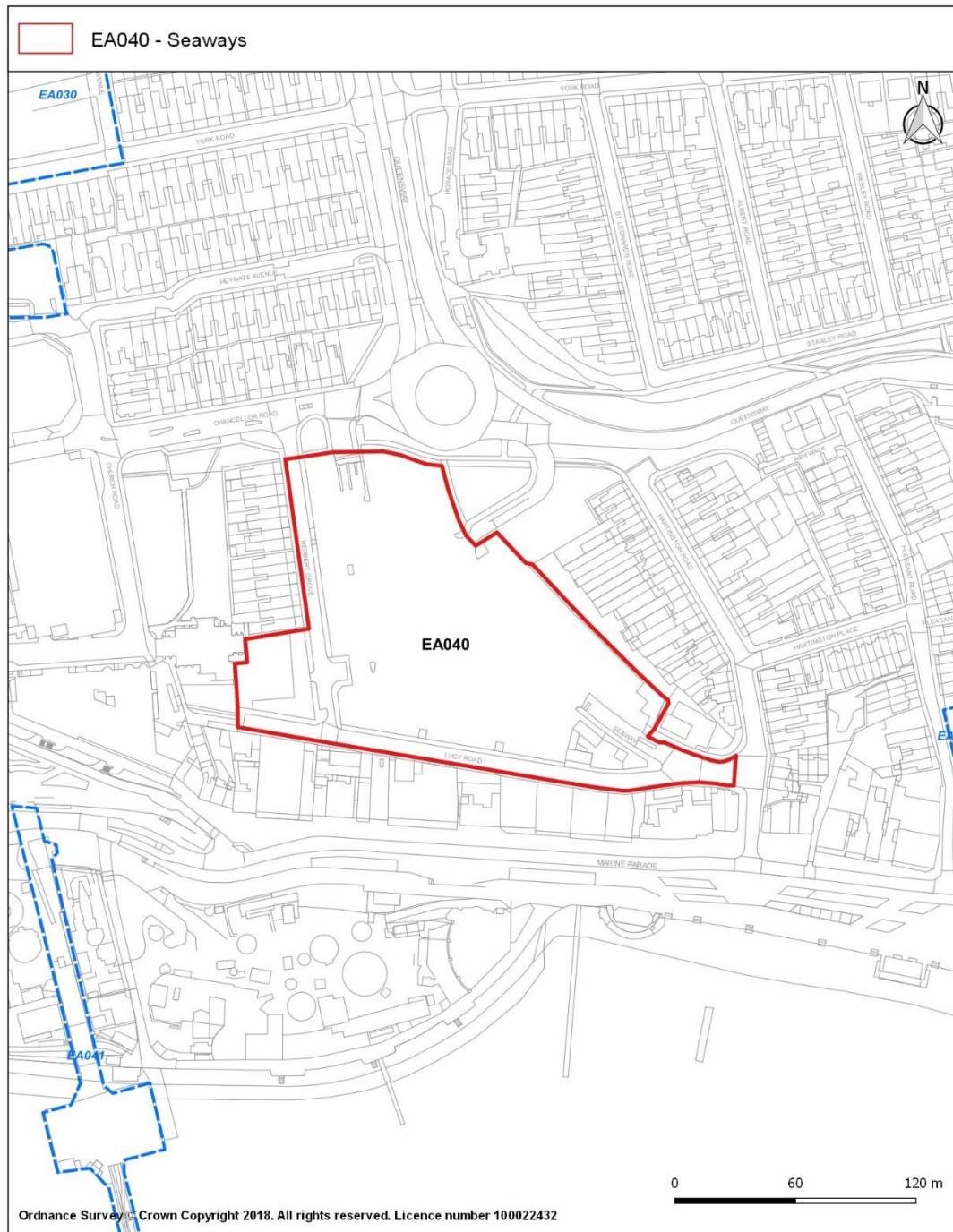
Site Information			
Site Ref	EA040	Address	Seaways Car Park
Source	Proposed Allocations (SCAAP)		
Site Area (hectares)	2.27	Market Segment	Town Centre Office
Description of Site and Surrounding Uses	<p>The site is currently being used as a surfaced car park for the public, known as Seaway car park. Although the current boundary also includes the former Rossi Ice Cream Factory this is subject to a demolition application. Surrounding the site are a number of mixed-use buildings including commercial, retail and residential. Access to the site is currently through Hartington Road to the East and Chancellor Road to the north. To the north and the east of the site boundary are predominantly residential buildings of a mix of quality and styles. There are also a number of guest houses. To the west of the site boundary is The Royals Shopping Centre inclusive of community, food and retail units. Southend Pier and associated buildings can be found to the south and surrounding areas of the boundary including cafes, amusements and public attractions along Marine Parade.</p>		
Planning History/Ownership			
17/00902/DEM: Demolish former Rossi Ice Cream Factory (Application for Prior Approval for Demolition) – Prior Approval is required/Grant 23/06/17.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		See Planning History	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		The site is Council owned	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		No	
Market appraisal:	<p>This Council owned town centre site is currently in use a public surface car park. The town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes	

2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No. A mixture of uses could be appropriate in keeping with this central location.
Environmental quality and known constraints	No known environmental or heritage constraints.
Strategic Access and Accessibility:	Accessed via the junction North of the site by Seaway and Chancellor Rd (North), and Lucy Rd (South). Located just South of the main route network.
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within the SCAAP.
3.2: Is the site identified or likely to be required for a specific user or specialist use?	Unknown
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	The site has been allocated in the SCAAP as an opportunity site to deliver Leisure, tourism, restaurants, cinema, hotel and public parking.
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Public car park and vacant building (subject to demolition notice).
Recommendation:	The Seaways site predominantly forms a public car park and associated uses. The site has good access from the A1160 to the north and Lucy Road to the south. Leisure and cultural uses are located to the south and residential uses to the east and west. Seaways car park has been allocated in the SCAAP as an opportunity site to deliver leisure, tourism, restaurants, cinema, hotel and public parking. Given the central location and limited constraints, if appropriate the site could also be considered suitable to deliver either residential or B1 employment as part of any future mixed-use scheme.

Site Photos:



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	23.03.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions™
		SCALE	1:2,500 @ A4	DRWG NO.	EA040	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend SHELAA	DRWG TITLE	Employment Site EA040						

Site Information			
Site Ref	EA041	Address	Southend Pier
Source	Proposed Allocations		
Site Area (hectares)	2.91	Market Segment	Town Centre - Commercial
Description of Site and Surrounding Uses	<p>Southend Pier is a major landmark in Southend. The pier extends some 1.34 miles into the Thames Estuary and is recorded as the longest pleasure pier in the world. The site is included in the SCAAP as Opportunity Site CS1.1 where the Council will pursue the sensitive redevelopment at both ends of the pier with private sector partners. The redevelopments will provide a mix of cultural and leisure uses during the day and in the evening, including uses such as: cafes, restaurants, shops.</p>		
Planning History/Ownership			
No relevant recent planning history.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		No	
1.8: Is the site immediately available?		No	
Market appraisal:	<p>The site is located in the centre of Southend and includes a large pleasure pier and important tourist destination. The site is considered suitable to provide a mix of cultural and leisure uses to support the existing use.</p>		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		No	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No – opportunity site suitable for a mixture of cultural and leisure uses.	
Environmental quality and known constraints	<p>The pier is located within Ramsar - Benfleet and Southend Marshes. Southend-on-Sea Foreshore.</p>		
Strategic Access and Accessibility:	<p>Accessed from Southend Pier, linked to Pier Hill.</p>		
Strategic Planning Factors:			
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?		Located within the SCAAP.	

3.2: Is the site identified or likely to be required for a specific user or specialist use?	Opportunity site suitable for a mixture of cultural and leisure uses.
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	As above.
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	Located within the Southend Central Area and SCAAP Opportunity Sites.
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	n/a
Recommendation:	The Southend Pier is accessed from Western Esplanade/Pier Hill and forms one of the predominant leisure offers/tourist attractions in Southend. Surrounding uses on Western Esplanade and Marine Parade are predominantly retail and leisure. This landmark structure is allocated in the SCAAP to deliver a variety of cultural and leisure uses. The site is not considered suitable to deliver employment uses and is therefore not included in the HELAA.

Site Plan:



CLIENT	Southend-on-sea Borough Council	DATE	23.03.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
		SCALE	1:10,000 @ A4	DRWG NO.	EA041	Checked			
		JOB NO.	E5044	REV.		HR			
		PROJECT	Southend SHELAA	DRWG TITLE	Employment Site EA041				

Site Information			
Site Ref	EA042	Address	Guildford Road
Source	Proposed Allocations (SCAAP)/Call for Sites		
Site Area (hectares)	0.37	Market Segment	Town Centre (Mixed-use)
Description of Site and Surrounding Uses	The site is currently occupied by a Co-Op food store and associated car park with access from Guildford Road and Sutton Road. To the east of the site boundary is the high street along Sutton Road which comprises a number of mixed-use buildings including commercial, retail and food units. Surrounding the site around the rest of the perimeter is predominantly residential buildings with a mix of styles, qualities and building heights ranging from 2 storey dwellings to high rise flats. The Greyhound Retail Park is north of the site within the local vicinity and The Victoria Shopping Centre/Southend Victoria station to the south west.		
Planning History/Ownership			
No relevant planning history.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		The site has been promoted through the Call for Sites. No recent planning history.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		Site proposed for residential uses on the upper floors and ground floor retail.	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		No	
Market appraisal:	The town centre is still considered a major location for employment and is likely to be required to support additional/more appropriate floorspace to facilitate future growth. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed-use location.		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No. Also suitable for residential uses.	
Environmental quality and known constraints	Locally listed building. As set out in the SCAAP the façade of the current building fronting onto Sutton Road must be retained and incorporated into any proposals (locally listed). The site is located in Flood Zone 1 and is therefore at limited risk of flooding.		

Strategic Access and Accessibility:	The site is currently accessed off Guildford Road. Strategic access to the Town Centre for road transport is good. The area is also well served by bus and suburban rail services which link to London. To enable development, parking provision in the town needs to be addressed to release surface parking sites for redevelopment. As set out in the SCAAP, the car continues to dominate parts of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. As a result of a low rate of car ownership in the Southend Central Area, there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport.	
Strategic Planning Factors:		
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	Located within the SCAAP. The site is included as an Opportunity Site PA9.2 - Guildford Road. Suitable for Residential (50 dwellings), convenience retail. DPD Shopping frontage designation.	
3.2: Is the site identified or likely to be required for a specific user or specialist use?	The site has been put forward through the Call for Sites.	
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No	
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown	
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	Southend Central Area (see policy KP1 Spatial Strategy) and PA9.2 Opportunity site in the SCAAP – allocated for C3 and A1.	
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No	
Developable Space and vacancy:	The upper floors are currently vacant.	
Recommendation:	This site has been submitted through the Council’s Call for Site exercise. The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is also included within the SCAAP as an Opportunity Site PA9.2 - Guildford Road which has been assessed as suitable for residential (50 dwellings) and convenience retail. The Call for Sites submission puts the site forward for approximately 50 units in accordance with draft policy PA9.2 (Residential (C3) - approximately 50+ units & Retail (A1) - less than 450sqm). The Co-operative Group would be occupying the replacement retail space. Given the allocation and proposed plans for residential development this site is not considered currently suitable for employment uses and therefore not taken forward as an employment site in the HELAA.	

Site Photos:



Site Plan:



CLIENT	Southend-on-sea Borough Council	DATE	23.03.2018	OS REF		Drawn by	PMG	<div>DLP PLANNING LIMITED</div> <div>Broad Quay House (5th floor), Prince Street</div> <div>Bristol, BS1 4DJ</div> <div><div>t 01179 058 850</div><div>f bristol@dipconsultants.co.uk</div></div> <div>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</div> <div><div>dynamix development solutions™</div></div>
		SCALE	1:1,250 @ A4	DRWG NO.	EA042	Checked		
		JOB NO.	E5044	REV.		HR		
PROJECT	Southend SHELAA	DRWG TITLE	Employment Site EA042					

Site Information			
Site Ref	EA047	Address	Part of Fossetts Farm, Playing Fields, Jones Memorial Recreation Ground and SUFC Training Ground, Eastern Avenue.
Source	EDNA / Major Planning Applications Pending since March 2017		
Site Area (hectares)	18.33	Market Segment	Edge of Town - Mixed-use (incl. Residential, leisure, retail, office and light industrial)
Description of Site and Surrounding Uses	<p>The site includes the Southend United Football Club training ground and Cecil Jones Memorial Recreation Ground, and land to the north and south of Fossetts Way. To the north of the site includes Fossetts Way which connects Eastern Avenue to Temple Farm Industrial Estate. The site includes a larger boundary to the north of Fossetts Way (on which the clubs proposed new training ground will be built, however this falls within Rochford LPA). To the east of the site includes an Iron Age Hill Fort which is registered as a Scheduled Monument (SM). According to the pending planning application development is planned on NHS owned land around the north of the SM. Although these proposals have not yet been submitted for review. To the south of the SM is a large Waitrose. East of the SM there is a large B&Q store.</p> <p>The south of the site includes the Jones Memorial recreation ground fronting onto Eastern Avenue. Eastern Avenue forms a defined edge of the residential boundary. The west of the site is bounded by Sutton Road cemetery, Rosshill Industrial Park and Essex County Fire and Rescue.</p>		
Planning History/Ownership			
<p>17/00733/FULM – Hybrid planning application for part full and part outline consent for phased development for relocation of Southend United Football Club comprising: Full application: Phase 1a: Erect a football stadium; comprising east, west, south stands north stand basement excavation, plus lower tier of 13,893 seats; changing rooms; ticket office; club shop; food drink concessions; cafe/restaurant; stadium parking, new vehicular access from Fossetts Way, pedestrian access from Sutton Road and related ancillary works Temporary stadium works including: Erect end stand cladding, press seats and workroom, directors' seating and box, scoreboard and floodlights Phase 1b: Erect Fan Plaza residential building of 3-6 storey's for 101 units, two retail units, parking, landscaping, access, related ancillary works Phase 2a: Erect football stadium north stand, comprising 7,107 seats; 107 bedroom hotel; conference floorspace and two residential corners to stadium of 182 apartments up to six additional storeys and related ancillary works Phase 2b: erect two residential buildings Fossetts Way North and South of 4-5 storeys and 3-6 storeys of 93 units, car parking, access, landscaping and ancillary works Phase 3: erect two soccer domes, changing facilities, classrooms, players hostel accommodation, parking (including spaces for Cemetery use) and landscaping demolition of existing training centre and club house; Outline application (with all matters reserved except means of access) for Phase 1c: erect buildings ranging in height from 5.8m-37.2m to provide a total of up to 36,603sqm of floorspace, comprising: a cinema of up to 12 screens (5,091sqm) and related ancillary floorspace; open A1 comparison retail of up to 26,505sqm including 90% mezzanine cover, ancillary space; up to 4,524sqm of restaurants including mezzanines (use class A3), up to 483sqm management suite; maintenance store; ancillary floorspace; car parking; servicing; landscaping; new public realm; access, related ancillary work.</p> <p>Application remains pending with an agreed expiry date of 31 Jul 2018</p> <p>06/01300/FUL - Demolish nightclub and training facilities; erect 22, 000 seat football stadium including 114 bedroom hotel, conference floorspace, players hostel, food and drink concessions, bars and other ancillary facilities; erect part five / part six / part seven block comprising 127 flats with 192 basement parking spaces; erect 15 retail units totalling 22, 682 sq. metres of floorspace; erect restaurant (279 sq. metres) , lay out 1110 car parking spaces and cycle parking spaces and associated landscaping and form vehicular accesses onto Eastern Avenue and Fossetts Farm Link Road. Application Granted 30/06/08.</p>			

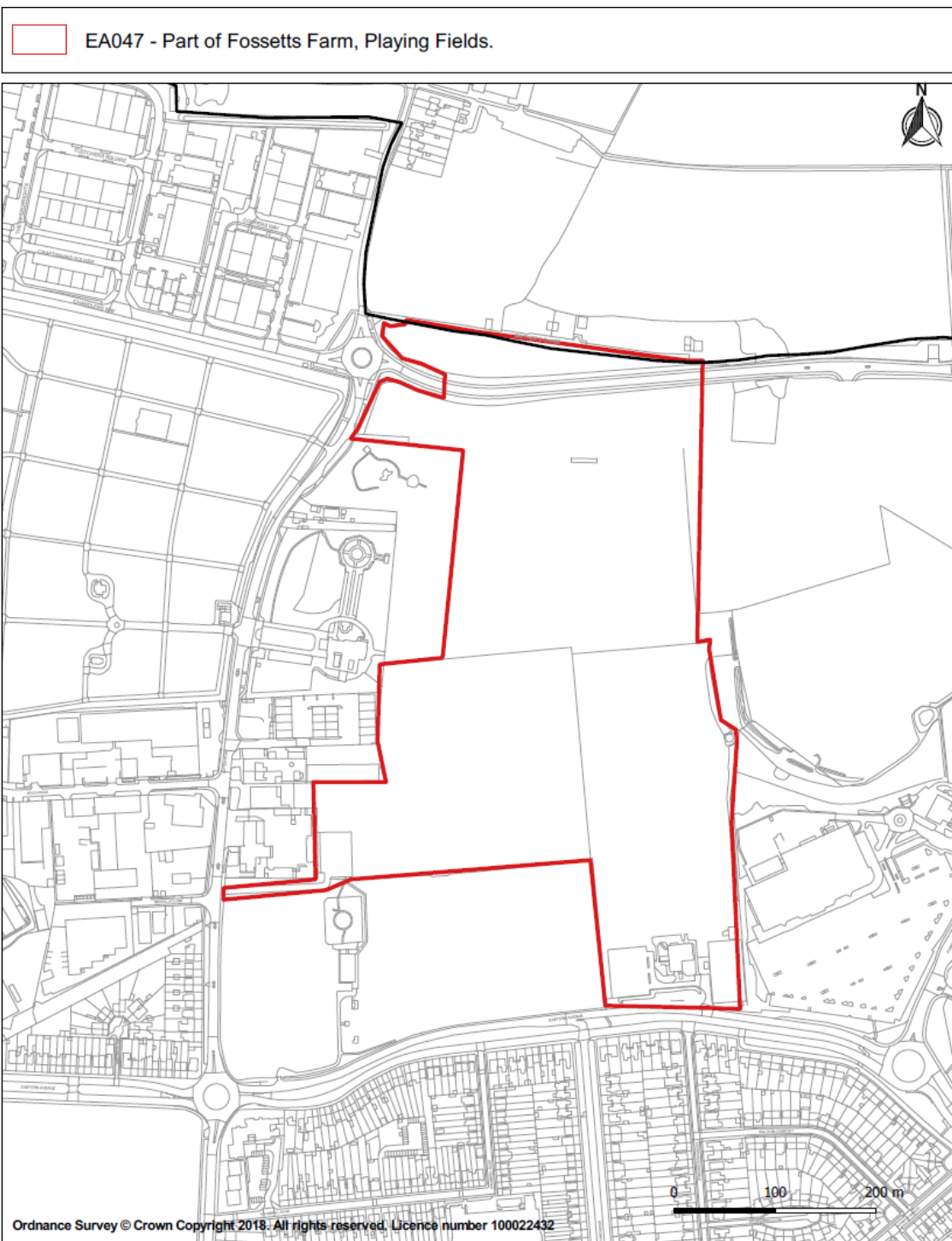
<p>02/00070/FUL - Lay out access road with roundabout at junction onto Fossetts Way, erect DIY retail warehouse (14, 808 sq.m) with builder's yard, garden centre, parking for 585 cars at front and service yard and sub-station at rear.</p> <p>Ownership: Part of the site Council owned.</p>	
Market Attractiveness Criteria	
1.1: Has the site been formally identified for employment for at least 10 years?	No
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.	No. See Planning History
1.3: Is the site being actively marketed as an employment site?	No
1.4: Is the site owned by a developer or another agency known to undertake employment development?	Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	Yes
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?	No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	Yes
1.8: Is the site immediately available?	Yes
Market appraisal:	<p>The site is currently partly used as Southend United's training ground. 2006 permission was granted (now lapsed) for the construction of the 22,000 seater stadium and complementary leisure uses and residential development. The site is currently subject of a pending hybrid planning application and is therefore considered available for development. This site is in a location that developers find attractive to bring forward development. As a proposed mixed use development, the market for housing in this area is buoyant, and sales values relatively good. Land values are high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. From the information available, it is considered that there is a reasonable prospect that employment generating uses will be delivered on the site. However, funding for the scheme depends partly upon receiving planning permission on the existing Roots Hall football ground, which is subject to a separate application. Development is likely to take place in the medium term, due to the complexities of the scheme and reliance on other sites.</p>
Sustainable Development Factors:	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	Unknown
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No. This site is also being considered for housing development.
Environmental quality and known constraints	Although noted as contaminated, this is a small area in the centre of the site.
Strategic Access and Accessibility:	<p>Highways access exists from the south from Eastern Avenue. There is also a long highways frontage to the north of the site.</p> <p>The transport impact of the potential adjacent sites should be included in the</p>


	<p>assessment of this site. A site of this scale may require newly designed accesses as well as improvements to surrounding junctions and roads. There is a Council scheme programmed for 2019/2020 to signalise and allow right turn movements into and out of Bournemouth Park Road, therefore if this development was to change the Eastern Avenue access this junction improvement must be taken into account and ensure interconnected traffic signal communications.</p> <p>The location of this site is not served well by public transport so any potential development here would need to consider this. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions, capacity upgrade works, junction improvements and public transport provisions.</p>
Strategic Planning Factors:	
3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
Developable Space and vacancy:	Vacant Land (Previously Agricultural)
Recommendation:	<p>Whilst the site is located within the Green Belt and on open space, a permission was previously granted on the site back in 2006 for the relocation of the football stadium which has been a long running ambition of the club. The site is considered suitable for a mixed-use scheme with development likely to take place in the medium term, due to the complexities of the scheme and reliance on other sites. The site is however currently unavailable/ unsuitable given its designation as a safeguarded site and subject to an open space Review.</p>

Site Photos:



Site Plan:



CLIENT Southend- on-sea Borough Council	DATE 25.01.2019	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dlpconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamics development solutions™</small>
	SCALE 1:5,000 @ A4	DRWG NO. CON EA047	Checked HR		
	JOB NO. E5044	REV.			
PROJECT Southend SHELAA	DRWG TITLE Employment Site EA047				

Site Information			
Site Ref	EA048	Address	Fossetts Farm
Source	EDNA / Sites rejected in the previous SHLAA		
Site Area (hectares)	0.40	Market Segment	Edge of Town – Mixed-use (incl. Residential, Office and Light Industrial)
Description of Site and Surrounding Uses	This greenfield site is located west of Fossetts Farm Roundabout, north of a Shell Petrol Station. From the road the site is largely hidden by trees, shrubs and foliage, which cover the majority of the site, with the occasional grassed opening. The surrounding area is predominantly in use as commercial / employment or made up of other similar open space/ overgrown sites considered as part of this assessment. The site of the proposed new football stadium (although the permission has now lapsed) is located just north west of the site.		
Planning History/Ownership			
No relevant planning applications cover the site.			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No. See Planning History.	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Yes	
Market appraisal:	The site sits adjacent to the site proposed as part of the Fossetts Farm stadium proposal. This site could be considered suitable for a mixed-use scheme incorporating housing and employment uses.		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Unknown	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No. This site is also being considered for housing development.	
Environmental quality and known constraints	No known environmental constraints. There are a number of trees on the site (although according to Council records no TPO's).		
Strategic Access and Accessibility:	Highways access exists from the south from Fossetts Way. The transport impact of the potential adjacent sites should be included in the assessment of this site. A new potential access for this site could be located off the roundabout on Fossetts Way or through adjacent proposed development roads. The location of this site is not served well by public transport so any development here would need to consider this. More		

	detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions, capacity upgrade works and junction improvements.
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Strategic Planning Factors:

3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No

Developable Space and vacancy:

Vacant Land

Recommendation:

The site has previously been considered to be an appropriate location for employment uses and the land owner had promoted it as such. The land was safeguarded in the BLP second alteration. The site also sits adjacent to EA022 - Land west of Fossetts Way which is covered by a development brief.

The site is considered reasonably well connected to the existing residential built up area and if available could be potentially suitable as part of a low-density mixed-use scheme.

The site is currently considered unavailable given its designation as a safeguarded site. This may be reviewed further along the plan process.

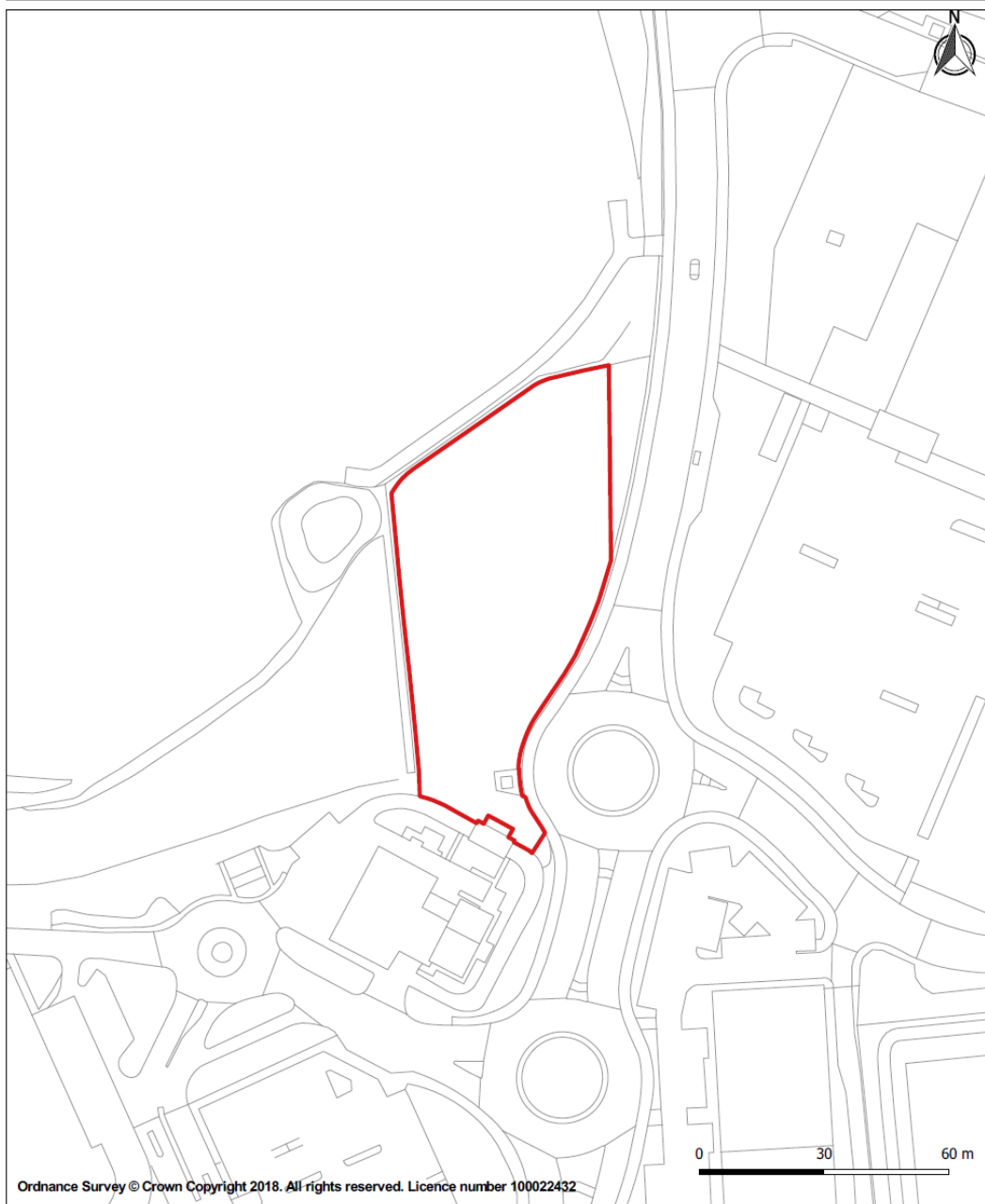
Site Photos:






Site Plan:

EA048 - Fossets Farm



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	SCALE 1:1,250 @ A4	DRWG NO. CON EA048	Checked HR		
	JOB NO. E5044	REV.			
PROJECT Southend SHELAA	DRWG TITLE Employment Site EA048				

Site Information			
Site Ref	EA049	Address	Land East of Fossetts Way
Source	EDNA / Sites rejected in the previous SHLAA		
Site Area (hectares)	5.15	Market Segment	Edge of Town – Mixed-use (incl. Residential, Office and Light Industrial)
Description of Site and Surrounding Uses	This large greenfield site is located on the edge of the Southend LPA boundary. The site is roughly divided by an informal path cutting across the centre of the site with a grassed area south of the path and a lesser quality grassed area with what looks like felled trees and vegetation north of the site. To the south of the site the site is bordered by an access road to the adjacent distribution centre.		
Planning History/Ownership			
<p>Below applications cover wider site areas (including land to the west/south of Fossetts Way).</p> <p>02/00070/FUL - Part of Fossetts Farm Fronting Fossetts Way and Rear of Wellesley Hospital - Lay out access road with roundabout at junction onto Fossetts Way, erect DIY retail warehouse (14, 808 sq. m) with builder's yard, garden centre, parking for 585 cars at front and service yard and sub-station at rear. Recommended for approval following non-determination appeal 28/04/04.</p> <p>04/01785/FUL - Part of Fossetts Farm Fronting Fossetts Way and Rear of Wellesley Hospital - Erect non-food retail warehouse (2360 sqm) comprising 2 units, lay out parking, service areas and landscaping and form vehicular access onto Fossetts Way. Application Granted 02/09/05.</p>			
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		No	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.8: Is the site immediately available?		Yes	
Market appraisal:	This site is in a location that developers find attractive to bring forward sites for development.		
Sustainable Development Factors:			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Unknown	
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No. This site is also being considered for housing development.	
Environmental quality and known constraints	No known environmental constraints.		
Strategic Access and	Access available adjacent to Fossetts Way with existing roundabout spurs. A		

Accessibility:	development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The location of this site is not served well by public transport so any development here would need to consider this. When assessing this site, the cumulative transport impact of the proposed adjacent sites should also be included. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.
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Strategic Planning Factors:

3.1: Is the site within an area identified as of strategic importance to the delivery of the LEP Strategic Economic Plan?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long-term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No

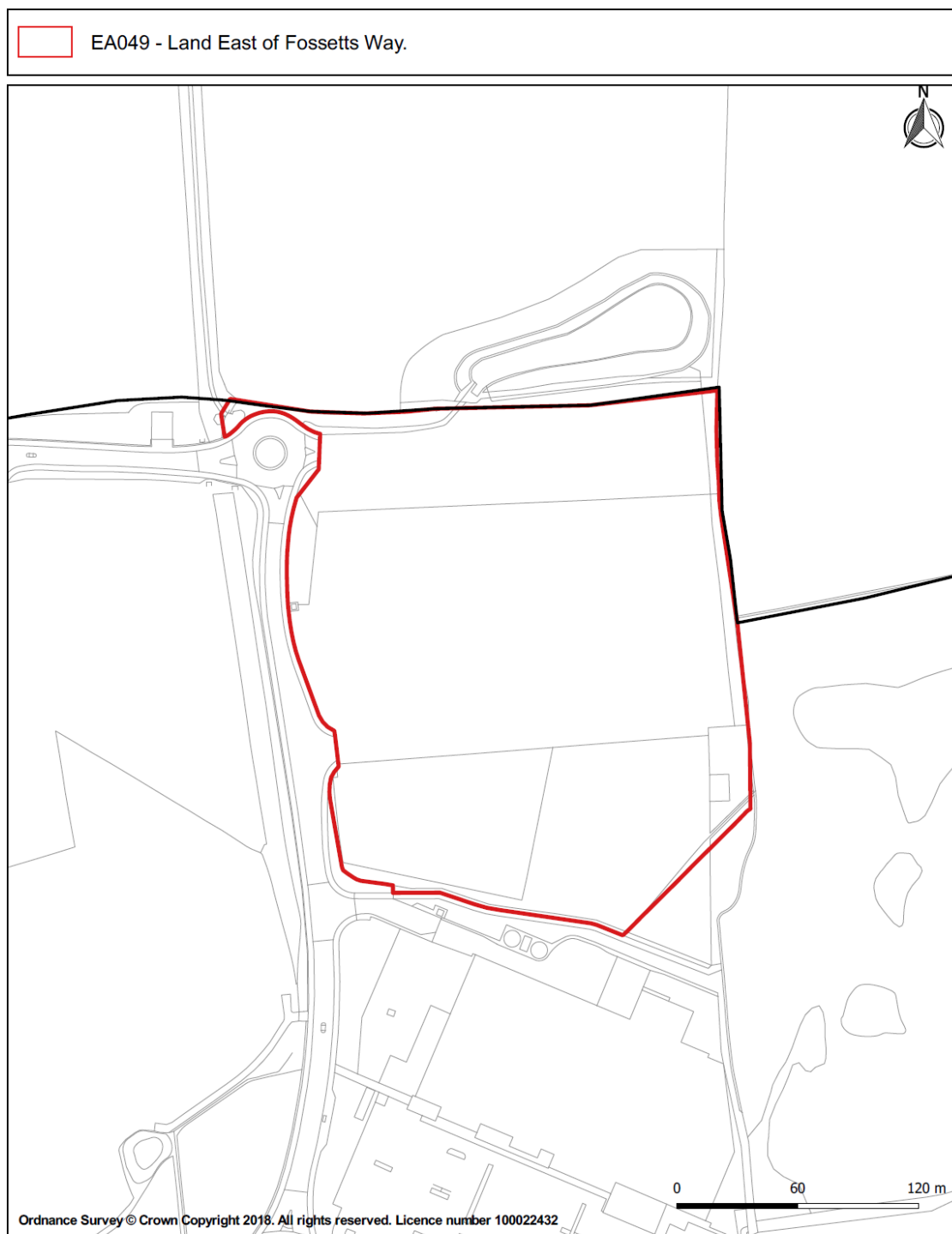
Developable Space and vacancy:	Vacant Land
Recommendation:	<p>The site has previously been considered to be an appropriate location for employment uses and the land owner had promoted it as such. The land was safeguarded in the BLP second alteration. The site is considered reasonably well connected to the existing residential built up area and if available could be potentially suitable as part of a low-density mixed-use scheme.</p> <p>The site is currently considered unavailable given its designation as a safeguarded site. This may be reviewed further along the plan process.</p>


Site Photos:





Site Plan:

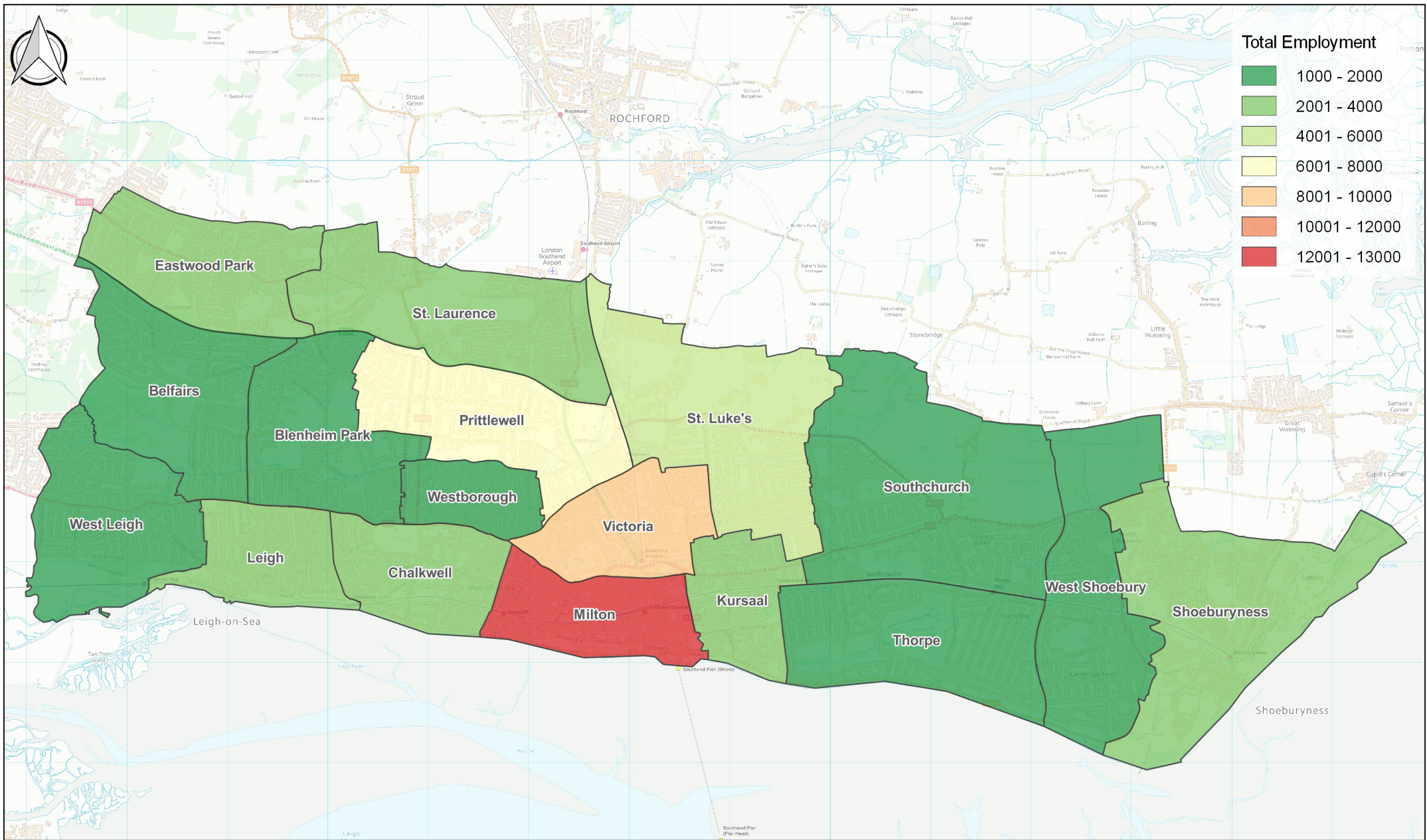



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	SCALE 1:2,500 @ A4	DRWG NO. CON EA049	Checked HR		
	JOB NO. E5044	REV.			
PROJECT Southend SHELAA	DRWG TITLE Employment Site EA049				

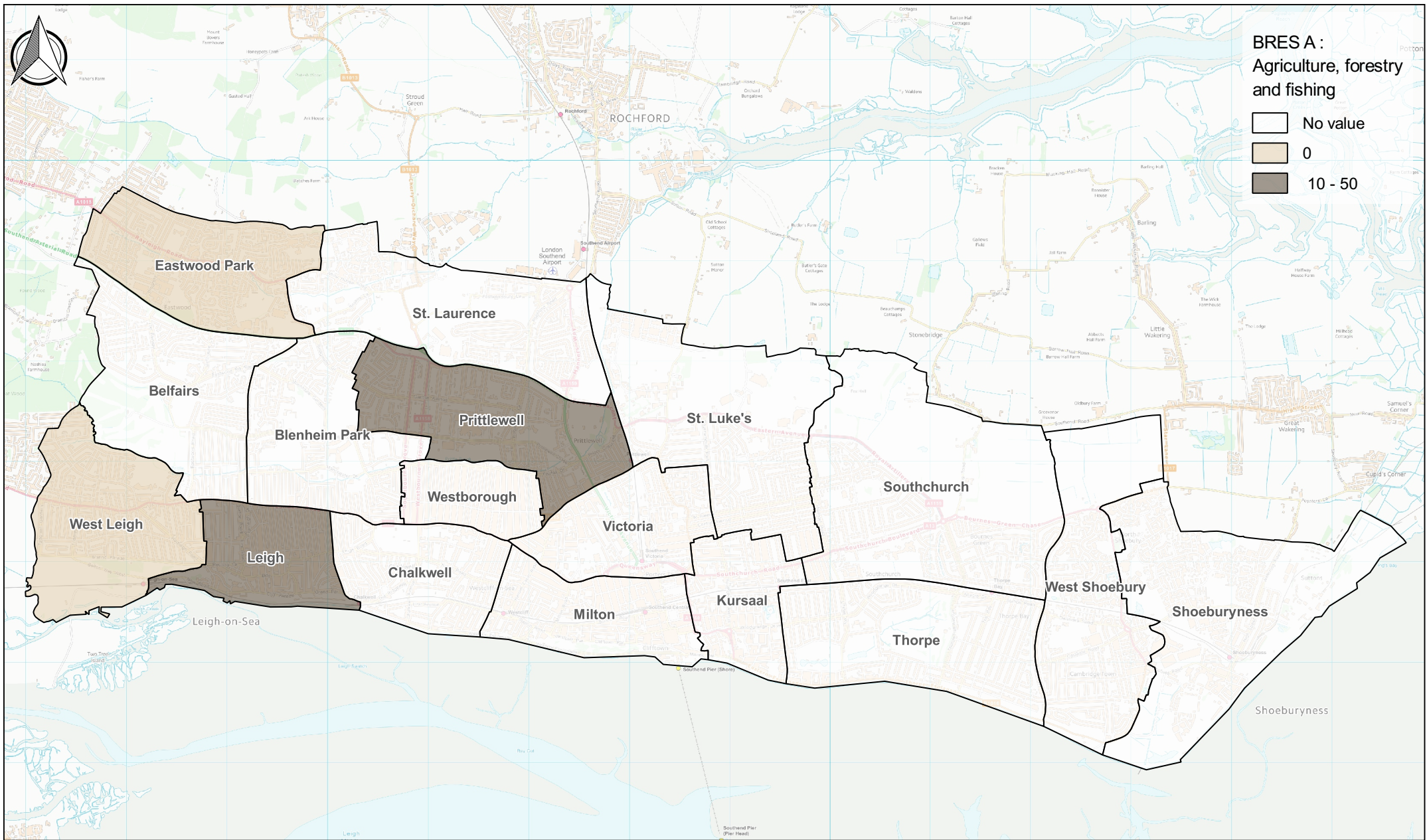
APPENDIX 3: EMPLOYMENT TRAJECTORY


HELAARef	Source	Address/ Site Name	Broad Location	2018-2023	2023-2028	2028-2033	2033-2036	Total
EA001	Industrial / Business Estates	Airborne Close & Airborne Industrial Estate	Non Specific Areas	0	0	0	0	0
EA002	Industrial / Business Estates	Aviation Way	JAAP	0	0	0	0	0
EA003	Industrial / Business Estates	Campfield Road	Shoebury	0	0	0	0	0
EA004	Industrial / Business Estates / EDNA Alt to boundary	Comet Way	Non Specific Areas	0	0	0	0	0
EA005	Industrial / Business Estates	Laurence Industrial Estate	JAAP	0	0	0	0	0
EA006	Industrial / Business Estates/ EDNA Area to Monitor	Prince Close	JAAP / Non Specific Area	0	0	0	0	0
EA007	Industrial / Business Estates	Priory Works	Non Specific Areas	0	0	0	0	0
EA008	Industrial / Business Estates	Rosshill Industrial Park	Non Specific Areas	0	0	0	0	0
EA009	Industrial / Business Estates	Stock Road	Non Specific Areas	-	-	-	-	0
EA010	Industrial / Business Estates	Temple Farm	Non Specific Areas	0	0	0	0	0
EA011	Industrial / Business Estates	Thanet Grange	JAAP	0	0	0	0	0
EA012	Industrial / Business Estates/ EDNA Alt to boundary	Tickfield Avenue	SCAAP	0	0	0	0	0
EA013	Industrial / Business Estates	Towerfield Road	Shoebury	0	0	0	0	0
EA014	Industrial / Business Estates	Vanguard Way	Shoebury	0	0	0	0	0
EA015	BLP Saved Site	Baxter Avenue	SCAAP	0	0	0	0	0
EA016	BLP Saved Site	Central Station, Clifftown Road	SCAAP	0	0	3,709	0	3,709
EA017	BLP Saved Site	Pitmans Close	SCAAP	0	4,200	0	0	4,200
EA018	BLP Saved Site	Prittlewell Station Goods Yard	SCAAP / Non- Specific Areas	893	0	0	0	893
EA019	BLP Saved Site	Whitegate Road	SCAAP	0	1,900	0	0	1,900
EA020	Call for sites	Bournes Green Chase	Shoebury / Non- Specific Areas	-	-	-	-	0
EA021	Call for Sites	Land at Elm Road Shoeburyness	Shoebury	-	-	-	-	0
EA022	Call for Sites	Land at Fossetts Way	Non Specific Areas	-	-	-	-	0
EA023	Call for Sites/ EDNA Employment Opportunity Sites/ JAAP	Land at Nestuda Way	Southend Airport JAAP	0	0	10,000	0	10,000
EA024	Call for Sites	Land at Nestuda Way & Eastwoodbury Lane (intersection)	Southend Airport JAAP	0	0	0	0	0
EA025	Call for Sites	Land North of Bournes Green Chase (West of Wakering Rd)	Non Specific Areas	-	-	-	-	0
EA026	Call for Sites	Thopedene Campus, Maplin Way North	Non Specific Areas	0	0	0	0	0
EA027	EDNA Employment Opportunity Sites/ Employment Growth Areas	Prittle Brook (Previously Prittle Brook Industrial Estate)	Non Specific Areas	5,600	0	0	0	5,600
EA028	EDNA Employment Opportunity Sites	Shoebury Garrison - Phase 2	Shoebury AAP	14,130	0	0	0	14,130
EA029	EDNA Employment Opportunity Sites/ Proposed Allocation (SCAAP)	Elmer Square -Phase 2	SCAAP	-	-	-	-	0
EA030	EDNA Employment Opportunity Sites/ Proposed Allocation (SCAAP)	Tylers Avenue Car Park	SCAAP	-	-	-	-	0
EA031	EDNA Employment Opportunity Sites/ Proposed Allocation (SCAAP)	Victoria Avenue	SCAAP	0	0	0	0	0
EA032	Employment Growth Areas/ EDNA Area to Monitor	Grainger Close	SCAAP	0	0	0	0	0
EA033	Employment Growth Areas	Progress Road	Non Specific Areas	0	6,200	0	0	6,200
EA034	Employment Growth Areas	Shoebury Garrison (Phase 1)	Shoebury AAP	0	0	0	0	0
EA035	Employment Growth Areas	Short Street	Shoebury AAP	0	0	0	0	0
EA036	Employment Growth Areas/ EDNA Area to Monitor	Terminal Close	Shoebury AAP	0	0	0	0	0
EA037	Proposed Allocations (SCAAP)/ Application	Marine Plaza	SCAAP	0	0	0	0	0
EA038	Proposed Allocations (SCAAP)/ Application	New Southend Museum	SCAAP	0	0	0	0	0
EA039	Proposed Allocations (SCAAP)	Queensway	SCAAP	0	0	0	0	0
EA040	Proposed Allocations (SCAAP)	Seaways Car Park	SCAAP	0	0	0	0	0
EA041	Proposed Allocations	Southend Pier	SCAAP	0	0	0	0	0
EA042	Proposed Allocations (SCAAP)/ Call for Sites	Guildford Road	SCAAP	0	0	0	0	0
EA044	Planning Application	1 - 3 Westcliff Avenue, Westcliff-on-Sea, Essex, SS0 7RA	Non Specific Areas	810	0	0	0	810
EA045	Planning Application	4 - 5 (Essex Ambulance Service) Victoria Business Park Short St	SCAAP	682	0	0	0	682
EA046	Planning Application	3 Towerfield Road, Shoeburyness, Essex, SS3 9QE	Shoebury AAP	1,250	0	0	0	1,250
EA047	EDNA	Part of Fossetts Farm, Eastern Avenue	Non Specific Areas	-	-	-	-	0
EA048	EDNA	Fossetts Farm	Non Specific Areas	-	-	-	-	0
EA049	EDNA	Land East of Fossetts Way	Non Specific Areas	-	-	-	-	0
Total								49,374

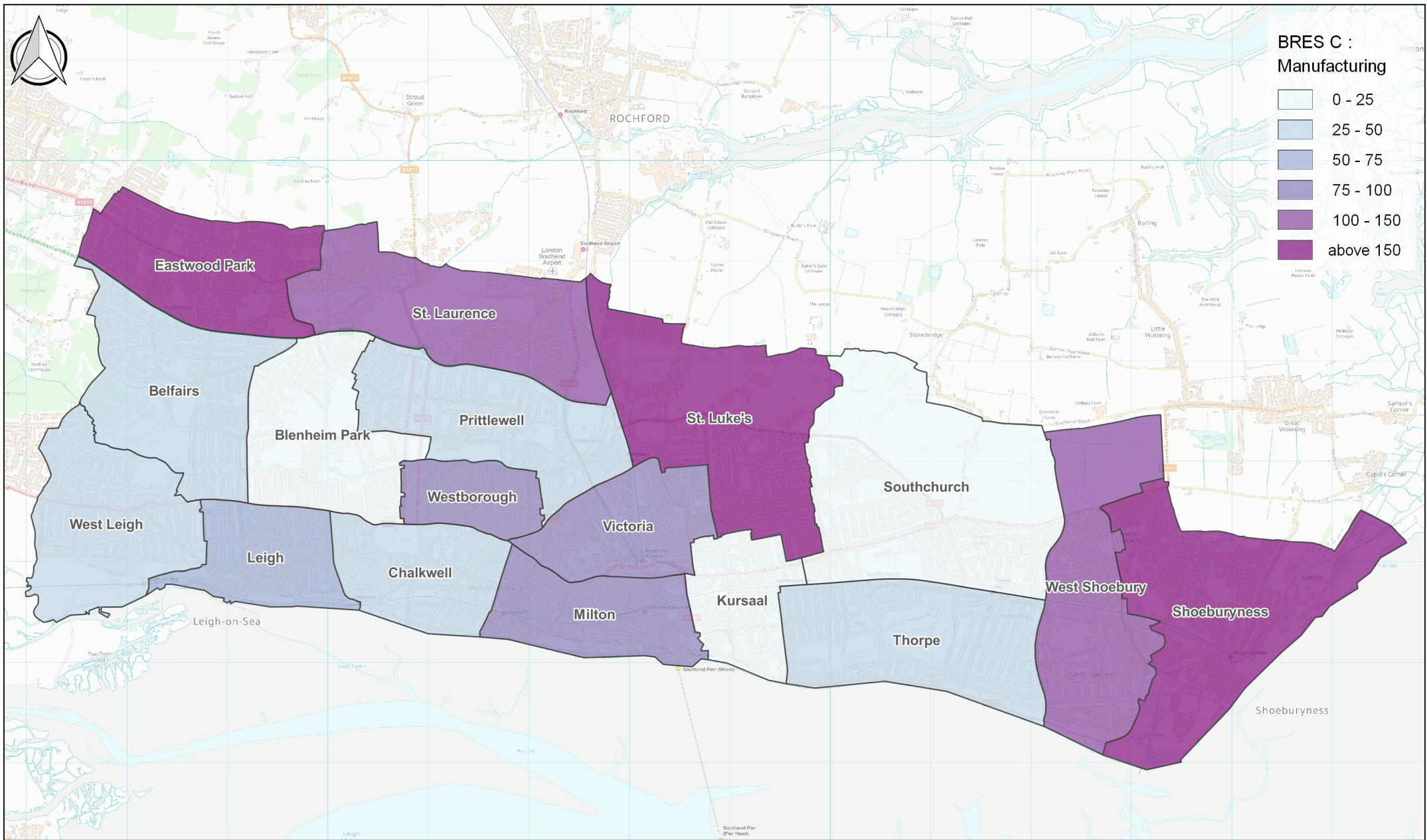
APPENDIX 4: BRES EMPLOYMENT SECTOR DISTRIBUTION MAPS




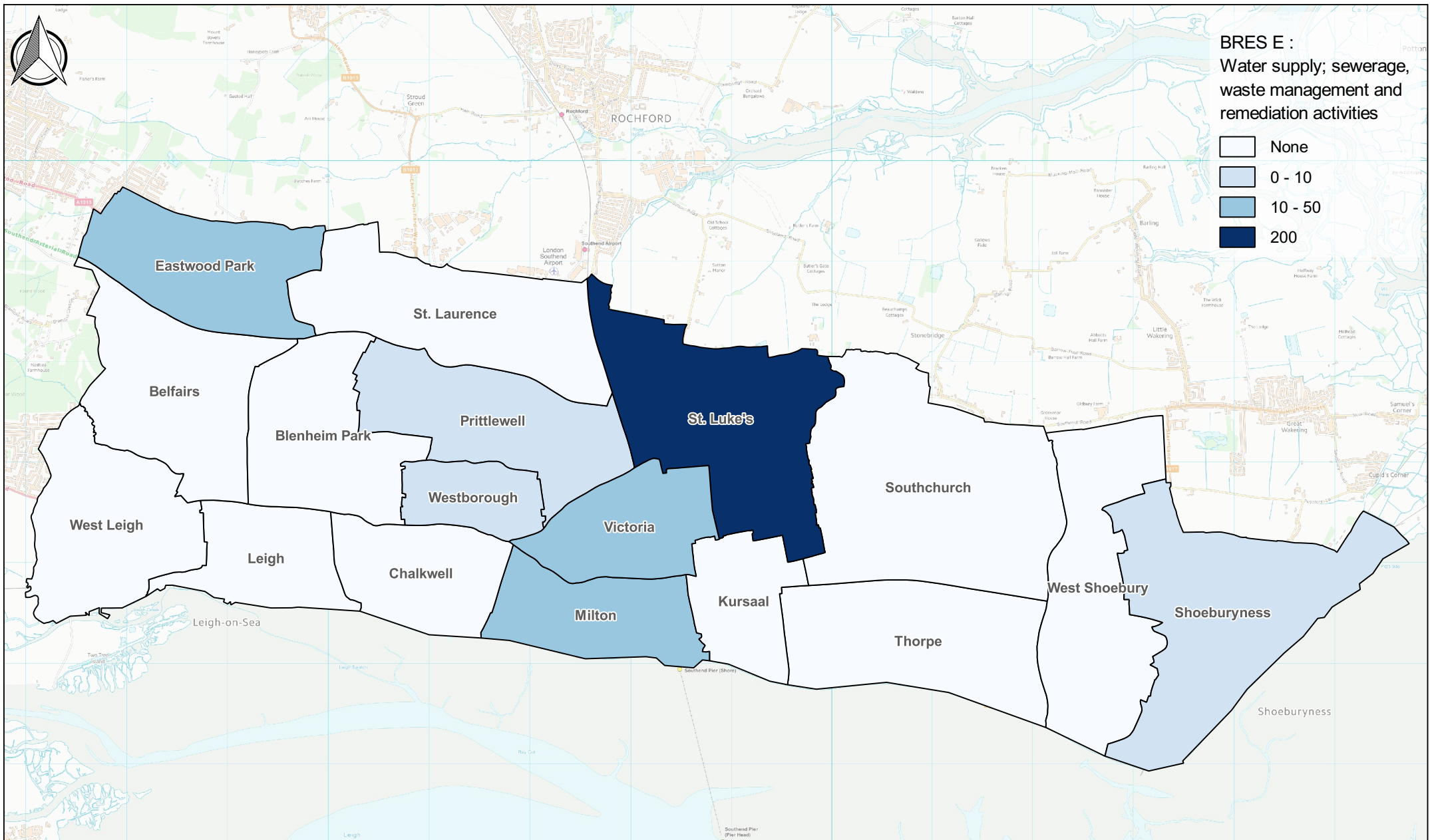
CLIENT	Southend-on-Sea Borough	Date	February 2019	OS Ref.	Drawn By PMG	DLP PLANNING LIMITED Broad Quay House (5th Floor), Prince Street Bristol, BS1 4DU † 0117 905 8850 f bristol@dipconsultants.co.uk Offices also at: Bedford, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions™	
		Scale	1:60,000	Drawing no.	Total			Checked By HR
		Job no.	E5044	Rev.				
PROJECT	BRES Employment Data	DRAWING TITLE			Total Employment			




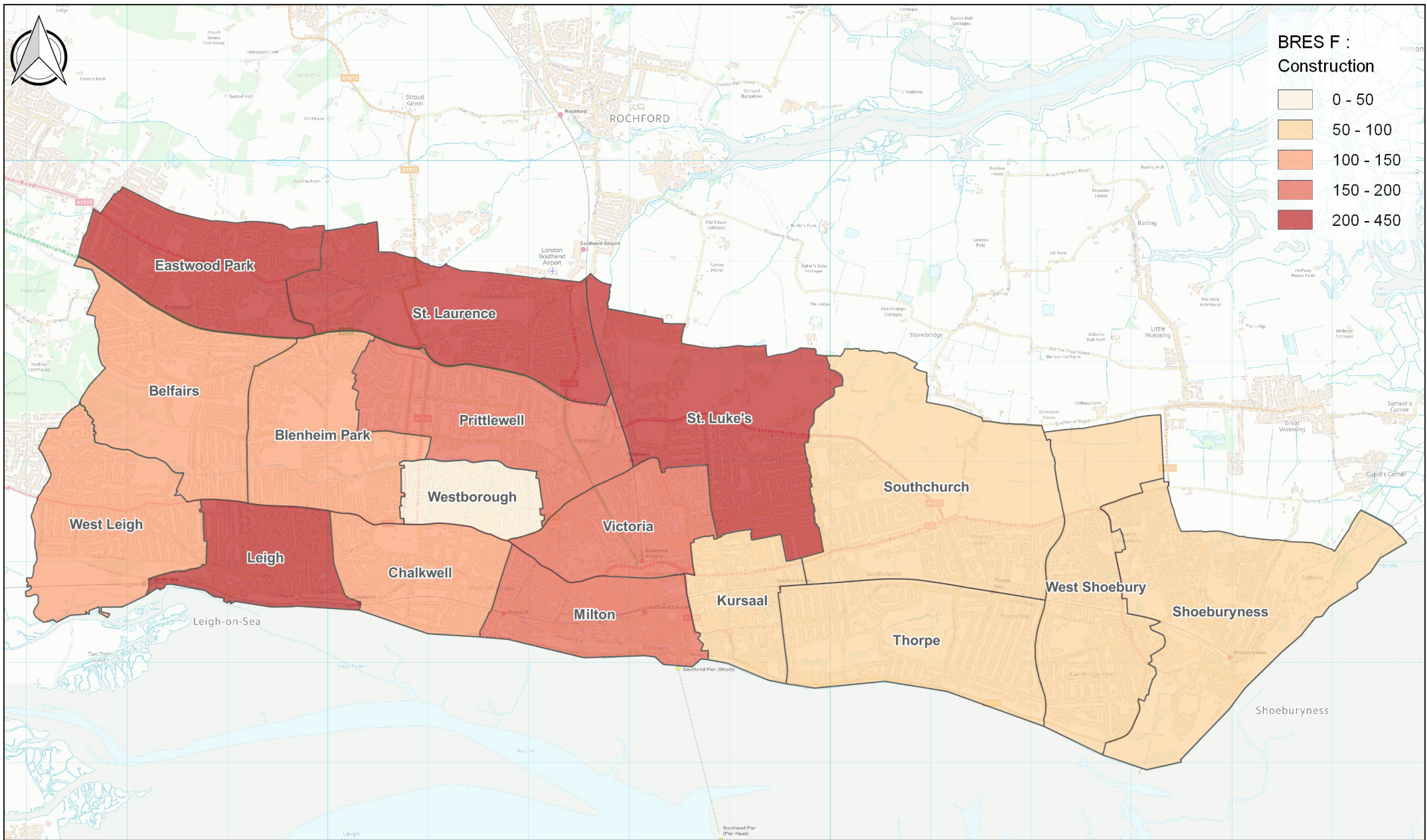
CLIENT	Southend-on-Sea Borough	Date	06.09.2018	OS Ref.	Drawn By PMG	<div>DLP PLANNING LIMITED</div> <div>Broad Quay House (5th Floor), Prince Street Bristol, BS1 4DJ</div> <div>† 0117 905 8850 f bristol@dipconsultants.co.uk</div> <div>Offices also at: Bedford, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</div>	<div></div> <div>dynamic development solutions™</div>	
		Scale	1:60,000	Drawing no.	Agriculture			Checked By HR
		Job no.	E5044	Rev.				
PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment within Agriculture						




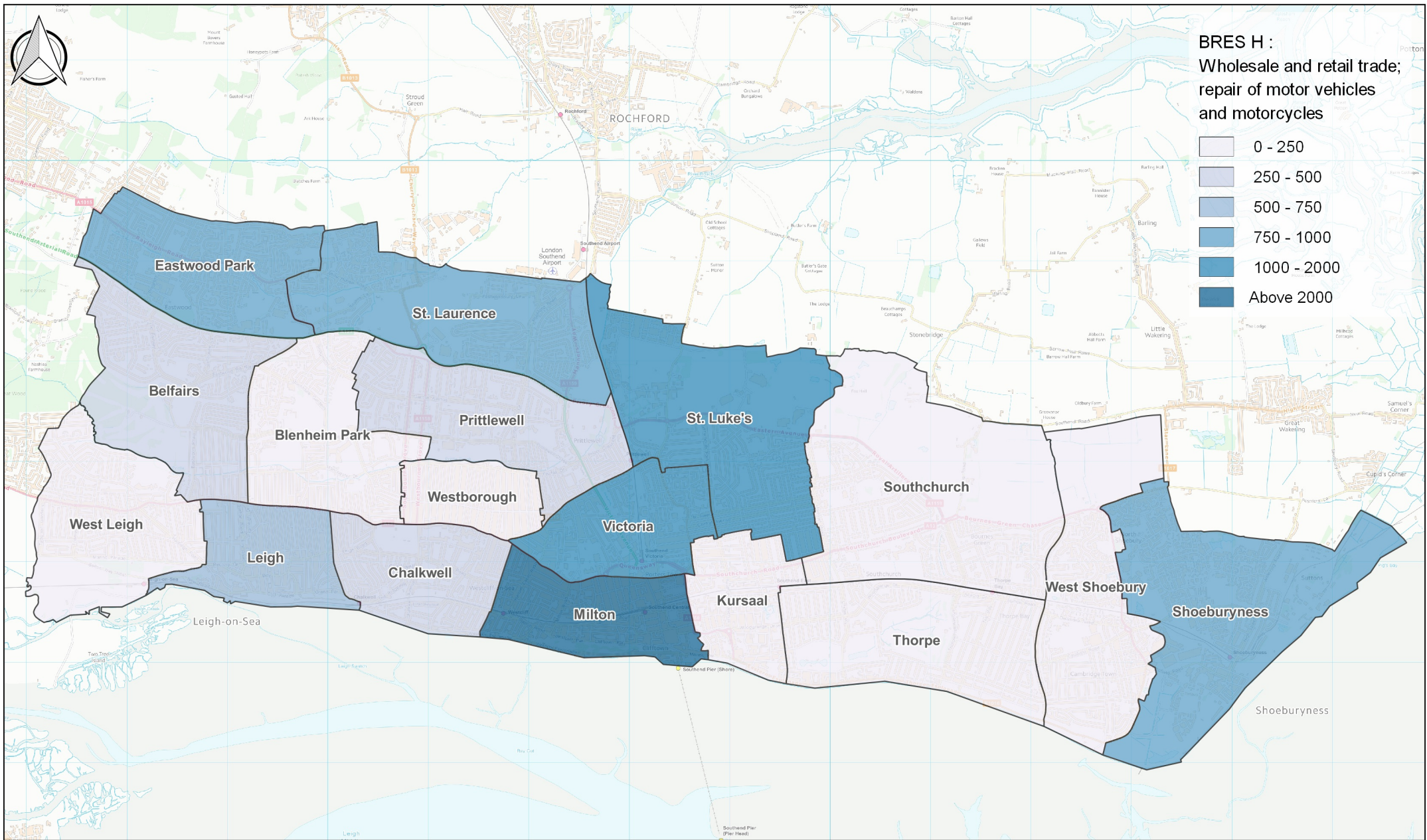
CLIENT	Southend-on-Sea Borough	Date	06.09.2018	OS Ref.		Drawn By	PMG	<div>DLP PLANNING LIMITED</div> <div>Broad Quay House (5th Floor), Prince Street Bristol, BS1 4DU</div> <div>† 0117 905 8850 f bristol@dlpconsultants.co.uk</div> <div>Offices also at: Bedford, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</div>	<div></div> <div>dynamic development solutions™</div>
		Scale	1:60,000	Drawing no.	Manufacturing	Checked By	HR		
		Job no.	E5044	Rev.					
PROJECT	BRES Employment Data	DRAWING TITLE				Analysis of Employment within Manufacturing			




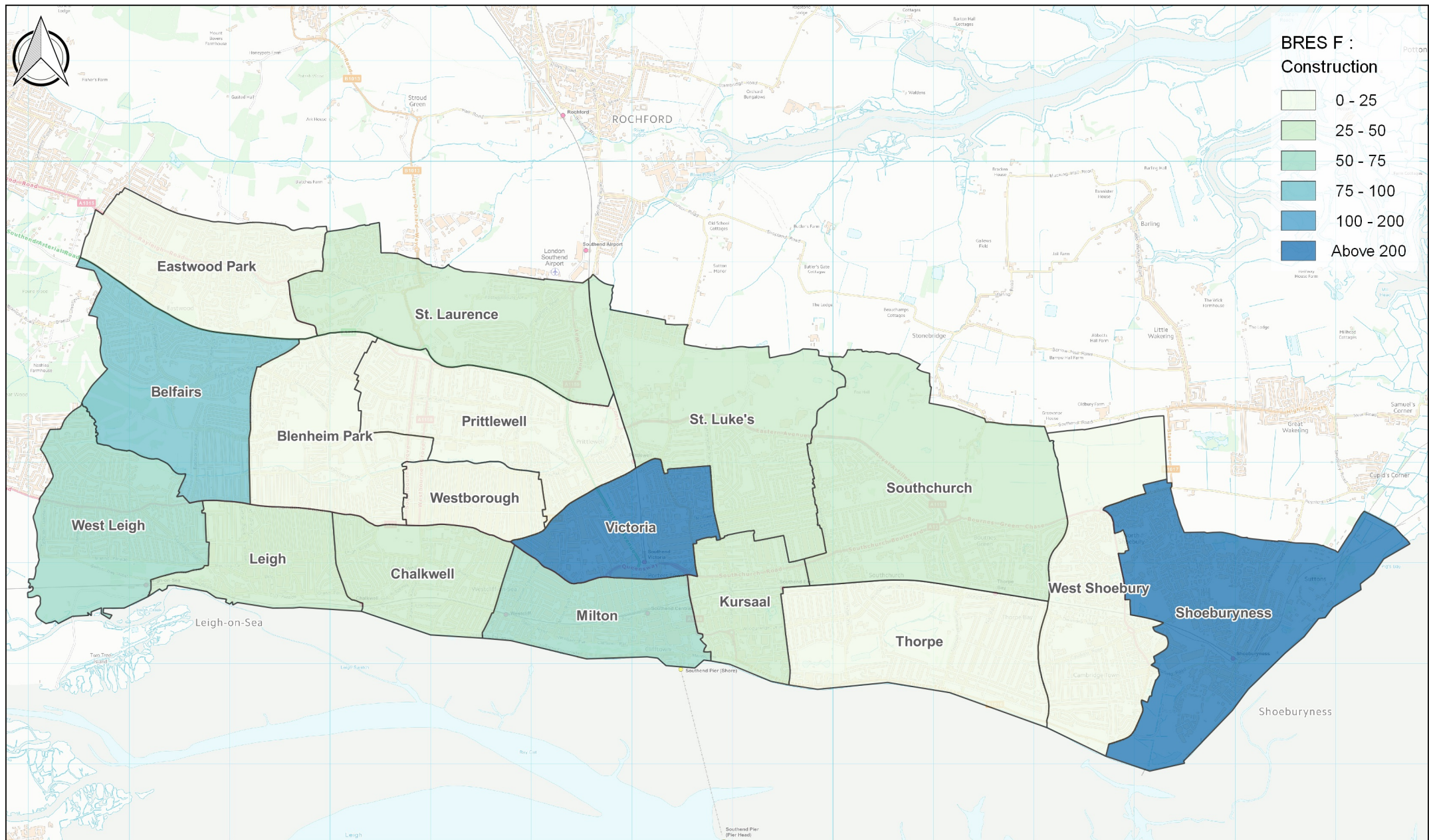
CLIENT	Southend-on-Sea Borough	Date	06.09.2018	OS Ref.		Drawn By	PMG	DLP PLANNING LIMITED Broad Quay House (5th Floor), Prince Street Bristol, BS1 4DJ † 0117 905 8850 f bristol@dlpconsultants.co.uk Offices also at: Bedford, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
		Scale	1:60,000	Drawing no.	Water	Checked By	HR		
		Job no.	E5044	Rev.					
PROJECT	BRES Employment Data	DRAWING TITLE				Analysis of Employment within Water supply; sewerage, waste management			




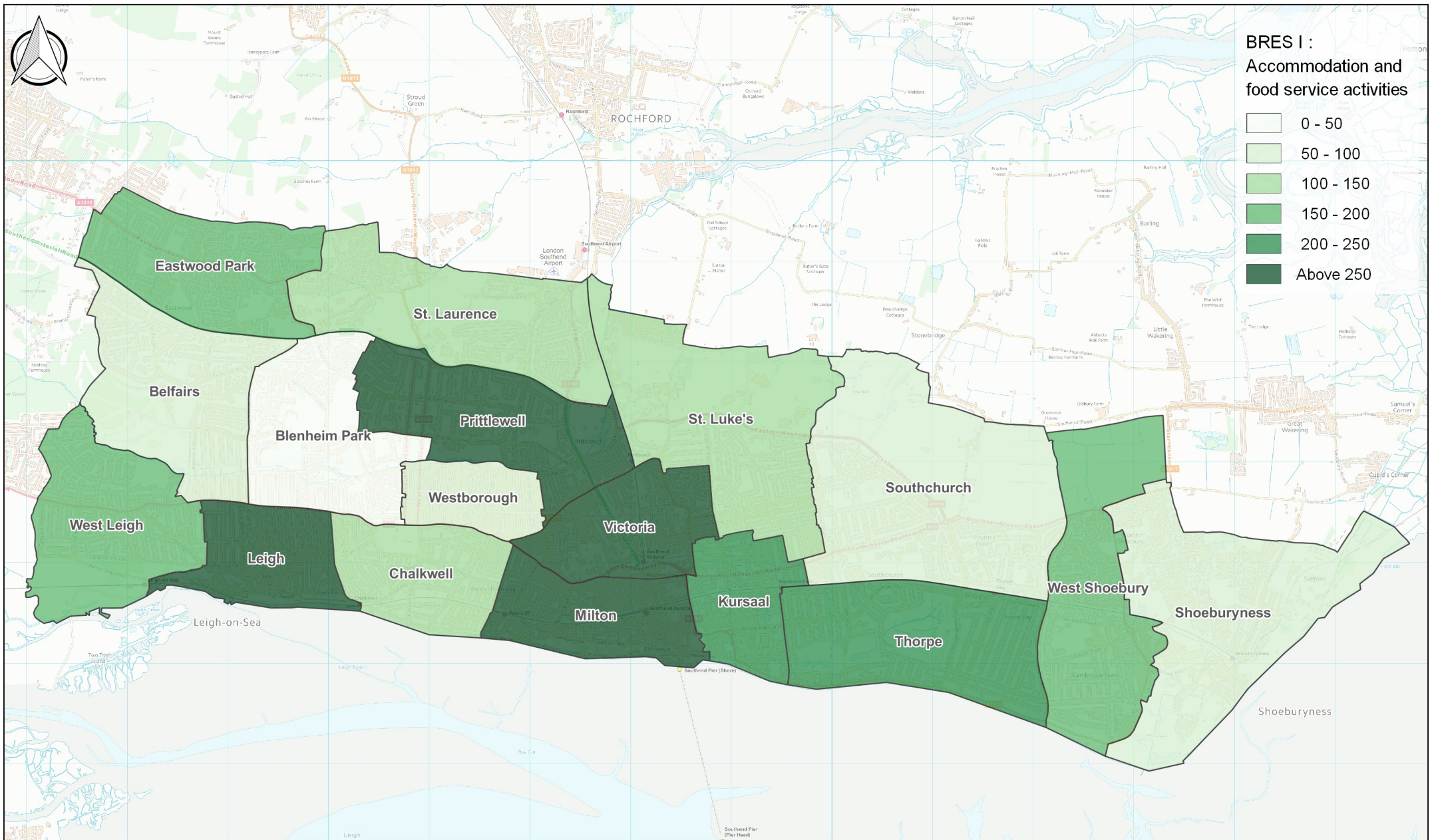
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		Scale	1:60,000	Drawing no.	Construction			Checked By HR
		Job no.	E5044	Rev.				
PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment within Construction						




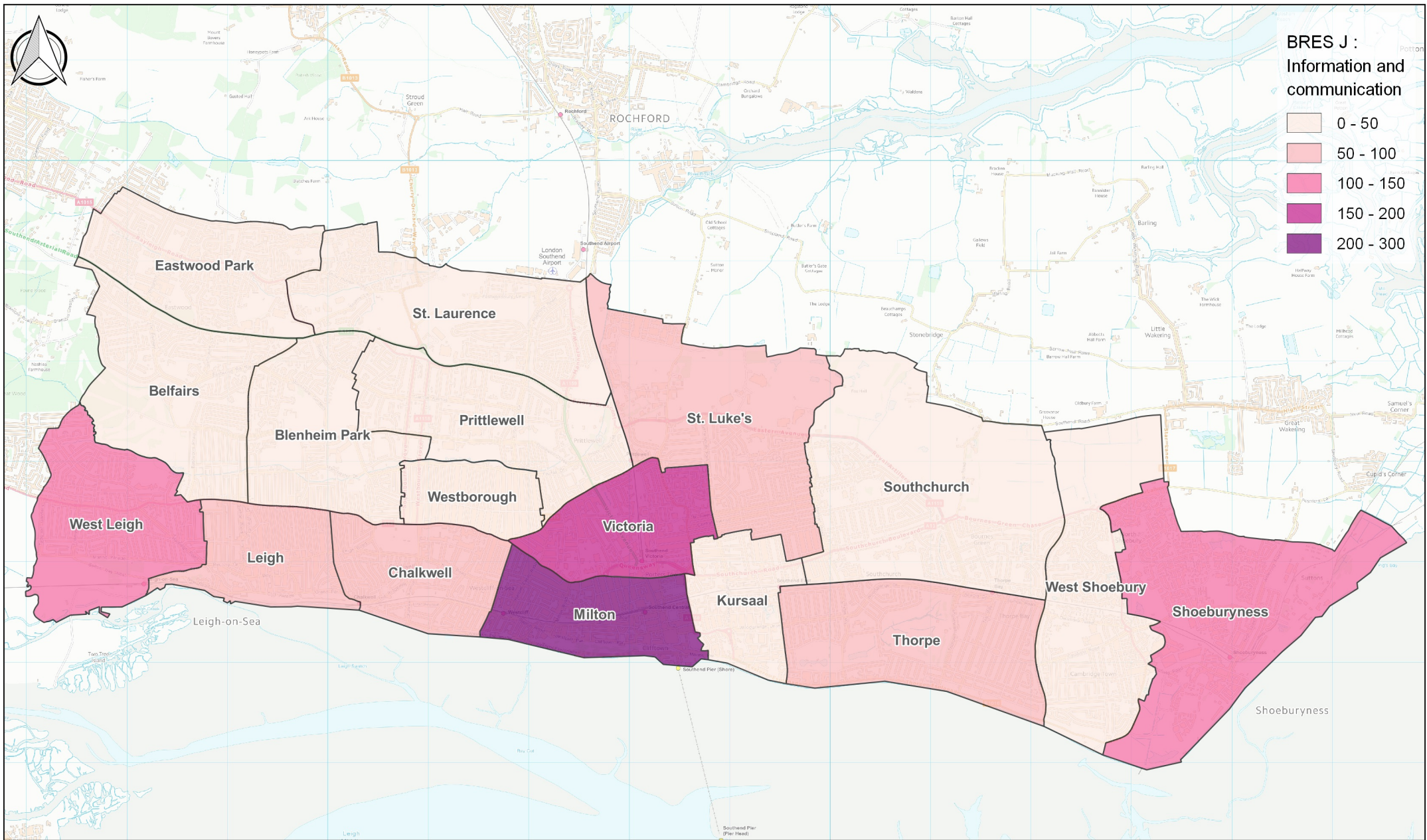
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		Scale	1:60,000	Drawing no.	Wholesale	Checked By	HR		
		Job no.	E5044	Rev.					
PROJECT	BRES Employment Data	DRAWING TITLE				Analysis of Employment withi Wholesale and retail trade; repair of motor vehicles			




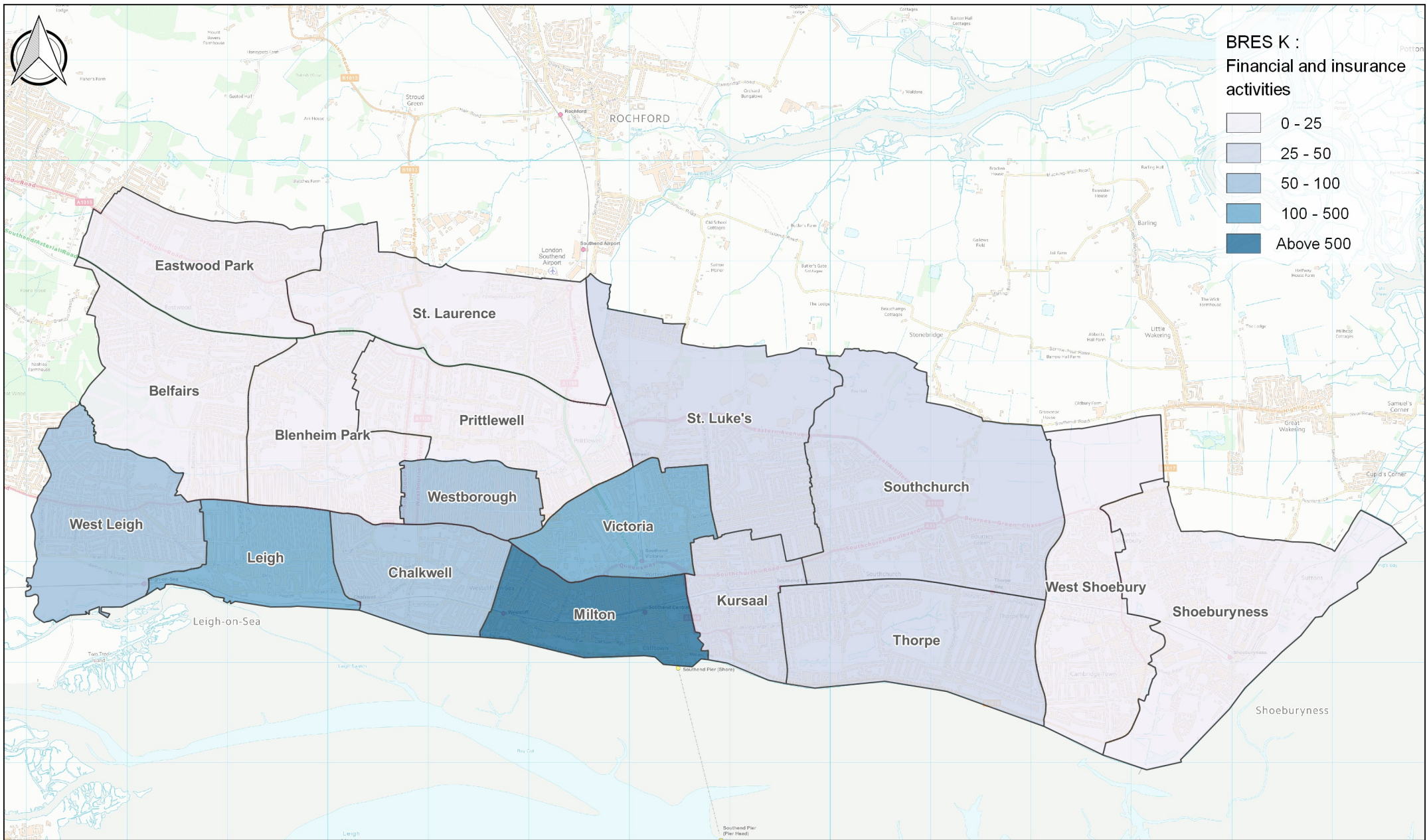
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		Scale	1:60,000	Drawing no.	Transportation			Checked By HR
		Job no.	E5044	Rev.				
PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment Transportation and storage						




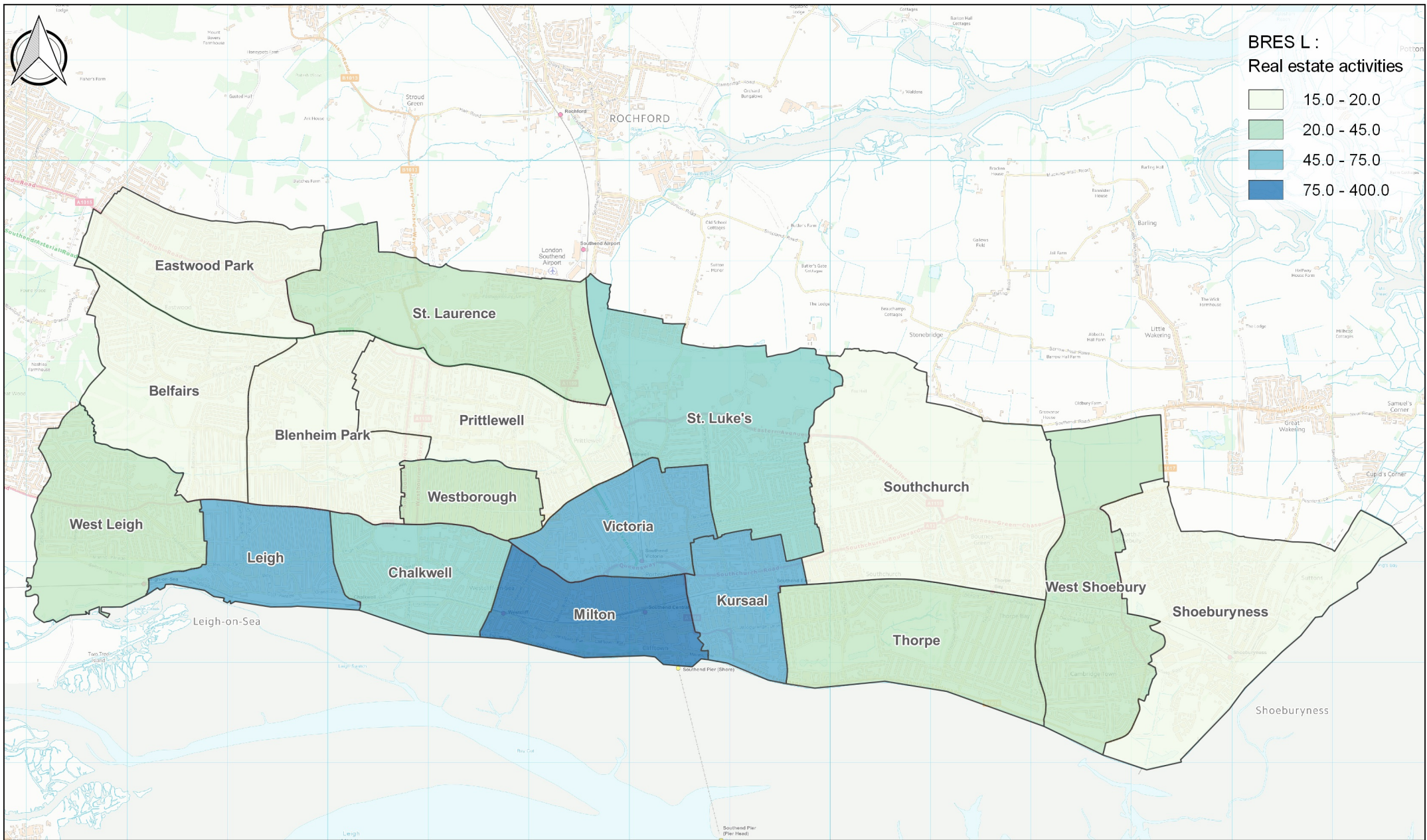
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PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment withi Accommodation and food service activities						




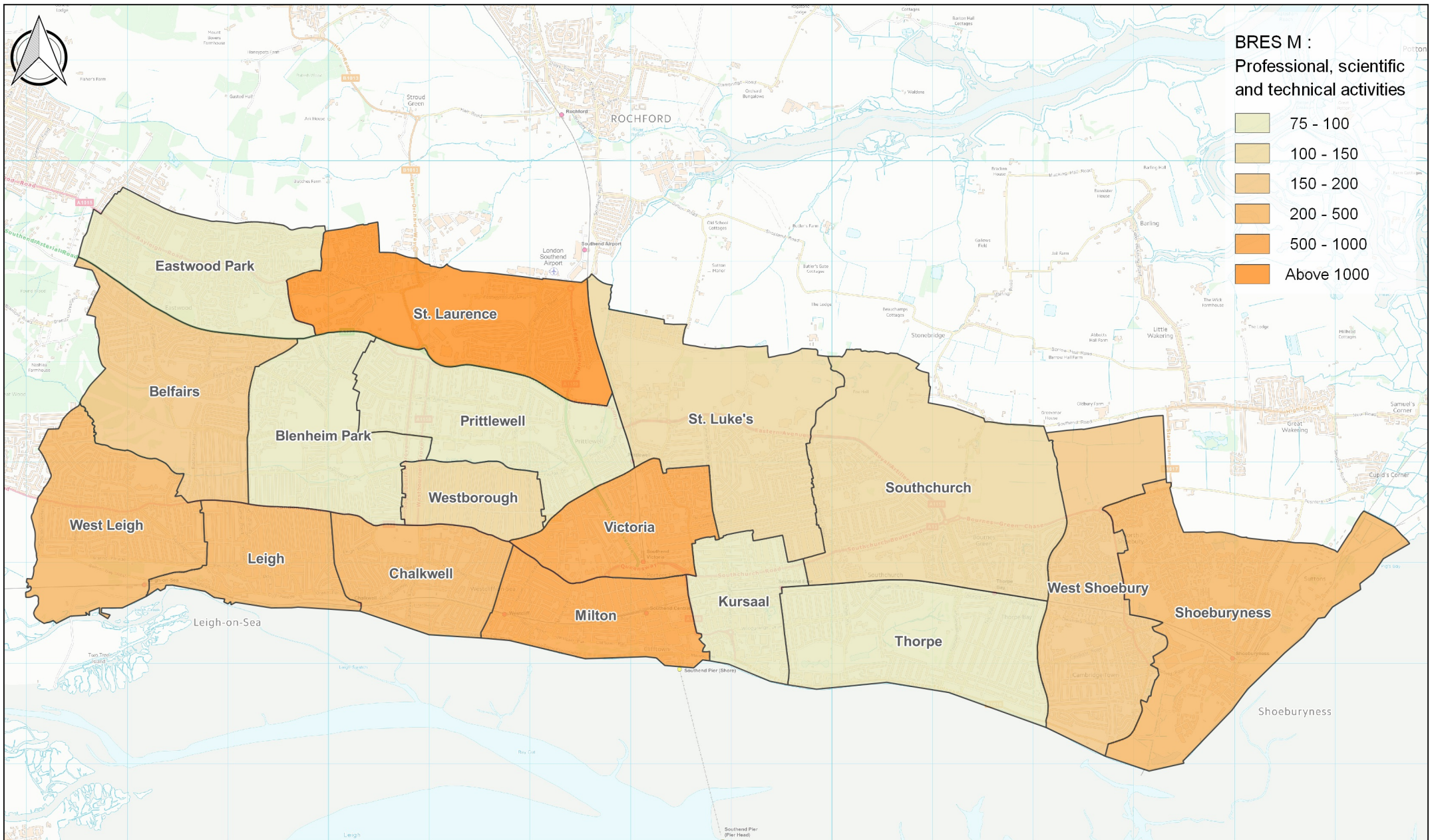
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PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment withi Information and communication						




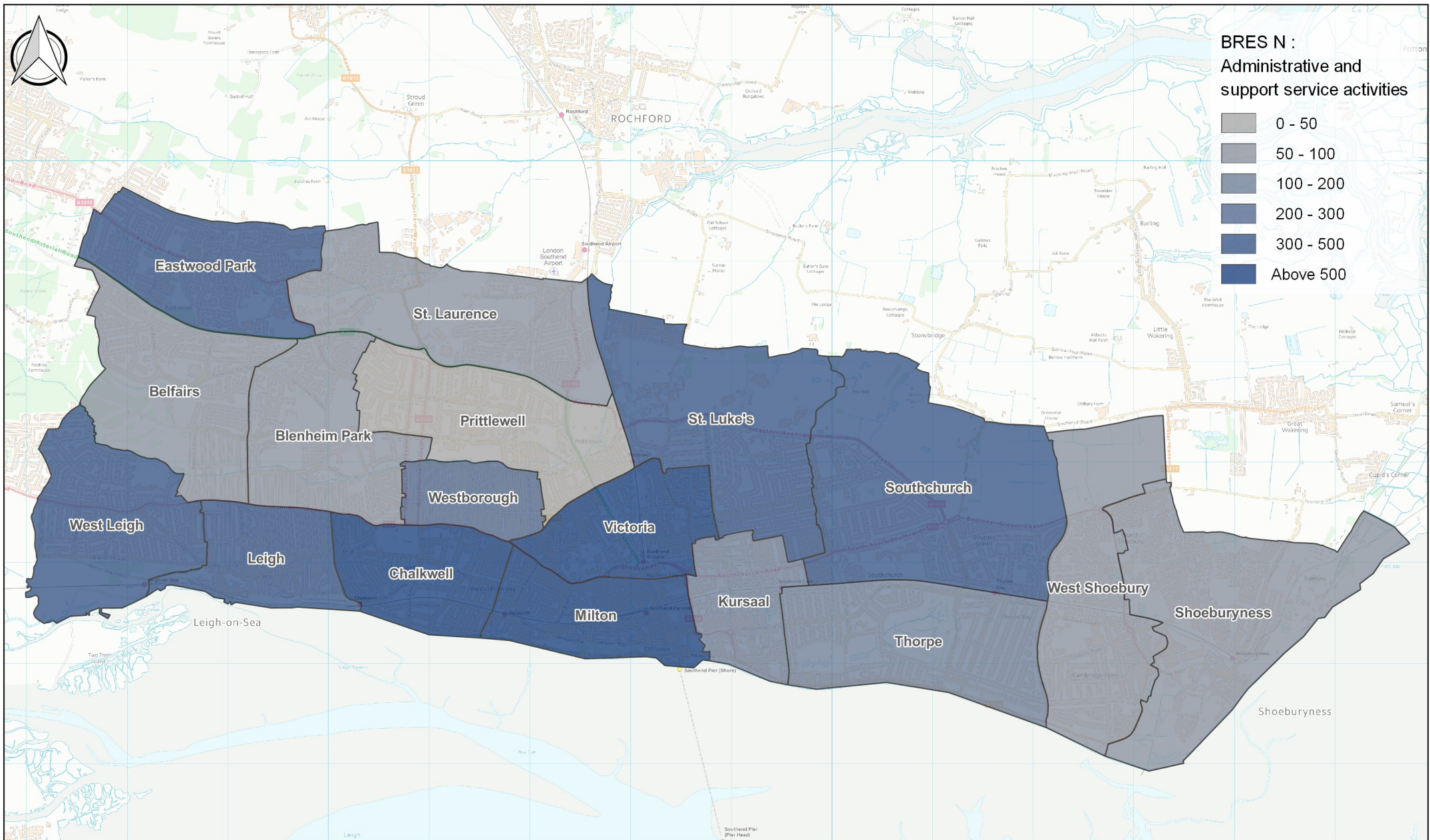
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		Scale	1:60,000	Drawing no.	Financial			Checked By HR
		Job no.	E5044	Rev.				
PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment Financial and insurance activities						




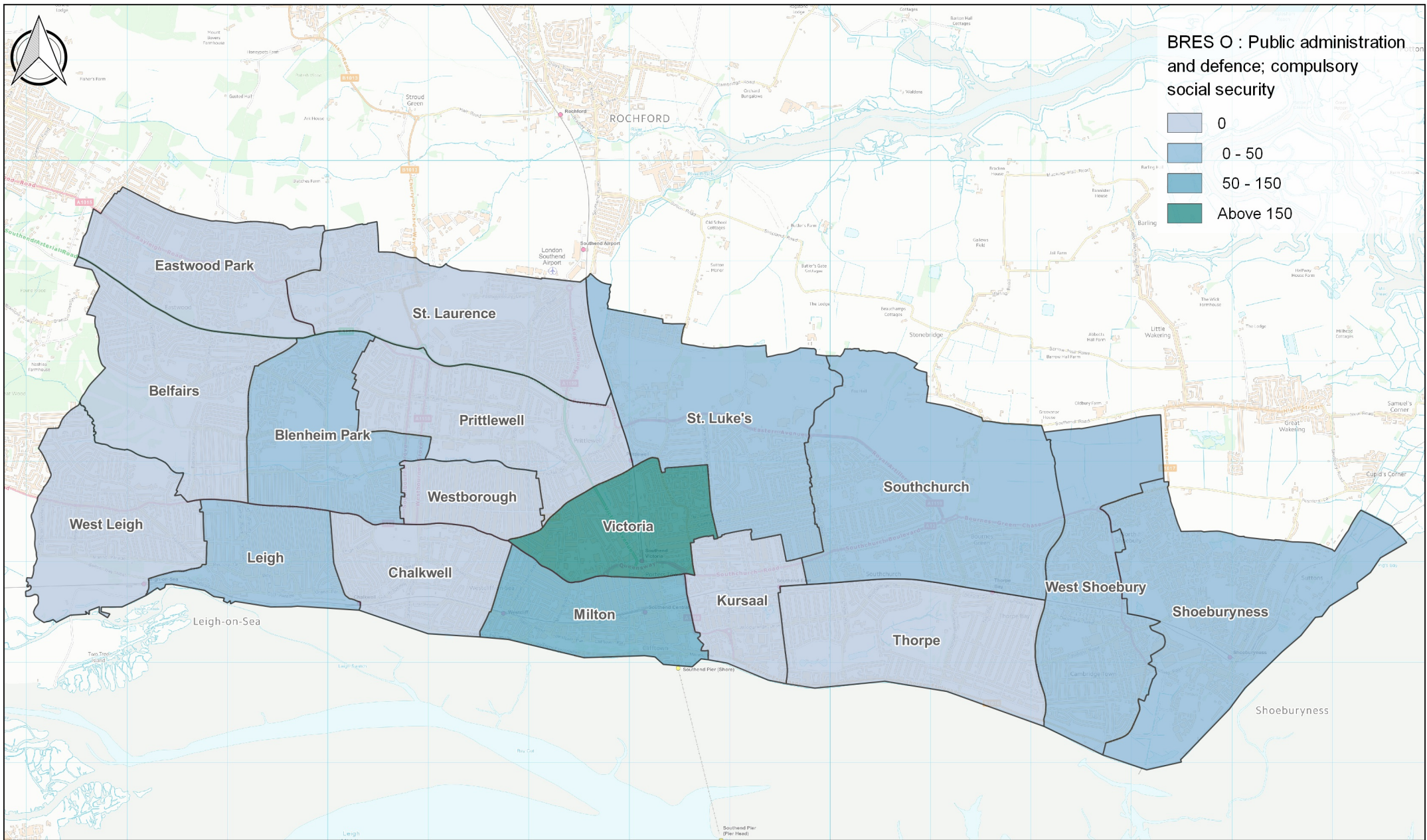
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PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment withi Real estate activities						




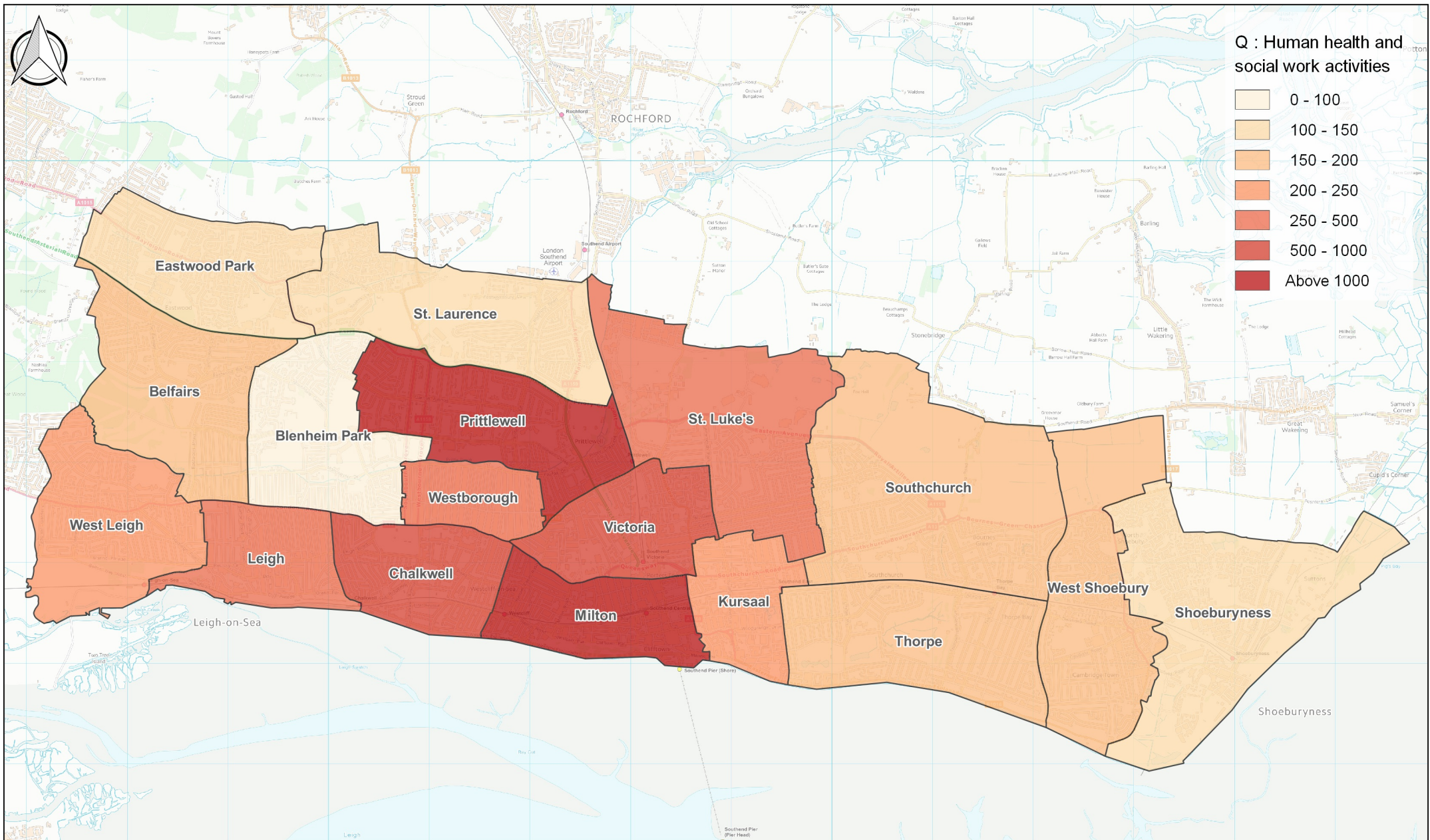
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		Scale	1:60,000	Drawing no.	Professional	Checked By	HR		
		Job no.	E5044	Rev.					
PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment withiin Professional, scientific and technical activities							




CLIENT	Southend-on-Sea Borough	Date	06.09.2018	OS Ref.	Drawn By PMG	DLP PLANNING LIMITED Broad Quay House (5th Floor), Prince Street Bristol, BS1 4DJ † 0117 905 8850 f bristol@dipconsultants.co.uk Offices also at: Bedford, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions™	
		Scale	1:60,000	Drawing no.	Administrative			Checked By
		Job no.	E5044	Rev.	HR			
PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment withiin Administrative and support service activities						



CLIENT	Southend-on-Sea Borough	Date	06.09.2018	OS Ref.	Drawn By PMG	DLP PLANNING LIMITED Broad Quay House (5th Floor), Prince Street Bristol, BS1 4DU † 0117 905 8850 f bristol@dlpconsultants.co.uk Offices also at: Bedford, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions™	
		Scale	1:60,000	Drawing no.	Public Admin			Checked By HR
		Job no.	E5044	Rev.				
PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment withiin Public administration and defence						



CLIENT	Southend-on-Sea Borough	Date	06.09.2018	OS Ref.		Drawn By	PMG	DLP PLANNING LIMITED Broad Quay House (5th Floor), Prince Street Bristol, BS1 4DJ † 0117 905 8850 f bristol@dlpconsultants.co.uk Offices also at: Bedford, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
		Scale	1:60,000	Drawing no.	Human Health	Checked By	HR		
		Job no.	E5044	Rev.					
PROJECT	BRES Employment Data	DRAWING TITLE Analysis of Employment withiin Human health and social work activities							

APPENDIX 5: HELAA BUSINESS CONSULTATION FINDINGS

Appendix 5: HELAA Business Consultation Findings

0.1. As part of the employment assessment, direct consultation was conducted to offer a qualitative understanding of issues surrounding Southend's economic performance. A selection of local agents, economic development officers, business associations / partnerships, specific landowners and local employers were approached on a database of key contacts. Through email exchanges and telephone interviews undertaken by DLP the consultation obtained informal views on the following:

- The economy of Southend and its place in the wider market;
- The current supply of employment premises e.g. quality, location, rents and availability of stock;
- Economic growth and the demand for premises, including size, location, type and sector preferences.
- Noted barriers to delivery of employment premises, including funding, planning policy and market appetite.

0.2. The following points represent a summary of the consultation exercise findings:

1. The economy of Southend and its place in the wider market

1.1. In general, the majority of those responding considered the Southend economy to be performing relatively well. Several respondents highlighted that the economy was 'on the way up' with investors from further afield now showing an interest, whereas previously they were more reluctant to take a chance and commit to financial projects within the Borough. Several also noted the economy had become more diversified with less back-office employment involving lower wages. Many also spoke positively regarding the benefits of bringing redundant offices back into use (albeit for residential accommodation).

1.2. A number of respondents discussed the important role of the airport business economy for Southend as a major strategic focus for the Borough. The airport and delivery of the new business park were highlighted as being a significant feature in Southend's future economy. Although one respondent did query whether the premises at the new business park would address the existing employment need or in fact just attract workers from the wider South Essex region raising the housing need further.

1.3. The partial reliance on income from outside the authority was highlighted by several respondents, particularly commuters to London and other regional centres, which can have significant impacts on the local economy. Several respondents covered the importance of more being done to encourage people to live and work in the Borough, by looking to attract higher paying jobs.

1.4. Several respondents discussed a noted decline in tourism related employment and retail (particularly in the town centre). However, Thorpe Bay Broadway and Leigh Broadway shopping areas are performing well (see Southend Retail Study). One respondent noted a major issue in terms of Southend's economy is that there doesn't appear to be a coherent vision of what the Borough wants to achieve. There also still remains major infrastructure issues which effects the success of the economy.

1.5. In terms of Southend's current and future role within the wider economy, several believed that Southend should be committed to playing a more significant role in the future of South Essex's economy. One respondent also covered how the Council could also benefit from a more joined up approach when considering improvements to transport infrastructure across the South East. According to one agent Southend is linking up very well with certain adjacent authorities namely Thurrock but could do more to improve links with Chelmsford and Colchester.

2. Current supply of employment premises e.g. quality, location, rents and availability of stock

2.1. In terms of vacancy levels respondents tended to discuss the apparent higher vacancy levels for large offices and High Street retail.

2.2. In terms of office accommodation, whilst a large number of redundant offices have been lost within the centre of Southend to residential (particularly via prior approval applications). A number of respondents highlighted that Southend is not doing enough to attract new names into town, there is also a noted lack of High Spec office space required to attract these new businesses. According to one agent businesses in Southend for the first time, would rather pay a little more for rent or a higher purchase price for better quality premises. 10- 20 years ago it was the reverse.

2.3. A number of respondents mentioned a need for good quality small to medium sized office buildings available freehold and shared/ serviced office spaces. The University Integration Centre and Seedbank Business Centre in Shoebury were highlighted as being successful operations with both currently full/ oversubscribed. One agent noted a particular issue in terms of a lack of speculative new build business units for which there is likely to be considerable demand. This includes units in the region of 1,000 to 2,000 sq. ft. for offices and 2,500 to 10,000 sq. ft. for industrial. However, the Airport Business Park could potentially satisfy some of this demand.

2.4. In terms of Industrial properties, several respondents noted a lack of quality industrial premises, with available property within the current established locations having a number of drawbacks. For example, Industrial Estates including places like Shoeburyness and Purdey's Way (just outside the LPA boundary) both have older stock and are a challenge to access by road. According to one agent in terms of business operations and production Southend has in the past lost out due to a lack of larger scale units. Industrial stock across the Borough is often poor and old fashioned, although well occupied and in high demand due to lower rents. Although the offer is poor, there are not actually many sites which are not well-used/ largely occupied.

2.5. Whilst retail is not directly covered through this Assessment, a number of respondents highlighted issues in relation to the central area retail offer which was generally considered poor quality ("tired" looking units) or requiring significant investment/ modernisation in order to bring the retail property up to standard. According to one respondent there is an oversupply of retail units in the Centre of Southend and along main arterial routes e.g. London Road. With much of the High Street having suffered in the past from small footprints (therefore not able to attract the larger retailers). The offer of smaller footprints could however now be seen as beneficial with more independent shops looking for smaller units. The number of landlords active in the centre was also a noted issue, with no joined-up thinking or apparent desire for joined up thinking.

3. Economic growth and the demand for premises, including size, location, type and sector preferences

- 3.1. The consultation respondents noted the following key employment sectors within Southend: engineering, aviation, tourism, culture and creative industries, finance, customer service/ call centres.
- 3.2. According to several respondents Southend is an entrepreneurial working environment and therefore attracts a higher level of start-up businesses and small growing businesses than other towns of a similar size. However, more could apparently be done in this respect to scale up micro-businesses. According to one respondent an article in the 2018 Tech Nation Report entitled “Tech Towns and Silicon Suburbs” highlighted Southend as a breeding ground of tech start-ups. It was stated within the article that IT, communications and digital work should be a target for Southend to attract companies offering employment.
- 3.3. In-line with this a number of respondents suggest future demand is likely to arise from smaller business and start-ups growth. Predicting we are likely to require more flexible serviced offices/business centres with high tech facilities including superfast broadband connections. There would also be a likely requirement for smaller scale light industrial/ studio accommodation.
- 3.4. One respondent referred to a project they were delivering at Canvey Island providing such high spec serviced office space, particularly seeking to attract smaller start-up companies or larger companies wanting satellite offices/ presence within another location. This is a prototype project, which if successful they will be seeking to roll out in other Essex Boroughs including Southend.
- 3.5. According to several respondents there is a need to allocate more land for office development, not industrial and Southend should be focusing on higher income sectors (office). The type of units coming forward currently will support a lower income economy. According to several respondents, Southend should be looking to locate more employment uses to the town centre to increase its viability. A change / degree of flexibility is therefore required to ensure the ongoing success of the central area which looks to incorporate a more diverse range of uses including office, residential, retail, tourism, leisure etc.

- 3.6. Despite recent losses several agents note that the majority of office occupiers remain drawn to the town centre. That said provision elsewhere with reasonable transport links could change this, particularly considering development at the airport business park. According to several respondents in terms of demand this mostly covers smaller business units (up to 5,000 sq. ft.) and larger headquarter buildings. One respondent did note that it was important that Southend should have a greater understanding of the level of loss of offices to prior approval applications and the impact of this on the local economy going forward. Whilst there is demand rents are low in the context of the South East as a whole and therefore new build spec schemes are difficult to deliver.
- 3.7. In terms of Industry a couple of those interviewed suggested Southend needed to start moving the older industrial units into more appropriate locations out of the town centre, although noting this would require incentivisation. Highlighting that much of the central industrial estates were built in the 1970's and are no longer fit for purpose. However, one agent noted that Industrial rents had risen on all estates particularly on industrial units up to 5,000 sq. ft.
- 3.8. As discussed by one respondent, the appropriate location for industrial estates in Southend is a challenging issue. Southend is a linear town and whilst more companies seem to want to be located either centrally or in the west rather than the east due to its connectivity, there are more opportunities and vacant land to be found in the east of the Borough. That said, according to one agent Shoeburyness is commercially attractive with a number of business owners living in the Thorpe Bay Area which is close by (highlighted as a strong priority for those not wanting to commute in and out of Southend for example to Basildon). The east also offers significant opportunities for those companies who "don't need wagons on the road".
- 3.9. In terms of the retail market in Southend one agent identified how rents halved during 2008/09 and have not risen since. Although according to another respondent retail rents can be high despite the poor quality. Rents in places such as Leigh-on-Sea and Thorpe Bay Broadway have been steadily increasing over the last 5 years rising in those secondary/ tertiary locations. Leigh-on-Sea is considered to be a very trendy part of town to live and as such smaller work units around here are in high demand. According to one respondent Southend needs to provide more affordable accommodation to encourage independent businesses. One agent highlighted the

difficulties in terms of gaining a consensus on improvements as there are so many different freeholders occupying the town centre/ High Street.

4. Barriers to delivery of employment premises, including funding, planning policy and market appetite

- 4.1. A major barrier to future employment delivery in the Borough noted by a number of respondents was the lack of available land. However some respondents noted that an oversupply of premises was suppressing rents and therefore undermining delivery and investment of/in employment space.
- 4.2. Issues associated with access, transportation and parking were raised. This again, highlights a potential requirement for further transport infrastructure improvements to be made in order to provide better access to certain parts of the Borough particularly the East and Shoeburyness. To improve the attractiveness of Shoeburyness there is a potential need to upgrade access out of the Borough. Several respondents raised the issue of delivering improvements to public transport links and encouraging better parking facilities, suggesting that if Southend doesn't want to lose land to parking they should be looking to consider more efficient land uses i.e. building on top of car parks. One respondent also highlighted how Southend should look to benefit from the future connectivity associated with the Lower Thames crossing.
- 4.3. Several respondents noted how issues with the development management process act as a barrier to employment delivery, resulting in costly time delays particularly significant for smaller businesses. A less rigid approach to planning decisions and a speeding up of the planning process is required. One respondent also stated that If we had a more coherent plan it would provide more certainty to the development industry.
- 4.4. In terms of retail one respondent also suggested that planning policy should be more flexible in relation to delivering housing without the requirement for retail on the ground floor, especially considering the number of existing empty units in Southend and the evidence that these units once built are remaining vacant. Again, according to one respondent those which are being developed are too small and not fit for purpose.

4.5. A number of recommendations were put forward through this consultation concerning planning policy and local authority support which have been listed as per below:

- Local government should do more to support office development to avoid Southend becoming a dormitory town for London.
- A more flexible approach to the town centre would hopefully increase occupancy.
- The Council could consider whether it is feasible to create some form of enterprise centre targeting start-up operations offering flexible space.
- The offer of funding support for leasehold premises as many younger businesses that are growing cannot afford to buy freehold. More flexible uses on the upper floors of the High Street
- Introduce commercial zoned areas where rate discounts apply. Enterprise Zone?
- More could be done post-delivery to make sure things work, although obvious resource issues here.
- In terms of the town centre, the physical appearance needs to improve – it needs to be made more attractive. At the moment as more shops are becoming vacant the town centre is looking more and more run down. We then need to market the centre to encourage investment. Also encouraging landlords to work together to consider local improvements.

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