

Issues and Options Document Consultation Statement



**SOUTHEND-ON-SEA
NEW LOCAL PLAN**

Planning for Growth and Change

September 2019

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Section 1: Introduction

- 1.1 This statement has been prepared to comply with the requirements of Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (“the Regulations”).
- 1.2 The Local Plan will ultimately influence how Southend will grow and develop over the next twenty years. The Regulation 18 consultation marks the start of the engagement stage of the Plan and represents the scoping stage to decide what should be included in it. Furthermore, consultation on the Plan, including with key stakeholders helps to ensure that it is based on up to date, robust evidence.
- 1.3 Comments were invited from interested parties on the proposed vision and spatial strategy options for the plan and on a range of issues including housing, the economy, tourism, transport and the environment. Receiving comments at this stage helps to ensure that people living, working or who have a stake in the future of Southend have a say in how these issues are addressed.
- 1.4 Southend Borough Council, together with neighbouring authorities in South Essex and Essex County Council are also working together to address various cross-boundary issues. Details of the Local Plan were therefore raised at regular Essex and South Essex planning officer and councillor meetings.
- 1.5 It is important to point out that the consultation was a starting point and the Council is not, at this stage, proposing any policies or setting out which sites should be allocated for development.

Section 2: Consultation under Regulation 18 Southend New Local Plan Issues and Options

- 2.1 The Southend on Sea New Local Plan Issues and Options document was published so that representations could be made between 5th February and 2nd April 2019.
- 2.2 **Who we consulted** – A list of people and organisations we consulted is set out at Appendix 3. Details of press and social media engagement to advertise the consultation to the general public is set out at Appendix 4 (consultation material). Section 3 of this report sets out our approach to meeting the duty to co-operate, in particular working with neighbouring authorities, Essex County Council and other partners on strategic cross-boundary matters affecting South Essex.
- 2.3 **How we consulted** – The methods of consultation are set out in Appendix 5, and a schedule of consultation events are set out at Appendix 6. Section 7 of this report details wider continuous engagement on the Local Plan that has been undertaken to date, including conversations within the Council and with external partners to develop the Southend 2050 ambition and road map.
- 2.4 **Summary of the main issues raised** – Section 4 of this consultation report sets out a summary of the key issues raised by those responding to the public consultation on the Issues and Options document. A more detailed summary of each representation submitted is set out at Appendix 1, and Appendix 2 summarises comments made at the drop-in sessions and workshops we ran during the public consultation. Section 5 of the report summarises the main points raised by key stakeholders, including neighbouring local authorities and other statutory consultees.
- 2.5 **Sustainability Appraisal** – Section 7 sets out the comments we received on the Sustainability Appraisal and how these should influence the scope and content of the plan objectives and policies.
- 2.6 **How the representations will be taken into account in the plan** - Section 8 summarises what you said about the plan and what we will do in response to take the plan forward.

Section 3 Duty to Co-operate

- 3.1 The Council seeks to co-operate and engage with a range of organisations on strategic matters when preparing its new Local Plan. This positive approach will assist in influencing the evolution of the Local Plan. Whilst there is no duty to agree, the Council will endeavour to secure the necessary co-operation on strategic cross-boundary matters before submitting the Local Plan for Examination.
- 3.2 In order to ensure a strategic and agreed coordinated approach to development in South Essex, in 2017 all six south Essex local authorities and Essex County Council agreed to the establishment of the Association of South Essex Local Authorities (ASELA) to prepare a suite of plans and documents to guide developments and schemes in the South Essex sub-region. This included the preparation of an agreed 2050 Ambition and a Joint Strategic Plan (JSP), the latter to provide the framework for the preparation of more detailed Local Plans by the six Local Authorities.
- 3.3 The establishment of an agreed sub-regional framework for growth in south Essex is important to ensure that the six local plans provide for an effective 'joined-up' planning approach.
- 3.4 Throughout the Local Plan preparation process, the list of strategic matters and opportunities for joint working will be kept under review and influence the engagement and co-operation activities promoted. Southend Borough Council will develop new and/or build on existing established joint working mechanisms, as appropriate. Co-operation arrangements the Council propose to employ and/or consider include:
- Joint Officer and Member meetings, committees and working groups
 - Commissioning of joint evidence base studies and reports
 - Joint or aligned plans across Council areas
 - Memorandums of Understanding as a framework for co-operation
 - Getting key decisions in writing from other authorities/bodies
 - Confirming understanding/intentions in writing Joint statements of policy/action Joint statements of co-operation/ Statements of Common Ground.
- 3.5 These arrangements will be undertaken in addition to statutory Local Plan and planning application consultations, and general correspondence issued by the Council.

Section 4 Key Issues identified

- 4.1 The following issues were identified from the representations submitted on the Issues and Options document. This feedback will be used to further develop planning policies on these matters as the plan progresses towards submission, independent examination and adoption.
- 4.2 **Vision** – there was broad agreement with the key messages of the Southend 2050 vision, but further emphasis was required on protecting and enhancing the environment, including combating climate change; providing supporting infrastructure; improving transport access in and around the Borough whilst boosting opportunities for more sustainable forms of travel; and balancing aspirations with what is deliverable, including provision of affordable housing. It was also considered to be important that Sustainability Appraisal of the plan takes into account any cross-boundary / cumulative effects of strategic scale development.
- 4.3 **Spatial Options** – Of the three spatial options presented, option 3 attracted the most support. Those supporting it viewed it as providing the best opportunity for accommodating the necessary growth. Opponents to this option cited the unacceptable loss of green belt land and the loss of open countryside between the current urban fringe and the internationally important estuarine habitats of the River Roach to the north. Those respondents favouring Option 1 focussed on the need to redevelopment brownfield sites, whilst those opposing it were concerned that further development in the existing built up area would worsen perceived over-crowding and high-density development. Those favouring Option 2 considered this to be the best compromise of the three options available, as it would promote use of brownfield land whilst allowing some expansion of the urban area where new residents could access existing facilities. Opposition to Option 2 came from those wishing to see the Green Belt protected and others who considered that this approach would not be sufficient to meet the Borough's needs.
- 4.4 **Housing** – There was support for more affordable homes, although there is a need to set policy requirements carefully having regard to viability. New housing should be inclusive and adaptable for all people to support family cohesion and provide flexibility. Vacant and empty homes should be brought back into use and higher density development focussed close to town centres and public transport nodes, but there was an acknowledgement that densification is unlikely to deliver the required amount and mix of dwellings whilst maintaining a good quality of life for existing residents. A new garden community could enable a comprehensively and positively planned scheme. There was also a recognition of the need to provide the right type of housing to support the economic performance of the town, thus helping to reduce levels of deprivation.
- 4.5 **Securing a Thriving Local Economy** – Support for key sectors including digital, cultural and creative industries, health care, advanced manufacturing and engineering and tourism, and in protecting the main employment locations. Aviation and local fishing industry were also cited as in need of support through planning policy. Supporting economic growth with improvements in

infrastructure (transport and digital) was also highlighted. Poorer quality employment sites could be considered for redevelopment providing it takes into account environmental factors and does not result in job losses.

- 4.6 **Promoting Southend as a Major Resort** – Should be borough wide, building on the Seafront offer, and providing opportunities for more than day trips. Better links between the Seafront and the High Street were required, along with provision of a range of tourist accommodation and leisure offer. Key visitor car parking should be safeguarded, and supported by other complementary transport measures. Improved tidal defences will provide opportunities for enhanced tourism facilities, landscaping and public realm. There was also support for extension of the City Beach regeneration scheme with most respondents supporting an extension east of the Pier.
- 4.7 **Providing for Vibrant and Attractive Town Centres** – Need to take a flexible approach, with diversification away from an over-reliance on retail, and a role for click and collect, community hubs, cultural and leisure facilities. Improvements to public realm in Southend High Street have been piecemeal and a comprehensive approach is needed with quality design and materials, breaking up the concrete mass and introducing more soft landscaping, trees and sustainable drainage measures. Support for more residential use in town centres, particularly on upper floors. Many derelict buildings including in District Centres, for example Hamlet Court Road. A strategy is needed to tackle these.
- 4.8 **Providing for a Sustainable Transport System** – Strategic road investment is required especially on the A127 corridor and to Shoeburyness. The Travel Centre should be redeveloped and more integration between bus, rail and other modes pursued in parallel with other major developments in the Town Centre. Gaps in north – south accessibility need to be addressed, and infrastructure for electric cars provided. Strategic scale growth should be supported by an outer link road. This should be part of an integrated transport solution to minimise private car travel and which relates well to the existing urban area and town centre. Park and Ride is generally supported but challenging to deliver bus priority on the existing road network. Improvements to the cycle network in the Borough are required.
- 4.9 **Good Design, Healthy Living and Built Heritage** - Support for the focus on facilitating good design and healthy living. The importance of easy access to good quality public realm for improved health and wellbeing was recognised. Priority should be given to creating new public realm, including green spaces, in areas that are deficient. General support for consideration of the need for new conservation areas, particularly around the Hamlet Court Road area.
- 4.10 **Community Services and Infrastructure** - Crucial that allocations are supported by appropriate infrastructure, including, water, waste, education, energy generation, health, community facilities, and sports provision.
- 4.11 **Enhancing our natural environment** - Green and Blue Infrastructure (GBI) is a cross-boundary issue and should have a more prominent place in this part of the plan. The plan should take a strategic approach and include net gain for biodiversity. Importance of greening the existing built up area was raised by

many respondents. Southend is in the lower quartile for green space in local authority areas. Areas of deficiency should be targeted and existing areas of green space protected.

- 4.12 **Planning for Climate Change** - Significant challenge of surface water flooding (from urban drainage systems) and fluvial flooding (from watercourses) should be managed to ensure that, as a minimum requirement, flooding doesn't get worse, and where possible, betterment is sought. Adequate foul drainage infrastructure should be provided in a timely manner ahead of occupation of new properties, and any new settlement should be energy self-sufficient (renewables/heat network). All development should include onsite renewable and energy efficiency ahead of national requirements, and provision for electric vehicle charging.
- 4.13 **Neighbourhoods** – Responses were received in regard to a number of places around the Borough. Greater support was needed in more run down areas such as Hamlet Court Road which could attract shoppers away from Leigh which is overly congested. Overdevelopment and parking stress was a concern in parts of Leigh and Chalkwell, particularly close to the seafront. Leigh was also considered to be the neighbourhood most impacted by the air and noise pollution from Southend Airport. Parking permits for residents in tandem with charges for visitors for on street parking would help disperse the parking problem. Within Southend greater support was needed for services including SEND and drug dependency to deal with complex needs of residents, and it was considered that infrastructure must be put in place alongside new housing. Within Southend and Shoeburyness greater protection and management for wildlife was sought. In addition, although tourists are important for the town, there must be a balance and schemes to encourage people away from car use must be considered. Finally, it was thought that the introduction of more parish councils could have a positive effect on the communities in Westcliff, Shoebury, Eastwood and Thorpe Bay.
- 4.14 **Delivery and Implementation** – It was considered important that critical infrastructure is protected and renewed, including sea defences, railway lines, roads, power grid, water supply and treatment, drainage and flood risk management to ensure climate change resilience. Infrastructure, particularly for major development, should be front loaded. There was significant support for partnership working, and for an increase in the Community Infrastructure Levy (CIL) rate to fund infrastructure, but all costs should be justified through a viability assessment, and should not compromise delivery of other objectives, including affordable housing.

Section 5 Responses from Key Stakeholders

5.1 The following section summarises the main points raised by key stakeholders on the Issues and Options consultation. The Council will continue to engage with neighbouring authorities and other partners on these strategic cross-boundary matters as the local plan is prepared.

5.2 Rochford District Council

- Recognise that Southend Borough Council is unlikely to be able to accommodate its identified housing and employment needs in full within its authority boundary.
- Supports further work on the Borough's [urban] capacity.
- Options 1 and 2 considered unlikely to provide sufficient capacity to accommodate the majority of Southend Borough's identified housing needs.
- Strategic-scale growth, could fund meaningful infrastructure improvements and provide a "critical mass" of population for the sustainable provision of services for a new community.
- Supports further collaborative work on both the local plan and South Essex JSP and the respective evidence bases.

5.3 Thurrock DC

- Questions the Objectively Assessed Need (OAN) housing figure in the Issues and Options document – use of the Feb 2019 NPPF and standard methodology results in a higher requirement.
- Request a robust and thorough assessment of all potential capacity arising from the urban area. Suggested sources include the call for sites; the capacity assessment from the emerging South Essex Strategic Growth Locations Study (SGLS) and the Urban Living Study.
- Acknowledges that the work set out to identify growth opportunities in the Green Belt in the South East Essex Growth Locations Assessment and the need to have regard to the emerging wider SGLS.
- Sets out some overall questions: What is the reason for looking for new settlement size of a minimum of 6,000-8,000 units? This size may not be the optimum in terms of sustainability. What infrastructure would be provided on site? Why were other sizes of development not tested? Would the new settlement be for SBC need or to meet that of RBC as well? What are the transport impacts and mitigation measures especially when taken together with other impacts of growth along the A127? Need for further evidence (GB/ landscape assessments). How will the development be brought forward?

5.4 Brentwood Borough Council

- Recognise that Southend would not be able to meet its full objectively assessed housing need within its own boundary by approximately 10,200 dwellings due to a physical shortfall of land. Sets out that SBC should make every effort to meet as much of housing need before relying on duty to cooperate and the South Essex Joint Strategic Plan to meet unmet need.

5.5 Trenitalia C2C

- notes that the contractualised route capacity will be exhausted by 2025. The projected scale of housebuilding included in Southend's Local Plan and in

other LPA's plans could therefore be at risk. Network Rail undertaking a route study to evaluate the passenger forecasts and potential solutions, which is due to report in late 2019.

5.6 Environment Agency

- Development in the area north of Fossetts Farm, Garon Park and Bournes Green Chase should maintain a green open space corridor for the Mucking Hall Brook, with built development sited outside of the flood plain and incorporating SUDS drainage to ensure that peak flows, post development, in the Mucking Hall Brook are not increased above pre-development levels. Note that this watercourse has never been modelled by EA and the areas of land peripheral to it are currently shown as Flood Zone 1 (low risk) on the Flood Map for Planning. Advises that flood modelling will need to be carried out as part of the South Essex Joint Strategic Plan to help identify any zones of higher flooding.

5.7 Castle Point Borough Council

- SBC is encouraged to meet its housing needs in full. Support conclusions of the South East Essex work in identifying area north of Fossetts Farm, Garon Park and Bournes Green as suitable to deliver housing growth and encourages progress of Option 3 as a future spatial strategy.

5.8 House Builders Federation

- Welcome joint working across South Essex on Joint Strategic Plan (JSP).
- Consider that other areas assessed and dismissed in the South East Essex Growth Locations Study may offer opportunities for smaller scale development that will play an important part in meeting the areas housing needs in the early part of the plan period. The impact of this on Green Belt will also need to be assessed.

5.9 Essex County Council

- Seeks clarification on how the Local Plan will align with the South Essex Joint Strategic Plan.
- Consider that any new settlement should be at a scale to secure the necessary infrastructure and be based upon the principles set out in the Government's Garden Community's prospectus, the Town and Country Planning Association's Garden City Principles as well as the International Garden Cities Foundation.
- SBC should engage ECC on the following potential cross boundary implications and cumulative issues of all three spatial strategy options. Specific cross boundary matters include:
 - How SBC is to meet its OAN in full.
 - Strategic transport corridors including the potential options for an outer bypass / extension to the A127.
 - Cross boundary partnership working with SBC and RDC to lead and shape future growth proposals.
 - Cross boundary partnership working with SBC and RDC in respect of infrastructure planning, provision, funding and delivery mechanisms; to maximise developer contributions towards meeting the infrastructure and affordable housing costs.

Section 6 Continuous Engagement

Southend 2050 ambition and Road Map

6.1 Southend on Sea Borough Council has produced a Southend 2050 ambition and road map, following extensive conversations with those that live, work, visit, do business and study in Southend on Sea. These conversations asked people what they thought Southend on Sea would be like in 2050 and what steps are needed now, and in the coming years, to help achieve this. As a result, thousands of responses were provided through a range of methods including surveys, community events, partnership meetings, focus groups and social media. The ambition complements the Essex 2050 vision, The Future of Essex, developed by Essex wide stakeholders. Taking a longer view gives us the context to put the right building blocks in place to make our ambition a reality. The 2050 road map outlines the Council's role in achieving the ambition and provides a high level guide for Councillors, staff, partners and others in aligning their capacity and resources to these priorities. It will help to ensure we are all working toward the same outcomes, builds on existing achievements, and outlines what the Council wants to achieve in the coming five years to 2023. The Local Plan and South Essex Joint Strategic Plan together will provide a part of delivering the ambition and five year road map and the Council continues to engage with its citizens in the 2050 conversation to further these objectives.

Schools 'Design Your Neighbourhood' Competition

6.2 The Council held a Design Your Neighbourhood competition in Spring 2019. To support the competition, the Strategic Planning team visited schools, youth groups and community groups as part of the 'Design Your Neighbourhood' competition. The aim of the competition was to inform and involve young people in planning the future of the Borough, and it was open to all children and young people who live or study here. Details of the competition were publicised on social media including Facebook and Twitter, and sent to all schools and colleges in Southend through their regular newsletter in April 2019.

6.3 An exhibition stand at the 'A Better Start Southend' conference provided information about the competition for parents living in the Borough and opportunities to take part. In addition, during the Easter break the Strategic Planning team visited various play settings including a holiday club for pre-school and primary school children at St Marks Church, run by the Milton Community Partnership, and youth groups for young people aged 11 to 18 at The Hub, Cluny Square, and Trust Links Growing Together Garden in Westcliff, to inform young people about planning and to encourage their involvement. The team also visited Year 4 pupils at Heycroft Primary School in Eastwood who were working on an 'Eco Warriors' theme as part of their curriculum. This provided opportunities for them to ask questions about planning in Southend and to hear how they would like to see their neighbourhood develop in the future.

6.4 A selection of competition entries were also displayed on the large screen outside the Forum on Sunday 12 May as part of the National Children's Day activities in Southend. During May 2019 an exhibition of entries was held at the Forum, with prizes awarded by the Mayor of Southend and Youth Mayor to the best entries. The competition was well received by young people and parents and will be run again in 2020.

Continuing engagement with other bodies

6.5 The Council will be feeding back to various organisations and 'umbrella' groups such as Southend Business Partnership, Southend Business Improvement District (BID), Southend Homeless Action Network etc. on the findings of the Issues and Options consultation and will continue to engage on the formulation/identification of plan options prior to formally consulting on a draft plan (Regulation 19 consultation).



Section 7 Sustainability Appraisal

- 7.1 The Issues and Options document sets out the main borough-wide challenges and alternative options for addressing spatial planning issues. It provides an early opportunity for stakeholders to comment on these options and suggest any other choices open to the Council. It is important to note that, at this stage, no decisions have been made in terms of a preferred approach. In some instances, options may not be mutually exclusive. This means that an individual option is unlikely to be progressed alone; it is more likely that a combination of options would be taken forward by the Council to address the issue in question.
- 7.2 The Council has carried out an Interim Integrated Impact Assessment IIA of the Issues and Options document. Its' purpose is to inform and influence the plan-making process with a view to avoiding and mitigating negative impacts and maximising positive impacts. Through this approach, the IIA for the Local Plan seeks to maximise the developing plan's contribution to sustainable development.
- 7.3 The IIA seeks to fulfil the requirements and duties for Sustainability Appraisal (SA), Strategic Environmental Assessment (SEA), Equalities Impact Assessment (EqIA) and Health Impact Assessment (HIA). The approach is to fully integrate these components to provide a single assessment process to inform the development of the new Local Plan and fulfil the requirements and duties of these individual assessments.
- 7.4 The Interim IIA Report was published alongside the Issues and Options Document, under Regulation 18 of the Local Planning Regulations. The legally required IIA Report will be published subsequently, alongside the final draft ('Pre-Submission') version of the Local Plan, under Regulation 19 of the Local Planning Regulations. For more information the IAA is available on the Council's website <https://localplan.southend.gov.uk/taxonomy/term/2/supportingdocuments>
- 7.5 The IIA topics are:
- Biodiversity;
 - Climate Change;
 - Landscape and Historic Environment;
 - Environmental Quality;
 - Land, Soil and Water Resources;
 - Population and Communities;
 - Health and Wellbeing;
 - Equalities, Diversity and Inclusion;
 - Transport and Movement; and
 - Economy.
- 7.6 Table 1 of the IIA Interim report presents the IIA Objectives and a series of questions designed to assess the potential impacts of the plan and ensure it is sufficiently comprehensive in scope to cover all the above topics. The appraisal focuses on key issues and highlights differences between the options where relevant. Where no effects or significant differences between options are identified, then options/ IIA topics may not be specifically referred to within the

appraisal narrative. The appraisal narrative is structured according to the five sections and corresponding twelve issues set out in Sections 2 to 5 of the Issues and Options Document.

- 7.7 Section 3 of the IIA sets out an appraisal of the policy options in the Issues and Options document. Given uncertainties there is a need to make assumptions, e.g. in relation to the way in which the plan might be implemented and aspects of the baseline that might be impacted. Assumptions are made cautiously and explained within the text (with the aim to strike a balance between comprehensiveness and conciseness/ accessibility) where necessary. In many instances, given reasonable assumptions, it is not possible to predict 'significant effects' or any significant differences between the options, but it is nonetheless possible and helpful to comment on merits (or otherwise) of the options in more general terms. It is also worth noting that the majority of proposed options are not mutually exclusive, and it is likely that a combination of them will be required to meet the needs of the borough during the life of the Local Plan.
- 7.8 Comments received during the public consultation on the Issues and Options relating to Sustainability Appraisal/HIA/IIA are summarised here for information
- 7.9 The comments received on the Issues and Options document will be reviewed and then taken into account as part of the iterative plan-making and IIA process. Following the consultation, there will be further consideration of more clearly defined spatial strategy options as well as policies for the delivery and management of growth.
- 7.10 In addition to further evidence base work, including IIA work, these representations will inform the development of a first draft of the Local Plan (Preferred Options), which is scheduled to be published for consultation in the winter 2019/20. An updated Interim IIA Report will accompany the first draft Local Plan for consultation.

Organisation	Summary of Comments
<p>Natural England</p>	<p>The positive and negative impacts of each spatial option will need to be weighed to ensure the Local Plan enhances the natural environment and does not result in significant harm.</p> <p>Would welcome a dedicated Green Infrastructure (GI) policy requirement with consideration of existing GI availability, location and connectivity, SUDS etc. – should contribute to Biodiversity Action Plan (BAP) targets, Rights of Way (PROW) Improvement Plans and GI Strategy. The plan should take a strategic approach to the protection and enhancement of the natural environment and aim for a net gain for biodiversity, particularly for large scale specific allocations. Also reiterate the importance of GI as a buffer and form of mitigation.</p> <p>While there is a need as a tourist destination for development of facilities etc., in some locations increased recreational pressure may have significant impacts to both national and internationally designated sites. There should be careful consideration of the location of new tourism development reflected in Habitats Regulations Assessment and Sustainability Appraisal of the Local Plan (when considering the impact of the plan, both alone and in-combination).</p>
<p>House Builders Federation</p>	<p>The Council will need to consider the disadvantages of not meeting housing needs through the Sustainability Appraisal of the Local Plan</p>
<p>Essex Wildlife Trust</p>	<p>We have serious concerns about option 3, which would result in the loss of much open countryside between the current urban fringe and the internationally important estuarine habitats of the River Roach to the north.</p>
<p>Environment Agency</p>	<p>Any Garden Community in the area north of Fossetts Farm, Garon Park and Bournes Green Chase should maintain a green open space corridor for the Mucking Hall Brook, with built development sited outside of the flood plain and incorporating SUDS drainage to ensure that peak flows, post development, in the Mucking Hall Brook are not increased above pre-development levels.</p> <p>Significant lengths of the seafront and its associated homes and businesses are protected from flooding by tidal defences which will have to be raised in height after the year 2035 in order to combat the impacts of sea level rise and increasing flood risk. There is an opportunity to improve the riverside/seafront with the potential to improve public spaces, access, and to create new habitats both when defences are raised and repaired/ replaced, and when new or re-developments are planned.</p>
<p>Essex County Council (ECC)</p>	<p>ECC welcome the Interim Integrated Impact Assessment, which provides a good high-level appraisal at this early stage of plan preparation, however seek reference to minerals planning related developments and the Essex Minerals Local Plan. In moving forward, it will be necessary to identify more detailed alternatives / options as evidence emerges. In progressing the new Local Plan, it is recommended that the SA factors in and is aligned with the SA of the JSP, specifically the strategic growth locations and in terms of</p>

	<p>any cross-boundary options and trans-boundary / cumulative effects, as that Plan (and SA) progresses.</p> <p>ECC recommend the use of a Health Impact Assessment (HIA) tool. This would then enable the local authority and NHS to assess against whether places are supporting health and wellbeing. This could be through the application of health impact assessments (as supported by the Essex Planning Officer's Association and advised within the MHCLG guidance on plan-making) at an agreed local level. In addition, the assessment of active environments could be made via the Active Design Principles checklist.</p>
<p>Sport England (East Office)</p>	<p>Local Plan policies should advocate that developers consider the 'Essex Healthy Places - Advice note for planners, developers and designers' that has recently been approved by the Essex Planning Officers Association as this provides specific guidance on how health (including physical activity) considerations should be addressed in the planning and design of new developments.</p> <p>Local plan policies should also require Health Impact Assessments (HIAs) to be submitted as part of large and/or sensitive applications but for this to be effective in terms of outcomes, the Council would need to give policy weight to HIAs and subject them to appropriate scrutiny to ensure that the health impacts of developments are fully considered in practice. HIAs could be required to be included as part of Environmental Impact Assessments for major developments. The Council's Public Health team should be engaged in reviewing HIAs to ensure that the issues are satisfactorily considered and where appropriate mitigation is required as part of an application.</p>

Section 8 What You Said - What We'll Do

This list is not intended to be exhaustive, it rather catches some of the feedback we received.

You Said	We'll Do
Favoured Spatial Option 3.	Collect more evidence in collaboration with neighbouring local authorities and prepare joint planning documents if appropriate.
Feature climate change mitigation and adaptation more prominently in the plan.	Work with other Council services and external partners to develop plan policies about (but not exclusively) low carbon development, sustainable transport modes, water and energy efficiency, sustainable urban drainage, sea defences and flood risk management.
Importance of housing in sustainable locations.	Prepare an urban living study to establish optimum capacity for additional housing and supporting infrastructure within built up areas.
Provide sufficient community infrastructure to meet existing and future needs.	Protect important existing facilities and identify sites to meet future requirements for community use, based on local needs.
Importance of town centre growth and regeneration – reducing reliance on retail.	Work with other Council services and external partners to develop plan policies for town centre that support its long term prosperity and regeneration.
Support promotion of key economic sectors but need to ensure all employment opportunities are embraced by the new local plan, including local skills training.	Continue to protect the best quality sites for employment use, and consider potential for poorer quality sites for improvement or redevelopment for mixed use.
The leisure, culture and tourism offer should be borough wide building on the Central Seafront offer.	Integrate the tourism and cultural strategies of the Council and its partners into planning policies.
Importance of improving transport networks within and to and from the borough.	Develop a new multi modal transport model jointly with Rochford District Council and ensure a robust evidence base.
Need to protect Green Belt land from development unless there are exceptional circumstances that warrant its use for other purposes.	Prepare a Green Belt study jointly with Rochford District Council to examine the performance of the green belt in line with national policy and explore the case for exceptional circumstances through the plan making process.
Importance of town centre growth and regeneration – reducing reliance on retail.	Work with other Council services and external partners to develop plan policies for town centre that support its long term prosperity and regeneration.
Protect and enhance the natural environment.	Develop policies for protected species, public open space, biodiversity and landscape.
Importance of heritage and design in creating a quality place that supports health and wellbeing.	Build health into all areas of planning policy. Consider scope for new Conservation Areas. Develop design guidance for new development.

Importance of Neighbourhoods.	Recognise the special qualities of different areas in planning for future needs.
Significant support for partnership working in delivery of planning proposals; infrastructure delivery should be front loaded and viability considered.	Undertake a viability assessment of plan policies. Update the Council's Infrastructure Delivery Plan and potentially review the Community Infrastructure Levy rate.

Appendix 1

Representation responses and Breakdown on Sections and Questions

Southend New Local Plan – Responses by Issue

	Support	Object	Comment	Total
Issue 1: Our Vision & Strategy for the Future -				
Question 1. What would you like Southend to be in the future	4	0	14	18
Spatial Strategy	0	0	2	2
1.1 Is there anything missing from the key messages (Figure 8), and why should it be included	3	0	21	24
1.2 Do you disagree with any of the key messages (Figure 8), if so which ones and why	4	6	7	17
1.3 If you were to prioritise 5 of the key messages (Figure 8), what would these be?	11	2	5	18
1.4 How should Southend develop in the future in seeking to deliver 18,000 - 24,000 new homes and 10,000 - 12,000 new jobs, please select from one of the options stating your reasoning.	3	0	25	28
OPTION 1 - All development within existing built up areas of Southend	8	11	7	26
OPTION 2 - Most development within existing built up area, focused in specific locations such as the Town Centre, Airport and main passenger transport corridors, with some development on the edge	6	8	7	21
OPTION 3 - Option 2 + working with neighbouring authorities to develop a comprehensive new settlement across Borough boundaries (strategic scale development)	24	4	16	44
1.5 Please let us know if you believe there is another option on how Southend should develop in the future	3	2	9	14
Issue 2: Housing Question 2. How best do you think we should provide for our future housing needs	1	0	25	26
2.1 Intensify housing development by: a) allowing an increase of densities across the existing built up area or	9	8	2	19
2.1 b) directing higher density housing to specific locations, such as town centre, near train stations and prime bus routes (e.g. London Road, Southchurch Road, Victoria Avenue, Sutton Road)?	13	3	2	18
2.2 Allow redevelopment of some of the poorer quality industrial areas and/or allow some sites currently zoned for employment to be developed for housing? What sites do you think should be identified	16	0	2	18
2.3 Allow housing development on land not currently built on, such as agricultural land, open space (excluding parks & coastline) & land at Fossetts Farm? What sites do you think should be identified	14	2	3	19
2.4 Secure a proportion of affordable/ special needs housing on development sites. Do you think we should retain the current policy, seek a higher proportion of affordable housing or provide for a different policy approach/ solution?	13	0	3	16

	Support	Object	Comment	Total
2.5 How might the local plan be more responsive to the needs of younger people, older people and custom/self-builders	8	0	5	13
2.6 Secure a proportion of affordable/ special needs housing on development sites. Do you think we should retain the current policy, seek a higher proportion of affordable housing or provide for a different policy approach/ solution?	8	1	4	13
2.7 Do you have any other issues/comments you would like to raise	7	2	16	25
Issue 3 Securing a Thriving Local Economy - How best do you think we can retain and promote employment in Southend	0	0	5	5
3.1 Should we focus new jobs to the town centre, London Southend Airport and associated Business Park and the northern Southend corridor, including Temple Farm and Stock Road	11	1	3	15
3.2 Should we concentrate on promoting digital, cultural and creative industries; healthcare technology; advanced manufacturing and engineering; and tourism sectors	13	0	3	16
3.3 Should we continue to focus new office development in the town centre	5	4	5	14
3.4 Should we continue to support improvement and re-use of existing allocated employment sites that are suited for continued employment use	11	0	1	12
3.5 Should we allow redevelopment of the poorest quality employment sites for other uses such as housing	12	1	2	15
3.6 How can we best meet the needs of Small and Medium Sized Enterprises and the need for move-on accommodation as small firms grow?	4	0	6	10
3.7 Do you have any other issues/comments you would like to raise	3	0	10	13
4. How best do you think we can enhance the visitor offer in Southend to make it Englands leading coastal tourism destination	1	0	10	11
4.1 Allocate and promote new sites for additional tourism/leisure developments in the central seafront area or elsewhere in the Borough. Where do you think these should be focussed	14	3	4	21
4.2 Promote further hotel and tourist accommodation. Should this continue to be directed to areas in the town centre, seafront and airport or should other areas be promoted	12	1	3	16
4.3 Promote the second phase of City Beach and enhanced public realm areas. Should priority for City Beach be given to the areas east of the Pier adjacent the Kursaal or west of the Pier	14	0	3	17

	Support	Object	Comment	Total
4.4 Improve accessibility to the central seafront areas for all users. How best do you think this could be achieved	11	1	5	17
4.5 Seek further enhanced links between the central seafront and town centre to improve services and facilities. How best do you think this could be achieved	9	0	5	14
4.6 Continue to safeguard Key Visitor Car Parking in line with the provisions of the Southend Central Area Action Plan	9	1	3	13
4.7 Do you have any other issues/comments you would like to raise	8	0	6	14
Issue 5: Providing for Vibrant and Attractive Town Centres - How best can we ensure that our town centres are successful, vibrant and attractive places in the face of changing retail demands	0	1	10	11
5.1 Should Southend Town Centre remain the first preference for all forms of retail development and for other town centre uses attracting large numbers of people, followed by the district centres of Leigh and Westcliff?	15	3	3	21
5.2 Review the role and function of Southend town centre to provide for a more flexible approach to development schemes?	1	4	2	3
5.2a. do you think a greater mix of uses should be allowed such as retail, cafes and bars	14	0	1	15
5.2b. do you think the town centre should be refocused into specific themes	9	0	1	14
5.3 Do you think the current town centre boundary (see SCAAP) should be amended Should we allow more residential uses on the periphery	5	0	4	9
5.4 Do you think the Westcliff and Leigh shopping centres should continue in their current formats or do you think there should be changes	13	0	2	15
5.5 Encourage and promote further enhancements to the public realm, such as improved paving, seating, tree planting and landscaping. What do you think the priorities should be and where	15	0	2	17
5.6 Do you have any other issues/comments you would like to raise	4	0	6	10
6. How best do you think we can improve the transport system serving Southend	0	0	17	17
6.1 Seek to make further improvements to the A127. What do you think these should be	11	1	6	18
6.2 What do you think should be done to create improved access if a new settlement is built north of Fossetts Farm, Garon Park and Bournes Green Chase (see figure 9)	9	0	7	16
6.3 How should we provide for enhanced sustainable transport provision in the town in the form of rail, bus, park and ride, cycling and pedestrian facilities? What	11	0	8	19

	Support	Object	Comment	Total
do you think these should be and what should be oprioritised?				
6.4 Provide for park and ride facilities to serve Southend. Where do you think these should be and in what format	12	0	3	15
6.5 How do you think technologies such as the internet, electric and driverless cars will affect how we travel by 2038	10	1	5	16
6.6 Do you have any other issues/comments	4	0	14	18
Issue 7: Facilitating Good Design, Healthy Living and Built Heritage - How best do we ensure healthy communities and development is appropriate and of a quality design, whilst ensuring we enhance our built heritage assets	2	0	8	10
7.1 Continue to promote improved and new areas of public realm. Do you think priorities should be established as to where this should take place	12	0	1	13
7.2 Require high quality landscape design and tree planting in new developments. Do you think priorities should be established as to which areas of the borough should be subject to streetscape upgrading	11	0	3	14
7.3 Should we seek to limit the proliferation of new fast food outlets close to locations where children congregate such as schools, community centres and playgrounds or where there is an over-concentration of existing premises? Are there other ways of tackling this issue?	11	0	5	16
7.4 Do you believe there are additional areas that should be protected as Conservation Areas	14	1	5	20
7.5 Do you have any other issues/ comments	6	1	5	12
Issue 8: Providing Community Services and Infrastructure - How best can we provide for our future community needs to secure a sustained high quality of life and well-being having regard to future growth	1	0	11	12
8.1 Are there any specific issues regarding educational provision that you consider need to be addressed with respect to new development	8	0	6	14
8.2 How do you consider that health issues should be addressed in the Local Plan. How can new development encourage healthy lifestyles	8	0	9	17
8.3 Should we require open space and play areas as part of new development schemes. Do you think in appropriate cases this could be provided in an offsite location	10	0	5	15
8.4 As part of planning approvals should we ensure that all developments deliver quality broadband infrastructure and connectivity	10	0	3	13
8.5 Do you have any other issues/comments	3	0	6	9
Issue 9: Enhancing Our Natural Environment and Heritage - How best do we protect and enhance our	1	0	13	14

	Support	Object	Comment	Total
environment in the face of increasing growth and development pressures				
9.1 Work with other stakeholders, funding bodies and developers to identify opportunities to promote and enhance the natural environment, and incorporate net gains for biodiversity in new development	11	0	3	14
9.2 Seek to enhance the boroughs network of green infrastructure using developer contributions for the management of green and open spaces and introduction of pocket parks	8	0	3	11
9.3 In liaison with adjoining local authorities seek to provide new country park and open parkland facilities (including from developer contributions) as part of strategic development sites, including where they help mitigate pressure on some of the more sensitive coastal habitats?	9	0	3	12
9.4 Do you have any other issues/comments	2	0	2	4
Issue 10: Planning for Climate Change - Questions, 10. How best do we plan for the future impacts of climate change	1	0	11	12
10.1 Should we develop local planning policies for the development of new or renewed sea defences	12	0	5	17
10.2 Require mitigation and adaptation measures to deal with the increase in average temperatures and greater rainfall, including tree planting and urban greening	10	0	1	11
10.3 Support renewable and low carbon energy schemes, including photovoltaic (PV) panels, biomass plants and electric vehicle charging points	11	0	2	13
10.4 Develop a local standard for decentralised energy generation in new development that is more ambitious than national targets?	5	1	1	7
10.5 Should we balance the need to retain the best and most versatile agricultural land for food security against future needs for housing and local services	6	0	4	10
10.6 Do you have any other issues/comments	2	0	4	6
Issue 11: Southend's Neighbourhoods - 11.1 What do you think are the key issues facing the neighbourhoods in the Borough	5	2	7	14
11.2 What do think are the possible options available for resolving these issues	3	1	3	7
Issue 12: Ensuring that the New Local Plan is Delivered - Questions, 12. How best do you think the Local Plan can be effectively delivered in the face of limited resources	0	0	14	14
12.1 Continue to work in partnership with the private, public and voluntary sector plus neighbouring authorities to secure funding for key infrastructure projects	8	1	3	12

	Support	Object	Comment	Total
12.2 Set out priorities for project delivery. What do think these priorities should be and how should any phasing be applied	5	0	3	8
12.3 Increase the Community Infrastructure Levy tariffs to fund future projects	2	1	3	6
12.4 Through Garden Communities key principles ensure land value capture and long term stewardship for the benefit of the community, to provide and coordinate the necessary infrastructure	5	0	2	7
12.5 Do you have any other issues/comments	3	0	7	10
Total	630	79	501	1210

New Southend Local Plan Summary of Representations – August 2019

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
Issue 1: Our Vision & Strategy for the Future – Question 1 What would you like Southend to be in the future?					
1	Chelmsford City Council	3882	Comment	Acknowledged that Local Plan prepared in context of JSP joint working and Southend 2050 vision to address strategic cross boundary matters. CCC is supportive of the approach taken by Southend-on-Sea to review the Local Plan and will continue to work collaboratively with SBC through the Duty to Co-operate as the Local Plan progresses.	Noted. SBC continues to engage with other South Essex authorities as part of the Association of South Essex Local Authorities and development of a Joint Strategic Plan.
1	Chelmsford City Council	3883	Comment	It is clear that sustainability is at the heart of the Local Plan and the strengths and opportunities together with the challenges for the Local Plan are clearly set out.	Noted
1	Chelmsford City Council	3884	Comment	Preparation work for the Southend Housing and Employment Land Availability Assessment (HELAA) indicates that Southend will not be able to continue to meet all of its housing need within its existing urban area or on land at the edge of the existing built up area of Southend. Given Southend administrative boundary, this work would likely involve working with neighbouring authorities of Castle Point and Rochford, and as such this is work that the South Essex Joint Plan would consider. Whilst each option has its own advantages and disadvantages which would need to be looked at in considerable detail, CCC is concerned that Options 1 and 2 may not meet identified housing need: protocol for dealing with unmet need requests agreed through EPOA – continued joint working encouraged to aid delivery of strategic allocations to meet housing need in full within the Borough or Housing Market Area.	Noted. SBC continues to engage with other South Essex authorities as part of the Association of South Essex Local Authorities and development of a Joint Strategic Plan.
1	Chelmsford City Council	3891	Support	CCC is supportive of the approach taken by Southend to	Noted

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				review the Local Plan and will continue to work collaboratively with SBC	
1	Harry Chandler	3828	Comment	Southend to be: prosperous, healthy, well educated in appropriate skills for the future, accessible from the rest of the UK and Europe, a major tourist destination, a safe environment for all, reduced atmospheric pollution and with no flooding risk from the sea and rainfall.	Noted
1	Brentwood Borough Council	3896	Comment	<p>South Essex shares several strategic issues, such as housing growth and infrastructure. It is important that such issues are addressed through collaborative working and meaningful discussions.</p> <p>Brentwood Borough Council forms part of the Association of South Essex Local Authorities (ASELA) along with Southend-on-Sea Borough Council. Joint working within ASELA has been set-up to discuss cross-boundary issues such as unmet housing needs. It is acknowledged that Brentwood is a signatory to the ASELA memorandum of understanding but does not form part of the South Essex Strategic Housing Market Area. Further joint working is required through the South Essex Joint Strategic Plan to identify the feasibility of meeting unmet needs in the wider sub-region from several plans that are not fully meeting local needs (to date, Basildon, Castle Point, and Southend).</p>	Noted. SBC continues to engage with other South Essex authorities as part of the Association of South Essex Local Authorities and development of a Joint Strategic Plan.
1	Brentwood Borough Council	3897	Comment	Comments on the Southend Issues & Options are limited given the early stage of the plan-making process and regular engagement through the duty to cooperate and joint working of ASELA. Brentwood Borough Council welcomes the opportunity to continue to work with Southend-on-Sea Borough Council in progressing the plan-making process of both local areas on an ongoing basis, specifically as part of joint work on strategic planning in South Essex, and in line	Noted. SBC continues to engage with other South Essex authorities as part of the Association of South Essex Local Authorities and development of a Joint Strategic Plan.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				with the requirements of the duty to cooperate.	
1	Natural England	3917	Support	The strategic approach to development across Essex [joint working by local authorities on the South Essex Joint Strategic Plan] is supported by Natural England and we await consultation on these matters as appropriate in the future	Noted. SBC continues to engage with other South Essex authorities as part of the Association of South Essex Local Authorities and development of a Joint Strategic Plan.
1	Natural England	3918	Comment	Natural England supports the overall aims of the Southend Local Plan. In line with the NPPF [policies 20, 170, 171 and 174] the planning system should seek to deliver “environmental gains” and a move from a “net loss of biodiversity to achieving net gains for nature”. The vision should also include a commitment to protect and enhance other aspects of the nature environment including geodiversity, local landscape and Best and Most Versatile Land, and should recognise the need for plan policies to contribute to mitigation and adaptation to climate change. The vision and emerging spatial strategy should also address impacts and opportunities for the natural environment with particular emphasis on designated environmental assets	Noted. The Local Plan, including vision and spatial strategy, will be consistent with national policy and enable sustainable development. The natural environment will be an important component of this.
1	Natural England	3919	Comment	No specific comment on the three spatial options – they differ in their impacts - but both positive and negative impacts of each will need to be weighed to ensure the Local Plan enhances the natural environment and does not result in significant harm.	Noted. The Sustainability Appraisal/Habitats Regulations Assessment will provide a comprehensive assessment of the spatial options and recommend appropriate avoidance and mitigation strategies where such effects are identified.
1	Gladman	3949	Comment	Welcome SE Essex authorities’ commitment to the preparation of the Joint Strategic Plan, but disappointing that	The JSP will provide the strategic planning framework for the

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				<p>the JSP will not allocate specific sites which will be left for the individual Local Plans to take forward. The level of housing need in South Essex is significant and delivery has fallen substantially behind need for a long period of time. There is therefore an immediate need to address this situation; and for Local Plans to have to await the adoption of the JSP before sites are taken through the Local Plan process and finally released from the Green Belt, is simply going to result in inevitable further delay. The major policy constraint of Green Belt should be reviewed in a strategic manner which allows full need to be met and ensures that the new boundaries will endure beyond the JSP plan period. The impact of London will have a heavy influence on the future development needs of the area and this must also be fully taken into account through the preparation of the JSP.</p>	<p>preparation of Local Plans and it is envisaged that they will be brought forward simultaneously. Where Local Plans are prepared in advance of the JSP they may be subject to review as required.</p> <p>A Green Belt review is to be prepared jointly with Rochford District Council and will also be considered through the preparation of the JSP.</p>
1	Port of London Authority	3973	Comment	<p>Consideration of the PLA Vision for the Tidal Thames ('The Thames Vision') and its goals must be included as part of the Local Plan. Further information on the Thames Vision can be found at http://www.pla.co.uk/About-Us/The-Thames-Vision.</p>	Noted.
1	Basildon Borough Council	3977	Comment	<p>Page 7 clearly shows that LP will be informed by JSP. This is welcomed and BBC wish to continue engagement with SBC through ASELA.</p>	Noted.
1	House Builders Federation	4010	Comment	<p>It is essential that SBC moves quickly and prepare a plan for publication and consultation under regulation 19 of the Town and Country Planning Regulations. In doing so it will be important that the Council works closely with neighbouring areas to ensure that needs are met in full. The Council will also need to balance their aspirations for place making with those for affordable housing and infrastructure. There is a danger that the Council expects the development industry to shoulder all these burdens and in doing so the deliverability</p>	Noted. The Local Plan will be subject to a viability assessment to ensure policies and proposals are deliverable over the plan period.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				of the local plan could be compromised.	
1	Essex County Council	4029	Support	ECC supports the preparation of a new Local Plan for Southend-on-Sea Borough Council (SBC) and will assist on strategic and cross-boundary matters under the duty to cooperate, including engagement and co-operation with other organisations for which those issues may have relevance. This will ensure SBC, in consultation with ECC, can plan and provide the necessary cross boundary infrastructure and services; whilst securing necessary funding.	Noted. It will be important that SBC and ECC continue to effectively co-operate on strategic cross-border issues, including on infrastructure, minerals and waste and flood risk.
1	Essex County Council	4030	Comment	SBC will need to ensure that ECC is actively engaged under the Duty to Co-operate to ensure that the full range of strategic and cross boundary issues are identified and appropriately addressed as part of the evidence base and where relevant, reflected in the new Local Plan itself. ECC will contribute / cooperate with SBC with the preparation of the new Local Plan. This consultation is of relevance to ECC as both a neighbouring authority and a partner within ASELA which was formed to meet the legal requirements of the Duty to Co-operate to support the preparation of member authorities Local Plans. There are impacts for ECC, as a neighbouring authority given the extent to which ECC bounds the SBC administrative area, and the level of proposed growth on the delivery of our statutory functions and responsibility as highway authority (and the delivery of the Essex Local Transport Plan); local education authority; Minerals and Waste Planning Authority; Lead Local Flood Authority; Public Health advisor; as well as the ECC role as a major provider and commissioner of a wide range of local government services throughout the county of Essex, many of which are accessed by those who reside in adjoining authorities, such as residents in SBC.	Noted. It will be important that SBC and ECC continue to effectively co-operate on strategic cross-border issues, including on infrastructure, minerals and waste and flood risk.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				<p>ECC will assist SBC and contribute cooperatively to the preparation of a new Southend Local Plan, particularly within the following broad subject areas, • ECC assets and services. Where relevant, advice on the current status of assets and services and the likely impact and implications of proposals in the emerging Local Plan for the future operation and delivery of ECC services.</p> <ul style="list-style-type: none"> • Evidence base. Assistance with assembly and interpretation of the evidence base for strategic/cross-boundary projects, for example, education provision and transport studies and modelling, and wider work across South Essex as part of the JSP. • Sub-regional and broader context. Assistance with identification of relevant information and its fit with broader strategic initiatives, and assessments of how emerging proposals for Southend may impact on areas beyond and vice-versa. • Policy development. Contributions on the relationship of the evidence base with the structure and content of emerging policies and proposals. • Inter-relationship between Local Plans. Including the emerging South Essex Joint Strategic Plan (JSP) and the Essex Minerals Local Plan 2014 (MLP) and the Essex and Southend-on-Sea Waste Local Plan 2017 (WLP). 	
1	Metrotidal Ltd	3813	Support	Metrotidal Limited supports the key messages in Box 1 of the Southend 2050 plan	Noted. The Council will continue to work in partnership with the private, public and voluntary sector to secure funding for key infrastructure projects, particularly essential infrastructure. New project proposals will be supported where they meet the objectives

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				of the Plan.	
1	Rochford District Council	3893	Comment	The difficulties Southend-on-Sea Borough Council faces in seeking to accommodate its identified housing needs in full are acknowledged. The latest estimation of these needs is between 18,000 and 24,000 homes by 2038, and that even by maximising the opportunities to provide these homes within Southend's authority area, any approach is likely to result in a shortfall of between 4,000 and 15,000 homes. Further work needed to explore spatial options for accommodating the District's housing needs. The Joint Strategic Plan is expected to provide a framework for the distribution of growth across South Essex, including how any unmet need from individual authorities can be met elsewhere. Would support continued collaboration between the authorities to explore opportunities to deliver growth in the most sustainable way for our communities, including through the preparation of the South Essex Joint Strategic Plan and the commissioning of joint evidence, such as the Green Belt and Landscape Character Studies currently being prepared	Noted. It will be important that SBC and RDC effectively co-operate on cross-boundary issues including how to deliver growth in jobs and housing and supporting infrastructure.
1.1	Is there anything missing from the key messages (Figure 8), and why should it be included?				
1.1	Ms Patricia Ryan	2944	Comment	Recognition that climate change is the most major and urgent issue facing us all now. Southend needs to significantly and measurably reduce our contributions to the causes of climate change and, at the same time, significantly and measurably improve our contributions to using and developing the green economy	Noted. The Local Plan will seek to address climate change and this should be reflected in the vision/ objectives of the plan.
1.1	Elizabeth Anslow	2979	Comment	1) We have creatively met housing need while enhancing the character of the area. 2) Everyone takes responsibility for protecting our	Noted

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			environment. 3) We are leading the way on green and innovative travel. 4) We are a 'destination' people want to visit, live and study here all year round and from far and wide. 5) Everyone feels safe at all times of the day.		
1.1	Joseph Raven	2985	Support	No all the key messages appear to be covered	Noted.
1.1	Murray Foster	3068	Comment	Re: "We have creatively met housing need while enhancing the character of the area." It all depends what you mean by "met" - it has to be affordable which it is clearly not for those on average or below wages especially those currently working within Southend	Noted. Affordability of housing will be an important issue the Local Plan will need to seek to address.
1.1	Ian McLernon	3307	Comment	Active and Involved - Needs to be supported by policy, Officer and Member behaviours, otherwise risk disengaging with local residents and undermining this objective. Residents views should be taken into account and acted on. Where this is not possible SBC should feedback to residents explaining why, and trying to convince residents what the wider benefits will be. Residents in Westcliff do not feel they are represented, their views are not taken into account and members only visit when they want a vote. Behaviours must change otherwise you will disengage the community	Noted. There will be further opportunities to engage in the preparation of the Local Plan. The key consultation milestones are set out in the Local Development Scheme available on SBC website.
1.1	Olympus KeyMed	3392	Comment	Our two main road links into Southend have been at breaking point for many years. We carry out small improvements to various junctions along these routes however the major improvement of a new road remains missing. To really encourage businesses into the area this improvement must be addressed.	Noted. Consideration of the transport network and links with SBC Local Transport Plan and neighbouring authorities will be an important consideration as the Local Plan progresses.
1.1	Milton Conservation Society	3402	Comment	Yes, massively missing. The messages are simply aspirations that could be written about any town. This is not what	Noted. The Local Plan will incorporate a positive vision and

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>Southend is. For too long marketeers and planners have wanted to define Southend, give it a clear label. This seems to us misplaced and constricting. Southend is many things, many different things, so rather than an out moded definition of what the town is we would suggest an approach which social media has given us - that of tagging. This would allow the town to be defined in multiple, flexible ways, the ways that people already define our town and will define it in future. These should be both ordinary and special, exactly what a town is. These would tap into the history, geography and social place that the town is. They are short, evocative, unpretentious and meaningful - in short, authentic. In this way they link to the tangible and intangible heritage we speak about elsewhere. For example Southend is (in no particular order): a walk on the pier a plate of cockles sunset over the estuary sand castles and mud pies fairground shrieks and laughter keeping fit on the promenade an ice cream on the front seeing a band at the Cliffs a Saxon hoard unearthed a hassle free airport sunken ships and a lost port estuary birds flocking the ebb and flow of the Thames breakfast at the archway cafes the dress circle at the Palace Many other tags could be written and this idea allows the</p>	<p>objectives, informed by Southend 2050 engagement and consultation on the local plan.</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				town to continue to be defined by its people, not a time limited marketing strap line. Southend needs a new type of definition, messages that are not those of any town but of our town	
1.1	Barry Evans	3414	Support	<p>Protection of green spaces. Parks and the Clifftown conservation area should be expanded! Clifftown conservation area made a Southend quiet zone! A Tram system should be reintroduced and be visionary rather than restrictive in your scope!</p> <p>Multi story car park instead of the new shopping complex!! and a tourist 'park and ride' system from around A127 A130 area. That's the only way to relieve traffic without widening the A127!</p> <p>A ring road around the back of Rayleigh and the airport instead of cutting through the middle of the area.</p> <p>All new housing development compulsory 2 car spaces provided per house, flat or property.</p> <p>GB Fibre broadband to EVERY house and not just to hubs.</p> <p>EXTEND sand beaches - more sand introduced to the shore line both sides of the pier!</p> <p>Family homes built rather than flats and flats/apartments turned back in to family homes.</p> <p>Stricter controls on landlords (lead the country) and actually enforce powers with fines rather than warnings</p>	Noted.
1.1	Celia Newton	3419	Comment	Affordable parking required. We are in Southend not Kensington. People earn a minimum wage here. Even in London it is free to park on Sundays and the earnings up there are much higher. Too much residential parking. It's outrageous that you can't park anywhere near the cliffs pavilion without having to spend a fortune on parking and it's not cheap to go and see a show in the first place. As I said	The setting of parking fees is outside the scope of the Local Plan.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				before it is a town where a very high percentage earn a very low income and that has to be taken on board surely?	
1.1	Rochford District Council	3436	Comment	Rochford District Council (RDC) thanks Southend Borough Council for inviting it to respond to its Local Plan Issues and Options consultation.	Noted
1.1	Jeremy Martin	3443	Comment	The issue of overheating in homes does not seem to be addressed yet is a growing problem. Also, the green space in Southend is diminishing and very low compared with the average in the UK. This will harm mental health, risk flood management, water quality and heat management	Noted. The Local Plan will seek to address climate change and issues related to the natural environment and this should be reflected in the vision/ objectives of the plan.
1.1	Valerie Morgan	3460	Support	Nothing missing	Noted.
1.1	Angela Baldock	3524	Comment	Climate change objectives should be included in the key messages such as including trees etc in building designs, especially high rise. Enhancement of nature/wildlife areas - there is good evidence to show that being able to access nature (not just manicured green spaces) is beneficial for mental health, so this should be included as there are many people suffering from mental health issues.	Noted. The Local Plan will seek to address climate change and issues related to the natural environment and this should be reflected in the vision/ objectives of the plan.
1.1	Angela Baldock	3527	Comment	Meeting climate change objectives - new developments should be carbon neutral or have donations to carbon offset projects to compensate for the increased carbon affects. Should also include access to nature (not just manicured open spaces) - there is good evidence that access to nature is beneficial for mental health, and this would help to offset costs because of mental health issues	Noted. The Local Plan will include policy to seek to address the impacts of climate change.
1.1	Angela Baldock	3546	Comment	Meeting climate change objectives by insisting on carbon neutral/offset arrangements for carbon emissions - to reduce the effect of carbon emissions and lower the high level of pollution in the urban area. Not just having manicured open spaces but enhanced spaces for nature/wildlife - there is good	Noted. The Local Plan will include policy to seek to address the impacts of climate change.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			evidence that getting into nature (not just manicured open spaces) is beneficial for people with mental health issues and those with dementia. This could be a way of reducing the costs for managing those conditions		
1.1	Southend Borough Council – Parks and Open Spaces Department	3637	Comment	The protection on biodiversity and maintaining the current state of nature should be recognised. Biodiversity is not only important to quality of life of those who live work and visit the borough it is also impotent to the wider area.	Noted. The Local Plan will include policies in relation to enhancing the natural environment and biodiversity and this should be reflected in the vision/ objectives of the plan.
1.1	Essex Wildlife Trust	3650	Comment	The Vision should include a statement regarding cherishing, protecting and enhancing biodiversity. Biodiversity is fundamental to healthy, functioning ecosystems and regular contact with nature contributes to the health and well-being of individuals and communities.	Noted. The Local Plan will include policies in relation to enhancing the natural environment and biodiversity and this should be reflected in the vision/ objectives of the plan.
1.1	South Essex Homes - Housing and Social Inclusion	3665	Comment	The aims from the council's Corporate Housing, Homelessness and Rough Sleeping strategy 2018 - 2028: - Prioritise the supply of safe, locally affordable housing - Regeneration and growth to create inclusive, healthy places to live and thrive - Encourage good quality housing design, management and maintenance - Support people to live independently in their own homes and avoid homelessness - Any instance of homelessness to be brief and non-recurrent	Noted
1.1	Southend Borough Council – Strategic Housing Department	3699	Comment	Clearer inclusion of affordable housing within the key messages would be useful. Access to affordable homes etc.	Noted
1.1	Southend Borough Council 2050 Safe and	3725	Comment	Figure 8 does not mention the need to enhance the requirement for sustainability to be designed into new	Noted. It is important that the vision reflects and helps deliver

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	Well			development as standard. Reference is made elsewhere to the UN Sustainability Development Goals and the challenges posed by climate change, but these do not feature in the list of issues arising from the public engagement, even though it has ended up as one of our 23 outcomes for Southend 2050, so must have been raised by the public engagement.	sustainable development.
1.1	Network Rail Property	3801	Comment	At this stage we have no comments to make on the 'New Local Plan Issues and Options' document.	Noted
1.1	National Grid	3806	Comment	We have reviewed the above consultation document and can confirm that National Grid has no comments to make in response to this consultation.	Noted
1.1	Essex County Council	4031	Comment	SBC is the Minerals and Waste Planning Authority for Southend Borough, however, whilst there is recognition of the Essex and Southend on Sea Waste Local Plan 2017, there is no reference to or consideration of the requirements in respect of the sustainable use of minerals as a resource, as set out in the NPPF. Please refer to Questions 1.4, 10.4 and 12.5	Noted. It is important that the development plan for SBC addresses the sustainable use of minerals, in line with national policy.
1.1	Ms Patricia Ryan	2945	Object		Noted.
1.1	Leigh on Sea Town Council	4102	Comment	We felt nothing was missing from the key messages	Noted.
1.2	Do you disagree with any of the key messages (Figure 8), if so which ones and why?				
1.2	Joseph Raven	2986	Comment	No I think they are all valid and important points	Noted.
1.2	Murray Foster	3067	Comment	re "Parking is convenient for residents and visitors." This is looking at things from current perspective where people need to move away from car dependent transport. This is exemplified by possible intention to build multi story car park at Tylers. re "The airport is thriving but operates in harmony with the area." The airport needs to bring in inward tourism benefit for	Noted. It is important that the local plan considers all forms of transport in a way that is resilient to likely changes in technology and innovation. The Local Plan will seek to address economic growth and

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			Southend subject to our getting our "offer" pitched and marketed appropriately	the role of tourism.	
1.2	Ian McLernon	3308	Support	No do not disagree	Noted.
1.2	Southend Borough Council Regulatory Services	3391	Object	Fresh air - this is not the case when the tourists descend in the warmer weather as there are far too many cars. How can we possibly say that we are leading the way on greener travel? - Parking is a nightmare for local residents at this time. - Responsibility for protecting the environment - the state that the beach is left in when the tourists descend is a disgrace. Measures to address this need to be taken as well as taking action against dog owners who do not clean up their dog poo, ruining the parks for children.	Noted. The Local will seek to address these considerations in tandem with other Council and stakeholder services/ actions.
1.2	Milton Conservation Society	3403	Object		Noted.
1.2	Elaine Wright	3406	Object	I don't feel well. It is hard to get a doctor's appointment.	Noted. The provision of supporting health infrastructure will be an important consideration for the Local Plan.
1.2	Barry Evans	3415	Object	We do not want on street parking we want multi story car parks and a park and ride scheme! Paid parking should deter car use and tram system be reintroduced. No more building new properties in any conservation areas and maintain planning control even for commercial builds. We do not need flats / apartments we need family homes otherwise you maintain a demographic of single income individuals and as they become families or increase spending power they are forced to move out of area as there is only one and two bed flats. Family homes should be encouraged. No more apartment developments with minimal parking provided. All future residential builds must have parking per property! If not two spaces per property which is realistic as there is	Noted. The Local Plan will review parking standards, requirements for conversation areas, seek to address supporting infrastructure and access ensuring the plan is viable and deliverable and considers the needs of all households in the context of national policy and other related strategies and services.

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			<p>always more than one car per household regardless if you like that fact. The building developers MUST TAKE RESPONSIBILITY BUILD QUALITY OVER QUANTITY AND ENDURE PARKING PER HOUSE/FLAT! If they disagree then they simply move on as there will be another company that will!!</p> <p>The lack of funding toward traffic issues and lack of funding for A127 is again outrageous. Invest in our airport, Tram system and Rail system. Air to rail to tram and home!! Town centre needs investment</p>		
1.2	Celia Newton	3420	Object	<p>I would love all of the key messages to become a reality, however, with the Council's current mind set on parking and planning they are a long way off the mark.</p>	Noted. The Local Plan will consider the needs of transport and access in the context of national policy and other related strategies and services.
1.2	Valerie Morgan	3461	Support	Would not disagree	Noted.
1.2	Angela Baldock	3525	Comment	<p>The statement about open spaces should be about enhancing open spaces for wildlife. Due to the increased population in Southend, all open spaces are being over utilised to the detriment of wildlife. Not all open spaces are equal, and there should be a recognition that some areas such as Gunners Park are on a key migration route due to its position and needs to be enhanced to offset the impact of the increased usage due to the additional housing.</p>	Noted. The Local Plan will seek to address issues related to the natural environment and impacts of growth and this should be reflected in the vision/ objectives of the plan.
1.2	Angela Baldock	3528	Object	<p>"Our parks and open spaces are well used, cherished and protected." I believe this should include enhancement of our parks and open spaces for nature, as being well used is often a detriment for our wildlife due to limited and isolated spaces.</p>	Noted. It is important that the Local Plan seeks to protect and enhance the natural environment.
1.2	Angela Baldock	3547	Comment	<p>Our parks and open spaces are well used, cherished and protected. - This should say enhanced for nature not just well used. We have a large population and these spaces are</p>	Noted. It is important that the Local Plan seeks to conserve and enhance the natural

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			already well used to the point of over use, so they need to have added value too, and could offset some of the carbon emissions if they were managed for wildlife too.	environment.	
1.2	Southend Borough Council - Parks and Open Spaces Department	3658	Comment	I disagree with the statement that "parking is convenient for residents and visitors." It is more important that it is easy for residents and visitors to be able to get in and around the borough using sustainable means than to be easy to park. On new developments if parking is not the focus at the front of properties, home zones could be created giving opportunities for improved health and well-being.	Noted. It is important that the Local Plan considers all forms of travel and transport in line with national policy.
1.2	South Essex Homes - Housing & Social Inclusion	3668	Support	No, I agree with these.	Noted.
1.2	Southend Borough Council - Strategic Housing Department	3700	Support	Majority of areas covered	Noted.
1.2	Essex County Council	4032	Comment	"Connected and Smart" – In respect of the comments 'getting around however I chose' and the "commitment to parking", it is suggested that these are reconsidered within a wider strategy as a commitment to improving public transport and managing demand for private transport with 'an effective parking strategy' as an alternative approach to better support these goals.	Noted. It is important that the Local Plan considers all forms of travel and promotes sustainable transport in line with national policy.
1.2	Leigh Town Council	4103	Comment	We do not disagree with any of the key messages.	Noted.
1.3	If you were to prioritise 5 of the key messages (Figure 8), what would these be?				
1.3	Ms Patricia Ryan	2945	Object		Noted
1.3	Ms Patricia Ryan	2946	Object	Celebrate heritage and culture. Meet housing needs. Strong, settled communities. Innovation and creativity hub. Green	Noted.

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				and innovative travel	
1.3	Joseph Ryan	2987	Comment	Opportunity, Connected and Smart, Safe and Well, Pride and Joy, Active and Involved	Noted.
1.3	Murray Foster	3069	Support	My educational opportunities have given me the best start in life. We are leading the way on green and innovative travel. We are well known as a hub for innovative and creative industries and ventures Southend is distinct with a vibrant identity - we have the opportunities of a city but retain our local feel. We have creatively met housing need while enhancing the character of the area	Noted.
1.3	Ian McLernon	3309	Support	1) Southend is distinct with a vibrant identity - we have the opportunities of a city but retain our local feel 2) We have creatively met housing need while enhancing the character of the area 3) My home suits my needs and is in harmony with the area 4) Everyone feels safe at all times of the day 5) Parking is convenient for residents and visitor	Noted.
1.3	Barry Evans	3416	Support	Protect our green spaces and conservation areas - Bring trams back to Southend - Build multi story car parks reduce on street parking. Upgrade our beaches with more sand and upgrade the activities available on the pier. Build family homes not flats and ensure each has its own parking	Noted.
1.3	Celia Newton	3418	Support	Town is becoming gridlocked too many flats being built all potentially with 1 or 2 cars therefore taking forever to get anywhere. More cycle lanes useful particularly along the London Road. Better security cycle storage in Southend too as risk of theft high and discourages people from cycling. More recycle bins. There's a serious need to have people monitoring the beaches for littering in the Summer months	Noted.

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			and fining regularly. Needs to be a very clear message/signage to visitors that littering not tolerated. We have family in Italy and notice no litter is ever left on the beach.	
1.3	Jeremy Martin	3444	Comment Green space and air quality measures need to be enhanced and addressed with a higher level of priority than is currently seen	Noted.
1.3	Valerie Morgan	3462	Support Everyone feels safe at all times of day Developing Southend together Everyone takes responsibility for protecting our environment A sense of family and community, enjoying and supporting each other A good balance of quality retail, residential and social space in our attractive town centres	Noted.
1.3	Angela Baldock	3562	Support Sunshine and fresh air! A light, bright place with great quality of life. Our parks and open spaces are well used, cherished and protected. - However I would also add protection for wildlife places and of course the marine environment which is so important for the wintering waders and geese. My home suits my needs and is in harmony with the area. Everyone feels safe at all times of the day Everyone takes responsibility for protecting our environment.	Noted.
1.3	Angela Baldock	3529	Support 1. Sunshine and fresh air! A light, bright place with great quality of life. 2. My home suits my needs and is in harmony with the area. 3. Everyone feels safe at all times of the day. 4. Everyone takes responsibility for protecting our environment. 5. Our parks and open spaces are well used, cherished and protected. (but also includes enhancing the spaces for nature)	Noted.

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1.3	Angela Baldock	3548	Support	<ol style="list-style-type: none"> 1. Sunshine and fresh air! A light, bright place with great quality of life. 2. My home suits my needs and is in harmony with the area. 3. Everyone feels safe at all times of the day. 4. Everyone takes responsibility for protecting our environment. 5. Our parks and open spaces are well used, cherished and protected. - And enhanced for nature. 	Noted.
1.3	Hayley Dixon	3633	Support	All 5 should be balanced and prioritised, employing creative thinking across all.	Noted.
1.3	Southend Borough Council – Park & Open Spaces Department	3639	Comment	<p>Our parks and open spaces are well used, cherished and protected.</p> <p>Lots of opportunities to be in open space.</p> <p>We are a 'destination' people want to visit, live and study here all year round and from far and wide.</p> <p>There is a good balance of quality retail, residential and social space in our attractive town centres.</p> <p>It's easy for me to get around when I want, however I choose to travel with quick and easy links to London and beyond.</p> <p>Southend is distinct with a vibrant identity - we have the opportunities of a city but retain our local feel.</p>	Noted.
1.3	South Essex Homes - Housing & Social Inclusion	3684	Comment	<p>We have creatively met housing need while enhancing the character of the area</p> <ul style="list-style-type: none"> -We are leading the way on green and innovative travel. -- We visibly celebrate our heritage and culture. - Young people feel invested in the future of Southend. - There is a good balance of quality retail, residential and social space in our attractive town centre 	Noted.
1.3	Southend Borough Council - Strategic Housing Department	3701	Support	<p>We are a 'destination' people want to visit, live and study here all year round and from far and wide.</p> <p>Our parks and open spaces are well used, cherished and</p>	Noted.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			protected. We have creatively met housing need while enhancing the character of the area. It's easy for me to get around when I want, however I choose to travel with quick and easy links to London and beyond. Everyone feels safe at all times of the day		
1.3	Clare Dellows	3763	Support	Opportunities for young people; improving skills and education; protecting seafront and enhancing it; green travel; new homes for young people	Noted.
1.3	Leigh Town Council	4104	Comment	We would prioritise: Everyone feels safe at all times of the day We are developing Southend together- Everyone who wants to can be involved to make this happen Everyone takes responsibility for protecting our environment A sense of family and community, enjoying and supporting each other – a strong sense of settled communities There is a good balance of quality retail, residential and social space in our attractive town centre	Noted.
1.4	How should Southend develop in the future in seeking to deliver 18,000 - 24,000 new homes and 10,000 - 12,000 new jobs, please select from one of the options stating your reasoning?				
1.4	Ms Patricia Ryan	2947	Support	OPTION 1 - All development within existing built up areas of Southend	Noted. Each of the options will be subject to further detailed appraisal before the Local Plan is submitted for independent examination.
1.4	Metrotidal Ltd	3812	Support	Metrotidal Limited supports Option 3 , i.e. Option 2 + working with neighbouring authorities. The Metrotidal proposal would mitigate any local loss of greenbelt and greenfield land by providing much improved access to greenbelt and greenfield	Noted. Each of the options will be subject to further detailed appraisal before the Local Plan is submitted for independent

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			land on the routes of the rail orbital and Sustrans cycle networks across the Lower Thames and Medway estuaries. Furthermore, the new connectivity supports an integrated and co-ordinated approach to existing and new housing developments across the Lower Thames Estuary while providing the resilience of alternative routes across the estuary and into Central London.	examination.	
1.4	Anglian Water	3835	Comment	Anglian Water is the sewerage undertaker for the Southend on Sea Council area. We do not have a preference relating to the housing growth options which should be pursued for the Southend on Sea Local Plan area. However there is a need to consider further the implications for Anglian Water's existing water recycling infrastructure dependent upon the preferred option or combination of options for the Southend on Sea Plan area	Noted. Further dialogue will be required regarding water recycling and factored into the Local Plan preparation process and supporting Infrastructure Delivery Plan.
1.4	Trenitalia c2c Ltd	3911	Comment	Given the latest projected housing numbers reported by each local authority in the region, C2C latest analysis forecasts that our contractualised route capacity, including the additional rolling stock scheduled for 2021, will be exhausted by 2025. This means the projected scale of housebuilding included in Southend's Local Plan, and in the other equivalent documents from local authorities in the region, is at risk. Network Rail is undertaking a route study to evaluate our forecasts, and the potential solutions, which is due to report in late 2019.	Noted. Further dialogue will be required regarding rail capacity and factored into the Local Plan preparation process and supporting Infrastructure Delivery Plan.
1.4	Trenitalia c2c Ltd	3912	Support	C2C strongly supports the importance of continued economic growth and the provision of more homes, both in Southend borough and the wider region. The combination of comparatively low housing costs, easy access to and from central London, and the most punctual commuter rail service in the South East are important factors that underpin this growth.	Noted.

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1.4	Natural England	3920	Comment	No specific comment on the three spatial options – they differ in their impacts - but both positive and negative impacts of each will need to be weighed to ensure the Local Plan enhances the natural environment and does not result in significant harm.	Noted. It will be important that the Local Plan enhances the natural environment, and each of the options will be subject to further detailed appraisal before the Local Plan is submitted for independent examination.
1.4	Environment Agency	3929	Comment	The Plan should have suitable policies to cover the significant pressures posed by development on the water environment. It should reference the Water Framework Directive (WFD) and its two key objectives: no deterioration of waterbodies and ultimately improving all waterbodies to Good status. It would also be useful to include the number of waterbodies failing WFD 'ecological status or potential' and 'chemical status.'	Noted. Further evidence and dialogue is required to examine the pressures of development in Southend on water bodies.
1.4	Environment Agency	3946	Comment	Encourage the use of brownfield sites and contamination issues should be considered - Further information can found in the groundwater protection documentation at https://www.gov.uk/government/collections/groundwater-protection	Noted. The land availability assessment has commenced a comprehensive look at all types of development opportunities in the Borough, including brownfield sites. This will be supported by the preparation of the Urban Living Study.
1.4	Gladman	3951	Support	(Options 2 and 3) Given that it is early days for the preparation of the LP and the fact that the Government's standard method is still under review, it is difficult to say with any accuracy, which is the best option for accommodating the growth. However, it is likely to be a balance between Options 2 and 3 whereby growth within the boundaries of Southend is maximised, without causing unacceptable harm, whilst the Council continue to work with its neighbours,	Noted. Each of the options will be subject to further detailed appraisal before the Local Plan is submitted for independent examination.

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				through the JSP and SOCGs, to develop strategic scale development options across borough boundaries.	
1.4	Persimmon Homes	3960	Comment	2014-based household projections should be used = minimum of 23,560 homes over next 20 years	Noted.
1.4	Persimmon Homes	3963	Comment	Next iteration of LP will need to crystallise the delivery of the Borough's housing targets, detail spatial options and suggest the Council's Preferred spatial strategy based on the evidence.	Noted. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base before the Local Plan is submitted for independent examination.
1.4	Basildon Borough Council	3979	Comment	Support Urban Living Study	Noted.
1.4	Templewick Partnership	3983	Comment	<p>Land west of Wakering Road comprising 5.96 hectares currently in agricultural use adjoining the settlement of Southend is considered suitable for residential development to meet a range of housing needs.</p> <p>In preparing the new Local Plan urges the Council to be mindful of likely timescales to adoption and to ensure the Local Plan will address, as a minimum, development requirements 15 years from this point.</p> <p>The primary constraint to the site's development is its current allocation as Green Belt. In terms of potential physical constraints, the Site is entirely located within Flood Zone 1 – land least at risk of flooding from tidal or fluvial sources. It is not subject to any ecological designations, and given its agricultural use, is considered unlikely to be of significant ecological value.</p> <p>Considers the sites contribution to the purposes of the Green Belt is severely limited. The site is enclosed on three sides (east, west and south) by existing development and roads. The site's character is influenced by these existing urban components. The site forms a logical extension to Southend</p>	Noted. The site has been promoted by interested parties via the Council's call for sites and will be considered by the Borough Council through the plan making process.

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			and the nearest other settlement is a considerable distance away and very much functionally separate from the site. Further the Borough clearly has a substantial unmet housing need		
1.4	Templewick Partnership	3985	Comment	The NPPF states amended Green Belt boundaries should be capable of enduring beyond the plan period. As such, in considering the strategy for meeting development needs, the Council should seek to ensure development needs beyond the end of the plan period will not necessitate a review to the Green Belt. As such, we suggest there would be merit in the new Local Plan seeking to accommodate in the region of 20 years of development needs	Noted. A green belt assessment is being prepared jointly with Rochford District Council.
1.4	House Builders Federation	4002	Comment	The identified need for 24,000 homes over next 20 years should be regarded as a minimum. There may be circumstances where this should be increased: e.g. unmet need from neighbouring authorities and assessment as to whether a higher requirement is needed to improve the provision of affordable housing. Any changes in affordability ratio will need to be reflected in assessment of need in future iterations of the Local Plan.	Noted. The local plan will seek to meet identified in a manner that facilitates sustainable development and does not cause unacceptable environmental harm.
1.4	Bellway Homes	4023	Comment	Representations relate to Bellway Homes' land interest at Bournes Green comprising of a 91-hectare site in agricultural use. Urge the Council to be mindful that the NPPF states amended Green Belt boundaries should be capable of enduring beyond the plan period. As such, in considering the strategy for meeting development needs, the Council should seek to ensure development needs beyond the end of the plan period will not necessitate a review to the Green Belt. As such, suggest there is merit in the new Local Plan seeking to accommodate in the region of 20 years of development	Noted. A green belt assessment is being prepared jointly with Rochford District Council.

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1.4	Bellway Homes	4024	Comment	<p>needs.</p> <p>Joint working is considered particularly important in the case of Southend-on-Sea Borough, given that the administrative boundary is drawn relatively tightly around the existing settlement, with limited opportunities for growth without expanding into another administrative area.</p> <p>Further to this, it is particularly pertinent to note that the South Essex Strategic Housing Market Assessment (2016) (SHMA 2016) identified Southend-on-Sea Borough as being part of a local housing market which also included the administrative areas of Rochford District and Castle Point Borough. As such, there would very much be logic in the respective Local Plans to explore how the housing needs of the local housing market area could be met between them, rather than simply looking to meet needs within defined administrative boundaries.</p>	<p>SBC continues to engage with other South Essex authorities, including Castle Point and Rochford, as part of the Association of South Essex Local Authorities in the and preparation development of the South Essex Joint Strategic Plan and respective local plans.</p>
1.4	Iceni Projects	4028	Comment	<p>Representation relates to a 5.5 hectare site on the eastern side of Fossetts Way to the north of the B&Q site. The site has been considered as part of the HEELA (site ref HEA105) and categorised as currently unsuitable but to be tested through the Local Plan preparation process.</p> <p>The site is greenfield and currently in agricultural use. There are no physical constraints restricting development. There are no statutory or non-statutory landscape designations covering the site and it is not designated Green Belt. The site is located within Flood Zone 1 and therefore has a low probability of flooding. The site is therefore available for residential development and would contribute an important part of meeting shorter term development needs of the Borough. The allocation of the site would limit the level of Green Belt release required and ensure that development</p>	<p>Noted. The site has been evaluated in the Council's Housing and Employment Land Availability Assessment (HELAA) as currently unavailable given its plan designation as a safeguarded site (HELAA site ref HEA105), but the HELAA notes that this may be reviewed further along the plan process.</p>

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			<p>opportunities within the administrative area to meet local need are maximised.</p> <p>It would provide a logical extension to the existing urban area (adjacent to Homes England site, Football Club/training ground site).</p> <p>The HEELA estimates the site could accommodate 170 dwellings based on 50% residential development, however capacity assessment undertaken for landowners indicates up to 450 dwellings could be accommodated.</p> <p>Focus of representation is on housing but characteristics of site lend it to being appropriate for other land uses, such as retail, should additional land be required for this purpose to meet local needs over the Local Plan period</p>	
1.4	Essex County Council	4033	<p>Comment</p> <p>Expect Southend Council to seek to maximise their housing delivery within their administrative boundary. However, note that this is a strategic cross boundary planning matter to be explored under the Duty to Co-operate provisions which Essex County Council would wish to be party to. Specific cross- boundary issues include: meeting Objectively Assessed Needs, Southend urban extension, potential new cross boundary Garden Community in Southend and Rochford/Essex, strategic transport corridors and potential for outer bypass, cross boundary partnership working to lead and shape future growth proposals, infrastructure planning, funding and delivery.</p> <p>Seek clarification on how the Local Plan will align with the South Essex Joint Strategic Plan.</p> <p>Any new settlement should be at a scale to secure the necessary infrastructure. Developing a potential Garden Community should be based upon the principles set out in the Government's Garden Community's (GC) prospectus, the</p>	<p>Noted.</p> <p>SBC continues to engage with ECC and other South Essex authorities as part of the Association of South Essex Local Authorities and development of a South Essex Joint Strategic Plan and respective local plans.</p>

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			<p>Town and Country Planning Association’s Garden City Principles as well as the International Garden Cities Foundation.</p> <p>CC would expect SBC to engage ECC on the following: potential cross boundary implications and cumulative issues and opportunities arising from a concentration of growth and development near the boundaries of Southend/Essex, in respect of all three spatial strategy options. Specific cross boundary matters include:</p> <ul style="list-style-type: none"> a. How SBC is to meet their Objectively Assessed Housing Need in full. b. Southend urban extension on the Southend / Essex boundary. c. Potential new cross boundary GC in Southend and Rochford/Essex. d. Strategic transport corridors including the potential options for an outer bypass / extension to the A127. e. Cross boundary partnership working with SBC and RDC to lead and shape future growth proposals. f. Cross boundary partnership working with SBC and RDC in respect of infrastructure planning, provision, funding and delivery mechanisms; to maximise developer contributions towards meeting the infrastructure and affordable housing costs 	
1.4	Essex County Council	4049	<p>Comment</p> <p>ECC acknowledges the sensitive nature of the Borough and the need to balance growth with retaining local character. In developing the new Local Plan and preferred strategy. SBC (with Partners) will need to be satisfied that it has identified its preferred spatial strategy, which includes significant Green Belt release, based on a range of proportionate evidence. In so doing, SBC will need to demonstrate that it has considered</p>	<p>Noted. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base before the Local Plan is submitted for independent examination.</p>

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				all reasonable locations for future growth against the relevant criteria and demonstrate that the most appropriate sites have been identified for allocation.	
1.4	Essex County Council	4050	Comment	ECC notes the South East Essex Growth Location Assessment provides an initial assessment of potential broad locations for growth and recognise that further detailed studies are to be undertaken, including land outside SBC's administrative area. ECC would expect to be an active party in any of the assessments of sites/broad locations in on the border/within Essex for their suitability and infrastructure requirements. Any studies and proposals would need to be in accordance with ECC policies, strategies and standards for that area (see Question 1) as the statutory infrastructure and service provider. There may be further sites with potential implications on the strategic road and rail networks which could affect the connectivity of Essex residents and businesses to London and beyond, and would expect SBC to consider these matters with ECC through close working under the Duty to Co-operate provisions and in the preparation of the JSP.	Noted SBC continues to engage with ECC and other South Essex authorities as part of the Association of South Essex Local Authorities and development of a South Essex Joint Strategic Plan and respective local plans.
1.4	Alan Grubb	4078	Comment	Infrastructure needs to be put in place before housing is developed (schools, health centres, community centres).	Noted. The Local Plan will be supported by an Infrastructure Delivery Plan.
1.4	Pegasus Planning Group	4085	Comment	Representation relates to promoting a site south of Great Wakering within the Rochford District for residential development. The site is considered suitable for some 1,100 dwellings. Green Belt boundaries should be revised to accommodate this allocation. This would meet the test of exceptional circumstances for Green Belt release	It is noted that this site is located in the Rochford District Council (RDC) administrative area. SBC and RDC will co-operate on strategic issues, including sites located near to the administrative boundaries, during the preparation of

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				respective Local Plans and the JSP. A green belt assessment will be prepared jointly with RDC.	
1.4	Thorpe Estates Company Ltd	4089	Support	Thorpe Estate Limited supports the strategic approach to planning for growth.	Noted.
1.4	Thorpe Estates Company Ltd	4090	Comment	<p>The site the subject of the representation is approximately 91 hectares in size and is located north of Bournes Green Chase. It is considered to be very well related to the urban area and benefits from a significant degree of containment from infrastructure and existing development. Currently in agricultural use, the site is in single ownership and unencumbered. It is available in the short-medium term. The site would ideally be suited to the delivery of a sustainably planned, comprehensively designed garden settlement capable of consistent output of new homes throughout the Plan period to make a crucial contribution to meeting the local housing need.</p> <p>In reference to the SEESGLA (land in sector D) the site is not considered to make a strong contribution towards the purposes of including land within the Green Belt and is therefore suitable for release and allocation in the emerging Plan for the development of a new garden community</p>	Noted. The site has been promoted by interested parties via the Council's call for sites and will be considered by the Borough Council through the plan making process. A Green Belt assessment is being prepared jointly with Rochford District Council.
1.4	Thorpe Estates Company Ltd	4091	Comment	<p>The Thames Estuary Commission's findings and the Government's response to them, are clear statements of intent that major growth should be facilitated in South Essex, including Southend-on-Sea. These considerations are instrumental in driving forward the "bigger picture" agenda for this major growth</p> <p>Key messages include:</p> <ul style="list-style-type: none"> • Land funds, the Housing Infrastructure Fund and housing 	Noted. SBC continues to engage with other South Essex authorities as part of the Association of South Essex Local Authorities in the preparation of the South Essex Joint Strategic Plan and respective local plans.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>deals, alongside the redefined and strengthened role of Homes England, will ensure that the Thames Estuary and wider South East remain a key priority.</p> <ul style="list-style-type: none"> • The scale and pace of housing delivery will need to increase to meet demands for housing across the Estuary. Government believes that this increase in pace should be primarily planned and is prepared to offer bespoke support through initiatives such as housing deals, to support those places willing to be ambitious in their approach to building more homes. Government would expect places across the region might want to go further in order to take account of higher demand and fully enable them to meet their economic growth ambitions. • All local authorities are expected to plan for the number of homes required to meet need in their area. Government is committed to driving up housing supply where homes are most needed, especially in areas of high unaffordability, like the Thames Estuary. • The Estuary is a major growth area and housing ambitions with appropriate infrastructure need to be supported. • Further setting up of development corporations to help drive growth of housing delivery aligned with major infrastructure investment. • The Housing White Paper makes clear that well-planned, well-designed new communities have an important part to play in meeting our long-term housing needs. • The South East Local Enterprise Partnership has secured £41 million towards improvements to the road network. • A full range of benefits will be delivered through delivery of the Lower Thames Crossing, including improved connectivity for communities and businesses, increased economic growth 	<p>Local Plans must be deliverable and evidenced. A range of supporting studies and on-going engagement with providers will be undertaken, including viability assessment, infrastructure delivery and funding opportunities.</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
1.4	Thorpe Estates Company Ltd	4095	Comment	<p>and productivity and creation of jobs</p> <p>(Option 3) We consider that there is a direct correlation between the low growth in housing stock, considerable over-reliance on brownfield development and the prevalence of small dwellings within the new housing stock in Southend. Successive planning policy choices that have not provided for greenfield development in the Borough through Green Belt review have limited the ability to deliver a suitable mix of housing including larger family homes, restricting the quantum that can be delivered due to impacts on residential amenity.</p> <p>The emerging Plan is correct to highlight these issues and opportunities and should recognise the potential of a new garden community on greenfield land in addressing them. Releasing greenfield land from the Green Belt to deliver a holistic, comprehensively planned garden community would redress the imbalance in the existing housing stock and would provide the opportunity to provide widespread infrastructure, services and facilities gain for the Borough.</p>	<p>Noted.</p> <p>The local plan will seek to meet identified need that facilitates sustainable development and does not cause unacceptable environmental harm.</p> <p>A Green Belt assessment is being prepared jointly with Rochford District Council.</p>
1.4	Leigh Town Council	4105	Comment	<p>(Option 3) Southend should develop in the future by considering Option 3 – “Option 2 + working with neighbouring authorities to develop a comprehensive new settlement across Borough boundaries (strategic scale development).” However to achieve this, there must be a significant upgrade to strategic transport network and without working with neighbouring authorities, Southend Borough will bear the brunt continually on its infrastructure of other authorities building houses on the Southend boundaries without providing their own sufficient infrastructure but relying on Southend roads . Leigh Town Council have also chosen Option 3 as we have a responsibility to our residents</p>	<p>Noted. The Local Plan will be accompanied by relevant assessment and engagement to ensure the necessary supporting infrastructure needs can be delivered to support growth.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			to protect Leigh-on-Sea's green belt areas		
1.5	Please let us know if you believe there is another option on how Southend should develop in the future.				
1.5	Ms Patricia Ryan	2953	Support	<p>More innovative, greener, sustainable and affordable (in line with local average income) housing within current residential built environment areas. As low level as possible. Ditto for brownfield sites and other currently non-residential areas which have existing built development and infrastructure. No development whatsoever on green sites and Greenbelt land.</p>	<p>Noted. National policy outlines that local plans should seek to meet objectively assessed housing needs. The Council will review its land availability assessment and prepare an urban living study to examine potential sites.</p> <p>A green belt assessment will be prepared jointly with Rochford District Council.</p>
1.5	Murray Foster	3071	Support	<p>If need be utilise Ministry of Defence (MoD) land to east adjacent to Foulness with smart connected travel links</p>	<p>The Council will engage with the MOD and Homes England regarding the future use of MOD land within Southend.</p>
1.5	Neil Hampson	3122	Object	<p>Stop demolishing old characterful buildings - renovate which is greener than demolishing & putting up cheap poorly built new builds.</p> <p>Build attractions for example Ferris Wheel on Pier or sky deck as in Brighton rather than more empty shopping centres and restaurants - plenty of empty buildings already.</p> <p>Use old Beecroft Gallery for Saxon Hoard instead of letting it rot behind graffiti daubed hoarding. Use money wisely instead of millions of pounds on plans for new vanity project</p>	<p>Noted. It is important that the Council has an up-to-date Local Plan so development proposals are determined in accordance with the development plan unless material considerations indicate otherwise.</p> <p>The Local Plan will consider the</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			museum.	need for tourism, recreational and cultural facilities.	
1.5	Perry Gamon	3186	Object	No, Option 3 is the best option by far. Infrastructure needs improvement generally & CIL & S106 contributions provided by option 3 will help Southend achieve the improvements needed	Noted. An infrastructure delivery plan will be prepared to support the preparation of the local plan.
1.5	Nicholas Smith	3215	Comment	Option 1 is most feasible and reserving our green areas for recreational activity is extremely important. Significant redevelopment has already started in built up areas of Southend (e.g. Victoria Chase) but there are still more opportunities to utilise these areas.	Noted. The Council will review its land availability assessment and prepare an urban living study to examine potential brownfield sites and intensification.
1.5	Ian McLernon	3313	Comment	Become a larger borough including Rochford and castle point to enable holistic approach	Noted. This is outside the scope of the local plan. SBC continues to engage with other South Essex authorities as part of the Association of South Essex Local Authorities in the preparation of a South Essex Joint Strategic Plan and respective local plans.
1.5	Angela Baldock	3531	Comment	Southend should recognise the importance of its coastal area for wintering birdlife such as brent geese and waders, and ensure future protection of the feeding areas from all leisure activities that might upset this balance. Southend should look at all unused commercial/retail sites and bring them back into use as housing if commercial/retail is not viable	Noted. The Council will develop recreational disturbance avoidance and mitigation strategy to deliver the mitigation necessary to avoid significant adverse effects from 'in-combination' impacts of residential development that is anticipated on the Southend coast. The Local Plan will review

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				policies and associated designations in relation to the management of commercial/ retail sites to ensure they are justified and include adequate flexibility to help prevent long term vacancy.	
1.5	Angela Baldock	3552	Support	Southend should develop policies that insist that owners of retail/commercial premises that are not in use for over 2 years are not allowed to leave them empty attracting flyposting etc which is not only unattractive to the area, but could be converted to good quality innovative housing to ease the housing shortage. The properties at the London Road entrance to Hamlet court road are an example of this.	Noted. The Local Plan will explore policies to encourage the re-use of vacant sites/ premises.
1.5	Southend Borough Council - Parks & Open Spaces Department	3641	Comment	The inclusion of well-designed modern high rise buildings with a high level of sustainability, communal spaces, roof gardens and other facilities could be included in any of the options and could be a benefit to the borough.	Noted. The potential for high rise buildings in areas of the Borough will be considered through the preparation of the Local Plan and Urban Living Study.
1.5	Essex and Suffolk Water	3713	Comment	We wish to offer a high level assessment of sites to help strengthen the Local Plan's evidence base. The assessment will help to identify assets which may require protection as well as informing our asset investment plans for network reinforcement. We are happy for the council to contact our planning team directly to discuss the file types we would require for this assessment to take place, if the council would like to strengthen the evidence base.	Noted and welcome the opportunity to co-operate on emerging evidence base.
1.5	Harry Chandler	3827	Comment	Southend needs to "Up its Game" if it is to prosper and grow in the future. It has assets which need to be further exploited and grown so that it can accommodate future population	Noted. The Southend 2050 ambition and new Local Plan will assist in setting a new vision,

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>growth painlessly to the benefit of all of its people and businesses. It is unlikely that more of the same will work in the coming years. As there is no single group that can achieve this result, Southend council need to be leaders of this process. To achieve an optimum result, the council needs dynamic partnership with its people and businesses. Further, all its assets, people and location need to be exploited to achieve the best possible result. When unforeseen problems occur, as they undoubtedly will, they must be dealt with rapidly and in the short and long term interests of its entire people.</p>	<p>strategic objectives and planning framework for the town.</p>
1.5	Brentwood Borough Council	3898	<p>Comment</p> <p>Two of the three development options focus development within the Southend Borough boundary. However, it is recognised that Southend would not be able to meet its full objectively assessed housing need within its own boundary by approximately 10,200 dwellings due to a physical shortfall of land. Southend Borough Council is encouraged to make every reasonable effort to meet as much of the borough's own housing need before relying on duty to cooperate and the South Essex Joint Strategic Plan to meet unmet need</p>	<p>Noted. The Council will explore development potential within its boundary in reference to reviewing land availability assessment and undertaking an urban living study.</p>
1.5	Pegasus Planning	4027	<p>Comment</p> <p>No indication is provided in the Issues and Options report on anticipated timescales for delivery of a new settlement under Option 3. This will need a significant lead-in time and will likely deliver the majority of its housing requirement towards the end of the next plan period and even into the following plan period beyond 2038. As such, a 4th spatial option should include implementation of all 3 spatial options plus all suitable and deliverable/developable sites beyond Southend's boundaries, including Land South of Great Wakering to meet its unmet needs</p>	<p>It is noted that this site is located in the Rochford District Council (RDC) administrative area. SBC and RDC will co-operate on strategic issues, including sites located near to the administrative boundaries, during the preparation of respective Local Plans and JSP.</p> <p>Further evidence will be</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				prepared to inform a preferred spatial strategy as the local plan progresses.	
1.5	Leigh Town Council	4106	Comment	There are no options as Southend has such limited capacity to be able to develop in the future.	Noted.
Option 1 - All development within existing built up areas of Southend					
Option 1	Patricia Ryan	2948	Object		Noted.
Option 1	Karen Tinnams	2973	Object	Doesn't go far enough to really keep Southend going for the future, good short term option but will over load existing amenities which would be detrimental in the long term.	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure, the character of residential areas and the environment .
Option 1	Elizabeth Anslow	2981	Object	I think this option would result in too many densely populated areas. I live in the Westborough ward which is already experiencing the loss of local employment sites to residential developments. As an example a number of corner shops have closed and been converted to flats in the last couple of years. I don't necessarily object to this in principal as it seems better than large premises remaining empty and falling into disrepair but it does have a significant impact on the availability of local services (e.g. getting a Doctors appointment) and residential parking	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure, the character of residential areas and the environment ..
Option 1	Joseph Raven	2988	Comment	Could be potential in increasing the aesthetics of the town by renovating and increasing the appeal of local areas, but will potentially cause a lot more problems with over development within Southend.	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure, the character of residential areas and the

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					environment .
Option 1	Charley Jennings	3028	Support	<p>This is my preferred option. Building on green belt land should be a last resort: It can increase the likelihood of floods. It will decrease the amount of parks and green spaces (which figure 8 stated was an important priority for the people of Southend).</p> <p>It will decrease agriculture, which is a national issue and leading to potential shortages and high prices, as well as higher 'food miles'</p>	<p>Noted. The Local Plan will seek to meet needs in a way that makes as much use as possible of previously-developed or 'brownfield' land, whilst ensuring there are not significant adverse impacts.</p> <p>Evidence suggest, given the scale of identified need, that not all need will be able to be accommodated on brownfield land in Southend and therefore the contribution of greenfield land will need to be considered through the preparation of the Local Plan.</p>
Option 1	Charley Jennings	3029	Support		Noted.
Option 1	Charley Jennings	3032	Support	<p>I understand there is already a strategy to minimize the number of empty homes in the area, which is great. This needs to continue.</p> <p>I would like to see more empty brownfield sites being changed into accommodation. There are a lot of properties in the high street which are empty. Could some of these (especially located on side streets) be changed into council housing?</p> <p>I would like to see higher council contributions for second homes (if this is a decision that can be made at local level).</p>	<p>Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study. This will include an appreciation of empty properties in the Borough.</p>
Option 1	Karen Finn	3035	Object		Noted

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
Option 1	Neil Hampson	3121	Object	<p>Stop bringing more people into the country - lobby government about this.</p> <p>Renovate not demolish - more green</p> <p>Plenty of empty sites in Southend:, Marine Plaza, Old Empire Theatre, Prudential Building in Elmer approach etc</p> <p>Convert empty shops into homes.</p> <p>Stop building on green belt.</p>	<p>Noted. Housing need in Southend is primarily being driven by internal (intra-national) migration. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study. This will include an appreciation of empty properties in the Borough.</p>
Option 1	Perry Gamon	3183	Object	Doesn't achieve housing need	<p>Noted. Current evidence indicates that option 1 alone is unlikely to deliver all housing need. This is to be explored further through reviewing land availability assessments and preparing an urban living study.</p>
Option 1	Nicholas Smith	3212	Support	I believe there are still many sites existing within Southend that could be re-developed to accommodate more housing and we need to maintain a good percentage of open green spaces and countryside.	<p>Noted. The development potential of existing sites within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.</p>
Option 1	Ian McLernon	3310	Object	We already suffer from over development. Parking issues and lack of residents views being taken into account in planning decisions. This would increase the problem and destroy local communities and impact on the environment	<p>Noted . Further work will be undertaken to understand the urban capacity across the Borough and the likely impacts.</p>
Option 1	Southend Borough Council Regulatory	3390	Object	The character of the town may be ruined by this option	<p>Noted. Further work will be undertaken to understand the</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Services				urban capacity across the Borough and the likely impacts.
Option 1	Olympus KeyMed	3393	Comment	Road links into Southend require a major overhaul. Mentioned elsewhere that a new major road link into Southend is a must for Southend Council to meet their future delivery plans for new homes and jobs.	Noted. The Local Plan will need to be informed by transport and access assessment and by the necessary supporting infrastructure required to support the preferred strategy.
Option 1	Alex Baldwin	3405	Support	Leave the small remaining green belt sites alone and utilise existing brown field sites and sites developers are sitting on.	<p>Noted. The Local Plan will seek to meet needs in a way that makes as much use as possible of previously-developed or 'brownfield' land, having regard to likely impacts.</p> <p>Evidence suggests, given the scale of identified need, that not all need will be able to be accommodated on brownfield land in Southend and therefore the contribution of greenfield/ green belt sites will need to be considered through the preparation of the Local Plan.</p> <p>A green belt assessment is being prepared jointly with Rochford District Council.</p>
Option 1	Jeremy Martin	3445	Support	This is probably the least practical option but is the one that should be given the highest priority in finding solutions. Avoiding loss of green space in the town and the surrounding	Noted. The Local Plan will seek to meet needs in a way that makes as much use as possible of

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>area should be a very high priority in the assessment because of the impact of green space on mental health, flood and AIR QUALITY management and overheating management as climate change drives through.</p>	<p>previously-developed or 'brownfield' land, having regard to likely impacts.</p> <p>Evidence suggests, given the scale of identified need, that not all need will be able to be accommodated on brownfield land in Southend and therefore the contribution of greenfield/ green belt sites will need to be considered through the preparation of the Local Plan.</p>
Option 1	Thurrock Borough Council	3658	<p>Comment</p> <p>It is noted from the evidence base that Southend Council considers that only 5,200 to 9,100 additional dwellings can be provided from the built up area during the plan period, of which 3,800 is assumed to come from windfalls. The dwelling capacity figures stated in the Issues and Options document only represents 21% to 50% of the 18,000 to 24,000 dwellings identified as representing the Objectively Assessed Need for housing in Southend for 20 years. Thurrock Council has made a separate representation on the need to take account of the revised Government NPPF and Planning Guidance of February 2019 regarding the use of the standard methodology. The Government approach to assessing need produces a Southend housing figure (23,580 dwellings over 20 years) at the higher end of the housing need range as set out in the Southend Issues and Options document and also therefore at the higher end of the unmet need as measured against current capacity assessments from urban sites. With such a shortfall in identified capacity compared to</p>	<p>The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study. Reference will also be made to any emerging evidence being prepared at the South Essex level.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>housing need it is recommended that Southend Council should ensure it has undertaken a robust and thorough assessment of all potential capacity arising from the urban area. This should take account of updates and reviews of the evidence on urban capacity including the results from the call for sites following this Issues and Options consultation and the capacity assessment from the emerging South Essex Strategic Growth Locations Study (SGLS) and Urban Living Study.</p> <p>Southend Council should thoroughly test the potential uplift in housing capacity that could be achieved from the following sources:</p> <ul style="list-style-type: none"> • Any additional capacity that could be achieved from town centre sites including the potential of re-use of upper floors of commercial building and new mixed use development; • Seek to achieve higher density development around rail stations and other transport hubs and bus route corridors; • Higher capacity from employment land that has a poor environment, under-utilised or is poorly located, and • Higher density from suburban areas. 	
Option 1	Clare Dellow	3733	<p>Support</p> <p>Only more development in town centres, close to existing services and bus routes</p>	<p>Noted. The development potential of existing sites within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.</p>
Option 1	Chelmsford City Council	3885	<p>Comment</p> <p>This option would rely on additional evidence work such as an Urban Living Study to be undertaken to look at potential to increase housing densities across Southend.</p>	<p>Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
Option 1	Environment Agency	3930	Comment	Likely to be a limit to the capacity for additional on-site green infrastructure within existing built up areas, but Option 1 allows for upgrading of older SUDS systems and reduction in peak drainage rates entering arterial surface water sewers and open watercourses; restoration of localised green corridors adjacent to urban watercourses providing net gains for biodiversity (Eastwood Brook, Prittle Brook, Southchurch Brook and Gunners Park Brook); and new public spaces, access and habitat creation as part of redevelopment of sites near to the seafront – this should not compromise ability to create, improve or maintain sea defences	preparing an urban living study. Noted. The provision/ improvement of on-site green infrastructure, upgrading of older SUDS to reduce drainage, restoration of green corridors, net gains in biodiversity and maintenance and improvement of sea defences is noted and are important issues for the Local Plan to consider.
Option 1	Castle Point Borough Council	3956	Comment	Spatial Options 1 would place additional pressures on surrounding local authority areas including Castle Point	Noted.
Option 1	Templewick Partnership	3988	Object	Does not support Option 1 as it would not meet identified housing needs and would result in a potential oversupply of small flats. However, it is recognised that this approach has benefits. One of which not identified in the SLPIO is the potential for this approach to help deliver homes in the early years of the plan period	Noted.
Option 1	SKArchitects	3994	Support	Support Option 1. There is a need for greater residential intensification within key central areas including the High Street. Not likely to be level of investment required for vital infrastructure for a new settlement.	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study The Local Plan will be supported by an Infrastructure Delivery Plan to ensure the final spatial strategy is deliverable.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
Option 1	House Builders Federation	4003	Object	<p>There are significant disadvantages with option 1 and this should be recognised as such by the Council and inform any decision as to the most appropriate spatial strategy. These options will most likely not meet the needs for affordable housing, house prices will increase, affordability will worsen and there is potential for more overcrowding within existing properties.</p> <p>The Council will need to consider the disadvantages of not meeting housing needs through the Sustainability Appraisal of the Local Plan</p>	Noted. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan, including option 1.
Option 1	Bellway Homes	4025	Object	<p>Opposed to Option 1 as it will not deliver the full housing needs requirement. It will also result in the potential oversupply of flats and will not be able to generate the infrastructure requirements needed to alleviate congestion. The option will also not deliver a range of house types and consider..</p>	<p>Noted. Sustainability Appraisal will be an important process in further examining these impacts.</p> <p>The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.</p>
Option 1	Thorpe Estates Company Ltd	4092	Object	<p>Attempting to deliver housing of the scale required in Southend through the densification of existing urban areas as set out in option 1 would not deliver the quantum of housing required. It would be likely to result in a sense of overdevelopment in the existing urban areas, with poor residential amenity and drastically increased pressure on existing infrastructure. Densification, by definition, also cannot provide the range of housing types, sizes and tenures that are required in the Borough as the increased density is only suitable in residential amenity terms for smaller dwellings, typically flats</p>	<p>Noted. Sustainability Appraisal will be an important process in further examining these impacts.</p> <p>The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
Option 2 - Most development within existing built up area, focussed in specific locations such as town centre, Airport and main passenger transport corridors, with some developments on the edge of the existing built up area within Southend.					
Option 2	Karen Tinnams	2972	Object	Overloads an already busy road network and does not supply homes for families	Noted. Sustainability Appraisal will be an important process in further examining these impacts, together with more evidence regarding transport impacts.
Option 2	Elizabeth Anslow	2982	Object	As with option 1 I think this option would result in too many very densely populated areas. In addition option 2 would mean the edges of urban developments creeping outwards. I would rather a strategic scale development which considered all the impacts and requirements from the outset than an approach which gradually creates the same end result of urbanisation but with community needs, like doctor's surgeries and schools, being met retrospectively.	Noted. Sustainability Appraisal will be an important process in examining the impacts of different options for the Local Plan. Infrastructure delivery will be an important consideration.
Option 2	Joseph Raven	2989	Support	A good idea to spread Southend over a larger more manageable area.	Noted.
Option 2	Charley Jennings	3030	Object	I am opposed to the loss of greenbelt land for the reasons outlined above.	Noted.
Option 2	Karen Finn	3036	Object		Noted.
Option 2	Richard Kurti	3147	Support	Balanced development needed.	Noted.
Option 2	Perry Gamon	3184	Object	Doesn't meet housing need	Noted.
Option 2	Nicholas Smith	3213	Object	Southend's green spaces and agricultural land are key to maintaining a healthy environment.	Noted.
Option 2	Ian McLernon	3311	Support	If managed in the correct way, this can develop solutions that minimise impact on the existing communities, whilst enhancing the area. Care should be given to transport corridors to ensure that the impact in the surrounding communities is minimised.	Noted. Sustainability Appraisal will be an important process in examining the impacts of different options for the Local Plan. Transport assessment will

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			Not a one size fit all - but must take local factors into consideration - i.e. parking, nature of the environment, impact on existing residents and local businesses	be an important consideration.	
Option 2	Southend Borough Council Regulatory Services	3389	Support	Option 2 seems to be the best of a bad bunch!	Noted.
Option 2	Claudia Cullen	3421	Support	Best option given the Government's unrealistic demand for housing in the Southeast.	Noted.
Option 2	Jeremy Martin	3446	Support	This is the compromise option which will be needed to support the size of the task. Green space should be enhanced and improved at all costs to avoid the negative consequences on health and management of the environment - including flood, AIR QUALITY, overheating etc The impact on the electricity grid should not be underestimated. A waste to energy plant should be actively considered to generate more power locally with the benefits of lowered transport movement	Noted. Infrastructure delivery will be an important consideration in the preparation of the local plan.
Option 2	Essex Wildlife Trust	3651	Comment	We have serious concerns that building 18,000-24,000 new homes in Southend is unsustainable. However, Option 2 would have a lower impact on the open countryside than Option 3.	Noted.
Option 2	Thurrock Borough Council	3660	Comment	No specific comment other than see comments for urban area as for Option 1	Noted.
Option 2	Chelmsford City Council	3886	Comment	This option could deliver 10,000 – 13,800 homes (including around 4,750 on greenfield/ green belt land) but would also rely on the Urban Living Study to be undertaken for the town centre and main passenger transport corridors.	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.
Option 2	Rochford District Council	3894	Comment	Note the findings of the South East Essex Strategic Growth Locations Assessment (SESSGLA) including the opportunity	Noted. It will be important that SBC and RDC effectively co-

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			that has been identified to explore a strategic-scale garden community in the land north of Fossetts Farm, Garon Park and Bournes Green Chase. At this stage, the extent to which Rochford District can accommodate any unmet needs from Southend Borough is not known. However, we would support a programme of further work to explore the scope, capacity and feasibility of establishing a new garden community in the area identified.	operate on cross-boundary issues including how to deliver growth in jobs and housing and supporting infrastructure.	
Option 2	Environment Agency	3931	Comment	<p>There are some green field areas located adjacent to watercourses, which provide valuable green corridors and maintenance access. New development should not be allowed to encroach into these areas unless areas of public open space are to be maintained along the stream's corridor. Any work undertaken within 8 metres of a main river would require an environmental permit.</p> <p>Opportunities should be taken to incorporate ecological enhancements to watercourses as part of any development. Some green field sites perform a flood storage purpose or provide valuable ecological resource or are required for maintenance access to watercourses. The frequency of this flood storage function is likely to increase with forecast impacts of climate change. Development within these areas for current or future flood risk management should be avoided [NPPF paragraph 157].</p>	Noted. The impact on watercourses and flood risk will be an important consideration in preparing the Local Plan and a preferred spatial strategy.
Option 2	Templewick Partnership	3989	Comment	<p>Option 2 will not meet full housing needs but has the potential to help deliver homes in the early years of the plan period</p> <p>Option 2 and strategic-scale growth are potential approaches which are not mutually exclusive. If Option 2 were to be pursued, suggest it would need to be in conjunction with large strategic growth to the north of the Borough in order to</p>	Noted. Consideration of lead-in times and the phasing of housing development will be important considerations for the local plan.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>ensure that development needs are met in full.</p> <p>One of the potential disadvantages with a strategy of relying on strategic scale development is the long lead-in times and resultant difficulty in delivering homes in the early years of the plan period. This issue is particularly pertinent in the case of Southend-on-Sea Borough, given the acute existing housing need and current lack of supply to address this. This issue can be addressed by identifying smaller sites within strategic growth locations which are able to come forward earlier and independently of the wider, strategic scale development, but which integrate into such strategic development in the future.</p> <p>This approach would enable the benefits of Options 2 and 3 to be realised, whilst overcoming concerns associated with these. Development needs can be met in full and accompanied by substantial new infrastructure, but at the same time development can come forward to meet needs in the early years of the plan period.</p>	
Option 2	House Builders Federation	4004	<p>Object</p> <p>There are significant disadvantages with option 2 and this should be recognised as such by the Council and inform any decision as to the most appropriate spatial strategy. These options will most likely not meet the needs for affordable housing, house prices will increase, affordability will worsen and there is potential for more overcrowding within existing properties.</p> <p>The Council will need to consider the disadvantages of not meeting housing needs through the Sustainability Appraisal of the Local Plan.</p>	Noted. Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan, including option 2.
Option 2	Bellway Homes	4026	<p>Comment</p> <p>Option 2 would not meet needs in full. However, it is recognised that this approach has benefits. One of which not identified in the Issues and Options Report is the potential for</p>	Noted. Consideration of lead-in times and the phasing of housing development will be important

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>this approach to help deliver homes in the early years of the plan period. Large scale, major strategic development often has significant lead-in times, given the coordination of multiple landowners, infrastructure providers and authorities required to deliver such schemes. Smaller scale edge of settlement development can be on land under single ownership or ownership with a limited number of developers, and with elements which can be delivered without requiring major infrastructure provision.</p>	consideration for the local plan.	
Option 2	Thorpe Estates Company Ltd	4093	Object	<p>Similarly, option 2 would not deliver the quantum of housing required. Whilst this option recognises the contribution that the development of greenfield and/or Green Belt land could make to achieving the identified housing need, there remains an overreliance on densification of existing urban areas which would give rise to the same issues with amenity and intensification of use of infrastructure as option 1. It does not go far enough in releasing Green Belt land for development to ensure the local housing need is met in Southend.</p>	<p>Noted Sustainability Appraisal will be an important process in examining the impacts of different options for the Local Plan. Infrastructure delivery will be an important consideration. A green belt assessment will be prepared jointly with Rochford District Council.</p>
Option 3 - Option 2 + working with neighbouring authorities to develop a comprehensive new settlement across Borough boundaries (strategic scale development).					
Option 3	Karen Tinnams	2971	Support	<p>I think this is the better option though I suspect it would be more expensive</p>	Noted.
Option 3	Elizabeth Anslow	2980	Support	<p>Being the only option which has the potential to deliver all development needs this should be the one undertaken. I think this kind of plan would deliver the best quality of life for residents in current and new areas.</p>	Noted.
Option 3	Joseph Raven	2990	Support	<p>My favoured option as Southend can develop internally in some areas to increase the appeal and local value but also spread into a low density area towards the greenbelt but</p>	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				retaining some land by working with other authorities	
Option 3	Charley Jennings	3031	Object	I am opposed to the loss of greenbelt land for the reasons outlined above. I support option 1, and am opposed to options 2 & 3.	Noted. A green belt assessment is being prepared jointly with Rochford District Council.
Option 3	Karen Finn	3037	Support	This would be my preferred option. Most areas of the town are already heavily congested and would not benefit from further housing. Outer lying housing developments would better meet future need but MUST have the appropriate services and infrastructure in place - a Rochford ring road would be a necessity - in reality it already is! Some of the existing infrastructure 'improvements' simply have been worth the time and effort spent on them.	Noted. Transport assessment and feasibility will be an important consideration as the local plan is prepared.
Option 3	Murray Foster	3070	Support	If need be utilise MOD land to east adjacent to Foulness with smart connected travel links	The Council will engage with the MOD and Homes England regarding the future use of MOD land within Southend.
Option 3	Daniel Adamson	3158	Support	This is the only option that can realistically meet the growing housing demands in the area. If green belt land is developed on well, then the positives would outweigh the negative of the loss in green belt. Option 1 (in particular) would just exacerbate the congestion and over-development in the current urban part of Southend.	Noted. Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan.
Option 3	Luca di-Maio	3162	Support	- More accessible to neighbouring residents and tourists - Beneficial for independent business - Reduces congestion and emissions by not forcing more people into a smaller area, and open space encourages development of other transport methods. - Potential, through connection with other boroughs, to redevelop larger residential area and restore former glory of 1890s and 1960s in Southend as a tourist and commercial location	Noted. Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
Option 3	Perry Gamon	3185	Support	<p>This is the only option that can meet housing need & let Southend's own administration decide the best locations for new sites.</p> <p>If an inspector finds the plan unsound due to insufficient dwelling provision, central government will decide the town's future, not local people</p>	Noted.
Option 3	Nicholas Smith	3214	Object	Green belt land should be conserved at all costs.	Noted. A green belt assessment is being prepared jointly with Rochford District Council.
Option 3	Laurence Steel	3245	Support	<p>There is a key need for more housing but it must be met in conjunction with the other LA's. Given large scale expansion it would justify an extra strategic road into the area - probably N of Rayleigh, Hockley and E of Rochford to link in to Shoebury.</p> <p>This not to be at the exclusion of pushing the airport road east of the railway in the short term.</p> <p>I am in favour of the garrison site where Kinetic are being developed - not on Foulness.</p> <p>I don't mind infilling but it will not meet overall needs</p> <p>The parks do need protecting</p>	Noted. Transport assessment and feasibility will be an important consideration as the local plan is prepared. The Council will engage with the MOD and Homes England regarding the future use of MOD land within Southend.
Option 3	Ian McLernon	3306	Support	<p>Support Option 3 - other options significant risk to local residents and the environment. Currently SBC is already ignoring local residents' views - building beyond what is reasonable and ignoring concerns about parking.</p> <p>It would not be possible to develop in a sustainable way, that works with the community, without working with Neighbouring Authorities. - Any plans must think about the impact with existing residents, and take views and local issues into account - not having one Borough Wide approach</p>	Noted - Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan.

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Option 3	Ian McLernon	3312	Support	Think this gives the greatest potential, without working with partner authorities will not be able to generate enough space to meet requirements. Any solutions will seem disconnected between boroughs. A joined up approach will deliver better access, better environment, and maximise opportunities for development	Noted - SBC continues to engage with other South Essex authorities as part of the Association of South Essex Local Authorities .in the preparation of the South Essex Joint Strategic Plan and respective local plans.
Option 3	Southend Borough Council Regulatory Services	3388	Object	Greenbelt land should be protected.	Noted – A green belt assessment will be prepared jointly with Rochford District Council.
Option 3	Wendy Keefe	3413	Support	We cannot continue to cram flats into already built up areas without a detrimental effect on local residents. We need more affordable housing rather than luxury apartments built simply to line the pockets of developers. Using a certain amount of green belt land, whilst regrettable, would allow you to build housing to suit all people together with the required infrastructure to support it. At some point this would be necessary anyway. Do it now instead of ruining the landscape of the Borough	Noted - Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan. A green belt assessment will be prepared jointly with Rochford District Council.
Option 3	Rochford District Council	3429	Comment	Rochford District Council (RDC) acknowledges that Southend Borough Council's existing and emerging evidence suggests it is unlikely to be able to accommodate its identified housing and employment needs in full within its authority boundary.	Noted.
Option 3	Jeremy Martin	3447	Comment	This option is inevitably the easiest and seemingly most practical but it should be reduced to only handle the excess capacity needed that cannot be supported by in town development. Green space throughout Southend must	Noted. Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>remain a huge priority.</p> <p>A waste to energy plant and other generation should be included within the local plan to increase local generation opportunity and to reduce the impact of local movements</p>	<p>Local Plan.</p> <p>It is important that the Local Plan responds to climate change and considers sustainable energy production.</p>	
Option 3	Valerie Morgan	3463	Support	<p>Significant upgrade to the strategic transport network needed</p>	<p>Noted. Transport assessment and feasibility will be an important consideration as the local plan is prepared.</p>
Option 3	Angela Baldock	3530 and 3551	Support	<p>I broadly support this option as long as:</p> <ol style="list-style-type: none"> 1. there is sufficient infrastructure in the plan ie roads that bypass the rest of the town out of the area, good bus routes, walking/cycle paths, schools and healthcare. 2. There is no building in areas that are likely to flood (also allowing for increased water levels due to climate change) 3. There is no building on environmentally important areas for wildlife. 4. That green space that is enhanced for nature with wildlife corridors between other wildlife friendly spaces is built into the project. 5. That diverse housing is built 	<p>Noted. The local plan and preferred spatial strategy will need to be informed by detailed evidence including transport, infrastructure, biodiversity, flood risk assessment and feasibility. The local plan will also be required to take account of local need in identifying the type and tenure of housing sought. Sustainability Appraisal of the plan will be undertaken to examine the impacts of each option.</p>
Option 3	Southend Borough Council – Park & Open Spaces Department	3640	Comment	<p>Although this option has the potential to deliver both the housing requirements and jobs it poses a greater risk to the current state of nature. It also poses a potential risk to local air quality and could have other negative impacts on the local environment.</p> <p>Developments that have already taken place in adjoining boroughs, especially Rochford, have already had a negative</p>	<p>Noted. Sustainability Appraisal of the plan will be undertaken to examine the impacts of each spatial option, including on the natural environment.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>impact on the area with the loss of farmland and green space. The new developments have not undertaken significant works to minimise the net loss of biodiversity and the highways works and other infrastructure are not an antidote for the increase in cars etc resulting in increased local congestion.</p> <p>Option 3 could be a way forward providing developers have to provide infrastructure, including schools, and highways works are properly designed and upgraded at the cost of the developer. All development should show no overall loss of biodiversity.</p>		
Option 3	Essex Wildlife Trust	3652	Object	<p>We have serious concerns about this option, which would result in the loss of much open countryside between the current urban fringe and the internationally important estuarine habitats of the River Roach to the north.</p>	<p>Sustainability Appraisal of the plan will be undertaken to examine the impacts of each spatial option, including on the natural environment.</p>
Option 3	Thurrock Borough Council	3662	Comment	<p>Thurrock Council recognises that due to the current evidence on urban capacity indicating a significant shortfall compared to housing need, that Southend Council has sought to consider alternative options to accommodating its housing requirement including assessing the potential to accommodate development in the Green Belt. As part of the testing of reasonable options to accommodate housing growth, Southend Council along with neighbouring authorities have undertaken an initial South East Essex Strategic Growth Locations Assessment (SEESGLA). The SEESGLA study is largely a constraint-led assessment and identifies one area north of Fossetts Farm, Garon Park and Bournes Green Chase, incorporating land both within Southend and Rochford Council boundaries, that has the potential (subject to further assessment) to accommodate a</p>	<p>The Local Plan will seek to meet needs in a way that makes as much use as possible of previously-developed or 'brownfield' land, having regard to likely impacts. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.</p> <p>The next iteration of the Local Plan will include more detailed</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>strategic settlement of 6,000-8,000 dwellings.</p> <p>It is acknowledged that this SEESGLA assessment includes the potential for a strategic scale new settlement but that this is only an initial stage of evidence gathering and that such an approach to identifying new strategic growth locations will also need to have regard to the emerging South Essex Strategic Growth Locations Study (SGLS) and other evidence. It is noted further evidence is being undertaken including an assessment of transport impacts and mitigation and assessment of impact on the Green Belt.</p> <p>The provision of a strategic new settlement of the scale identified under Option 3 together with the sources from the urban area and urban extensions would assist Southend in meeting its housing need. However Thurrock Council as stated under Option 1 would suggest that a thorough review of the sources of capacity within the urban area is undertaken as well as any further assessment of a new settlement options.</p> <p>Thurrock Council also seeks further clarification on a number of issues relating to the strategic new settlement under Option 3:</p> <ul style="list-style-type: none"> • It is unclear why a new settlement of minimum of 6,000-8,000 is considered appropriate? The SEESGLA study seems to imply this had been determined largely on the basis that such a scale of settlement would support a three form school provision? • It is unclear why other sizes of development have not been tested in this location and in the other locations? • It is not clear in the Issues and Options whether Southend Council considers that most of the new settlement provision would contribute to its need or whether it includes provision 	<p>options appraisal based on a robust evidence base before the Local Plan is submitted for independent examination. A green belt assessment will be prepared jointly with Rochford District Council.</p> <p>SBC will also continue to engage with other South Essex authorities as part of the Association of South Essex Local Authorities in the preparation of the South Essex Joint Strategic Plan and related local plans.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>to meet the housing need of Rochford Council?</p> <ul style="list-style-type: none"> • At 6,000 to 8, 000 dwellings this is unlikely to represent a sustainable development and it is unclear what infrastructure and services would be provided on site and the impact on infrastructure in existing locations; • It is unclear what are the transport impacts and mitigation measures especially when taken together with other impacts of growth along the A127? • It is assumed that Green Belt and landscape impact assessments of the development will be provided as part of the evidence base? • It is unclear what assumptions are to be made about the phasing and deliverability of such a development? • It is unclear how the development is intended to be brought forward and what level of master planning and design led planning are to be considered? <p>In addition to the South Essex SGLS it is considered that a number of other studies will need to be commissioned and developed to support such a development and justify such an approach to be included within the South Essex JSP and Southend New Local Plan.</p>	
Option 3	Southend Borough Council 2050 Safe and Well	3727	<p>Support</p> <p>Option 3 appears to be the best option to us. 18000-24000 houses as well as 10000-12000 new jobs are not going to both be deliverable within the existing urban area without significant reduction of green space in that urban area, which is undesirable as the volume of green space in Southend is already low compared to other towns and cities. A new settlement development would enable full, properly integrated design to take place, incorporating all infrastructure needs and that this could be done in a properly managed, sustainable way, using modern technologies (such</p>	Noted. The next iteration of the Local Plan will include more detailed options appraisal based on a robust evidence base. Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			as local heat networks and carbon free electricity generation) to deliver a properly sustainable development that is also self-sufficient in its energy requirements.		
Option 3	Mrs Clare Dellow	3734	Support	This is the best option, need to ensure any new major development is infrastructure led. Providing new roads, cycleways, easy access to train stations, schools, doctors. Also, must be supported by new big parks	Noted. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base. Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan.
Option 3	Mrs Clare Dellow	3772	Support	Option 3 seems to have the most benefits. Area is pretty inaccessible at present.	Noted. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base. Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan .
Option 3	Southend Borough Council – Regulatory Services Department	3857	Comment	Option 3 is the preferred solution for spatial development. Densifying areas can lead to the use of mechanical ventilation systems to protect residents from noise, rather than the ability for residents to control their own environment. This approach allows for the building of mixed housing types to meet different needs, sustainable developments and in the required infrastructure to support additional housing.	Noted. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base. . Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan
Option 3	Chelmsford City Council	3887	Comment	This option would require partnership working with other adjoining local authorities to deliver such a strategic scale development.	Noted. SBC will continue to engage with other South Essex authorities as part of the

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				Association of South Essex Local Authorities in the preparation of the South Essex Joint Strategic Plan and related local plans..	
Option 3	Rochford District Council	3895	Comment	Note the findings of the South East Essex Strategic Growth Locations Assessment (SESSGLA) including the opportunity that has been identified to explore a strategic-scale garden community in the land north of Fossetts Farm, Garon Park and Bournes Green Chase. At this stage, the extent to which Rochford District can accommodate any unmet needs from Southend Borough is not known. However, we would support a programme of further work to explore the scope, capacity and feasibility of establishing a new garden community in the area identified.	Noted. SBC will continue to engage with Rochford District Council and other South Essex authorities as part of the Association of South Essex Local Authorities in the preparation of the South Essex Joint Strategic Plan and related local plans.
Option 3	Environment Agency	3932	Comment	Any Garden Community in the area north of Fossetts Farm, Garon Park and Bournes Green Chase should maintain a green open space corridor for the Mucking Hall Brook, with built development sited outside of the flood plain and incorporating SUDS drainage to ensure that peak flows, post development, in the Mucking Hall Brook are not increased above pre-development levels. It should be noted that this watercourse has never been modelled by EA and the areas of land peripheral to it are currently shown as Flood Zone 1 (low risk) on the Flood Map for Planning. We advise that flood modelling is carried out as part of the South Essex Joint Strategic Plan to help identify any zones of higher flooding risk.	Noted. Sustainability Appraisal of the plan will be undertaken to examine the impacts of each spatial option, including on the natural environment, and the potential for environmental net gains.
Option 3	Castle Point Borough Council	3957	Comment	Spatial Options 1 would place additional pressures on surrounding local authority areas including Castle Point	Noted. The next iteration of the Local Plan will include more detailed options appraisal based

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				on robust evidence base.
Option 3 Castle Point Borough Council	3958	Comment	SBC is encouraged to meet its housing needs in full. Support conclusions of SEEGLA doc in identifying area north of Fossetts Farm, Garon Park and Bournes Green as suitable to deliver housing growth and encourages progress of Option 3 as a future spatial strategy.	Noted. SBC will continue to engage with other South Essex authorities including Castle Point Borough Council as part of the Association of South Essex Local Authorities, in the preparation of the South Essex Joint Strategic Plan and related local plans..
Option 3 Persimmon Homes	3961	Support	Only Option 3 delivers all housing needs so this should be the option that should be taken forward. A Multi-pronged approach needed, e.g. specific locations, urban edges on greenfield, new settlement on Green Belt land.	Noted. Evaluation of spatial options, including sustainability appraisal will be based on a range of evidence including green belt and landscape assessment and urban capacity.
Option 3 Persimmon Homes	3962	Comment	Given that the administrative boundary is so tightly bound to the urban area of the town, SBC must work closely with Rochford District Council to agree new urban extensions to Southend's existing settlements and look to release Green Belt land. It is essential that Joint Strategic Plan progresses given SBC's need to work with neighbouring authorities, namely Rochford District Council, given its tight administrative boundary and potential for development in the Green Belt Risk that if Option 3 not progressed this will impact on rest of South Essex. South Essex Joint Strategic Plan (JSP) should be expedited to ensure all South Essex authorities are uniform in their housing and development commitments – but should not allow delays in the JSP to impact on production of LP.	Noted. SBC will continue to engage with Rochford District Council and other South Essex authorities as part of the Association of South Essex Local Authorities in the preparation of the South Essex Joint Strategic Plan and related local plans..

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Option 3	Basildon Borough Council	3978	Comment	Support Option 3 as it does the most to meet full objectively assessed housing need subject to transport model that covers whole of A127 to capture cumulative impacts of growth along this corridor (this also applies to employment growth by Airport/northern Southend corridor and park and ride options for growth in seafront visits)	Noted. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base
Option 3	Templewick Partnership	3990	Comment	One of the potential disadvantages with a strategy of relying on strategic scale development is the long lead-in times and resultant difficulty in delivering homes in the early years of the plan period. This issue is particularly pertinent in the case of Southend-on-Sea Borough, given the acute existing housing need and current lack of supply to address this. This issue can be addressed by identifying smaller sites within strategic growth locations which are able to come forward earlier and independently of the wider, strategic scale development, but which integrate into such strategic development in the future. This approach would enable the benefits of Options 2 and 3 to be realised, whilst overcoming concerns associated with these. Development needs can be met in full and accompanied by substantial new infrastructure, but at the same time development can come forward to meet needs in the early years of the plan period.	Noted. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base. Consideration of lead-in times and the phasing of housing development will also be important considerations for the local plan.
Option 3	Templewick Partnership	3991	Support	We agree that strategic growth has the potential to deliver the benefits listed on page 26. Whilst a number are attributed specifically to a new settlement, we wish to stress that these benefits would also apply to large scale strategic growth connected with the existing settlement. Indeed, the benefits would be greater if the large scale growth were to be integrated with the existing settlement. For example, a strategic scale development, well-connected to the existing town, providing new parks and access to greenspace for new	Noted. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base. Consideration of lead-in times and phasing of housing development will also be important considerations for the local plan.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>and existing residents would be of greater benefit to the existing community than a new settlement detached from Southend providing such parks and greenspaces, but not accessible to existing communities. Having regard to the above, we consider that the Local Plan should support strategic scale growth which is integrated with the existing settlement. Not only would this enable existing residents to realise the potential benefits of such development, but it would reduce the impact of development on the Green Belt: a new settlement detached from Southend, set within the Green Belt, would create an island of development surrounded by relatively small parcels / strips of Green Belt land, the function of which to meeting the purposes of the Green Belt would be very limited. Such an approach would be of far greater harm to the Green Belt than a development of the same size but adjoining the existing settlement, which would enable the preservation of substantial and meaningful areas of Green Belt. Further benefits of a strategic scale residential development include its potential to deliver a significant number of affordable homes. Such a benefit would be highly unlikely to be realised through a strategy for growth which relied on small-scale, ad-hoc development within the existing settlement.</p> <p>A large scale development through either an urban extension or new settlement will provide the critical mass of housing to incorporate new schools, both primary and secondary. The SLPIO identifies concerns in respect of growth and infrastructure capacity, and the ability for large scale development to provide such infrastructure represents a significant benefit of this approach, particularly when compared with Option 1. Such infrastructure provision also</p>	

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			has the potential to be of benefit to residents of existing development, provided the strategic growth is well-related to the existing settlement.	
Option 3	Templewick Partnership	3992	Comment <p>The SLPIO identifies the disadvantages to Option 3 as being loss of greenfield land and Green Belt; and loss of some agricultural land.</p> <p>In respect of the loss of greenfield land, whilst the NPPF (paragraph 117) states that in seeking to accommodate development needs Local Plans should seek to make as much use as possible of previously developed land while achieving appropriate densities (NPPF paragraph 122) and securing well designed, attractive places (NPPF Chapter 12), the NPPF does not preclude the allocation of greenfield land on this basis. Clearly it would not be feasible to accommodate the Borough's development needs through redevelopment of previously developed land within the existing settlement without promoting development which would be fundamentally out of keeping with the existing character of Southend and risk substantial harm to the character and appearance of existing residential areas.</p> <p>Development of a strategic scale gives rise to the potential to open up land for public and enhance public access to the countryside. This represents a further benefit and helps mitigate the potential harm in respect of loss of greenfield, particularly within the context of the NPPF (paragraph 118) encouraging improvements to public access to the countryside.</p>	<p>Noted. The Local Plan will seek to meet needs in a way that makes as much use as possible of previously-developed or 'brownfield' land, having regard to likely impacts.</p> <p>Evidence suggests, given the scale of identified need, that not all need will be able to be accommodated on brownfield land in Southend and therefore the contribution of greenfield/ green belt sites will need to be considered through the preparation of the Local Plan.</p> <p>A green belt assessment is being prepared jointly with Rochford District Council.</p>
Option 3	Templewick Partnership	3993	Comment <p>In reference to the South East Essex Strategic Growth Locations Assessment we note that whilst some of the land within Sector D that lies within Rochford District is subject to constraints to development, not all of such land is. We are</p>	<p>Noted. SBC will continue to engage with Rochford District Council and other South Essex authorities as part of the</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>aware that sites within Rochford District within Sector D have been put forward for allocation through Rochford District Council's plan-making process; and we would encourage Southend-on-Sea Borough Council to work closely with Rochford District Council to ensure a comprehensively planned strategic development within this area, through which potential benefits can be maximised and potential negative impacts mitigated.</p> <p>It is considered that it will be important to prioritise for development those areas within Sector D which have a strong relationship to the existing settlement of Southend, including Land West of Wakering Road. Not only will such an approach ensure that the benefits of such strategic development will be felt by existing residents as well as future ones, but this will also minimise the extent to which development is being directed into the open countryside, minimising harm to the Green Belt</p>	<p>Association of South Essex Local Authorities, in the preparation of the South Essex Joint Strategic Plan and related local plans.</p>
Option 3	House Builders Federation	4005	<p>Support</p> <p>Only Option 3 meets the development needs of the area and as such is only one the Council must take forward. Potential for delivering strategic scale cross boundary development between Southend Borough Council and Rochford District Council. Welcome joint working across South Essex on Joint Strategic Plan (JSP).</p> <p>However, other areas assessed and dismissed in the South East Essex Growth Locations Study may offer opportunities for smaller scale development that will play an important part in meeting the areas housing needs in the early part of the plan period. The impact of this on Green Belt will also need to be assessed.</p> <p>Given the need for a high degree of cross boundary working required to meet needs suggest that individual Statements of</p>	<p>SBC will continue to engage with Rochford District Council and other South Essex authorities as part of the Association of South Essex Local Authorities, in the preparation of the South Essex Joint Strategic Plan and related local plans.</p>

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			Common Ground are established (if they do not exist already) with both Rochford and Castle Point to provide clarity on how needs will be met in full across south east Essex. Whilst it is appreciate that the South Essex JSP is intended to provide the main framework for strategic planning in future it is necessary for separate statements to consider issues between adjacent authorities and establish the actions and policies required to develop a strategy that meet the areas objectively assessed needs.	
Option 3	Indigo Planning Ltd	4012	Comment Residential development to north of Fossetts Farm should not justify the inclusion of large-scale retail and leisure uses as part of any future allocation (as currently proposed at Fossetts Farm). The Southend Borough Council's 'new' retail study acknowledges that Fossetts Farm development has created long term uncertainty for the future prospects of the town centre. Any out of centre development will have a significant material impact and would be contrary to national planning policy. This further endorses the point that any investment and future retailing in Southend should be focussed within the town centre itself.	Noted. Southend Football Club's application on land at Fossetts Farm has been submitted but has yet to be determined. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base including the consideration of draft retail and leisure policies
Option 3	Bellway Homes	4027	Support Support Option 3 as it meets housing needs in full. Land at Bournes Green is ideally placed to be able to form part of such strategic growth and to contribute towards the sustainable delivery of homes in the area. It is not subject to constraints that would limit its development and is considered suitable for development. It is being actively promoted by an established house-builder with a track record of delivery and is not subject to any legal or ownership constraints that would prevent its development – it is an achievable and available site for homes. The boundary of Southend is quite tight to the existing built	Noted. SBC will continue to engage with Rochford District Council and other South Essex authorities as part of the Association of South Essex Local Authorities, in the preparation of the South Essex Joint Strategic Plan and related local plans. Consideration of lead-in times and the phasing of housing

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>up area, with limited options for growth within the boundary. It is therefore important that the Council continue to work with neighbouring authorities to meet the identified needs. The site is currently defined as within the Green Belt but consider that exceptional circumstances exist to revise Green Belt boundaries and release this area of land to meet housing and other needs.</p> <p>A development of this scale has the potential to be accompanied by significant environmental improvements, including through ecological enhancements and provision of substantial areas of landscaping and public open space.</p> <p>A large scale urban extension or new settlement can provide a significant amount of new affordable housing which is otherwise unlikely to be delivered, as demonstrated by the historic completion rates.</p> <p>A cross-boundary development within this location has the potential to engender significant social, economic and environmental benefits for both Rochford District and Southend-on-Sea Borough; helping to meet the area's development needs in a manner which minimises potential adverse impacts.</p> <p>Council needs to be mindful of the lead in times to deliver large-scale strategic development and will need to additionally makes provision for meeting short-term housing needs.</p>	<p>development will be important considerations for the local plan.</p>
Option 3	Pegasus Planning Group Ltd	4086	<p>Support</p> <p>Only Option 3 comes close to meeting minimum objectively assessed needs over the plan period (and not upper end of range). However, this is the best-case scenario and represents an unconstrained figure and thus is highly optimistic.</p>	<p>Noted. Consideration of lead-in times and the phasing of housing of development will be important considerations for the local plan.</p>

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Option 3	Thorpe Estates Company Ltd	4094	Support	Consider that of the options presented, option 3 represents the most appropriate approach to development in the Borough as it is the only one to meet identified needs. Allocation of a new garden community would facilitate discussions around new strategic infrastructure, which would enhance the planned works and deliver significant infrastructure improvements.	Noted. SBC will continue to engage with Rochford District Council and other South Essex authorities as part of the Association of South Essex Local Authorities in the preparation of the South Essex Joint Strategic Plan and related local plans.
Spatial Strategy					
Spatial Strategy	Gladman	3950	Comment	The Council should ensure that the future results of the SA clearly justify its policy choices. In meeting the development needs of the area, it should be clear from the results of this assessment why some policy options have progressed, and others have been rejected. This must be undertaken through a comparative and equal assessment of each reasonable alternative, in the same level of detail for both chosen and rejected alternatives. The Council's decision-making and scoring should be robust, justified and transparent.	Noted. Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base.
Spatial Strategy	Essex County Council	4048	Comment	ECC welcome the Interim Integrated Impact Assessment, which provides a good high-level appraisal at this early stage of plan preparation, however seek reference to minerals planning related developments and the Essex Minerals Local Plan. In moving forward, it will be necessary to identify more detailed alternatives / options as evidence emerges. In progressing the new Local Plan, it is recommended that the SA factors in and is aligned with the SA of the JSP, specifically the strategic growth locations and in terms of any cross-boundary options and trans-boundary / cumulative effects, as	Noted. Sustainability Appraisal is an important process in examining the impacts of pursuing different options in the Local Plan. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>that Plan (and SA) progresses. ECC welcome the general approach however suggest the Integrated Impact Assessment (IIA) will need to identify more detailed alternatives / options once the Plan's evidence base emerges. This will crucially need to factor in realistic site options within the Plan area. An approach to including the findings of the JSP Sustainability Appraisal, specifically strategic growth locations, will need to be factored into the narrative of the IIA. With respect to Table 1 IIA Objectives and the framework for the appraisal of the Plan, it is suggested more could be included at the next stage regarding how impacts will be identified and how these translate to the individual site assessments.</p>	
2.	How best do you think we should provide for our future housing needs?			
2.	Harry Chandler	3833	<p>Comment</p> <p>We understand that central government needs Southend to accommodate a further 80,000 houses. Whilst Option 1 seems to be the ideal one, there is insufficient space within the current boundaries of Southend to match government's requirement. Option 3 seems to be the only one that could work. This is likely to change Southend, and to be unacceptable for current residents. It is unlikely that Essex County Council will agree to make land available to Southend for 80,000 homes without the UK government compelling them to do so. Employers are hesitant to locate in Southend because of its poor road links. This is likely to mean that Southend is likely to be a magnet for people with low incomes living in "affordable homes" should Southend be able to provide them.</p>	<p>Noted. The Local Plan will seek to meet the full range of housing needs (including affordable housing) in a way that makes as much use as possible of previously-developed or 'brownfield' land, having regard to likely impacts. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base.</p>
2.	John Haslehurst	3849	<p>Comment</p> <p>Having reviewed the ONS statistics on population density,</p>	<p>Noted. Further work will be</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>Southend is the highest in the South Essex region already. From personal experience, I live in one of those areas most highly populated. Over various Council administrations through many years I have seen the impact of the decisions they have taken by allowing the family home conversions to flats. It is not pleasant and the area continues to deteriorate, concentrating more housing into the existing built up areas will not provide a good life style. By building on green field sites will reduce the potential carbon capturing abilities of those areas. Just cramming more people into the borough will not provide a life style that I feel most people want.</p>	<p>undertaken to understand the urban capacity across the Borough and impact on infrastructure, the character of residential areas and the environment.</p>	
2.	John Haslehurst	3852	Comment	<p>Another question about the 24,000 homes, is this just an arbitrarily manufactured number by central government or some locally created quantity? Why shouldn't other areas of Essex have their population densities brought up to the same level as Southend on Sea before there is a need to uplift the figures for Southend? I have included the figures so you can see the difference, assuming that you have not already looked.</p>	<p>National Planning Policy Guidance (NPPG) requires local planning authorities to use a <i>standardised methodology</i> to calculate housing need. For Southend this equates to a range between 18,000 – 24,000 new homes over a 20 year period.</p>
2.	John Haslehurst	3855	Comment	<p>Perhaps I should just lie back and ignore the whole thing, especially as I won't be alive in 2050, I just want someone to listen and take notice, the congestion is awful and will only get worse with more people moving into the town. The plan should not be about homes and housing it should be about initially getting the town back to an environment that is pleasant to live in, encouraging businesses to create local Southend based employment that pays well and an education system that provides the skills and knowledge to the youth of the town so they can progress into those local businesses. The consequences of that would be no need to bring new</p>	<p>Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure, the character of residential areas and the environment.</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				people into the town and the local population would be able to afford to buy their own homes locally	
2.	Chelmsford City Council	3888	Comment	Both CCC and SBC have been involved in the joint Gypsy, Traveller & Traveller Show people Accommodation Assessment (GTAA) with other relevant Essex Local Planning Authorities. The assessment undertaken across Essex found that there are no additional pitches needed for gypsy and traveller sites or additional plots required for travelling show people in Southend. On transit sites, CCC acknowledges GTAA's recommendations to engage, through DTC with other Essex authorities to review need for transit sites and further work also being undertaken by ECC to consider need across Essex as a whole.	SBC will continue to liaise with other Essex local authorities as part of the assessment of traveller and traveller show people accommodation needs.
2.	Environment Agency	3933	Comment	All new residential development is required to achieve a water consumption limit of a maximum of 125 litres per person per day as set out within the Building Regulations &c. (Amendment) Regulations 2015. However, we recommend that in areas of serious water stress (as identified in our report Water stressed areas - final classification) a higher standard of a maximum of 110 litres per person per day is applied. This standard or higher should be included in a local plan policy. Consideration for the waste created by growth should be considered in the local plan. Information in managing waste within planning system can be found at https://www.gov.uk/guidance/waste . As a minimum developers should follow the waste hierarchy but consideration could be given to the re-use of reclaimed aggregates in road building or within foundations for building projects.	Noted. Policy requirements including a higher water efficiency standard will need to be based on robust evidence including need and viability assessment.
2.	Gladman	3952	Comment	To support the Government's continued objective of significantly boosting the supply of homes (in line with	Noted. Local Plan policies will seek to make the most effective

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			<p>paragraph 16 of NPPF 2018), the Council will need to provide a wide range of sites, in a variety of locations and of a mix of sizes to ensure as much choice as possible for both housebuilders and house buyers, address the needs of groups with specific housing requirements, and ensure that land with permission is developed without unnecessary delay. Densities, particularly close to town centres and public transport nodes, should be expected to be higher, whilst sites for lower density schemes more suited to the provision of family housing should be found, where possible within the borough or outside in the neighbouring authorities' areas. Poorer quality employment sites should be investigated as a potential source for new residential developments.</p>	<p>use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations.</p>
2.	Gladman	3953	<p>Comment</p> <p>The Council should be seeking to provide a level of affordable housing which meets locally identified need without impacting on development viability. This will have to be assessed through the local housing needs study and the local plan viability assessment. The Council should seek to ensure that they set all of their development requirements in the Local Plan at a level that is deliverable and viable and would remain so, across the Plan period.</p> <p>The provision of affordable housing could also be augmented through an increase in the overall housing requirement above the need identified in the standard method</p>	<p>Noted. Policy requirements including affordable housing will need to be based on robust evidence including need and viability assessment.</p>
2.	Gladman	3954	<p>Comment</p> <p>If the Council wishes to adopt the discretionary accessible and adaptable homes standards and optional new national technical standards – these must be evidence based and their impact on viability considered.</p>	<p>Noted. Policy requirements including the adoption of the National Space Standards will need to be based on robust evidence including need and viability assessment.</p>
2.	Gladman	3955	<p>Comment</p> <p>Policy HPo6 requires all residential development to have to</p>	<p>Noted. Policy requirements</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>comply with the Nationally Described Space Standards (NDDS). There are a number of potential policy requirements being considered by the Council through the Issues and Options document which developers would have to provide as part of any proposal. These include such issues as renewable and low carbon energy provision, electric vehicle charging points, the provision of SANG, education provision, open space and green infrastructure etc.</p> <p>The levels of contribution required by the Local Plan on development must leave development viable and must not put at risk the deliverability of the plan as a whole. Therefore, the Council will need to test the cumulative impacts of all its policies on the viability of development at the Local Plan stage and set its policy requirements at a level that is viable now and is likely to remain viable throughout the Plan period.</p>	including the adoption of the National Space Standards will need to be based on robust evidence including need and viability assessment.	
2.	Persimmon Homes	3964	Comment	<p>It is promising to see that the Council recognise the importance of housing and its link to economic performance through the provision of the right housing in the right place, attracting a wide skills base that then encourages inward investment and thus helping to reduce the current levels of deprivation in the Borough. To this end, SBC must meet its housing needs in full with no shortfall in supply, to ensure the economic prosperity of the Borough.</p>	Noted. The Local Plan will seek to meet the full range of housing needs (including affordable housing).
2.	Persimmon Homes	3965	Comment	<p>Clear evidence of need will need to be demonstrated and impact on viability considered to justify the adoption of the optional National Space Standards (Need and Viability). Transitional arrangements may also be needed following adoption to enable developers to factor in the cost of space standards into future land acquisitions</p>	Noted. Policy requirements including the adoption of the National Space Standards will need to be based on robust evidence including need and viability assessment.
2.	Persimmon Homes	3966	Comment	<p>Danger of setting affordable housing policy requirements too close to margins of viability. Should look at setting variable</p>	Noted. The Local Plan will seek to provide affordable housing

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			targets in Local Plan with regard to development type and location.	based on robust evidence including up to date viability assessment.
2.	Basildon Borough Council	3980	Comment Gypsies and Travellers Accommodation Assessment (GTAA) – SBC should plan for Transit sites and effectively participate in joint Essex wide work to develop evidence.	SBC will continue to liaise with other Essex local authorities as part of the assessment of traveller and traveller show people accommodation needs .
2.	Templewick Partnership	3984	Comment Land west of Wakering Road comprising 5.96 hectares currently in agricultural use adjoining the settlement of Southend. Considered suitable for residential development to meet a range of housing needs. In preparing the new Local Plan urges the Council to be mindful of likely timescales to adoption and to ensure the Local Plan will address, as a minimum, development requirements 15 years from this point. The primary constraint to the site’s development is its current allocation as Green Belt. In terms of potential physical constraints, the Site is entirely located within Flood Zone 1 – land least at risk of flooding from tidal or fluvial sources. It is not subject to any ecological designations, and given its agricultural use, is considered unlikely to be of significant ecological value. Considers the sites contribution to the purposes of the Green Belt is severely limited. The site is enclosed on three sides (east, west and south) by existing development and roads. The site’s character is influenced by these existing urban components. The site forms a logical extension to Southend and the nearest other settlement is a considerable distance away and very much functionally separate from the site. Further the Borough clearly has a substantial unmet housing	Noted. This site has been promoted by interested parties via the Council’s call for sites and will be considered by the Borough Council through the plan making process. The next iteration of the Local Plan will include more detailed options appraisal based on robust evidence base. A green belt assessment is being prepared jointly with Rochford District Council. Consideration of lead-in times and the phasing of housing development will also be important considerations for the local plan.

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2.	Templewick Partnership	3986	Comment	<p>need.</p> <p>It will be necessary for the new Local Plan to consider whether the minimum figure should be exceeded. In relation to this issue, it should be recognised that increasing the provision of new homes to beyond the minimum requirement will not only give rise to further social and economic benefits; but will also help ensure the Local Plan has sufficient flexibility to be able to respond to rapid change, and to help minimise chances the Green Belt will need to be reviewed before the end of the plan period, both requirements of the NPPF (paragraphs 11 and 136, respectively).</p>	<p>National policy outlines that local plans should seek to meet objectively assessed housing needs. Government has set a clear agenda for growth to address past rates of under delivery of new homes. The housing requirement for Southend, calculated using the NPPG Standardised Methodology is a range from 18,000 to 24,000.</p> <p>The Council will review its land availability assessment, prepare an urban living study to examine potential sites for intensification, and undertake a Green Belt assessment to consider all options for future development potential, subject to Sustainability Appraisal, to be tested at independent examination.</p>
2.	Templewick Partnership	3987	Comment	<p>In addition to the total housing requirement, the PPG1 notes that the Standard Method for assessing housing need does not break down the overall figure into different types of housing, and that the need for particular sizes, types and tenures of homes as well as the housing needs of particular</p>	<p>Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			groups should be considered separately. As such, it will be important for the housing needs of specific groups to be considered through the preparation of the new Local Plan.		
2.	SKArchitects	3995	Comment	Need for greater residential intensification within key central area including High Street and diversification away from A1 retail.	Noted. Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations.
2.	House Builders Federation	4006	Comment	The NPPF requires local planning authorities to make the most effective use of land in meeting the need for homes and other uses in their area. However, in making these decisions it will be important for the Council to reflect on the ability of development in Southend on Sea to achieve higher densities. Development viability, market conditions and availability of infrastructure can all be barriers to significantly higher densities and therefore delivery expectations on sites in the urban area should not be over-estimated.	Noted. Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations.
2.	House Builders Federation	4007	Comment	The level of contribution for affordable housing should not be aspirational but based on viability. If the Council wishes to deliver more affordable housing, then it should seek to allocate more land for development rather than seek to increase the proportion of affordable housing it requires from each site	Noted. The Local Plan will seek to provide affordable housing based on robust evidence including up to date viability assessment.
2.	House Builders Federation	4008	Comment	All dwellings will be built to M4(1) technical standards but adoption of the options technical standards should be based on evidence of need for housing for people with specific	Noted. The Local Plan will seek to provide housing for people with specific housing needs

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			housing needs.	where based on robust evidence and subject to viability.
2.	Essex County Council	4035	Support CC note and support SBC using the Government's standard methodology for housing to meet its need in full. ECC welcome the references to provision of Specialist Housing, including Independent Living for Older People and Adults with Disabilities within the Local Plan.	Noted. The Local Plan will seek to meet the full range of housing needs in a way that makes as much use as possible of previously-developed or 'brownfield' land, having regard to likely impacts. Evidence suggests, given the scale of identified need, that not all need will be able to be accommodated on brownfield land in Southend and therefore the contribution of greenfield/ green belt sites will need to be considered through the preparation of the Local Plan
2.	Alan Grubb	4079	Comment Affordable housing and infrastructure should be properly costed into development. Have got to protect the stock of social housing for future generations. Affordable housing should be restricted to those with a long-term relationship with the town i.e. lived and worked here for several years. Accessible/flexible housing is required to allow for alterations, so residents can stay in their homes as they get older. Social rented should be excluded from right to buy and stock protected for future generations	Noted. The Local Plan will seek to provide affordable housing and housing for people with specific housing needs where based on robust evidence and subject to viability.
2.	Pegasus Planning Ltd	4088	Comment LPAs should establish a housing requirement figure for their whole area, which shows the extent to which their identified	Noted. The Local Plan will seek to meet the full range of housing

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			<p>housing need (and any needs that cannot be met within neighbouring areas) can be met over the plan period (NPPF, paragraph 65). According to the Government's 'standard methodology' for calculating housing need, SBC has an identified need of between 909-1,176 new homes per annum, which over the proposed 20-year plan period equates to between approximately 18,000-24,000 new homes. The identified objectively assessed housing need for SBC correlates to the findings of the South Essex Housing Needs Assessment (SHMA, 2016) which identified an annual objectively assessed need of 1,072 dwellings per annum (total of approximately 21,500 new homes over the next plan period). With SBC's historic rate of development since 2001 being 340 dwellings per annum, the standardised methodology represents a significant uplift in annual housing completion rates, requiring over three times past historic rates of development to achieve the objectively assessed higher range need. Moreover, the NPPF continues that in order to maintain the supply of housing, Local Planning Authorities (LPAs) should monitor progress in building out sites which have planning permission. Where the 'Housing Delivery Test' indicates that delivery has fallen below 95% of the LPAs housing requirement over the previous three years, the authority should prepare an action plan in line with national guidance, to assess the causes of under delivery and identify actions to increase delivery in future years (NPPF, paragraph 75). As such, it is important to note that the Government's 2018 Housing Delivery Test, published in February 2019, highlights that SBC has delivered just 49% against adopted housing targets in the last 3 years. Therefore, in line with national planning guidance, it is appropriate to</p>	<p>needs in a way that makes as much use as possible of previously-developed or 'brownfield' land, having regard to likely impacts.</p> <p>Evidence suggests, given the scale of identified need, that not all need will be able to be accommodated on brownfield land in Southend and therefore the contribution of greenfield/ green belt sites will need to be considered through the preparation of the Local Plan.</p> <p>Consideration of lead-in times and the phasing of housing development will be important considerations for the local plan.</p>

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			apply a 20% buffer to SBC's 5-year housing land supply requirements also. Meeting objectively assessed housing needs therefore represents a significant challenge for SBC.	
2.	Thorpe Estates Company Ltd	4096	Comment Densification is unable to deliver both the required quantum and mix of dwellings set out above whereas allocating a new garden community on greenfield land would enable a comprehensively and positively planned scheme that could deliver against all of the emerging Plan targets and objectives. Furthermore, the South East Essex Strategic Growth Locations Assessment (published in 2019 by Castle Point, Rochford and Southend-on-Sea Borough and District Councils) already admits that "early indications and assessment suggest that all three authorities will not be able to meet objectively assessed housing need within existing built up areas."	Noted. The Local Plan will seek to meet the full range of housing needs in a way that makes as much use as possible of previously-developed or 'brownfield' land, having regard to likely impacts. Evidence suggests, given the scale of identified need, that not all need will be able to be accommodated on brownfield land in Southend and therefore the contribution of greenfield/ green belt sites will need to be considered through the preparation of the Local Plan. Consideration of lead-in times and the phasing of housing development will be important considerations for the local plan.
2.	Thorpe Estates Company Ltd	4097	Comment With reference to the HELAA (HEA143 being categorised as currently unsuitable as designated Green Belt) - Local housing need, three times higher under the standard methodology than the adopted Local Plan target, and the lack of alternative spatial strategies that are able to meet this need,	Noted. The Local Plan will seek to meet the full range of housing needs in a way that makes as much use as possible of previously-developed or

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			SOSBC can be confident that the planning policy circumstances are now different and that, consequently, the release of Green Belt land for the purposes described in the emerging Plan would no longer be unsuitable.	<p>'brownfield' land, having regard to likely impacts.</p> <p>Evidence suggests, given the scale of identified need, that not all need will be able to be accommodated on brownfield land in Southend and therefore the contribution of greenfield/ green belt sites will need to be considered through the preparation of the Local Plan.</p> <p>Consideration of lead-in times and the phasing of housing development will be important considerations for the local plan.</p>
2.1	Intensify housing development by allowing an increase of densities across the existing built up area?			
2.1a	Patricia Ryan	2954	Object	Noted.
2.1a	Patricia Ryan	2955	Support	Noted.
2.1a	Joseph Raven	2991	Object	Noted.
2.1a	Anthony Plummer	3027	Support	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility
			Wherever possible higher density housing should be allowed with greater emphasis on public housing. The contribution on new sites for public housing must be insisted on. When developers e.g. Weston homes say it isn't viable they must be stopped, when you look at their yearly profit figures this is disproved.	

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				and heritage and design considerations.	
2.1a	Karen Finn	3038	Object	This would not work. Most properties have at least 2 vehicles - where you got your figures from of 1 vehicle per household cannot be true. It would place further pressure on existing schools, surgeries etc	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations.
2.1a	Neil Hampson	3124	Support	Use old buildings - plenty of empty sites in south end Marine plaza, old Empire theatre, old prudential building Elmer approach - Ugly Victoria Centre & Royals	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations.
2.1a	Neil Hampson	3125	Object	Stop allowing dividing existing houses into flats. Increased density leads to too many cars, no parking, more pollution etc.	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations.
2.1a	Richard Kurti	3148	Support	Reuse office and shop space that is no longer wanted.	Noted.
2.1a	Luca di-Maio	3164	Comment	Not an objection but not total support, but this is the lesser of two evils if density development is necessary. Rather than directing it to already busy areas including some problem areas, spreading across a built-up area serves to benefit these	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such

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			said areas, including areas that may be currently neglected by already existing dense areas.	as market conditions and viability, transport accessibility and heritage and design considerations..	
2.1a	Perry Gamon	3175	Object	a)This option doesn't meet housing need	Noted.
2.1a	Nicholas Smith	3216	Support	Younger people are more attracted to living in built up areas and high quality apartments which offer convenience and location benefits.	Noted.
2.1a	Nicholas Smith	3246	Support	b) The town centre is key to this and the vacant sites need developing as should have happened years ago	Noted.
2.1a	Southend Borough Council – Economic Growth Department	3283	Support	Work with developers to provide more information about where we will accept development and conversion of use of property. I do not think developers are clear where they are able to convert to residential and also the density and heights that will be permitted. Greater clarity on the plans. improved communication	Noted. Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations.
2.1a	Ian McLernon	3314	Object	Already over development - lack of parking - resident views ignored One size fit all does not work. Take resident views into account. Developments should complement the area	Noted. Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations
2.1a	Southend Borough Council Regulatory Services	3385	Object	No.	Noted.
2.1a	Jeremy Martin	3450	Support	Higher densities should have an accompanying requirement to increase green space	Noted. Local Plan policies will seek to make the most effective

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				use of previously developed land, taking into account design considerations including scope for urban greening.
2.1a	Southend Borough Council – Park & Open Spaces Department	3642	Support	Increasing density could be an acceptable approach in some areas providing the developments show a high level of sustainability within the design and include communal or private spaces such as roof gardens.
2.1a	Thurrock Borough Council	3663	Comment	<p>It is noted from the evidence base that Southend Council considers that only 5,200 to 9,100 additional dwellings can be provided from the built up area during the plan period, of which 3,800 is assumed to come from windfalls. The dwelling capacity figures stated in the Issues and Options document only represents 21% to 50% of the 18,000 to 24,000 dwellings identified as representing the Objectively Assessed Need for housing in Southend for 20 years. Thurrock Council has made a separate representation on the need to take account of the revised Government NPPF and Planning Guidance of February 2019 regarding the use of the standard methodology. The Government approach to assessing need produces a Southend housing figure (23,580 dwellings over 20 years) at the higher end of the housing need range as set out in the Southend Issues and Options document and also therefore at the higher end of the unmet need as measured against current capacity assessments from urban sites. With such a shortfall in identified capacity compared to housing need it is recommended that Southend Council should ensure it has undertaken a robust and thorough assessment of all potential capacity arising from the urban</p> <p>Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations .</p> <p>The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>area. This should take account of updates and reviews of the evidence on urban capacity including the results from the call for sites following this Issues and Options consultation and the capacity assessment from the emerging South Essex Strategic Growth Locations Study (SGLS) and Urban Living Study.</p> <p>The potential capacity from the urban area Southend Council should thoroughly test the potential uplift in housing capacity that could be achieved from the following sources:</p> <ul style="list-style-type: none"> • Any additional capacity that could be achieved from town centre sites including the potential of re-use of upper floors of commercial building and new mixed use development; • Seek to achieve higher density development around rail stations and other transport hubs and bus route corridors; • Higher capacity from employment land that has a poor environment, under-utilised or is poorly located, and • Higher density from suburban areas 	
2.1a	Clare Dellows	3737	Object	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.
2.1a	Southend Borough Council - Strategic Housing Department	3787	Support	Noted. Local Plan policies will seek to make the most effective use of previously developed land taking into account factors such as market conditions and viability, transport accessibility and heritage and design

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				considerations. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.	
2.1b)	Intensify housing development by directing higher density housing to specific locations, such as town centre, near train stations and prime bus routes (e.g. London Road, Southchurch Road, Victoria Avenue, Sutton Road)?				
2.1b	Murray Foster	3072	Support	Yes prefer this than to option "a" as need to ensure that transport connectivity is fast and clean which is easier to achieve in specific areas rather than across existing built up area	Noted.
2.1b	Luca di-Maio	3163	Object	Depending on the type of housing built has the stigma of encouraging/increasing crime. Especially with known issues around the York Road/Kursaal Area, higher density housing around these areas can attract or accommodate these problems, especially with the direct links to our train stations from surrounding areas including London, which face similar issues.	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study, including employment areas and town centres.
2.1b	Perry Gamon	3176	Object	b) This option doesn't meet housing need	Noted.
2.1b	Nicholas Smith	3217	Support	b) Higher density housing is not only affordable but can be located nearer to central business areas, contributing to a reduction on vehicles and better use of public transport.	Noted. Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility

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				and heritage and design considerations.	
2.1b	Nicholas Smith	3246	Support	b) The town centre is key to this and the vacant sites need developing as should have happened years ago	Noted.
2.1b	Southend Borough Council – Economic Growth	3284	Support	b) in agreement with this. Also work with the transport providers to develop new strategic routes where housing and employment can be developed. E.g. improved links to Rochford and the area near the airport business park which would support greater movement of people	Local Plan policies will seek to make the most effective use of previously developed land, linked to improvements in strategic transport networks.
2.1b	Ian McLernon	3315	Object	So far from experience as to what has been allowed - developments are not in keeping with environment, have a detrimental impact on neighbouring roads, promote an over capacity of small supermarkets impacting on local businesses, do not realistically assess and deal with local parking issues. Fail to take local residents views into account. Consultation should be from the borough with a clear local plan for these corridors that residents sign up to and can agree. At the moment we are driven by developer greed and there is no SBC clear plan.	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations.
2.1b	Jeremy Martin	3451	Support	Provided that green space is enhanced. This type of development should be completed with lower car park ratios to exploit the availability of local public transport and to create areas where pedestrian and cycling can be prioritised. This will attract a higher level of well-being and wealth as is shown in many European Cities	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations.
2.1b	Valerie Morgan	3464	Support	Probably only sensible solution	Noted.
2.1b	Angela Baldock	3532	Support	Higher density housing should only be allowed in good public	Local Plan policies will seek to

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			<p>transport areas to reduce the number of cars on the roads and need to additional parking, which has reached saturation already.</p> <p>Public transport links should be developed in the north i.e. Eastwood in order to accommodate more housing density.</p>	make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations	
2.1b	Angela Baldock	3553	Support	<p>Higher density housing should only be allowed on good public transport routes to try to reduce the carbon emissions and number of cars on the road, but should not be on the river side of the seafront which will restrict the openness that residents get currently.</p>	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations
2.1b	Southend Borough Council - Parks & Open Spaces Department	3643	Comment	Well-designed higher density housing could work in a variety of areas not only on existing transport routes. New developments could create a demand for new sustainable travel options such as new bus routes.	Local Plan policies will seek to make the most effective use of previously developed land, including appropriate locations taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations
2.1b	Thurrock Borough Council	3666	Comment	No further comment	Noted.
2.1b	Andrew Martin	3728	Support	<p>Option b appears to be the best option to us, so that the higher density areas are focussed in the areas that are best catered to be able to cope with them.</p> <p>However this option should also be aligned to enhancements to public transport provision so that it is better integrated</p>	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and

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				across different modes, particularly in these higher density areas, so that public transport becomes a realistic choice for people to move around and out of the Borough. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads	viability, transport accessibility and heritage and design considerations
2.1b	Clare Dellows	3739	Support	Yes, can have higher buildings in town centres and along London road	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study, including employment areas and town centres.
2.1b	Southend Borough Council – Strategic Housing Department	3789	Support	Ensuring that higher density housing is focused around specific locations especially more sustainable and well connected seems a good approach and would assist with car parking levels.	Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations
2.1b	Metrotidal Ltd	3814	Support	The Metrotidal proposal supports both increased housing supply at public transport and town centre locations including land released by redevelopment of the Southend Victoria terminus as well as the potential of the "Sector D " Fossets Farm, Garon Park and Bournes Green Chase area, with access from Southend Airport Station.	Noted. Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations

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2.1b	Leigh Town Council	4107	Support	Leigh Town Council chose option b) directing higher density housing to specific locations. Additionally where possible, this can be assisted by using empty retail or higher floors of locations in the town centre.	Noted. Local Plan policies will seek to make the most effective use of previously developed land, taking into account factors such as market conditions and viability, transport accessibility and heritage and design considerations
2.2	Allow redevelopment of some of the poorer quality industrial areas and/or allow some sites currently zoned for employment to be developed for housing? What sites do you think should be identified				
2.2	Patricia Ryan	2956	Support		Noted.
2.2	Joseph Raven	2992	Support		Noted.
2.2	Karen Finn	3039	Support	This could work for selected areas - the Vic Ave redevelopment of office blocks into flats is a good example. There are some very rundown industrial estate areas that were probably created in the 1950's and 1960's that could be utilised - areas of Shoebury and Leigh in particular	The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.
2.2	Murray Foster	3073	Support	Yes and this includes town centre high St retail area where appropriate, preferably above other use premises retail, leisure, community, cultural - the latter needs Estuary Experience Centre in high St	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study, including employment areas and town centres.
2.2	Luca di-Maio	3165	Support	Underused/unused industrial areas should absolutely be	Noted. The development

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			redeveloped into housing areas. There are areas such as Greyhound Retail that have already successfully turned an abandoned industrial area into suitable housing, as well as the current developments on Victoria Avenue and Sutton Road. Another area which could benefit from this is the industrial area around SS2 5DD, there have been many crime reports around the Kenway area, seemingly due to the long covered alleyway which runs through, with a backdrop of dingy brown brick buildings which themselves are an eyesore, as well as this the area around SS1 2RR should definitely be identified. Not only the high crime rates around the Kursaal but the mismatch of The Forresters Arms sitting behind the chip shop, with a large patch of dirt behind it are more problem areas, that are another eyesore on a nice seafront	potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.	
2.2	Perry Gamon	3177	Support	Some of the poorer quality industrial areas should be redeveloped to help meet housing need, flats especially as contamination is likely to be present & therefore not viable for family housing	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.
2.2	Nicholas Smith	3218	Support	Most business within the area are small companies and as such larger industrial areas will become less utilised, with more industries focusing on the tertiary sector.	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.
2.2	Southend Borough Council – Economic Growth	3285	Support	Greater clarity about housing and industrial use. IMS is heavy industrial and located adjacent to residential. Is this the best place for this industry? Where do we want them?	Noted. The development potential of brownfield land within Southend will be further

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>What type of industry do we want in each area? How are we supporting transport links to the industrial areas or is there shared parking for them to prevent spillage onto the local areas.</p> <p>Towerfield industrial estate is in poor repair - this need investment so we can attract quality business into the area rather than it looking like it is dying.</p> <p>New building on the corner opposite chalkwell park is residential on the top floors but commercial on the ground floor. Do we need more additional commercial footage on the ground floor of all development or can this be changed to residential especially on the London Road?</p>	explored through reviewing land availability assessments and preparing an urban living study.	
2.2	Ian McLernon	3316	Support	<p>Yes agree - but developments should be in context and respectful to the local area. Local examples of what works and what does not.</p> <p>Works Well - Albany Laundry Site on Nelson Road, quality build, not too high, enhances the area</p> <p>What does not work - Nissan Toomey Development London Road opposite Chalkwell Park. Failed to take resident views into account, driven by developer, overly dominant, too high, out of context with local area</p>	The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study
2.2	Jeremy Martin	3449	Support	<p>Redevelopment of the lower quality industrial spaces should be accommodated especially if improved work spaces can be provided simultaneously</p>	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study
2.2	Valerie Morgan	3465	Support	<p>On unused industrial areas</p>	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land

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				availability assessments and preparing an urban living study	
2.2	Angela Baldock	3533	Support	All commercial/retail buildings that have lain empty for more than 2 years should be reclassified for housing. There are some buildings on the corner of London Rd/Hamlet court Rd that have been empty for many years that are clearly not viable retail, so should be converted to assist with the housing demand. Measures should be put in place to fill all the retail units in the shopping centres at Victoria and the Royals before more retail units should be built.	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study
2.2	Angela Baldock	3554	Support	Hamlet court road entrance from London Road as these properties have been empty for years. The middle part of the high street where there are many empty shops - also encourage the moving of other shops in to the Victoria or the Royals to utilise the unused units in these sites.	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study
2.2	Southend Borough Council – Park & Open Spaces Department	3647	Support	Sites that have been derelict or unused for five years should be considered for alternative uses including housing.	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study
2.2	Thurrock Borough Council	3667	Support	Due to the significant shortfall of currently identified housing capacity compared to housing need in Southend a thorough review of all employment sites and uses on allocated and unallocated employment land should be undertaken to determine the potential for the less suitable employment sites to be used for other uses such as housing. It is noted the question is framed in terms of poorest quality sites and it is unclear what this refers to. The determination of whether a site is suitable for alternative use including housing should	Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study, including employment areas and town centres.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>not just be its poor environmental quality or building quality on the employment site but also whether a site is:</p> <ul style="list-style-type: none"> • Poorly located relative to other employment areas; • Whether they are poorly located relative to the highway network and other access; • Whether alternative uses would be located close to other infrastructure and services; • Whether they represent bad neighbour uses close to, or adjoining residential uses 		
2.2	Clare Dellow	3740	Support	<p>Only if they suffer from high vacancies. Let's use the land for something else if not fit for purpose</p>	<p>Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study, including employment areas and town centres.</p>
2.2	Southend Borough Council - Strategic Housing	3790	Support	<p>Capacity utilisation and also consultation with the current occupiers of the industrial areas would be required but sportive in principle. Terminal close in Shoeburyness would be an ideal site and could act to regenerate Shoeburyness High Street.</p>	<p>Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study, including employment areas and town centres.</p>
2.2	Leigh Town Council	4108	Support	<p>Yes to this point but only those industrial areas not in use</p>	<p>Noted. The development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study,</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				including employment areas and town centres.
2.3	Allow housing development on land not currently built on, such as agricultural land, open space (excluding parks & coastline) & land at Fossetts Farm? What sites do you think should be identified?			
2.3	Patricia Ryan	2957	Support	Noted.
2.3	Joseph Raven	2993	Support	As long as a level of local employment is ensured in areas that can be redeveloped
2.3	Karen Finn	3040	Support	I support this suggestion to a degree. It is inevitable that we will need to use SOME existing agricultural land for building use in the future - we don't have the ability to do otherwise to meet demand. But the council needs to be very selective about the land it identifies.
2.3	Murray Foster	3074	Support	Green areas bordering over into Rochford - north east edge of Southend urban area. BUT BUT transport connectivity has to be front loaded and not just to accommodate cars
				Noted. Assessment of spatial options will include a review of land availability, urban capacity and assessment of green belt and landscape sensitivity and capacity, including the need for agricultural land. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan.
				Noted. Assessment of spatial options will include a review of land availability, urban capacity and assessment of green belt and landscape sensitivity and capacity, including the need for agricultural land. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan,
				Noted. Assessment of spatial options will include a review of land availability, urban capacity

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			If tidal issues could be controlled then houseboats in appropriate location	and assessment of green belt and landscape sensitivity and capacity, including the need for agricultural land, and capacity of the transport network to accommodate additional growth. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan,	
2.3	Neil Hampson	3123	Object	No development on green belt land or agricultural land	Noted. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan. A green belt assessment will be prepared jointly with Rochford District Council.
2.3	Luca di-Maio	3166	Support	This is another crucial area for development, to develop Southend out as a town, open more areas for commercial and transport ventures as well as independent business. Mainly Fossetts Farm which many residents know as the prospective site for Southend United Football Clubs new stadium, I think is crucial if the outer development is to work. The complex to go on the edge of the town would be extremely important as the heart of the new development area, being key to attracting new tourists, new residents looking for work, and	Noted. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan.

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				putting Southend more prominently on the map.	
2.3	Perry Gamon	3178	Support	It is clear that housing need can only be met by releasing some green belt sites. Some at Fossetts Farm is suitable as is land to the north of Bournes Green Chase which is situated on the A13. Redevelopment of existing sport facilities should be avoided to retain leisure amenities.	Noted. National policy outlines that local plans should seek to meet objectively assessed housing needs. The Council will review its land availability assessment and prepare an urban living study to examine potential sites. A green belt assessment will be prepared jointly with Rochford District Council.
2.3	Nicholas Smith	3219	Object	With the exception of Fossetts farm, which has already had infrastructure put in, we should conserve our agricultural land which is a key aspect to living in areas such as Barling and Wakering.	Noted. Assessment of spatial options will include a review of land availability, urban capacity and assessment of green belt and landscape sensitivity and capacity, including the need for agricultural land, and capacity of the transport network to accommodate additional growth. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan.
2.3	Southend Borough	3286	Support	Proposed new housing on agricultural land should generally	Noted. Assessment of spatial

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	Council – Economic Growth Department			be a last resort especially where there is public access to the land. Housing at Fossetts should be supported along with the development of the land to the rear of Temple Sutton school where we still have extensive prefabricated post war buildings which are poor quality and land intensive. Equally Westcliff could be further developed with better quality new developments to enhance the area	options will include a review of land availability, urban capacity and assessment of green belt and landscape sensitivity and capacity, including the need for agricultural land, and capacity of the transport network to accommodate additional growth. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan.
2.3	Ian McLernon	3317	Support	Fossetts Farm good area with potential that could enhance area, without impacting on residents or having too big an impact on existing green space	Noted. Assessment of spatial options will include a review of land availability, urban capacity and assessment of green belt and landscape sensitivity and capacity, including the need for agricultural land, and capacity of the transport network to accommodate additional growth. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan.

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2.3	Southend Borough Council Regulatory Services	3386	Support	Absolutely not. We need more open spaces not less. The character of the town will be changed for the worse if we do this.	Noted. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan.
2.3	Jeremy Martin	3448	Support	Development on open space should be avoided wherever possible Southend is already well below average on green space	Noted. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan.
2.3	Valerie Morgan	3466	Support	Greenbelt should be preserved. Fossetts suitable but only with appropriate improvement of roads	Noted. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan.
2.3	Angela Baldock	3555	Comment	Only allow this following detailed environmental investigation by RSPB and Essex Wildlife trust to ensure the site is not important for wildlife as not all open spaces are equal. Good environmental spaces must be protected along with existing parks and coastline.	Noted. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan. Assessment of spatial options will include a review of land availability, urban capacity and assessment of green belt and landscape sensitivity and capacity, impact on protected

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				<p>sites and potential for biodiversity net gain.</p> <p>The Sustainability Appraisal of the Local Plan will set out the positive and adverse impacts of each option and the plan policies including spatial strategy will be tested at independent examination.</p>
2.3	Southend Borough Council - Parks & Open Spaces Department	3648	<p>Comment</p> <p>Loss of any green area, including farmland should be minimised.</p>	<p>Noted. Assessment of spatial options will include a review of land availability, urban capacity and assessment of green belt and landscape sensitivity and capacity, including the need for agricultural land, and capacity of the transport network to accommodate additional growth.</p>
2.3	Clare Dellows	3741	<p>Support</p> <p>We most protect existing parks and coastline. Some farming fields may be appropriate for development if it can't all go in town centres</p>	<p>Noted. Assessment of spatial options will include a review of land availability, urban capacity and assessment of green belt and landscape sensitivity and capacity, including the need for agricultural land, and capacity of the transport network to accommodate additional growth.</p>

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2.3	Southend Borough Council - Strategic Housing Department	3791	Support	This has to be treated with care however some key sites could be unlocked that would alleviate the housing pressures in the borough. Again capacity utilisation is required for such areas as well as full ecological studies etc. Some areas of the green belt could be utilised for housing however infrastructure would have to be considered.	Noted. Assessment of spatial options will include a review of land availability, urban capacity and assessment of green belt and landscape sensitivity and capacity, including the need for agricultural land, and capacity of the transport network to accommodate additional growth.
2.3	Metrotidal Ltd	3815	Support	The Metrotidal proposal supports both increased housing supply at public transport and town centre locations including land released by redevelopment of the Southend Victoria terminus as well as the potential of the "Sector D " Fossets Farm, Garon Park and Bournes Green Chase area, with access from Southend Airport Station.	Noted.
2.3	Leigh Town Council	4109	Comment	Infrastructure leading to other areas of the town needs to be improved.	Noted.
2.4	Secure a proportion of affordable/ special needs housing on development sites. Do you think we should retain the current policy, seek a higher proportion of affordable housing or provide for a different policy approach/ solution?				
2.4	Patricia Ryan	2958	Support	Seek a significantly higher proportion of affordable housing and ensure the affordability is linked directly to local average incomes. Offer innovative and affordable financial plans to help young people purchase or long-term rent housing.	Noted. Affordability of housing will be an important issue the Local Plan will need to seek to address.
2.4	Patricia Ryan	2959	Support	See above.	Noted.
2.4	Joseph Raven	2994	Support		Noted.
2.4	Karen Finn	3041	Support	It is clear economically that too few people are now able to afford to buy and have to rent. This only allows landlords to make money and some people live in sub standard properties	Noted. Affordability of housing will be an important issue the Local Plan will need to seek to

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			as a result. A higher proportion of affordable properties is needed and also a higher proportion of adapts or adaptable properties. I have worked with the adaptations team and it is clear there is a woefully inadequate supply of properties suitable for different health conditions. This leaves some people housebound and reduces quality of life. As we look at the ambitions of Southend 2050, we must improve both affordability and adaptability. More social housing is also needed so that we are not dictated too but the profit concerns of the builders.	address.	
2.4	Murray Foster	3075	Support	We need to find a way to cross subsidise truly affordable housing otherwise just kicking the can down the road. We will otherwise end up with "gentrification" which whilst having positives is not a sustainable model in medium term	Noted. Affordability of housing will be an important issue the Local Plan will need to seek to address.
2.4	Perry Gamon	3179	Support	Retain existing policy	Noted.
2.4	Nicholas Smith	3220	Support	Affordability is very important and the only housing affordable to younger people now are semi-detached or apartments	Noted. Affordability of housing will be an important issue the Local Plan will need to seek to address.
2.4	Valerie Morgan	3467	Support	Need for more social housing, "affordable" homes do not address the problems. Means testing needed to avoid blocking of social housing as people's circumstances improve.	Noted. Affordability of housing will be an important issue the Local Plan will need to seek to address.
2.4	Angela Baldock	3556	Support	Existing policy should stay for affordable housing, but we also need diverse dwellings that meet the need for elderly and disabled people	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.4	Southend Borough Council - Parks & Open Spaces Department	3649	Comment	Retain the current policy.	Noted.

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2.4	South Essex Homes – Housing & Social Inclusion	3709	Comment	Housing and social inclusion are happy to work closely with strategic planning around these issues.	Noted.
2.4	Southend Borough Council – Strategic Housing Department	3796	Support	I'm not sure the term 'special needs' is not suitable for these purposes. Specialist housing is more appropriate but affordable and specialist are two very different tenures and perhaps require two different discussions. In line with the findings of the SHMA, there is an argument in regards to seeking more affordable housing than current policy via CP8 although this would have to be fully viability tested. The commuted sums strategy/interim affordable housing statement would also need to be updated. The tenure mix currently identified in DM7 also needs to be reviewed as further intermediate/LCHO products are now on the market. Further discussion required with the Housing teams on this point. In regards to special needs or specialist accommodation, there needs to be an update to policy DM9 that aligns with the findings of the SHMA or a new piece of work undertaken look at the need for this type of accommodation. Further conversation is required with colleagues in Social Care (Children's and Adult's), Occupational Therapy & Commissioning. Procedures need to be in place in regards to planning consultations for this type of accommodation as well.	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.4	Metrotidal Ltd	3816	Support	The Metrotidal proposal supports both increased housing supply at public transport and town centre locations including land released by redevelopment of the Southend Victoria terminus as well as the potential of the "Sector D " Fossets Farm, Garon Park and Bournes Green Chase area, with access from Southend Airport Station..	Noted.
2.4	Anthony Plummer	3892	Support	Wherever possible higher density housing should be allowed	Noted. The Local Plan will seek

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			with greater emphasis on public housing. The contribution on new sites for public housing must be insisted on. When developers e.g. Weston homes say it isn't viable they must be stopped, when you look at their yearly profit figures this is disproved.	to provide affordable housing (including social housing) where based on robust evidence and subject to viability.	
2.4	Essex County Council	4051	Support	ECC welcome the inclusion of housing provision for older people and people with specialist needs and would anticipate that SBC would seek to identify inclusive and sustainable locations, based upon technical evidence, including for example access to services and public transport.	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.4	Leigh Town Council	4110	Comment	Leigh Town Council feels there needs to be a different policy approach. There should be a secure proportion for social housing with a means testing policy on social housing tenants	Noted.
2.5	How might the local plan be more responsive to the needs of younger people, older people and custom/ self-builders?				
2.5	Joseph Raven	2995	Support	The houses should be to a high quality to attract a higher value demographic but also not too expensive to create affordable housing.	Noted. The Local Plan will seek to provide affordable housing and housing for people with specific housing needs where based on robust evidence and subject to viability.
2.5	Murray Foster	3077	Support	More flats in Southend High Street which more likely appeal to younger people but issue of affordability.	Noted.
2.5	Richard Kurti	3149	Support	Affordable housing desperately needed.	Noted. The Local Plan will seek to provide affordable housing and housing for people with specific housing needs where based on robust evidence and subject to viability.

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2.5	Perry Gamon	3180	Support	Young people tend to need (and can only afford) flats but there should be provision for specialist retirement developments & care homes	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.5	Nicholas Smith	3221	Comment	Restricting the development to certain price brackets to ensure sufficient affordable housing is available to the young and elderly. We should continue to allow custom and self-builders as the wealthier population of Southend still contribute to the overall economy.	Noted. The Local Plan will seek to provide affordable housing and housing for people with specific housing needs where based on robust evidence and subject to viability. Consideration will be given to potential to allocate appropriate sites in the plan for custom and self-build.
2.5	Southend Borough Council – Economic Growth Department	3287	Support	The important thing is to have opportunities for young people to get on the property market, including entry level properties and shared ownership.	Noted. The Local Plan will seek to provide affordable housing and housing for people with specific housing needs where based on robust evidence and subject to viability.
2.5	Ian McLernon	3318	Comment	It is about having a clear plan for each area, that residents can understand, sign-up to. This would enable developments, self improvements to be in context to local area, easier to understand, and easier to get through planning. Key is engagement and listening to local views in first place, not driven	Noted.

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			by individual builds, and making isolated decisions but having that wider view and decisions in context of that view.		
2.5	Valerie Morgan	3468	Support	Those needs could be met by having more social housing available also modular housing.	Noted. The Local Plan will seek to provide affordable housing and housing for people with specific housing needs where based on robust evidence and subject to viability.
2.5	Angela Baldock	3557	Comment	Local plan should stipulate that good quality dwellings should be built which are suitable to be adapted for disability needs rather than minimum standards. Also a number of multi room properties could be allowed that have good size bedsits within a small block that would give single starters a foot on the ladder.	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.5	Southend Borough Council – Parks & Open Spaces Department	3644	Support	The local plan should allow for properties with an individual style which may differ from the existing style. Although history and local local character are important it does not mean that new buildings cannot be different and embrace modern self build techniques and the needs of changing society.	Consideration will be given to the potential to allocate appropriate sites in the plan for custom and self-build.
2.5	South Essex Homes – Housing & Social Inclusion	3711	Comment	Targeted communications with these groups, designed in an accessible way. Looking at the latest evidence from representative bodies. Encouraging apprenticeships and training opportunities are maximised i.e through S106 requirements. Close collaboration with our Adaptations team and OT's and consideration of PSI and accessible lifetime homes.	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.5	Southend Borough Council – Strategic	3798	Support	Ensure that LCHO options are included within the tenure options. Also make greater use of the custom & self build	Consideration will be given to potential to allocate appropriate

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	Housing Department			register with the potential to include a threshold of units for this tenure on larger schemes.	sites in the plan for custom and self-build.
2.5	Leigh Town Council	4111	Comment	The Local Plan would be more responsive to the needs of those stated by having more social housing available, along with modular housing.	Noted. The Local Plan will seek to provide affordable housing and housing for people with specific housing needs where based on robust evidence and subject to viability. Consideration will also be given to potential to allocate appropriate sites in the plan for custom and self-build.
2.6	In terms of the layout and design of housing should we go beyond mandatory building regulations to ensure new homes are highly accessible and adaptable? In what circumstances should this be applied? Should a proportion of new housing on major development sites (10 homes or more) be built to accommodate wheelchair user needs? If so what proportion should this be?				
2.6	Patricia Ryan	2960	Support		Noted.
2.6	Southend Borough Council – Adaptions Team	2984	Support	If we generally build to M4 (2) Category 2: "Accessible and Adaptable", we would meet the needs for now and the future, therefore reducing cost. We could also allow for a percentage of schemes to have M4 (3) "wheelchair standard" dwelling to the ground floor, with the flexibility to design for specific needs if and when required. The London Plan (www.london.gov.uk) 3.8 Housing Choice, LDF preparation and planning decisions - 3.3 (c) 90% of new housing to meet M(4) 2 "Accessible and Adaptable" AND 3.3 (d) 10% of new homes to meet M4 (3) "wheelchair standard". It should be noted that there is only a cost difference of approximately £500 between the default M4 (1) "Visitable dwelling" and M4 (2) "Accessible and Adaptable".	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.

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2.6	Southend Borough Council – Adaptions Team	3064	Comment	Please see full article; https://www.localgov.co.uk/Britain-faces-accessible-housing-crisis-charity-warns/46941	Noted
2.6	Murray Foster	3076	Support	Homes should be designed to be more easily adaptable to special needs rather than necessarily specifically created to fulfil that at the outset	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.6	Perry Gamon	3181	Object	It would only make homes more expensive & therefore unaffordable.	Noted. Local Plan policies will be supported by robust evidence of need and subject to viability assessment.
2.6	Southend Borough Council – Economic Growth Department	3288	Support	Given our aging population it is important that all new properties are inclusive. Need to also develop housing for the older population in affordable complexes with support. Currently less evidence of this in Southend.	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.6	Southend Borough Council Regulatory Services	3387	Support	Yes absolutely. Let's be ahead of the curve and not behind it. With our ageing population it makes sense to build housing that will accommodate them.	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.6	Valerie Morgan	3469	Support	Apply criteria in design to aid future adaptation of homes	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.6	Angela Baldock	3558	Support	Definitely. Our elderly population is increasing and there is a high demand for adaptations within the current housing stock due to disability. However, the council's costs for these services could be reduced if it insisted that a percentage of	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence

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			new builds were already adapted/adaptable. This would also help to reduce size/cost for care packages if people could stay independent longer. The percentage of these properties should be 1 per 50 homes.	and subject to viability.	
2.6	Southend Borough Council – Parks & Open Spaces Department	3646	Comment	It is important that new properties can meet the needs of a wide range of residents with differing needs. I agree that a proportion of new housing on major developments should be built to accommodate differing needs. However, this should not just focus on wheelchair users and should consider all types of physical and mental disabilities	Noted. The Local Plan will seek to provide housing for people with specific housing needs where based on robust evidence and subject to viability.
2.6	South Essex Homes – Housing & Social Inclusion	3712	Support	Yes. We should exceed mandatory building regulations.	Noted. Local Plan policies will be supported by robust evidence of need and subject to viability assessment.
2.6	Essex County Council	4052	Comment	ECC recommend consideration is given to the Essex Design Guide 2018, in respect of place making and the type and quality of new communities. This is particularly relevant to any potential new GC being considered under Question 1.4 (Spatial Strategy Option 3) and 12.4 below.	Noted. Good design will continue to be a focus of local planning policy as the Local Plan progresses. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces will be reviewed as part of the Local Plan's production. The Council will have due regard to the Essex Design Guide 2018 where appropriate, particularly in taking forward any cross-boundary planning documents with neighbouring authorities.

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2.6	Leigh Town Council	4112	Comment	Leigh Town Council feels there should be a strengthened policy to retain the existing bungalow stock in the Borough as the present stock in existence is being eroded. Additionally we would suggest the Borough include a criteria in new housing development designs, the ability for adaptation.	Noted. Policies for housing types and sizes and design will be reviewed as part of the Local Plan production. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces. These documents will also be reviewed.
2.7	Do you have any other issues/comments you would like to raise?				
2.7	Patricia Ryan	2961	Support		Noted.
2.7	Patricia Ryan	2963	Support	The vital importance of housing to family stability, community cohesion and health and well-being of individuals needs to be clearly recognized and taken fully into account at all levels of our housing strategy and planning policies.	Noted.
2.7	Perry Gamon	3182	Support	The suggestion of providing garden communities is a sensible one. Southend is heavily biased towards 1 & 2 bed flats & more 2, 3 & 4 bed houses are badly needed for young families. Town houses (3 storey) can provide good housing densities & therefore are not necessarily too expensive to build, keeping resale costs affordable. They can make very efficient use of land.	Noted. Policies for housing types and sizes and design will be reviewed as part of the Local Plan production.
2.7	Southend Borough Council – Economic Growth Department	3289	Support	Skills - With all the new developments in the borough we should ensure that the developers are required to re-invest in the Southend community in the same way as they are required to in different boroughs e.g. use of the 106 agreement to insist that they employ a proportion of people	Noted. Policies for local labour in construction or similar will need to be supported by robust evidence of need and subject to viability assessment.

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			from the SS post codes also that they employ a proportion of apprenticeships for every £m spend. Also that they recruit via SECTA.	
2.7	Ian McLernon	3319	Object Lack of local plans, Lack of support from Members, Not listening to Local Residents, Not believing residents when highlighting issues. Disconnect between SBC departments Planning and Transport and Highways. Resulting in SBC being disengaged with residents, reactive in its behaviours and driven by developers' greed, rather than in context of a plan for each area. Action needs to reflect policy and be consistent - members need to engage - SBC needs to communicate with its residents and local communities	Noted. The Council will continue to engage with the public and other stakeholders on the Local Plan as it progresses towards public examination.
2.7	Carl Flaxman	3409	Comment We need to take a more imaginative view on developing our town. New houses are not the answer. Our roads can't cope and the rail service is already too busy at peak times. Perhaps the borough should focus on our strengths and help develop small, local seaside businesses. The focus on the airport, business parks etc does not provide the quality of opportunity we need. They tend to be poorly paid and short term.	Noted. National policy outlines that local plans should seek to meet objectively assessed housing needs, in addition to preparing policies to support economic growth, including local businesses. Sustainability Appraisal will be an important process in further examining the impacts of pursuing different options in the Local Plan.
2.7	Rochford District Council	3430	Comment RDC would suggest that a number of different options will need to be explored to help meet Southend's identified housing needs.	Noted.
2.7	Jeremy Martin	3452	Comment In every option the impact of the electricity grid should be	Noted.

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			<p>examined carefully. A waste to energy plant should be looked at as a priority to reuse waste, to minimise vehicle movements and to maximise local generation.</p> <p>Onshore wind should also be considered with solar on houses, car parks and other build environments.</p>		
2.7	Valerie Morgan	3470	Support	Budget for purchasing empty/unused properties for use as social housing	Noted. The Council's programme for investing in housing is outside the scope of the Local Plan
2.7	Angela Baldock	3559	Comment	The local plan should also support the need to meet climate change objectives by having a housing standard that is carbon neutral and includes things such as solar panels, and ground heat pumps. Where this is not possible then carbon emissions for the life of that property should have carbon emissions offset arrangements in place.	Noted. The Local Plan will seek to address climate change and this will be reflected in the plan policies for housing as appropriate. They will need to be supported by robust evidence of need and subject to viability assessment.
2.7	Thurrock Borough Council	3670	Object	The Southend Issues and Options document includes a dwelling need of 18,000 to 24,000 dwellings as representing the Objectively Assessed Need (OAN) for housing in Southend for 20 years. The revised Government NPPF and Planning Guidance of February 2019 regarding updates the approach to the use of the Government standard methodology. The Government approach to assessing need produces a Southend housing need figure (23,580 dwellings over 20 years) which is at the higher end of the housing need range as set out in the Southend Issues and Options document and also therefore at the higher end of the unmet need as measured against current capacity assessments from urban sites.	Noted. The Local Plan will seek to meet its Objectively Assessed Need (OAN) for housing in a way that makes as much use as possible of previously-developed or 'brownfield' land, having regard to likely impacts.

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			Southend Council will need to ensure that in preparing its New Local Plan, it has reviewed and updated its OAN assessment to reflect the approach as set out by the Government and also any further evidence and updated joint work by the South Essex authorities on Strategic Housing Market Assessments. It is considered the lower need figure down to 18,000 dwellings no longer represents a housing need that complies with Government policy.		
2.7	Essex & Suffolk Water	3715	Comment	We would like to reiterate our response from Question 1.4. We recognise the local plan is in its infancy and has not yet begun to allocate sites, but we would like to offer our support to the council by conducting a high level assessment using shape files which will identify assets crossing sites. This information will also help inform our asset investment plans which will ensure we fulfil our duty as the statutory water undertaker in the Borough. We are happy for the council to contact our planning team directly to discuss the file types we would require for this assessment to take place, if the council would like strengthen the evidence base.	Noted.
2.7	Southend Borough Council 2050 Safe and Well	3730	Support	The housing options selected should be based on delivering the needs that will arise from the population changes anticipated to occur over the next 30 years, so that the mix of housing that the Local Plan signals needs to be developed will meet the needs of the population change that will occur over that period. It is also important that sustainability becomes a requirement of developers in the proposals they bring forward and that this is signalled as a key requirement by this Local Plan once it is in place. The Local Plan should also signal the planned integrated infrastructure and public transport options that are being	Noted. The Local Plan will seek to address climate change and this will be reflected in the plan policies for housing as appropriate. They will need to be supported by robust evidence of need and subject to viability assessment.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			developed, so that these can be taken into account by developers when they are working up their proposals. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou – SBC Green City 2050 outcome leads		
2.7	Metrotidal Ltd	3817	Support	The Metrotidal proposal supports both increased housing supply at public transport and town centre locations including land released by redevelopment of the Southend Victoria terminus as well as the potential of the "Sector D " Fossets Farm, Garon Park and Bournes Green Chase area, with access from Southend Airport Station.	Noted.
2.7	Harry Chandler	3834	Comment	<p>The current infrastructure is challenged whenever there is very heavy rain and high tides. Additional homes will need more land that will be increasingly susceptible to flooding without significant raising of sea walls. The risk of flooding will be increased by isostatic readjustment.</p> <p>It seems that Southend council will be in a trap if the UK Government insists on a further 80,000 homes in the current borders of Southend and will not be able to meet its current aspirations for its current people nor its future</p>	Noted. The Local Plan will seek to address climate change and this will be reflected in the plan policies for housing as appropriate. They will need to be supported by robust evidence of need and subject to viability assessment.
2.7	Tracy Abbott	3842	Comment	New flats being built etc are causing congestion and a demand for local services such as health and social care. Also a demand on parking, which I feel impacts on tourism.	Noted.
2.7	Tracy Abbott	3843	Comment	There are clearly huge issues with the gap between the high and low earning citizens, and a huge homelessness problem, which I know is national and a reflection of cuts etc. In terms of existing housing, those of us who have bought our own properties in the 130-200k range are often buying extremely old houses. These need a high level of maintenance and attention, putting a financial strain on	Noted. Affordability of housing will be an important issue the Local Plan will need to seek to address.

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			middle income earners. This then has an impact on those who should have income to spend in our local businesses and on services, as we are all spending money trying to combat damp etc in our old homes and keep them heated. I feel a fund or grant to improve older properties will help improve the lives of property owners and their general health. This also applies to those with rental properties. Currently this only applies to very low earners.		
2.7	Tracy Abbott	3844	Comment	There is also a huge problem with private maintenance companies who have contracts with a lot of our local leasehold and rented properties. Meaning landlords and homeowners are paying huge monthly expenses for very sub-standard maintenance support. This means payments are going out to these companies and the properties are falling into disrepair as homeowners can't afford to improve them. We sought out legal advice and got out of our maintenance contract, but some people do not know how to do this or cannot afford to.	Noted. Maintenance agreements with private landlords fall outside the scope of the Local Plan.
2.7	John Haslehurst	3847	Comment	Firstly your maps show quite clearly how much open space there is left in the Borough, and constructing 24,000 houses on that land will wipe out that space. So if the intention is to keep that land open then the only way to construct so many homes is to fill in the few brown field spaces and go upwards in tower blocks of flats. The obvious questions that are referred to in the documentation are about infrastructure and high value employment so they can be afforded.	The adopted Core Strategy and Development Management Document seek to protect designated public open space from development and this will continue to be the approach taken in the Local Plan. The Local Plan will seek to meet needs in a way that makes as much use as possible of previously-developed or 'brownfield' land, having regard to likely impacts. The

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					development potential of brownfield land within Southend will be further explored through reviewing land availability assessments and preparing an urban living study.
2.7	John Haslehurst	3850	Comment	A question, are those 24,000 homes for the dependants of the existing residents into the future or are they to encourage more people to move into the area? I do not want more people to come to live in Southend. I would like the council to get the basics right for the existing residents with maintenance of the existing road network / footpaths and other infrastructure needs. They over many years have just been left to deteriorate, the effect being that some residents believe that the authorities do not care about them. The consequences being that pavement parking destroying footpaths and rubbish just being left where it is dropped. (Some new paving slabs were put in place a month ago along my street, they are now just as cracked as the ones that they replaced.) If there is an environment to respect then perhaps there will be a happier population.	Noted.
2.7	John Haslehurst	3851	Comment	One look at the local free papers and the housing for sale pages will show you how costly it is to buy a property in Southend. The adverts are for "Luxury apartments", even the council's promotional material refers to Luxury, the homeless folks of Southend do not have employment that pays them enough to afford those properties, that means more people make their way to Southend who can afford them. They do not come here for work, so the commuter traffic, be that trains or the road networks get even more saturated. I understand that being able to own your own home or	Noted. Affordability of housing will be an important issue the Local Plan will need to seek to address.

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			renting is a complex issue and the human nature of greed is one of the principle causes of why the whole country has these issues. Yes I am a NIMBY as far as the whole of Southend goes. There is no desire for the density of the local population to increase by encouraging new settlers, there is however a desire for the existing local issues to be resolved and those that abuse what is already there to be reminded forcefully of their role in returning the town to a pleasant place for the rest of the inhabitants.	
2.7	Southend Borough Council – Regulatory Services Department	3858	Comment Where permitted development of office blocks, plus conversions and extensions are being built the opportunity should be taken to having design criteria which will mitigate ventilation issues and noise transmission.	Proposals under Permitted Development regulations (for changes of use from offices to residential) have deemed planning consent subject to meeting set criteria, including noise. Planning applications for conversions and extensions will be subject to design policies covering matters such as noise. The new Local Plan will also need to consider these matters.
2.7	Southend Borough Council – Regulatory Services Department	3859	Comment With respect to Contaminated Land the Council's contaminated land strategy will seek to set out how the Council will identify contaminated land in the borough in a rational, ordered and efficient manner. Where contaminated land is identified, the Council is required to ensure that any associated risks to human health and/or to the wider environment are addressed in an appropriate and cost effective manner. It is good practice to undertake investigation of any proposed Local Plan allocations as a priority within this contaminated land investigation strategy.	Noted.

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			<p>This is to ensure that no development gives rise to or triggers unacceptable levels of pollution and land instability that could impact on human health, property and the wider environment including environmental designations. The Council will ensure that consideration is given to adopting environmental best practice measures in all cases.</p>	
2.7	Southend Borough Council – Regulatory Services Department	3860	<p>Comment</p> <p>The presence of contamination may affect or restrict the use of land, but equally development may address the issue for the benefit of the wider community, and bring the land back into beneficial use. The presence of instability in land can also be a major planning issue, and when new development is proposed it will be necessary to ensure that new buildings and their surroundings are safe for future users as well as ensure that their development does not have an effect on the immediate and surrounding area including neighbouring uses. In determining whether land contamination or instability is an issue when assessing a planning application, the Council will have regard to a range of information sources including its database of past industrial and commercial land uses, information provided by developers and third parties, statutory guidance and historic maps. In the case of development, where the use would be particularly vulnerable to contamination evidence should always be required to establish whether there is any concern about contamination which will need to be addressed.</p>	Noted.
2.7	Leigh Town Council	4113	<p>Comment</p> <p>The comment of Leigh Town Council is to use local or regional labour/ firms in providing future housing. There should be a Borough Council budget for purchasing empty/ unused properties for social housing either directly or for investment purposes i.e. the properties are developed and then the profit is put into social housing 'pot'.</p>	Noted. Affordability of housing will be an important issue the Local Plan will need to seek to address.

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3.	How best do you think we can retain and promote employment in Southend?				
3.	Martin Scarfe	3802	Comment	The development at Fossetts Farm (Southend United) is only mentioned in one paragraph. I understand the uncertainty over the development. However, if the development does go ahead it would be substantial and affect the thousands of locals who regularly attend the matches and other events. I feel it is an oversight not to include the potential of this development in a greater fashion. The additional comment about the impact on the High Street is worrying to me. In my opinion the High Street needs to evolve and not be protected by undermining developments elsewhere. Surely the developments need to complement each other?	Planning policies and proposals need to be formulated to ensure an integrated comprehensive development scheme is achieved at Fossetts Farm to meet future development needs.
3.	John Haslehurst	3856	Comment	The offices in Victoria Avenue were at one time an opportunity for good employment it was created primarily because there were few prospects in Southend. Those mainly Government employers then decided that they needed to move those jobs elsewhere, the consequences being that once again Southend lost valuable employment opportunities. Those offices are being converted to Flats, initially for sale to the public, it now seems that investors have bought them and are renting them out at locally unaffordable rents. This has not resolved the issue of having a home of your own, developers creating 24,000 homes will only exacerbate the issue where investors will buy them to rent out, again excluding those from the low wage economy that is the majority of Southend.	Noted. The obsolete offices in Victoria Avenue are providing much needed housing accommodation. Affordability issues will need to be addressed in new planning policies.
3.	Chelmsford City Council	3890	Comment	The employment need for the borough is between 10,000 – 12,000 new jobs over the 20-year plan period. The South	Noted. The findings of the EDNA report will form a vital input into

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				Essex Economic Development Needs Assessment (EDNA 2017) identifies 'growth clusters' (located around the Town Centre, London Southend Airport and northern Southend corridor) as having the potential to achieve future growth in Southend. The EDNA suggests that there is a need for up to 39,000sq metres/4 hectares of additional office space in Southend over the next 20 years.	the preparation of the next stage of the new local plan.
3.	Environment Agency	3934	Comment	All new non-residential development of 1000sqm gross floor area or more should meet the BREEAM 'excellent' standards for water consumption.	Noted. New policies will need to take into account these considerations.
3.	Essex County Council	4036	Comment	Need for additional grow-on space for small businesses (ECC grow on space study 2016). It is recommended that consideration is given to the wider economic functional economic market area of South Essex and SELEP strategies, when considering spatial options and allocations. ECC working with two-tier authorities to embed Employment and Skills Plans within Local Plans to secure planning obligations and contributions to support increased skills levels, increased employment, employability and skills levels of residents, mitigating the impact of new development.	Noted.
3.1	Should we focus new jobs to the town centre, London Southend Airport and associated Business Park and the northern Southend corridor, including Temple Farm and Stock Road?				
3.1	Patricia Ryan	2964	Support		Noted.
3.1	Joseph Raven	2996	Support		Noted.
3.1	Karen Finn	3042	Object	New jobs should be supported wherever they can be created. This could include people working within their own homes.	The EDNA report identifies growth clusters. It is vital that the new local plan supports this but also captures all employment opportunities including the encouragement of home

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				working which has the potential to reduce the need to travel.	
3.1	Murray Foster	3078	Support	Yes but don't overlook Shoebury and around Old Leigh - there need to be strategies for these areas otherwise will wither away. Shoebury potentially a marina area Fossetts needs to be considered as well	Noted. The new local plan needs to embrace all economic opportunities.
3.1	Neil Hampson	3126	Support	Support this	Noted.
3.1	Nicholas Smith	3222	Support	The high street is no longer an attractive place to shop and work. There are safety concerns as well as lack of opportunity. This should be a key focus to develop a shopping district offering the best brands and experience.	Noted – see retail section.
3.1	Southend Borough Council – Economic Growth Department	3292	Support	New jobs in the town centre yes. We could revive the existing office building such as the old prudential building and the old RBS building so support employment opportunities also could the top of the Victoria Plaza be changed from retail to business use? London Airport Business Park - need to consider recruiting business from out of area rather redeployment of Southend businesses to Rochford. This area could also be enhanced by housing but there needs to be improved transport links. Temple Farm and Stock road could be improved by access as these areas are often constrained by traffic congestion. Could there be a back road out of the business park at Temple Farm?	Noted. Creating job opportunities in the town centre will be a vital ingredient in revitalising the town centre. The London Airport business park will provide for a range of employment opportunities. The park is outside the local plan area being located in the Rochford District. Temple Farm and Stock Road industrial areas have the potential to be served by a new road access as part of the spatial strategy option 3.
3.1	Ian McLernon	3320	Support	Need to encourage SME's and tech businesses into the area Need to ensure that we are considerate of existing businesses and do not allow over capacity in categories of business which will not be sustainable (i.e. Convenience Stores, Restaurants)	Noted.
3.1	Olympus KeyMed	3394	Comment	New jobs should be spread around Southend near our	Noted. The creation of new

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			transport hubs to try and eliminate traffic on our roads. Traffic on our roads during school and business opening and closing hours is a nightmare. If we continue to develop encouraging business into the town this issue requires urgent action.	employment opportunities will need to be closely linked to transport proposals to ensure sustainable development is achieved.	
3.1	Valerie Morgan	3471	Support	Focus on areas with good connectivity	Noted.
3.1	Angela Baldock	3560	Support	Wherever possible new jobs should be focussed in existing sites, or where there is a need e.g. shops on new builds. Also in areas where there is good public transport links. However, homeworking should be encouraged to avoid the use of cars.	Noted.
3.1	Hayley Dixon	3620	Support	Yes	Noted.
3.1	Southend Borough Council – Parks & Open Spaces	3653	Comment	Job opportunities should meet the need of a changing society, with opportunities to work in a number of places. The areas mentioned in 3.1 are important. However, opportunities for new jobs need to be flexible.	The EDNA report identifies growth clusters. It is vital that the new local plan supports this but also captures all employment opportunities including the encouragement of home working which has the potential to reduce the need to travel.
3.1	Thurrock Borough Council	3671	Support	No further comment	Noted.
3.1	Leigh Town Council	4114	Comment	Focus on areas where there is good connectivity Borough wide.	The creation of new employment opportunities will need to be closely linked to transport proposals to ensure sustainable development is achieved.
3.2	Should we concentrate on promoting digital, cultural and creative industries; healthcare technology; advanced manufacturing and engineering; and tourism sectors?				
3.2	Patricia Ryan	2965	Support	Support for digital, creative and innovative industries development should take particular account of our strong local grassroots skills and talents - often found in individuals	Noted.

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				rather than companies or organizations.	
3.2	Joseph Raven	2997	Support		Noted.
3.2	Karen Finn	3043	Comment	If it is evidenced that these are strong areas to promote, then by all means do so, but not to the exclusion of all others	Noted. It is vital that the new local plan supports these employment sectors but also captures and encourages other employment opportunities.
3.2	Murray Foster	3073	Support	Yes plus aviation linked sectors should be included Don't forget supporting fishing industry locally as it provides opportunities for tourism etc Need to find a way to embed Southend Hospital into supply chain for new business opportunities linking to healthcare technology etc Need to ensure Seaways development happens as current seafront offer is limited to sunny not damp weather days	Noted. Aviation and fishing are important employment sectors that the new local plan needs to embrace.
3.2	Richard Kurti	3150	Support	Creative industries are the future! Being insecure, they need support: easy in/easy out offices, great internet etc.	Noted.
3.2	Luca di-Maio	3170	Support	Absolutely. Digital, Cultural and Creative industries are becoming the cornerstone of this future generation, expressiveness and freedom are ultra-important qualities in today's societies, promoting and producing these can only be met with praise, and interest from anyone looking to express themselves through these industries. Healthcare technology should be focused on but only if it's intended to use. The controversy that arose in 2015 surrounding the £2.5 million PET-CT equipment used for detecting cancer is a great example here, the machine wasn't used at all, at such a high cost, and no doubt higher running cost. So the plans for healthcare technology should be explored, but only actioned if they are realistically going to be used. Engineering has been utilised beautifully around the town through the many	Noted.

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			developments that have been undertaken and progressed, tourism has definitely had a huge fall from grace. The air show being cancelled, crime increasing on the seafront and lack of support for the new Football stadium are a few points from many, however the development of the airport over the years somewhat makes up for this.		
3.2	Nicholas Smith	3223	Support	Tourism is an extremely important sector to promote however the industrial sector provides many opportunities for young people. Making it attractive for businesses and employees to work in Southend is very important and the current infrastructure has an important part to play.	Noted.
3.2	Southend Borough Council – Economic Growth	3293	Support	Need to support all the sectors but focus on the growth and strategic sectors. Needs to be more active inward investment	Noted.
3.2	Ian McLernon	3321	Support	Yes - working with local business such as KeyMed, allowing support business to grow around them. Provide infrastructure to allow remote and home working to have a true connected community that would benefit local businesses	Noted.
3.2	Olympus KeyMed	3395	Comment	All industries need promoting to come and set themselves up in and around Southend. Diversification amongst industries will allow Southend and its residents to thrive in the future.	Noted. It is vital that the new local plan supports these employment sectors but also captures and encourages other employment opportunities.
3.2	Angela Baldock	3561	Support	Yes	Noted.
3.2	Hayley Dixon	3617	Support	Recognise the opportunities the Thames Estuary Production Corridor brings, focus on creative induction through outputs, skills and production, this is where future opportunities lie, creative thinking will be at the forefront of all endeavours and Southend should be a leader in this.	Noted.
3.2	Southend Borough	3654	Support	These areas are important to the future of the borough.	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Council – Parks & Open Spaces			However, flexibility is important and the ability to adapt quickly to changes in trends and demand.	
3.2	Thurrock Borough Council	3672	Support	No further comment	Noted.
3.2	Southend Borough Council 2050 Safe and Well	3735	Support	It would helpful to include green technologies within the list of promoted industry types.	Noted.
3.2	Leigh Town Council	4115	Comment	Promote any industry that benefits the local population because they will employ Borough residents.	Noted. It is vital that the new local plan supports these employment sectors but also captures and encourages other employment opportunities.
3.3	Should we continue to focus new office development in the town centre?				
3.3	Patricia Ryan	2966	Support		Noted.
3.3	Joseph Raven	2998	Object		Noted.
3.3	Karen Finn	3044	Object	No, more areas of the town centre are being converted to residential and I think it is a good idea. The town centre has become something of a ghetto and hopefully having people actually living there will help it come back to life. I struggle to think that new office development is really required given how long Victoria Avenue stood empty but it could take place at the new airport business park or at other industrial sites around the town	The EDNA identifies the potential of town centres for office employment. However, it will be important to ensure that new planning policies for the town centre provide for a vibrant complimentary mix of uses.
3.3	Murray Foster	3080	Support	More so for freelance/self-employed on easy in/ easy out with flexible space options terms rather than for larger businesses - this would be well located for collaborations with South Essex College and University of Essex who are located in main area of town centre	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
3.3	Luca di-Maio	3169	Comment	To encourage businesses to focus themselves in our town centre is definitely beneficial to the growth and redevelopment of the high street/surrounding area, the only problem is there are already a lot of "To Let" office sites that seem empty, so perhaps it's better to encourage business to move into these before developing new offices.	Noted.
3.3	Nicholas Smith	3224	Object	I do not believe there is sufficient demand for Southend town-centre office space in today's economy.	The EDNA identifies the potential of town centres for office employment. However, it will be important to ensure that new planning policies for the town centre provide for a vibrant complimentary mix of uses.
3.3	Southend Borough Council – Economic Growth	3290	Support	There is a shortage of office space in the town centre but there are also empty units such as the old RBS tower and the old Prudential building that could be re-commissioned ? Also as there are sites available in Victoria Avenue so not sure we need more in the town centre?	The EDNA identifies the potential of town centres for office employment.
3.3	Ian McLernon	3322	Object	No we can see that model is not sustainable - ground rent too high, lack of parking, lack of use of existing office space (Victoria Avenue)	The EDNA identifies the potential of town centres for office employment. However, it will be important to ensure that new planning policies for the town centre provide for a vibrant complimentary mix of uses
3.3	Valerie Morgan	3474	Support	No, across the borough but with good connectivity	Noted. It is vital that the new local plan supports all employment opportunities.
3.3	Angela Baldock	3562	Comment	Only if this supports the local retail businesses.	It will be important to ensure that new planning policies for the town centre provide for a

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					vibrant complimentary mix of uses.
3.3	Hayley Dixon	3618	Comment	Depends what it is for - consider the impact.	Noted.
3.3	Southend Borough Council – Parks & Open Spaces	3655	Comment	Office development should be close to transport hubs where possible. The town centre in an important location. However, business needs should also be taken in to account.	Noted.
3.3	Thurrock Borough Council	3674	Support	It is considered that Southend on Sea town centre should still be the focus for major new office developments. However smaller scale office developments may be appropriate in other sustainable location in the borough	Noted.
3.3	Leigh Town Council	4116	Comment	Office development needs to be focussed Borough wide with good connectivity, considering trends in working practices	Noted. It is vital that the new local plan supports all employment opportunities.
3.4	Should we continue to support improvement and re-use of existing allocated employment sites that are suited for continued employment use?				
3.4	Joseph Raven	2999	Support		Noted.
3.4	Karen Finn	3045	Support	Of course!	Noted.
3.4	Murray Foster	3081	Support	Yes with the exception being for high St town centre with flexibility to be allowed but in moderation - Shoebury industrial estates may need to be considered similarly in due course....	Noted.
3.4	Luca di-Maio	3168	Support	Absolutely, areas that are suited for and recognised for being employment sites will better suit reuse for this rather than being developed for something else. Routes and systems exist already based on these areas so creating different uses only serve to disrupt the logistics of the area.	Noted.
3.4	Nicholas Smith	3225	Support	Southend has a number of industrial business parks and with the new Airport business park this will be sufficient to meet the current demand.	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
3.4	Southend Borough Council – Economic Growth	3291	Support	Yes	Noted.
3.4	Ian McLernon	3223	Support	Yes - provided it is context in local plans	Noted.
3.4	Valerie Morgan	3473	Support	Yes	Noted.
3.4	Angela Baldock	3563	Support	Yes	Noted.
3.4	Southend Borough Council – Parks & Open Spaces	3656	Support	Yes this approach could benefit the borough.	Noted.
3.4	Thurrock Borough Council	3675	Support	No further comment	Noted.
3.4	Leigh Town Council	4117	Comment	Yes, where practical	Noted.
3.5	Should we allow redevelopment of the poorest quality employment sites for other uses such as housing?				
3.5	Joseph Raven	3000	Support		Noted.
3.5	Karen Finn	3046	Support	Absolutely	Noted.
3.5	Murray Foster	3082	Object	Be careful of gentrification where as in London "creatives" are forced out and is counter-productive to sustainability of the area	Noted.
3.5	Luca di-Maio	3167	Support	If they offer completely nothing, have no potential to in the future, or housing sites serve to benefit the town and its people more then absolutely.	Noted.
3.5	Nicholas Smith	3226	Support	I agree that certain areas and industrial parks should be re-developed to be used as housing.	Noted.
3.5	Southend Borough Council – Economic Growth Department	3294	Support	Can only do this if we have considered the impact on the economic prosperity of the area. e.g. if we were to redevelop vanguard way for housing then we need to consider where the businesses will go as the people in Shoebury will not and cannot travel far so without the industry in Shoebury the poverty and social problems will increase. Towerfield could be	Noted. It will be important that in considering such issues the local plan takes into account the economic impact of the proposals. Employment and transport

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			invested in as an industrial area to support more employment in this area. Currently it is not clear if this is an area that will long term be industrial. Need to support the transport links to Shoebury as most businesses in this area complain that the road congestion on the A127 is impacting on their business. Need to share the long term plans for the area Need improvements in public realm in these areas to enhance the areas	policies in the new local plan will need to be closely linked to ensure sustainable development is achieved.	
3.5	Ian McLernon	3324	Support	Yes in context with wider local plans	Noted.
3.5	Valerie Morgan	3474	Support	Yes if employment is relocated	Noted.
3.5	Angela Baldock	3564	Support	Yes - if employment sites have proved not to be viable then empty properties should be developed for housing instead.	Noted.
3.5	Southend Borough Council – Parks & Open Space	3657	Support	If reuse as employment is not a viable option then alternative uses should be considered.	Noted.
3.5	Thurrock Borough Council	3676	Support	Due to the significant shortfall of currently identified housing capacity compared to housing need in Southend a thorough review of all employment sites and uses on allocated and unallocated employment land should be undertaken to determine the potential for the less suitable employment sites to be used for other uses such as housing. It is noted the question is framed in terms of poorest quality sites and it is unclear what this refers to. The determination of whether a site is suitable for alternative use including housing should not just be its poor environmental quality or building quality on the employment site but also whether the a site is: <ul style="list-style-type: none"> • Poorly located relative to other employment areas; • Whether they are poorly located relative to the highway network and other access; • Whether alternative uses would be located close to other infrastructure and services; 	Noted. The determination of whether a site is still suitable for employment uses will consider all these issues.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<ul style="list-style-type: none"> • Whether they represent bad neighbour uses close to, or adjoining residential uses. 		
3.5	South Essex Homes – Housing & Social Inclusion	3717	Support	Yes	Noted.
3.5	Southend Borough Council 2050 Safe and Well	3744	Support	The poorest quality employment sites should be considered for development to other uses and this could include returning to green space if this is regarded as the optimum use. This would help to increase the green space available in the Borough.	Noted.
3.5	Southend Borough Council – Regulatory Services Department	3861	Comment	Where the Council supports the redevelopment of the poorest quality employment sites for other uses such as housing, consideration needs to be given to the environmental impact on residents of all socio-economic groups. See comments above under 2.7 with respect to noise, ventilation and contaminated land.	Noted.
3.5	Leigh Town Council	4118	Comment	Only if the employment is relocated and not lost.	Noted.
3.6	How can we best meet the needs of Small and Medium Sized Enterprises and the need for move-on accommodation as small firms grow?				
3.6	Karen Finn	3047	Comment	Is this actually the council's responsibility? I recognise that we wouldn't want employers to leave, but it should be part of the company's own business planning as to whether or not the site they choose meets their current and anticipated future needs	Noted. The Local Plan has a role in protecting employment land to meet the future economic needs of the Borough, including the provision of a range of land and premises to support the growth and retention of local businesses.
3.6	Murray Foster	3083	Support	We are good at creating buildings BUT not the environment	Noted. It will be essential that

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			where businesses can flourish - the latter needs more attention and not just traditional business support (BEST is good) but effective collaborative networks etc. Problem area is retail when it is shop front orientated rather than online- we need affordable (as in affordable housing) retail units that are adjacent to main pedestrian foot flows	the new local plan promotes employment opportunities and an environment where these can flourish.	
3.6	Nicholas Smith	3227	Comment	Areas which allow small business to grow such as "The Hive" are a key part of supporting the growth of businesses. Depending on the industry, the airport business park should be able to support secondary and tertiary sectors of business within Southend of varying sizes.	Noted. The Local Plan has a role in protecting employment land to meet the future economic needs of the Borough, including the provision of a range of land and premises to support the growth and retention of local businesses.
3.6	Southend Borough Council – Economic Growth Department	3295	Support	Clarity on employment areas; clarity on local plans; improved transport links; improved business services; clarity on availability of business property; improved internet access; improved cross South East Essex networking and business opportunities.	Noted.
3.6	Ian McLernon	3325	Comment	Digital Environment and connected borough, support initiatives for home and flexible working where possible. Create space in Airport and other business parks which allow for expansion.	Noted.
3.6	Valerie Morgan	3475	Support	Zoning and maintaining various sized units	Noted.
3.6	Angela Baldock	3565	Comment	Encourage take up of empty units in places such as The Victoria and the Royals if they are not being used for retail. Better to have them in use as a business than not at all.	Noted.
3.6	Hayley Dixon	3619	Support	Support packages including reduced business rates to encourage growth.	Noted. The setting of business rates lie outside the scope of the Local Plan.
3.6	Southend Borough Council – Parks & Open	3661	Comment	Providing good digital connectivity could support Small and Medium Sized Enterprises. Start up and bookable work and	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Spaces			office space may be beneficial.	
3.6	Leigh Town Council	4119	Comment	By zoning and maintaining a range of varying sized units	Noted. The Local Plan has a role in protecting employment land to meet the future economic needs of the Borough, including the provision of a range of land and premises to support the growth and retention of local businesses.
4.	How best do you think we can enhance the visitor offer in Southend to make it Englands leading coastal tourism destination?				
4.	Tracy Abbott	3845	Comment	There are no longer as many events to draw people in such as the air show, which was a great way to attract tourism etc.	Noted.
4.	Natural England	3921	Comment	While there is a need as a tourist destination for development of facilities etc., in some locations increased recreational pressure may have significant impacts to both national and internationally designated sites. There should be careful consideration of the location of new tourism development reflected in Habitats Regulations Assessment and Sustainability Appraisal of the Local Plan (when considering the impact of the plan, both alone and in-combination).	The new local plan will be subject to Habitats Regulations Assessment and Sustainability Appraisal.
4.	Natural England	3922	Comment	Natural England is charged with implementing the National Coast Path, with the whole project due for completion by 2020. Consultation on the preferred route for the Southend part of the coastal path (Tilbury to Southend and Southend to Wallasey Island) is expected later in 2019 and policy support for the Coast Path is sought in the Local Plan. As the Coast Path may potentially present challenges in certain locations where access to the coast may cause recreational disturbance to some of the interest features of designated sites, they will	Proposals relating to the Thames Coastal Path will be incorporated into the new local plan as appropriate.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				be subject to 'rigorous tests of the Habitats Regulations.	
4.	Environment Agency	3935	Comment	<p>Significant lengths of the seafront and its associated homes and businesses are protected from flooding by tidal defences which will have to be raised in height after the year 2035 in order to combat the impacts of sea level rise and increasing flood risk. Raising the defences on the existing 'footprint' would achieve the flood risk management objectives of the Thames Estuary 2100 Plan but would not provide any wider landscape or environmental benefits and could introduce a barrier to viewing the river/sea from the landward side.</p> <p>There is an opportunity to improve the riverside/seafront with the potential to improve public spaces, access, and to create new habitats both when defences are raised and repaired/ replaced, and when new or re-developments are planned. This is referred to in the TE2100 Plan as the riverside strategy approach, which encourages partners to work together to implement improvements to the riverside in an integrated way. Maintaining the standard of the flood defences will assist in creating Southend as a major resort in the future.</p>	Noted. The new local plan will be prepared in close consultation with the Environment Agency to ensure tidal defences are 'fit for purpose' and respect and enhance the environment of the foreshore.
4.	EA	3936	Comment	LP should also reference Bathing Water Directive. Long term utility planning should also consider impact on bathing water quality.	Noted.
4.	Port of London Authority	3974	Support	<p>Support the options presented to help promote Southend-on-Sea, particularly the options with regard to improving the accessibility to central seafront areas for all users, and seeking further enhanced links between the central seafront and the town centre. This is supported by the PLA's Thames Vision which includes a specific cultural goal to see more people coming to enjoy the Thames and its banks.</p> <p>PLA would encourage the protection and promotion of existing and new facilities, which would be supported by the</p>	Noted. The new local plan will need to provide the appropriate policy framework to promote tourism and recreation whilst protecting the amenities and nature conservation value of the foreshore.

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				PLA's Thames Vision, specifically its goal to see great participation in sport and recreation on and alongside the water.	
4.	Basildon Borough Council	3981	Comment	Tourism Growth should also be subject to Recreational Disturbance Avoidance and Mitigation Strategy (RAMS).	A RAMS strategy and Supplementary Planning Document is currently being prepared in partnership with Essex coastal local authorities. Complementary policies will need to be incorporated into the new local plan.
4.	SKArchitects	3998	Comment	Central Seafront to remain allocated for tourism and Local Plan to promote tourist led development.	Noted.
4.	SKArchitects	3999	Comment	We want to ensure the Local Plan puts in place appropriate and robust policies to ensure that Southend becomes a great place to work, live and visit. This will see the suggested 7million visitors actually becoming a reality if the Local Authority, businesses and residents working together to deliver an aspirational and deliverable future local plan.	Noted. The new local plan will need to provide the appropriate policy framework to promote tourism whilst protecting the amenities and nature conservation value of the foreshore.
4.	SKArchitects	4000	Comment	<p>Accessibility into the town should be greatly improved, in particular along the two key arteries of the A127 and A13. Wish to see parking and access improved, particularly for tourist industry with existing provision retained and enhanced.</p> <p>Local Plan should demonstrate Borough is 'car friendly' in relation to visitors and tourists.</p> <p>Any new development should meet its own on-site parking demands.</p> <p>High Street to be opened for traffic, remove unnecessary yellow lines from High Street and Central Seafront area.</p>	Noted. The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.

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			Free 2-hour parking on High Street and associated side streets. Shared residential and pay and display parking on all streets within 'resort area'.		
4.	Alan Grubb	4080	Comment	The sea front is one of the town's most valuable assets but it is time some parts of the sea front were revitalised. There is a need and requirement to improve the infrastructure to support the additional visitors to the town many of whom will use their own transport to visit. Many of the side roads leading from the A 127 are being used as rat runs to access the London Road A13 and the sea front due to traffic congestion. This causes severe traffic problems including the residents who live in the roads affected. Westbourne Grove, between Fairfax Drive and the London Road A 13 is a case in point.	Noted. The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.1	Allocate and promote new sites for additional tourism/leisure developments in the central seafront area or elsewhere in the Borough. Where do you think these should be focused?				
4.1	Patricia Ryan	2967	Object		Noted
4.1	Mr Joseph Raven	3001	Support		Noted
4.1	Karen Finn	3048	Object	We need to capitalise more on what we already have - the pier, the seafront, parks etc. There is nothing on the end of the pier worth visiting!	Noted. The new local plan will need to provide a policy framework that builds on and seeks to enhance the existing tourism facilities.
4.1	Murray Foster	3084	Support	Marine Plaza, Seaways, need to relook at Kursaal, need to bring Marine Centre back to life (near Ocean Beach) Old Leigh with sympathetic enhancements, Shoebury including marina And major need is an Estuary Experience Centre (modern version of museum) reusing existing town centre (high St) premises rather than iconic new build	The new local plan will need to consider these and other sites in the Borough as part of a comprehensive policy framework to promote tourism.

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4.1	Neil Hampson	3127	Support	Sea Front, Hamlet court Road, High Street South End - Preserve Heritage & build things to last with quality not cheapness.	Noted.
4.1	Perry Gamon	3188	Support	Near seafront & High Street	Noted.
4.1	Nicholas Smith	3228	Support	The seafront is the most popular tourist attracting Southend offers. City Beach I believe is a huge success and this should be built upon with the look and feel extending along the seafront to Westcliff and up from the seafront along the high street.	Noted. The new local plan will need to consider this and other sites in the Borough as part of a comprehensive policy framework to promote tourism.
4.1	Laurence Steel	3247	Support	Redevelop vacant central sites but also focus on Shoebury East beach	Noted. Need for new local plan to consider all tourism opportunities in the Borough.
4.1	Southend Borough Council – Economic Growth Department	3297	Support	In and off the town centre location and also linked with existing key tourism offer. Existing resources need to be promoted and enhanced currently hardly ever open, dependant on volunteers. can take lessons from USA on visitor experience.	Noted.
4.1	Ian McLernon	3326	Comment	Pier - more to do at the sea end Central Seafront - redevelopment to encourage safe environment Arts and Museum Development - look for opportunities to develop museum to house Saxon King and London exhibits. Promote space which allows for events, street theatre and a vibrant feel to the town centre and other areas. Protect and promote historic nature of areas such as Old Leigh, Prittlewell Priory.	Noted. The new local plan will need to consider this and other sites in the Borough as part of a comprehensive policy framework to promote tourism.
4.1	Southend Borough Council Regulatory Services	3381	Object	There is a balance to be struck and I would argue it has already reached its peak in the seafront area.	Noted.
4.1	Amanda Britton	3407	Support	I would support additional leisure options from the Pier or Seafront - such as boat rides to Kent; or other parts of Essex	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				to see Seals or Birds in the locality.	
4.1	Valerie Morgan	3477	Comment	Promote tourism across the borough to ensure diversity	Noted. Need for new local plan to consider all tourism opportunities in the Borough.
4.1	Angela Baldock	3567	Comment	Developments should not impact on the important coastal winter feeding grounds of the wintering flocks of geese and waders. Tourism should be centred in the central seafront area, but limited development allowed on the water side of the seafront	Noted. The new local plan will need to provide the appropriate policy framework to promote tourism whilst protecting the amenities and nature conservation value of the foreshore.
4.1	Hayley Dixon	3611	Support	Use the foundations prepared for the new museum on the cliffs to build a heated outdoor lido instead, a year round leisure offer supporting health and wellbeing, as well as being a driver for tourism and a project for income generation, in lieu of no swimming pool offer in central Southend.	The new local plan will need to consider this and other sites in the Borough as part of a comprehensive policy framework to promote tourism.
4.1	Hayley Dixon	3621	Support	Build a lido on the site reserved for the new museum on the seafront - huge tourism draw, income generating, focus to wellbeing, allows for new carpark on seafront.	The new local plan will need to consider this and other sites in the Borough as part of a comprehensive policy framework to promote tourism.
4.1	Southend Borough Council – Parks & Open Spaces Department	3673	Support	The leisure, culture and tourism offer should be borough wide and not just focused on the seafront. The town has potential opportunities to encourage visitors to experience more of the town and to stay for more than a day. Areas such as Shoebury and the town's parks could play a greater part in tourism.	Need for new local plan to consider all tourism opportunities in the Borough.
4.1	Thurrock Borough Council	3677	Support	In addition to the Central Seafront Area the New Local Plan could support additional tourism and leisure developments in the town centre to diversify its role and enhance its vitality and viability, whilst at the same time being complementary to	Need for new local plan to consider all tourism opportunities in the Borough. Linking tourism and town centre

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				the Seafront tourism and leisure offer.	policies will be crucial in seeking to revitalise the town centre.
4.1	Clare Dellow	3767	Support	Let get something like a centre parks north of Southend by the Roach River	Noted. Land adjacent the river Roach is outside the local plan area within the Rochford District. There is the potential to achieve such recreational/leisure facilities as part of the spatial strategy option 3.
4.1	Southend Borough Council – Resort Services Department	3867	Comment	There is already an adequate amount of leisure development in the central seafront area; future leisure developments should focus on encouraging visitors to explore other parts of the borough. A suggestion would be to build a Promenade Park (Maldon) type of development in the Shoebury area to encourage more visitor activity around the towns Blue Flag Beach areas. This would also relieve some pressure from the central Southend access and parking infrastructure.	Noted. Need for new local plan to consider all tourism opportunities in the Borough.
4.1	Leigh Town Council	4121	Comment	Allocate and promote tourism elsewhere in the Borough to ensure diversity. The overall tourism of the Borough needs a holistic approach because it is important for inclusivity. The beaches are Southend’s biggest tourism site but the Borough needs attractions that compliment them and are ‘all weather’. It is important to protect buildings and heritage all over the Borough. It seems that nothing is promoted elsewhere in the Borough other than central Southend. By having that approach, it only promotes Southend as a day tripper destination.	Noted. Need for new local plan to consider all tourism opportunities in the Borough.
4.2	Promote further hotel and tourist accommodation. Should this continue to be directed to areas in the town centre, seafront and airport or should other areas be promoted?				
4.2	Patricia Ryan	2968	Support	It’s an unrealistic aim for Southend and likely to reduce quality of life for residents. Resources are better spent on	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				enhancing and enabling local leisure and cultural economy.	
4.2	Joseph Raven	3002	Support		Noted.
4.2	Karen Finn	3049	Support	Continue to direct to existing areas which already have transport links etc (except Tesco premier inn - absolutely nothing!)	Noted.
4.2	Murray Foster	3085	Support	Additionally Old Leigh/Leigh and possibly Shoebury	Noted.
4.2	Perry Gamon	3189	Support	Yes	Noted.
4.2	Nicholas Smith	3229	Support	New developments have alleviated the burden of overnight tourists recently (Premier Inn x 2 and Park Inn) however none of these hotels offer anything outside a room. Development of a larger Seafront Hotel with leisure facilities would be beneficial and more attractive for tourist	Noted.
4.2	Laurence Steel	3248	Support	The market will surely decide where these facilities go	Noted.
4.2	Southend Borough Council – Economic Growth	3298	Support	Leigh on sea has no hotel or guest house accommodation – why? Link to key services so can attract a wider range of visitor - mountain bikers, golfers, theatre goers, culture visitors etc	Noted.
4.2	Ian McLernon	3327	Support	Focus on areas where people want to stay - airport, seafront and town centre But develop some capacity in Leigh	Noted.
4.2	Southend Borough Council Regulatory Services	3382	Object	The town centre and seafront are already heavily over - subscribed.	Noted.
4.2	Valerie Morgan	3478	Support	Should be across the borough and particularly a hotel in Leigh	Noted.
4.2	Angela Baldock	3568	Comment	A further hotel could be part of the Fossetts development to be close to the new football stadium and also to Fair Havens.	Noted.
4.2	Thurrock Borough Council	3678	Support	No further comment	Noted.
4.2	Southend Borough Council – Parks & Open Spaces Department	3687	Support	Accommodation should not just be hotel focused and should offer a range of different opportunities to meet the wants, needs and budgets of different visitors. Southend lacks	Noted. The new local plan will need to consider the full range of tourism accommodation

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			facilities for camping, glamping and touring caravans. This lack of facilities alienates a significant proportion of potential visitors and is a barrier to Southend being a leading coastal tourism destination. The town also lacks hostel style accommodation used by backpackers and often younger travellers. This is also a limitation to the aspiration.	opportunities as appropriate.	
4.2	Southend Borough Council – Resort Services Department	3868	Comment	Southend-on-Sea is probably one of the only east coast resorts that does not cater for camping and caravan holidays. With over 10m domestic camping and caravan overnight trips, this tourism sector generates over £1.7 billion per annum which currently we are not tapping into. Areas that could be considered as potential campsites include Shoebury East Beach and Leigh Marshes.	Noted. The new local plan will need to consider the full range of tourism accommodation opportunities as appropriate.
4.2	Leigh Town Council	4122	Comment	Promotion of hotel and tourist accommodation should be Borough wide as there are places developing via such tools as Airbnb, however there is a need for a hotel in Leigh.	Noted.
4.3	Promote the second phase of City Beach and enhanced public realm areas. Should priority for City Beach be given to the areas east of the Pier adjacent the Kursaal or west of the Pier?				
4.3	Joseph Raven	3003	Support		Noted.
4.3	Karen Finn	3050	Comment	I don't know what the second phase is! Or the 'enhanced public realm areas'. And what does 'Give priority for city beach to east or West of the Pier' actually mean? Please don't do another lagoon, a PR disaster.	Noted. The first phase of City Beach is the completed public realm works including paving, lighting columns, water fountains, toilets etc. between the Pier and the Kursaal. The question was intended to seek views on where future investment on the Seafront

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					should be directed beyond this area.
4.3	Murray Foster	3086	Support	Preference to east of the Pier and including Fairheads Green car park subject to replacement alternative parking close by.....say Old Gasworks site, otherwise we are going to struggle to uplift the environment of Kursaal area	Noted.
4.3	Neil Hampson	3128	Support	East of Pier - preserve Heritage West of Pier & create nice gardens & green space on existing gardens west of pier	Noted.
4.3	Perry Gamon	3190	Support	East of the pier is more deprived	Noted.
4.3	Nicholas Smith	3230	Support	I strongly support this. As per previous response City beach is very popular but ends at the Kursaal. If this is extended it would be a boost to the economy and also support more tourists.	Noted.
4.3	Laurence Steel	3249	Support	West of the Pier needs doing	Noted.
4.3	Southend Borough Council – Economic Growth	3299	Support	This decision would need to be linked to the plans for Marine Plaza and also Seaways. Lack of investment at Chalkwell which could create more of a link between Leigh and Southend and widen the appeal of the area	Noted.
4.3	Ian McLernon	3328	Support	Biggest area of priority east of the pier, providing the Esplanade to the west is tidied up	Noted.
4.3	Amanda Britton	3408	Support	The Pier should definitely be enhanced. I understand that the cafe owned by Jamie Oliver is to be opened to the public on a regular basis rather than just being a place for filming his special programmes. Anything which utilises the space on the Pier for residents and tourists can only be a good thing. I would like to see more emphasis on the things for tourists and residents to do once on the Pier. Perhaps liaising with the RNLI in promoting their work more interactively with visitors would be a start. I would like to see a more vibrant Pier and choice of activities for everyone young and old available from	Noted. The new local plan will need to include policies that protect and enhance the Pier and its facilities.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				there.	
4.3	Valerie Morgan	3479	Support	No City Beach west of the pier, focus there should be on improved Cliff Gardens and no further building on the foreshore. A Park and Ride and some version of a land train or trams for transport between seafront and northern end of High Street. Indoor entertainment focussed at northern end definitely not on Seaway car park, that's a big mistake. Give a reason for people to travel along the High Street to increase customers for the shops.	Noted.
4.3	Angela Baldock	3569	Support	Priority to the east of the pier adjacent to the Kursaal as this area is run down and looks unattractive.	Noted.
4.3	Thurrock Borough Council	3679	Support	Agree with suggestion for priority for City Beach to be given to the areas east of the Pier adjacent and around the Kursaal area.	Noted.
4.3	Southend Borough Council – Parks & Open Spaces Department	3691	Support	If a second phase is to progress priority should be given to the west of the Pier. Prioritising pedestrians and providing more soft landscaping in this area would likely benefit visitor experience.	Noted.
4.3	Southend Borough Council – Resort Services Department	3869	Comment	Priority should be given east of the Pier as the public realm this side is in urgent need of regeneration.	Noted.
4.3	Indigo Planning Ltd	4021	Support	Supports the objective of the Plan to promote Southend as a major resort. In response to Question 4.3 the promotion of the second phase of the City Beach is supported and the area to the west of the pier would benefit from the focus of new developments and improvements.	Noted.
4.3	Leigh Town Council	4123	Comment	There should not be a second phase City Beach west of the pier. There should be no further building on the foreshore. In Leigh Town Council's opinion, unless the Borough formulates a strategy for park and ride or a train partnership with land trains/trams for connectivity, further development in the	Noted. The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism

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			areas you suggest will just frustrate the already to capacity traffic and parking infrastructure.	whilst also promoting sustainable travel patterns for all modes of transport.	
4.4	Improve accessibility to the central seafront areas for all users. How best do you think this could be achieved?				
4.4	Karen Finn	3051	Support	Have lifts that work! Install escalators from the bottom of the high street to the seafront. Don't allow coach parking on the seafront area. The cycle path reducing the width (of the road was a bad decision.	Noted.
4.4	Murray Foster	3087	Support	At peak visitor weekends offer VERY low cost parking north of the C2C line. Encourage park and train on C2C line for example Pitsea or Leigh stations to Southend. Provide shuttle service, land train from/ to Victoria and Central stations and also car parks north of C2c line	Noted. The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.4	Perry Gamon	3191	Support	Not sure	Noted.
4.4	Nicholas Smith	3231	Object	I believe there is sufficient accessibility via the high street and main roads however park and ride or out of town parking should be encouraged.	The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.4	Laurence Steel	3250	Support	Park and ride and rail	Noted. The new local plan will need to ensure tourism and transport policies are complementary in order to

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.	
4.4	Southend Borough Council – Economic Growth Department	3300	Support	Improved security Wider choice of entertainment options linked to key target audiences Incorporation of the town centre into the offer so cultural offer can be incorporated into the offer. Regeneration of the Kursaal and the area beyond which is poor quality	Noted. The new local plan will need to consider the full range of tourism accommodation opportunities as appropriate. Linking tourism and town centre policies will be crucial in seeking to revitalise the town centre.
4.4	Ian McLernon	3329	Comment	Better signage from stations - think about planning decision in future which encourage footfall and flow of people (not like the narrow gap between Victoria Plaza and Odeon) Look at better links from Victoria, Southend Central, Westcliff Stations to the seafront and town centre - what about trams	Noted.
4.4	Southend Borough Council Regulatory Services	3383	Support	Stop promoting the car over other means of transport. This will help to reduce pollution as well as creating a safer environment.	Noted. The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.4	Valerie Morgan	3480	Support	As in previous comments plus improvement to the lift access for those less able bodied. A hop on/hop off seafront bus service.	Noted.
4.4	Angela Baldock	3570	Comment	Something like an electric tram or electric buggies (that are wheelchair accessible) that links the main line stations with the length of the seafront	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
4.4	Thurrock Borough Council	3680	Support	No further comment	
4.4	Southend Borough Council – Parks and Open Spaces Department	3692	Support	The dominance of the car in this area is detrimental to the visitor experience once they arrive and the quality of the space. Pedestrians and those arriving by sustainable travel should be prioritised. Reducing traffic or pedestrianisation on the area east of the Pier and partly to the west could make the area easier to access and move around for visitors.	Noted.
4.4	Southend Borough Council 2050 Safe and Well	3747	Support	If there is a desire to increase the number of visitors then there are two aspects that we consider should be taken into account: <ul style="list-style-type: none"> • Ensuring a variety of offer to visitors such that a visit to Southend is a viable option in all weather conditions and not just trying to increase further the number of visitors in the peak summer periods when the town’s attractions, facilities and infrastructure are already overcrowded • Transporting additional visitors to the town’s attractions requires improved integration of modes of transport so that reliance on the car is reduced 	The new local plan will need to consider the full range of tourism accommodation opportunities as appropriate. It will also need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.4	Clare Dellowes	3771	Support	Widen the pedestrian walk way and cycle ways, by removing some parking. Also remove parking in front of the arches. Can’t see the sea cause of cars parked in the way and breathing in fumes!	Noted.
4.4	Southend Borough Council – Resort Services Department	3870	Comment	Suggestions for consideration: Bypass from out of borough on A127 around the north of the town feeding directly to the areas east of the town centre. Two lanes turning left towards seafront on Vic Avenue, majority of traffic at events and out of peak season turns left here and there are constant queues in the left hand lane. Two lanes to turn left and one lane to turn right would ease	The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.

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			congestion and improve traffic flow. There is plenty of room here with the shared space. Or even consider an underpass from Vic Ave turning left resurfacing further along in Queensway to eliminate traffic from the Vic Gateway junction. Multi-storey car parks – Tylers, Gasworks		
4.4	Leigh Town Council	4053	Comment	ECC recommend greater emphasis is placed on the role and importance of integrated sustainable transport and exploring alternative transport solutions such as passenger transport to promote intra and inter urban trips; park and ride schemes to improve access to the sea front and other tourist centres; and access by rail	The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.4	Leigh town Council	4124	Comment	The lift access at the Pier needs improving as then Town Centre parking will be move accessible for the seafront. There needs to be provision of a good seasonal open top bus service along the seafront from strategic areas. A seafront bus service which is 'hop on/hop off' style would be advantageous all year round.	Noted.
4.5	Seek further enhanced links between the central seafront and town centre to improve services and facilities. How best do you think this could be achieved?				
4.5	Karen Finn	3052	Support		Noted.
4.5	Murray Foster	3088	Support	see 4.4	Noted.
4.5	Neil Hampson	3129	Support	Entry to High Street from Victoria Station terrible with concrete ugly building obstructing the flow of visitors down high street	Noted.
4.5	Perry Gamon	3192	Support	Not sure	Noted.
4.5	Nicholas Smith	3232	Comment	I believe the links already exist however the look and feel of the environment diminishes as you travel away from the seafront. A redevelopment of the high street with better brands on offer to customers would encourage tourists to	Noted. Complementary policies for tourism and the town centre will be crucial in seeking to revitalise the town centre.

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			come to Southend to shop as opposed to just spending time on the beach.		
4.5	Laurence Steel	3251	Support	The present plans do this well	Noted.
4.5	Southend Borough Council – Economic Growth Department	3301	Support	Improved use of the area outside of Debenhams this is a closed off area and could be used to invite visitors up to the Town centre. The next stage of the high street is also dead with a boring wall which belongs to Debenhams on the right with no entrance or areas for interaction and on the left is now a gym. Princess Caroline house is also of no interest and could be enhanced from the high street. There is a lanes area that could be developed here. Bus Station damages the flow of traffic around the town centre and makes access to the Tylers Car park difficult to access. Need improved access from Kursaal to Town centre with improved signage and more inviting access to town centre.	Noted. Complementary policies for tourism and the town centre will be crucial in seeking to revitalise the town centre.
4.5	Ian McLernon	3330	Comment	Better signage. Environment and activities that make high street feel like part of the tourist destination - more events, street theatre, bistro style café culture. Better links from station to sea front. Travel Centre that encompasses all travel needs , not just buses but a joined up hub with better links from airport.	Noted. Complementary policies for tourism and the town centre will be crucial in seeking to revitalise the town centre.
4.5	Valerie Morgan	3481	Support	The existing rail links are key supported by other facilities such as land trains	Noted.
4.5	Thurrock Borough Council	3681	Support	No further comment	Noted.
4.5	Southend Borough Council – Parks and Open Spaces Department	3693	Support	Improving the landscaping between central seafront and town centre, including increasing the amount of planting would improve this link. The way finding between the transport hubs and car parks	Noted. Complementary policies for tourism and the town centre will be crucial in seeking to revitalise the town centre.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			should be improved using a variety of measures including signs, art landscaping and digital technology.		
4.5	Southend Borough Council – Resort Services Department	3871	Comment	More leisure facilities south of High Street, to blend/ link both areas. More imaginative use of Royal Square, pretty much dead space for most of the year but could be used more innovatively to link areas, outdoor street food/drinks area, place making art and installations to make that link area and would make it look more attractive. Live band and performance pop up space etc to encourage high quality 'Covent Garden' style busking.	Noted. Complementary policies for tourism and the town centre will be crucial in seeking to revitalise the town centre.
4.5	Indigo Planning	4022	Comment	Further enhancement of links with the town centre should be promoted as a priority. The current pier lift area needs to be maintained and enhanced to improve safety. The strategy for directional signage across the town centre and seafront needs to be reviewed and the inclusion of more prominent directional signage between the two would be of benefit. The town centre should be continued to be promoted for hotel and tourist accommodation.	Noted. Complementary policies for tourism and the town centre will be crucial in seeking to revitalise the town centre.
4.5	Leigh Town Council	4125	Comment	Leigh Town Council believe rail links are key with connectivity in the Borough, supported by a facility e.g. land trains for onward transportation to seafront and key areas.	The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.6	Continue to safeguard Key Visitor Car Parking in line with the provisions of the Southend Central Area Action Plan?				
4.6	Murray Foster	3089	Support	Yes but this should be revised 5 yearly in light of people moving towards other forms of transport	Noted.
4.6	Perry Gamon	3193	Support	Yes	Noted.
4.6	Nicholas Smith	3233	Support	Whilst Southend has good public transport links, the	Noted. The new local plan will

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			convenience of driving will always be a more attractive option. Southend's car parks become very full during the summer and additional provisions or a park and ride scheme should be introduced to restrict the number of cars entering the town itself.	need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.	
4.6	Laurence Steel	3252	Support	Could be compacted with multi-storey facilities	Noted.
4.6	Southend Borough Council – Economic Growth	3302	Support	Yes - parking should be safeguarded and access to parking should be improved. Signage should also be improved so that drivers can navigate from one car park to another	Noted. The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.6	Ian McLernon	3331	Support	Agree need to ensure visitor and resident parking is protected and sufficient and affordable enough to encourage revisits	Noted. The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.6	Southend Borough Council Regulatory Services	3384	Support	The cost of parking in Southend is very cheap compared to other areas and this encourages people to drive. We should be dissuading people to drive.	Noted.
4.6	Jeremy Martin	3454	Object	Parks are in place, they should be provided with EV charging supported by solar PV, local wind and batteries and EVs should be given priority and lower car park charges.	Noted.

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				This will enhance the space, lower Air Quality challenges, as well as enhancing the space of the tourists that visit	
4.6	Valerie Morgan	3482	Support	Not just in central Southend. Perhaps use parking facilities outside the borough to link in with the train services.	Noted.
4.6	Thurrock Borough Council	3682	Support	No further comment	Noted.
4.6	Southend Borough Council – Parks and Open Spaces Department	3694	Comment	Parking for visitors does not have to be on the sea front. The tourist experience could be enhanced by reducing parking on the sea front and by enhancing the town centre car parks and way finding. The parking space on the sea front could be used to enhance the visitor experience with high quality landscaping and new facilities.	Noted.
4.6	Southend Borough Council – Resort Services Department	3872	Comment	Parking is crucial to the viability of the central seafront offer and will need to be protected if we are to remain competitive with similar resorts as the bulk of our visitors arrive by car. Increased access and parking issues will influence visitors decision making with regards to which resort they choose to visit.	Noted. The new local plan will need to ensure tourism and transport policies are complementary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.6	Leigh Town Council	4126	Comment	There should be car parking in areas other than central Southend. There are other tourist destinations other than Central Southend that face extreme parking challenges. This links in with looking at all areas with coastal access as a complete tourism destination re the points Leigh Town Council have already made at 4.3 and 4.5. with regard to connectivity	Noted. Need for new local plan to consider all tourism opportunities in the Borough.
4.7	Do you have any other issues/comments you would like to raise				
4.7	Murray Foster	3090	Support	Forgot to say that whilst we have been proactive in creating	Noted.

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			cycle paths etc we have minimal facilities/ provision of hire bikes etc to encourage utilisation following departure of The Comfy Saddle		
4.7	Neil Hampson	3130	Support	Encourage train travel & bike riding rather than cars like Cambridge and Oxford	Noted.
4.7	Perry Gamon	3194	Support	Everyone I've ever met (I'm 60 this year) that has been to Southend loves the seafront. Keep parking & the route from both town centre rail stations as simple & accessible as possible	Noted.
4.7	Nicholas Smith	3234	Comment	Tourism needs to be a key focus for promoting Southend and this should include redevelopment of the Pier which lacks attractions at the end. A hotel or leisure facility on the seafront would also bring in a new type of visitor and encourage them to stay overnight which will bring additional revenues to restaurants and local businesses.	Noted. The new local plan will need to provide a policy framework that builds on and seeks to enhance the existing tourism facilities.
4.7	Laurence Steel	3253	Support	The resort facilities are important but they do spread wealth particularly as average wages tend to be low	Noted.
4.7	Rochford District Council	3483	Comment	RDC does not have any specific comments to make on Southend's tourism aspirations; however it would support further discussion over how these aspirations can complement and support those of Rochford District, including by promoting rural tourism opportunities and access to the countryside. RDC would encourage Southend to continue to engage positively over the growth and vitality of the regionally important London Southend Airport to consider the opportunities it presents to grow the tourism offer of the whole region	Noted. The Borough Council regularly liaise with neighbouring local authorities as part of the 'duty to co-operate'. SBC continues to engage with Rochford District Council and other South Essex authorities as part of the Association of South Essex Local Authorities in the preparation of the South Essex Joint Strategic Plan and related local plans.
4.7	Valerie Morgan	3483	Support	The Pier and Kursaal need to be enhanced for tourism. The main key is to look at alternative transport systems to avoid	Noted. The new local plan will need to provide a policy

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			the traffic chaos that is a regular occurrence in the season and must put potential visitors off. Instead of looking at new developments make the most of what we have. Look at what successful seaside towns have done.	framework that builds on and seeks to enhance the existing tourism facilities. It will also need to ensure tourism and transport policies are complimentary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.	
4.7	Angela Baldock	3571	Comment	Have a park and ride scheme built into the new town development at Fossetts farm once a new link road is built, and a public transport link to the town centre and seafront from there.	Noted. The new local plan will need to ensure tourism and transport policies are complimentary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.
4.7	Hayley Dixon	3622	Support	Focus on the cultural offer - ensure our galleries are given the support to do the work the likes of Turner Contemporary does in Margate, Towner Gallery does in Eastbourne and Jerwood Gallery does in Hastings - more promotion, raise profile, additional funding. Cultural regeneration and artist relocation brings tourism and investment.	Noted. The cultural offer will need to form an important part of any policy framework.
4.7	Southend Borough Council – Parks and Open Spaces Department	3695	Support	To become a leading coastal tourism destination Southend needs to compete with a number of well-established destinations. Southend lacks an iconic viewing attraction that many other resorts have. The local plan could help address this by allocating a site for the development of a landmark viewing tower such as the Briton 1360 or the Portsmouth spinnaker.	Noted. Planning policies will continue to support tourism as a key driver of the local economy.
4.7	Metrotidal Ltd	3819	Support	The Metrotidal proposal supports Southend as an exemplar	Noted. The new local plan will

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			coastal tourism destination within the UK. The sea defence system becomes itself a major tourist attraction. The proposals to include a high-quality marina development with a cruise liner terminal and Thames Clipper ferry landings all served by a Thames Estuary Station, enhancing Southend as a gateway for national and international tourism. The marina, cruise liner terminal and ferry landings complement the original development of the pier as a tourist gateway to Southend. The integrated transport connections, including the rail links to Southend Airport, Ebbsfleet and Central London, provide an attractive tourist offer and radically improve access to the Southend conurbation.	need to ensure tourism and transport policies are complimentary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all modes of transport.	
4.7	Harry Chandler	3832	Comment	As our major land asset is our beaches, we have the longest pleasure pier in the world and lots of eating places. We need to implement a plan to make Southend the best destination for tourists in South East England. We are close to a large population centre in east London.	Noted.
4.7	Southend Borough Council – Regulatory Services Department	3862	Comment	Improvements may be required to the sewer / drainage capacity for new developments, particularly those around the seafront, including dealing with misconnections. Ensuring the sufficient of sewer / drainage capacity for new developments and targeting and support agencies with responsibility for misconnections will improve the water quality and the objective of promoting Southend as a major resort	Noted.
4.7	Leigh Town Council	4127	Comment	The Borough Council have got to change/improve the infrastructure as it is key to think outside the box to avoid the congestion that visitors and residents cannot avoid in seasonal times Borough wide. The Pier and the Kursaal are iconic buildings in Southend and need to be used effectively and could be enhanced so much more.	Noted. The new local plan will need to ensure tourism and transport policies are complimentary in order to effectively promote tourism whilst also promoting sustainable travel patterns for all

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				modes of transport. The Plan will also seek to protect and enhance the town's built heritage.	
5.	How best can we ensure that our town centres are successful, vibrant and attractive places in the face of changing retail demands?				
5.	SK Architects	3996	Comment	Need for greater residential intensification within key central area including High Street and diversification away from A1 retail.	Noted.
5.	SK Architects	3997	Comment	We would like to see the High Street opened up for traffic and therefore removing the pedestrianized and un-police able space and at the same time the creation of vitality and vibrancy at all times of day and evening. We would like to see all unnecessary yellow lines removed from the Town Centre, High Street, Central Seafront and resort area. The local plan should include free 2hour parking on the High Street and associated side streets to encourage visitors and residents to use the High Street.	Noted. Review of parking, public transport and access within the town centre and environs to be undertaken and recommendations incorporated into local plan policies.
5.	Indigo Planning	4011	Object	Residential development to north of Fossetts Farm should not justify the inclusion of large-scale retail and leisure uses as part of any future allocation (as currently proposed at Fossetts Farm). The Southend Borough Council's 'new' retail study acknowledges that Fossetts Farm development has created long term uncertainty for the future prospects of the town centre. Any out of centre development will have a significant material impact and would be contrary to national planning policy. This further endorses the point that any investment and future retailing in Southend should be focussed within the town centre itself.	Noted. Southend Football Club's application on land at Fossetts Farm has been submitted but is yet to be determined.

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5.	Indigo Planning	4013	Comment	<p>Concerned that the Southend retail study is already out dated in several assumptions:</p> <ul style="list-style-type: none"> • health check data from 2016 has been used but could have been updated using 2018 data illustrating growing concerns about the fragility of the health of Southend Town Centre; • time series analysis of vacancy rates stops at 2016, could have been continued until at least 2018. Future iterations of the Plan must take account of more up to date information in this regard. <p>Retail study should be more forensic in illustrating long term vacant units/ clusters and what types of retailers have taken up vacant space. The report masks some real areas of concern in this regard, namely that there are a number of long-term vacancies and that new tenants coming in are often short term and not national multiples which provide a wider trade draw.</p> <p>To assess future trends the Plan must have regard to up to date data and the implications this will have. The indications for Southend very much point to more investment required within the town centre as the overall health is more fragile than that set out in the retail study. Future iterations of the Plan will need to be informed by more up to date information and sufficient monitoring will have to be put in place to ensure the successful delivery of it.</p>	Noted. Plan policies to respond to findings of the Retail study and an updated Southend Town Centre Health Check.
5.	Indigo Planning	4014	Comment	<p>The PBA retail study does helpfully acknowledge on several occasions that the proposed out of centre retailing at Fossetts Farm has created long term uncertainty for the future prospects of the town centre. This further endorses the point that any investment and future retailing in Southend should be focussed within the town centre itself.</p>	<p>Noted. Southend Football Club's application on land at Fossetts Farm has been submitted but is yet to be determined.</p> <p>Plan policies to respond to findings of the Retail study and</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					updated Southend Town Centre Health Check.
5.	Indigo Planning	4015	Comment	Retail capacity estimates in PBA's study, it is acknowledged that there is a limited need for new comparison (non-food) goods floor space in the short to medium term. Whilst the planned expansion of Lakeside and improvements to Chelmsford have drawn a lot of the potential capacity away from Southend, the Plan should not encourage any trade to be drawn back by allocating future retail floor space in out of centre locations. Whilst arguments can be made about destination retail and leisure being created to draw trade back to a Borough location, the health of Southend town centre is such that any such development would cause a significant material impact on the centre. This would be contrary to national planning policy and would undermine the core sustainable principles of the Plan moving forward. The Plan at this stage does not attempt to allocate such a location but we strongly caution against any counter arguments and representations likely to be made in this respect. The creation of a new retail destination within Southend Borough outside of the town centre would not accord with the core principles of the Plan nor that of national policy and should not be considered.	Noted. Southend Football Club's application on land at Fossetts Farm has been submitted but has yet to be determined. Plan policies to respond to findings of the Retail study and updated Southend Town Centre Health Check.
5.	Indigo Planning	4016	Comment	There is a short-term convenience (food) goods need within Southend and it would be of benefit to the town centre to focus that need within it in the first instance.	Plan policies to respond to the findings of the Retail study and updated Southend Town Centre Health Check.
5.	Indigo Planning	4017	Comment	Welcome additional residential. There is a real opportunity for residential growth in the town centre and this should be considered in detail in future iterations of the Plan.	Noted.
5.	Indigo Planning	4018	Comment	Welcome a review of primary and secondary designations in	Noted.

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			the town centre both in length and restrictions on uses and flexibilities that might be introduced.		
5.	Essex County Council	4054	Comment	Recommend that consideration is given to the need to make proper allowance for retaining and improving Passenger Transport access as part of the package of solutions to reduce the need for cars in the town centre.	Noted. Review of parking, public transport and access within the town centre and environs to be undertaken and recommendations incorporated into local plan policies.
5.	Alan Grubb	4081	Comment	Retail vacancies within the High Street will have a knock-on effect for small independents on side streets.	Noted. Planning policies for retail will need to acknowledge retail trends and need for diversification of town centre uses.
5.1	Should Southend Town Centre remain the first preference for all forms of retail development and for other town centre uses attracting large numbers of people, followed by the district centres of Leigh and Westcliff?				
5.1	Sarah Chubb	2983	Support	There are a large number of 'derelict' buildings in the town (Southend, Westcliff and Leigh) which look tatty and do not promote visitors to the area. For example Blockbuster video store which has been derelict for years and attracts flyposting and graffiti, also a large building opposite Chalkwell Park. Why does it take so long for these buildings to be sold on and developed for a better use?	The Council will be engaging with property owners in order to promote and encourage the effective use and regeneration of prominent vacant units in the Town Centre and local centres.
5.1	Joseph Raven	3004	Support		Noted.
5.1	Karen Finn	3053	Object	You said it yourself in the summary - there is no appetite for trying to keep the town centre as solely retail, you'd be fighting a losing battle.	Noted. Planning policies for retail will need to acknowledge retail trends and need for diversification of town centre uses.
5.1	Karen Finn	3054	Support	The high street needs to change full stop. Whatever uses enable it to remain viable and attractive for people to visit should be considered.	Noted. Planning policies for retail will need to acknowledge retail trends and need for

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					diversification of town centre uses.
5.1	Murray Foster	3094	Support	Generally yes- but need some affordable type retail for new/ niche retail adjacent to main high street area	Noted.
5.1	Neil Hampson	3131	Support	Yes but do not leave Westcliff and Leigh out - particularly Westcliff which is struggling more than Leigh	Noted.
5.1	Perry Gamon	3195	Object	High street retail is dying, support out & edge of town rather than lose all retail spend	Plan policies to respond to the findings of the Retail study and updated Southend Town Centre Health Check.
5.1	Nicholas Smith	3235	Support	Southend Town Centre has lost appeal by allowing lower quality brands and shops which in turn drive away a large group of consumers	Noted. Planning policies for retail will need to acknowledge retail trends and need for diversification of town centre uses.
5.1	Laurence Steel	3254	Support	Yes	Noted. Planning policies for retail will need to acknowledge changes in retail trends and need for diversification of town centre uses.
5.1	Southend Borough Council – Economic Growth Department	3303	Support	I think we should develop an identity for each of the retail areas and then work to match the offer to the identity. We could then target retailer base on the identity, the audience the infrastructure that we have invested to support it. This should be implemented in a phased approach working with Southend and Leigh first before moving to Hamlet court road, Shoebury etc	Noted.
5.1	Ian McLernon	3332	Object	No. The current model is not working - evidenced by closed shops, rundown feel of town centre. Big retail development are a thing of the past. Need to break up and mix residential, cultural and retail to create more vibrant environments that	Noted. Planning policies for retail will need to acknowledge changes in retail trends and need for diversification of town centre

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				are self-sustaining.	uses.
5.1	Southend Borough Council Regulatory Services	3376	Support	Yes this makes sense as it is much larger and has the potential to become better in terms of quality if it is done right.	Noted.
5.1	Jeremy Martin	3455	Support	The Town Centre should be the primary focus but should be adapted to include housing, green space with water features and areas to rest and get cool in summer. The town centre is a concrete mass which is unattractive and should be redeveloped fully. The opportunity to achieve this with the housing and employment wrapped together is huge.	Noted. Planning policies for climate change mitigation and adaptation/environment will include urban greening and cooling. Planning policies for retail will need to acknowledge changes in retail trends and need for diversification of town centre uses.
5.1	Valerie Morgan	3484	Support	Yes	Noted.
5.1	Valerie Morgan	3486	Support	Look at what is working in Leigh, Westcliff, Thorpe Bay etc	Planning policies should be sufficiently flexible to allow for innovation and diversity in land uses, whilst protecting the core retail function of town and local centres.
5.1	Hayley Dixon	3612	Comment	Retail across the borough should be considered - the town centre should be curated towards the needs of the users - likely should be focused on leisure offer - bars/entertainment/culture. Experiences above retail should be focus on, and selection of residents on the high St should be greatly considered in order to promote growth - the right businesses will promote further businesses or the right nature to developed a collaborative community offer.	Noted. Planning policies for retail will need to acknowledge changes in retail trends and need for diversification of town centre uses.
5.1	Thurrock Borough Council	3683	Support	No further comment	Noted.
5.1	Southend Borough	3696	Comment	Town Centres need to adapt to the changing shopping and	Noted. Planning policies for

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Council – Parks and Open Spaces Department			leisure habits. It is important that Southend Town Centre is vibrant and inviting as it is the gateway to the seafront. However, retail developments should be in a location that can provide good facilities with high quality civic realm. Retail needs to be convenient and able to accommodate and adapt quickly to changing trends such as online shopping and click and collect. Mixed use areas, retail, leisure, business and residential may offer more sustainability	retail will need to acknowledge changes in retail trends and need for diversification of town centre uses.
5.1	Southend Borough Council – Parks and Open Spaces Department	3705	Support	Town Centres need to adapt to the changing shopping and leisure habits. It is important that Southend Town Centre is vibrant and inviting as it is the gateway to the seafront. However, retail developments should be in a location that can provide good facilities with high quality civic realm. Retail needs to be convenient and able to accommodate and adapt quickly to changing trends such as online shopping and click and collect. Mixed use areas, retail, leisure, business and residential may offer more sustainability	Noted. Planning policies for retail will need to acknowledge changes in retail trends and need for diversification of town centre uses.
5.1	Leigh Town Council	4128	Comment	Retail is changing significantly and the days of large department stores are pretty much over. Southend needs to recognise that areas like Leigh are now a dominant force in terms of sustainability as they are more trend-based and adaptable. Therefore, other district centres could follow suit and become niche visitor attractions and community hubs which are all linked by the retail network and could be easily connected to central Southend.	Noted. Planning policies for retail will need to acknowledge changes in retail trends and need for diversification of town centre uses.
5.2	Review the role and function of Southend town centre to provide for a more flexible approach to development schemes?				
5.2	Joseph Raven	3005	Support	I think Southend must adapt to provide a range of retail	Noted. Planning policies for retail will need to acknowledge changes in retail trends and need for diversification of town centre

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					uses.
5.2	Leigh Town Council	4129	Comment	a) Yes b) Yes, but not exclusive zones. There should be a mixture in all areas and specifically ideas to break up the centre. Southend High Street Scene e.g. covered parts, street cafe scene. The areas running down the middle of the High Street could be better utilised e.g. market, outdoor eatery areas	Noted.
5.2a	do you think a greater mix of uses should be allowed such as retail, cafes and bars				
5.2a	Southend Borough Council – Economic Growth Department	3304	Support	Yes, we need to be more creative in the town centre usages to support urban living, students, visitors and tourists. One of the biggest benefits of the town centre is access so what other services would benefit from this: Business, health, education, leisure	Need to retain flexibility in supporting appropriate land uses is noted.
5.2a	Murray Foster	3092	Support	Yes to all of that with emphasis on creating an exciting dynamic Estuary Experience Centre within existing footprint of town centre preferably nearer to shore end of high St	Need to retain flexibility in appropriate land uses is noted.
5.2a	Neil Hampson	3132	Support	Support this rather than option 2	Noted.
5.2a	Nicholas Smith	3236	Comment	a) Cafe's and bars are an attraction however it is more the quality of such facilities and shops which count. There is a large portion of Southend who work in London and as such are relatively wealthy, who choose to travel away to spend their money due to lack of appeal in the high street.	Noted.
5.2a	Perry Gamon	3196	Support	a) yes, definitely	Noted.
5.2a	Laurence Steel	3255	Support	a) Strong support of residential conversion if retail space is no longer required	Noted.
5.2a	Ian McLernon	3333	Support	Yes mix is better and more sustainable	Need to retain flexibility in supporting appropriate land uses is noted.
5.2a	Southend Borough	3377	Support	There are variations in the quality of this type of	Need to retain flexibility in

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Council Regulatory Services			establishment - we don't want to be going for the lowest common denominator as this just cheapens the town and oftentimes it is a short term fix. For example, there are always lots of food businesses springing up that don't stay for long. Incentivise quality community based options such as ones that really engage locally, Project 49 being a good example. The knock on effect of having more residential accommodation in the town must be considered in terms of noise affecting the new residents	supporting appropriate land uses is noted.
5.2a	Jeremy Martin	3456	Support	Full redevelopment to break the concrete mass, provide more mixed use, provide housing and more attractive retail. Green space and shading are critical	Noted.
5.2a	Valerie Morgan	3485	Support	Definitely	Noted.
5.2a	Valerie Morgan	3487	Support	Yes	Noted.
5.2a	Angela Baldock	3573	Support	Yes to a greater mix of premises to reduce the unattractive empty units. Also allow for additional housing in areas that cannot be utilised.	Need to retain flexibility in supporting appropriate land uses is noted.
5.2a	Thurrock Borough Council	3685	Support	No further comment	Noted
5.2a	Southend Borough Council – Parks and Open Spaces Department	3697	Support	Southend Town Centre needs to be flexible and quick to adapt. Development also needs to be balanced changing from retail to predominantly food outlets is unlikely to be sustainable in the medium to long term. The local plan should support flexibility and new civic realm.	Need to retain flexibility in supporting appropriate land uses is noted.
5.2a	Southend Borough Council – Parks and Open Spaces	3704	Support	Southend Town Centre needs to be flexible and quick to adapt. Development also needs to be balanced changing from retail to predominantly food outlets is unlikely to be sustainable in the medium to long term. The local plan should support flexibility and new civic realm.	Need to retain flexibility in supporting appropriate land uses is noted.

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5.2b do you think the town centre should be refocused into specific themes, for example					
5.2b	Karen Finn	3055	Object	That sounds like thinking too hard. By zoning the high street you risk areas remaining or becoming no go areas after dark, for example. It simply needs to be flexible - certain buildings will still lend themselves to certain activities by their design or location.	Need to retain flexibility in appropriate land uses is noted.
5.2b	Murray Foster	3094	Comment	I think we should be cautious about further zoning- in a way this has partially happened with South Essex College & University of Essex/ Forum etc . and also Seaway, if it hopefully happens will be leisure with some residential. Feel we are going to need flexible approach across the centre as commercial property market faces challenges with retail operations reducing - so a mixed approach but any residential ideally to be above other uses ground floor premises	Need to retain flexibility in appropriate land uses is noted.
5.2b	Perry Gamon	3197	Object	b) no	Noted.
5.2b	Nicolas Smith	3237	Object	b) Southend already has an established education centre in the town.	Noted.
5.2b	Laurence Steel	3256	Support	If it helps revive the town centre	Noted.
5.2b	Southend Borough Council – Economic Growth	3305	Support	b) the current high street is too long and shoppers do not shop the whole length generally, therefore we need to work out who comes where and why. This information should be used to inform the decisions made. With Greater Anglia at the top of the High Street this is an important area for commuters but how do we better manage the flow of people off the train to maximise the retail opportunity they offer. Visibility of the zone is most important	Noted.
5.2b	Ian McLernon	3334	Comment	Themes can work - but feel mix better and more sustainable	Noted.

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5.2b	Southend Borough Council Regulatory Services	3378	Object	No a good mix of everything is preferable.	Noted.
5.2b	Valerie Morgan	3488	Support	Not exclusive zones, a mix. Break up the dreary length of the High Street, bring back a covered market.	Noted.
5.2b	Angela Baldock	3574	Support	This seems sensible as there are many unused retail units within the Victoria and the Royals, so retail could be focused in these sites.	Noted.
5.2b	Hayley Dixon	3613	Support	Yes, the town centre should be curated.	Noted.
5.2b	Thurrock Borough Council	3686	Support	Support the overall approach to diversify the town centre including further opportunity for residential above retail/commercial uses. Support potential to develop specific zones or quarters in the main Southend High Street/town centre. There could be potential for cultural/tourism uses to complement the seafront and boost the town centre as a place to visit.	Noted.
5.2b	Southend Borough Council – Parks and Open Spaces Department	3698	Support	Creation of zones and creating a large area of civic realm could be of benefit to the long term viability of Southend town centre. Focusing this around the Forum, College and University and demolishing existing buildings to create a central public square with open views would be an approach that could support a variety of uses.	Noted.
5.2b	Southend Borough Council – Parks and Open Spaces	3703	Support	Creation of zones and creating a large area of civic realm could be of benefit to the long term viability of Southend town centre. Focusing this around the Forum, College and University and demolishing existing buildings to create a central public square with open views would be an approach that could support a variety of uses.	Noted.
5.2b	Southend Borough Council 2050 Safe and Well	3749	Support	We think that moves towards option b with zones within the town centre for a wider variety of use would be beneficial. The focus on retail is proving detrimental to the town centre	Noted. Planning policies for retail will need to acknowledge changes in retail trends and need

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			as the retail habits of the public change with the advent of new technology options. Any redevelopment of the town centre into a zonal format (or other approach if that is preferred) must take into account the need to enhance the greening of the town centre to improve both the visual amenity as well as climate change resilience, in respect of urban cooling to address higher temperatures and more intense rainfall.	for diversification of town centre uses.
5.3 Do you think the current town centre boundary (see SCAAP) should be amended? Should we allow more residential uses on the periphery?				
5.3	Joseph Raven	3006	Support	Noted.
5.3	Karen Finn	3056	Comment	Residential uses should always now be considered particularly if it means that new builds will not need to be built on green belt
5.3	Murray Foster	3095	Support	Would be supportive to more residential uses on periphery
5.3	Perry Gamon	3198	Support	Yes
5.3	Laurence Steel	3257	Support	Yes to residential
5.3	Valerie Morgan	3489	Support	Yes increase residential
5.3	Southend Borough Council – Parks and Open Spaces Department	3702	Comment	Residential use should be considered if it keeps the area active and vibrant.
5.3	Indigo Planning	4019	Comment	Paving across the town centre needs to be improved and properly sealed. Enhancements to the High Street should be a priority. Access to the High Street should be more legible, especially from Victoria Station, for example the extension to accommodate New Look acts as a visual barrier to the centre and enhancement is needed to encourage pedestrians into the High Street.

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5.3	Leigh Town Council	4130	Comment	Yes, should bring in more residential areas within the boundary and have social housing within the community that serves it.	Noted.
5.4 Do you think the Westcliif and Leigh shopping centres should continue in their current formats or do you think there should be changes					
5.4	Karen Finn	3057	Support	Nothing wrong with what they are - except maybe too many cafes in Leigh! But change what they are and they will no longer be what the local population need or want	Noted.
5.4	Murray Foster	3096	Support	My daughter lives in Leigh and from my experience feels it should continue as it is but could do with better marketing profile. Westcliff is both an opportunity and a challenge - possibly more live over accommodation	Noted.
5.4	Neil Hampson	3133	Support	Continue current format but need more support particularly for Westcliff	Noted.
5.4	Richard Kurti	3151	Support	Hamlet Court Road is currently enjoying a mini-boom. The size of retail units is ideally suited to the needs of 2019. These businesses need support, and the street needs investment to keep this success going.	Noted.
5.4	Perry Gamon	3199	Support	Leigh yes but not Westcliff, the latter being more deprived in parts	Noted.
5.4	Nicholas Smith	3238	Support	Leigh is an attractive place to shop and should continue to allow small businesses to flourish	Noted.
5.4	Laurence Steel	3258	Support	Westcliff needs attention , Leigh seems to work	Noted.
5.4	Ian McLernon	3335	Support	Improve parking within Leigh - but feel and vibrancy of Leigh works well. Westcliff seems rundown; need to look at reinvesting and encouraging the right mix of businesses. Better urban planning to improve environment	Noted.
5.4	Southend Borough	3379	Support	Westcliff is full of low value establishments and we don't want	Noted.

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	Council Regulatory Services			to see any more of this. Leigh is fine it just needs better parking!	
5.4	Valerie Morgan	3490	Support	Leigh must be The Broadway and Leigh Road. Regeneration of Hamlet Court Road (which used to be an " upmarket" shopping area) and London Road. Again hop on/hop off transport would help.	Noted.
5.4	Angela Baldock	3575	Support	Should stay as encouraging independent shops as this gives them distinct character.	Noted.
5.4	David Carpenter	3608	Support	I think that Hamlet Court Road, effectively Westcliff High Street, should become a niche heritage and conservation area, and be promoted to local artists and the creative industries. It should also retain local convenience shopping opportunities.	Noted. The local plan will continue to protect the core retail function of town and local centres.
5.4	Hayley Dixon	3614	Support	Leigh seems to have a very successful offer - use the format of this success and replicate in Southend town centre - not necessarily with the same type of shops, but with the same approach, creating a community and considering the needs and wants of the residents.	Noted.
5.4	Southend Borough Council – Parks and Open Spaces Department	3706	Comment	Westcliff and Leigh shopping centres should adapt and develop in line with changes in retail and leisure and to meet the needs of residents and visitors.	Noted.
5.4	Leigh Town Council	4131	Comment	The Leigh shopping centre in the Local Plan should be expanded to include Leigh Road. There should be a major regeneration of Hamlet Court Road and London Road areas.	Noted.
5.5 Encourage and promote further enhancements to the public realm, such as improved paving, seating, tree planting and landscaping. What do you think the priorities should be and where?					
5.5	Joseph Raven	3007	Support	More Green areas should be added across the town	Noted. Policies for town centre will support additional tree planting, soft landscaping and public realm improvements where feasible/appropriate and

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					in line with wider town centre public realm strategy.
5.5	Karen Finn	3058	Comment	I have already seen some diabolical landscaping and 'improved' paving, such as the S-SHAPE paving installed down the high street in the early 2000's, and the shared space areas. I am always happy to see real enhancements that improve the visual aesthetic and wellbeing, like planting trees. But too many of these projects in the past seem to be vanity projects or projects where funding has been secured and has to be spent within a finite timeframe and some poor choices have been made. Priorities should be the high street and the seafront (who thought putting palm trees on the seafront would be a good idea?)	Noted. Local Plan policies will support public realm improvements where feasible/appropriate and in line with wider town centre public realm strategy.
5.5	Murray Foster	3097	Support	Feel that town centre environment/ landscape should be themed culturally around the Thames Estuary to differentiate from Basildon, Chelmsford, Lakeside etc	Noted.
5.5	Neil Hampson	3134	Support	Encourage more green tree planting etc. Stop parking on pavements which makes it difficult for pedestrians especially old & disabled. Reduce traffic on residential roads & slow traffic down. Encourage walking and cycling.	Noted. Policies for town centre will support additional tree planting, soft landscaping and public realm improvements where feasible/appropriate and in line with wider town centre public realm strategy.
5.5	Perry Gamon	3200	Support	Not sure	
5.5	Nicholas Smith	3239	Support	Strongly support this which adds to the overall experience of shopping in the High Street.	Noted.
5.5	Laurence Steel	3259	Support	London Rd from High St to Sainsbury's is a priority	Noted.
5.5	Ian McLernon	3336	Support	Agree helps improve environment and behaviours Westcliff needs investment	Noted.
5.5	Southend Borough Council Regulatory	3380	Support	Who could argue with planting more trees? It makes for a calmer and more pleasant atmosphere - greening of all our	Noted. Planning policies for climate change mitigation and

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Services			spaces should be encouraged.	adaptation/environment will include urban greening and cooling.
5.5	Jeremy Martin	3457	Support	Green space and shading will be our defence against AIR QUALITY, overheating, flooding and climate change. This must be the priority.	Noted. Planning policies for climate change mitigation and adaptation/environment will include urban greening and cooling.
5.5	Valerie Morgan	3491	Support	Improved paving	Noted.
5.5	Angela Baldock	3576	Support	Encourage more native tree planting to help offset the carbon emissions from increased usage. Also to soften building lines.	Noted. Planning policies for climate change mitigation and adaptation/environment will include urban greening and cooling.
5.5	Hayley Dixon	3615	Support	The conservation area is considered a very attractive part of Southend, extend the public realm principles from this area across the town centre.	Policies for town centre to support additional tree planting, soft landscaping and public realm improvements where feasible/appropriate and in line with wider town centre public realm strategy.
5.5	Southend Borough Council – Parks and Open Spaces Department	3707	Support	Hi quality public realm is important to the vibrancy and appeal of an area. Enhancements in all our town centres will benefit the area and using soft landscaping to compliment paved areas. The link between Victoria Circus and the seafront should be a priority as should areas requiring regeneration such as Shoebury High street.	Noted. Policies for town centre to support additional tree planting, soft landscaping and public realm improvements where feasible/appropriate and in line with wider town centre public realm strategy.
5.5	Southend Borough Council 2050 Safe and Well	3751	Support	The priorities should be aligned to the zoning of the town centre (or whatever approach is preferred) and ensuring that the enhancements that take place take into account the need	Noted. Policies for town centre to support additional tree planting, soft landscaping and

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			to enhance the greening of the town centre improve both the visual amenity (with the wider benefits that this brings) as well as climate change resilience, in respect of urban cooling to address higher temperatures and more intense rainfall.	public realm improvements where feasible/appropriate and in line with wider town centre public realm strategy.	
5.5	Southend Borough Council – Regulatory Services Department	3863	Support	Support the enhancement of tree planning and landscaping to both improve the public realm and providing a greener and cooler community.	Noted. Policies for town centre to support additional tree planting, soft landscaping and public realm improvements where feasible/appropriate and in line with wider town centre public realm strategy.
5.5	Leigh Town Council	4132	Support	Yes. Priorities should be significant enhancements in central Southend High Street and paving in Leigh Broadway and Leigh Road needs much improvement.	Noted. Planning policies will support additional tree planting, soft landscaping and public realm improvements.
5.6 Do you have any other issues/comments you would like to raise?					
5.6	Laurence Steel	3260	Support	I'd give priority to the present centres	Noted.
5.6	Valerie Morgan	3492	Support	No	Noted.
5.6	Angela Baldock	3577	Comment	I would like to see large developments have more trees/vegetation built into the design to attract wildlife and soften the stark building lines such as the flats in Italy which have trees built into their design so that they look like living gardens. Also where new flats are built they should have roof gardens.	Noted. Planning Policies will support additional tree planting, soft landscaping and public realm improvements.

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5.6	Hayley Dixon	3616	Support	Establish a public art strategy that is diverse and representative of the town, led with advice from the cultural expertise in the town spearheaded by the Arts Council NPO's Focal Point Gallery and Metal.	Noted.
5.6	Southend Borough Council – Parks and Open Spaces Department	3708	Comment	Other retail centres such as Shoebury and Southchurch should be considered in this area of the local plan and soft and hard landscaping introduced to the areas.	Noted. Planning Policies will support additional tree planting, soft landscaping and public realm improvements.
5.6	Martin Scarfe	3803	Comment	The additional comment about the impact on the High Street is worrying to me. In my opinion the High Street needs to evolve and not be protected by undermining developments elsewhere. Surely the developments need to complement each other.	Noted. Planning policies will support additional tree planting, soft landscaping and public realm improvements.
5.6	Metrotidal Ltd	3820	Comment	The Metrotidal proposal supports the regeneration of the town centre for the 21st century with a new Southend Central underground station linking the existing lines while releasing the Southend Victoria terminus site for redevelopment.	Noted. It is important that the Local Plan considers all forms of travel and promotes sustainable transport in line with national policy.
5.6	John Hazlehurst	3853	Comment	A statement in amongst the documents talks about over reliance of the High Street and retail outlets here, this is another misnomer as since the mid 1990's the variety and number of retail enterprises in the High street has reduced to just a couple of main stream shops, they cannot support the whole town financially. This has been impacted even more by the use of online buying. A by-product of which is the large volumes of delivery vans making use of the existing road network (creating more pollution).	Noted.
5.6	John Hazlehurst	3854	Comment	Just thinking about the whole concept of a Town Plan and that civil servants would take over if we did not come up with our own plan brings into question who demanded this in the first place. Probably those self-same civil servants. It does of course provide high value business for the consultancy firms	Noted.

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				involved in manufacturing the plans who probably don't actually live in the area and experience the existing issues and will not experience the consequences if those plans are adopted	
5.6	Leigh Town Council	4133	Comment	No further issues or comments.	Noted.
6.	How best do you think we can improve the transport system serving Southend?				
6.	Mr Stew Mills	3810	Comment	The main barrier to east/west traffic in Southend is the Southend Victoria railway line - The only crossings are East Street and Eastern Avenue (Warner's Bridge is a north/south crossing). Many years ago, when Teddy Taylor was our MP, I suggested a further crossing at Warner's Bridge; the idea was to create a new east/west route - The Tesco - Waitrose link. Since then Fossetts Way has been built and Eastwoodbury Lane connected to Nestuda Way, the only bridge remains to be connecting Temple Farm to Harp House roundabout , it would provide a 'direct' alternative route to the new football stadium.	Noted. It is recognised that crossings of the railway line are limited and busy as are east-west links. This proposal will be considered, along with other options, as part of a broader analysis of transport options.
6.	Trenitalia c2c Ltd	3910	Comment	Pleased to see Council recognises need for economic and housing growth and transport infrastructure investment. Supporting the railway Infrastructure in particular is vital, given the unique economic and environmental benefits it provides that cannot be delivered by investment in roads. For example, only the railway provides a realistic link to central London and Canary Wharf for regular commuters, who then spend their salaries locally, bringing economic growth. The railway also provides the most environmentally-friendly form of transport for longer journeys, which will be vital for protecting local air quality.	It is recognised that rail the C2C route is an essential component of the Borough's transport infrastructure.
6.	Trenitalia c2c Ltd	3913	Comment	Trenitalia c2c Ltd holds a 15-year franchise for the Essex	It is accepted that further train

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			<p>Thameside operation until November 2029. The length of this contract means we have an ongoing interest in the medium-to long-term growth and development of Southend borough and the wider south Essex and east London region. A 20% increase in seats is planned across C2C fleet in December 2021 (accelerated from original agreement of 2022-2024, to recognise scale of growth already delivered on franchise). No further increases planned.</p> <p>Signalling replacement is deferred until 2040, with limited capacity for further rolling stock and lengthened trains, and already operating at maximum capacity for signalling system at peak times. Given the latest projected housing numbers reported by each local authority in the region, our latest analysis forecasts that our contractualised route capacity, including the additional rolling stock scheduled for 2021, will be exhausted by 2025. This means the projected scale of housebuilding included in Southend's Local plan and in the other equivalent documents from local authorities in the region, is at risk. Network Rail is undertaking a route study to evaluate our forecasts, and the potential solutions, which is due to report in late 2019.</p> <p>Trenitalia UK (c2c parent company) is developing an Outline Business Case for DfT for investment in ETCS Level 2 (train-based signalling that would replace current traffic light signals). This, plus 12 additional units has the potential to provide 28 trains per hour and would provide sufficient additional capacity across the route. SBC should support this scheme and include within any Growth Deal – the capital costs of the scheme should also require contributions from developers</p> <p>We urge Southend Borough Council to support the inclusion</p>	<p>and signalling capacity will be required to meet the growth aspirations set out in the Local plan. This will need to be reflected in the Infrastructure Delivery Plan supporting the Local plan. At a broader level the Council will need to consider how best to support these aspirations, including through the latest iteration of the Local Transport Plan.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>of our scheme in this strategy (the LP), and identify funding sources across the region that can be used to contribute to the capital and net operating costs of the proposal. This would provide sufficient additional capacity across the route. It would also enable better separation between fast and stopping trains, and therefore faster journey times between Southend and London.</p>	
6.	Trenitalia c2c Ltd	3914	<p>Comment</p> <p>To deliver this economic growth and the proposed housebuilding programme, maintaining and improving the transport infrastructure is absolutely essential. We are pleased to see the Council recognises it as such in its Plan. Supporting the railway Infrastructure in particular is vital, given the unique economic and environmental benefits it provides that cannot be delivered by investment in roads. The railway also provides the most environmentally-friendly form of transport for longer journeys, which will be vital for protecting local air quality.</p>	Noted.
6.	Trenitalia c2c Ltd	3915	<p>Comment</p> <p>The C2C route capacity is set to be exhausted by 2025 because:</p> <ul style="list-style-type: none"> • At peak times we are currently operating at the maximum capacity for the signalling system of 20 trains per hour. That means we cannot increase the frequency of service • Our options for further increasing capacity by adding rolling stock and lengthening trains are limited. Many peak services are already operating at the maximum length of 12-carriages. Additional 12-car trains could also create problems at London stations and thereby increase delays route wide • The replacement of the current signalling system is expensive and has been deferred to 2040. This will result in an ongoing decline in the reliability of the signalling infrastructure until that point 	Noted. Southend Borough Council is supportive of all measures to increase route capacity.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
6.	Trenitalia c2c Ltd	3916	Comment	<p>Accessibility in and around stations</p> <ul style="list-style-type: none"> • A Masterplan developed for Southend Central station that would support the Council's regeneration objectives for the High Street but works currently unfunded so would require support from SBC for it to be deliverable. • Access improvement required at Chalkwell Station (both platforms) but works not likely to be completed until towards end of franchise (2029). Support from SBC to access funds from national sources or developers would help deliver this sooner. • Southend East station is inaccessible for passengers arriving from London. We have received indication that this will qualify for support from the Department for Transport's Access for All fund. However if this funding is not forthcoming, it too would benefit from Council support. • Improved pedestrian environment around Westcliff and Southend East stations required. 	<p>Policy PA6 of the Southend Central Area Action Plan (SCAAP) supports the enhancement of the public realm outside Southend Central station though no funding has as yet been identified.</p> <p>The issues around improving Chalkwell and Southend East stations are noted and will be discussed with transport colleagues as part of ongoing transport policy development</p>
6.	Natural England	3923	Comment	<p>With increased development there will be greater infrastructure requirements across the borough. Air quality and noise issues in relation to London Southend Airport have already been identified as a potential concern, and Natural England would anticipate further assessment through the Local plan's accompanying HRA and SA. In terms of air quality, consideration should be given to both aircraft movements and increased road traffic and there are a number of designated sites of international and national importance within scoping distance for the HRA and SA (the zone of influence for road traffic and aircrafts may differ and not be restricted to proximal designated sites).</p> <p>Natural England is aware that increased flights from Southend Airport 'have been noted as causing disturbance to</p>	<p>Southend Airport have an existing planning consent that places a cap on the number of air movements/passenger numbers. Growth can occur within these parameters but any expansion of facilities that would result in growth beyond that consented would require a new planning permission. This would require careful consideration of all the environmental impacts including noise, air quality and impacts on birds. Natural England would be</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				<p>Thames Estuary and Marshes SPA features' (such as non-breeding black tailed god-wits).</p> <p>The Local plan should set out criteria for selecting and allocating sites and a full assessment of all relevant designated sites and the potential impacts of the LP should be made through the appropriate mechanisms. The entire Local plan area falls within the Zone of Influence for the RAMS (Recreational Disturbance Avoidance and Mitigation Strategy) - this commitment should be reiterated through a relevant planning policy.</p>	<p>a key consultee on any such consent.</p> <p>The SA/HRA for the Local Plan will fully consider a range of growth scenarios for the Airport. This will include consideration of impacts on the SPA and other designated sites.</p> <p>The Borough Council is a partner in the preparation of a RAMS strategy and SPD. Appropriate policies will be incorporated in the local plan.</p>
6.	Environment Agency	3938	Comment	<p>The C2C operated rail service from Southend Central to Fenchurch Street crosses the Hadleigh Marshes which is an area at risk of flooding from the Thames Estuary and is identified in the Action Plan for Zone 6 of the Thames Estuary 2100 Plan. The TE2100 Plan has recommended a P3 policy for the future management of the tidal defences that protect the Hadleigh Marshes. Policy P3 advocates continuing with existing or alternative actions to manage flood risk. This means that we will continue to maintain flood defences at their current height, accepting that the likelihood and/or consequences of a flood will increase because of sea level rise. This policy therefore has potential impacts for the long term sustainability of the railway line as the chance of overtopping of the tidal defences will increase over time.</p> <p>Our Thames Estuary Asset Management 2100 (TEAM2100) are near to completing an appraisal to help inform a future management strategy for the tidal defences at Hadleigh</p>	<p>Hadleigh Marshes are located primarily in Castle Point Borough Council area but Southend Council recognises the importance of the impacts on this Borough and particularly the C2C route. SBC will actively liaise with all parties on this matter.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			Marshes. We are therefore keen to develop the management strategy and to commence dialogue to develop a long term programme with Southend Borough Council, Castle Point Borough Council, C2C Rail Operator, Network Rail and landowners as partners to better understand resilience opportunities for the rail transport infrastructure. The strategy that we develop must ensure that long term impacts of climate change on the C2C service and Network Rail infrastructure are understood and is built into local plans for infrastructure improvement and for flood warning.		
6.	Port of London Authority	3975	Comment	PLA published its Air Quality Strategy in 2018 (https://www.pla.co.uk/environment/Air-Quality-and-Green-Tariff/Air-Quality) which includes a number of actions to improve vessel emissions and encourage more services on the river. This strategy and its actions should be highlighted as an important evidence base document as part of the development of the Local Plan	Noted. The Air Quality Strategy will be noted in the Evidence base
6.	Basildon Borough Council	3982	Comment	Suggest joint discussions with SE authorities, rail service providers and Network Rail to ensure rail capacity is improved to accommodate cumulative impacts of housing growth in South Essex. Use of River Thames for passenger transport (frequent service) doubtful and should not be factored into modal shift assumptions. However, opportunities could be considered through ASELA including linking up with other stopping off points (e.g. Canvey and Grays)	It is agreed that while there are District specific issues, especially around stations, that many issues are best dealt with on a cross-border basis. Use of the River Thames for passenger transport is still a matter for further investigation, including through the Local Transport Plan and joint working.
6.	SKArchitects	4001	Comment	Accessibility into the town should be greatly improved, in particular along the two key arteries of the A127 and A13.	It is recognised that the A127 and the A13 are key transport

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			<p>Wish to see parking and access improved, particularly for tourist industry with existing provision retained and enhanced.</p> <p>Local Plan should demonstrate Borough is 'car friendly' in relation to visitors and tourists.</p> <p>Any new development should meet its own on-site parking demands.</p> <p>High Street to be opened for traffic, remove unnecessary yellow lines from High Street and Central Seafront area.</p> <p>Free 2-hour parking on High Street and associated side streets.</p> <p>Shared residential and pay and display parking on all streets within 'resort area'.</p>	<p>corridors. The Council is actively working with partners on a whole corridor approach to achieve transport improvements.</p> <p>The broader issues regarding Transport and parking issues will be examined further as part of the preparation of the transport evidence base for the Local Plan.</p>	
6.	Indigo Planning Ltd	4020	Comment	<p>More cycle lanes are needed to assist the delivery of the sustainable transport objectives of the Plan.</p>	<p>It is recognised that there is a need for further development of the cycle network, especially North-South routes.</p>
6.	Essex County Council	4038	Comment	<p>Essex County Council seeks collaborative working on transport projects. It is recommended that greater emphasis is placed on promoting integrated sustainable transport and encourage the use of sustainable travel plans, suitable linkages for pedestrians and cyclists, and passenger transport options in new developments. It is recommended that reference is made to the A127 Task Force in relation to proposed improvement to the A127 strategic highway corridor. Recommend that consideration is given to the potential Crossrail 2 eastern branch. The concept for Crossrail 2 to be extended into south Essex is at an early stage however it may influence where future development is located.</p>	<p>The Council is committed to working closely with Essex CC on transport issues, including the A127 and the potential for a Crossrail extension, as it is recognised that many of these are of a cross-border nature</p>
6.	Essex County Council	4057	Comment	<p>ECC has reviewed the Sustainable Transport Topic Paper – and seek collaborative working with SBC in respect of the</p>	<p>The Council will work closely with Essex CC in investigating</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>following aspects</p> <ul style="list-style-type: none"> • Transport Projects “An Access, Parking and Transport Strategy” and a reviewing of the Southend Local Transport Plan”. • ECC note the distance to train stations for the Eastwood and Belfairs areas (and the area around Southend Hospital) and wish to work with SBC to retain and improve sustainable linkages from Rayleigh to Southend through these areas. • ECC note the aspirations to explore potential of the River Thames as a transport resource, and this will be of particular interest for the Canvey area. • ECC wish to explore the potential for Bus Rapid Transport for any large-scale new developments e.g. in Rochford, linking to central Southend / employment / leisure areas / stations / airport (see Question 6.3 and reference to SERT). • ECC can confirm that Tourist traffic has a significant impact on the Essex strategic road network (mainly the A127) and would welcome engagement in respect of options to mitigate this. 	<p>the issues identified.</p>
6.	Mr Alan Grubb	4082	<p>Comment</p> <p>Bus services provided through s106 agreements should be for a minimum of 15 years post completion for both residential and employment schemes.</p> <p>Southend Airport rail station should have had a bus interchange. The current arrangements are inconvenient and unsafe.</p> <p>The Travel Centre is not fit for purpose being too small. Serious consideration needs to be given to the relocation of the Travel Centre to a larger site, possible on the site of the Tyler's Avenue car park. There are currently gaps in the bus services provided across the town.</p> <p>Need a Passenger Transport Executive for South Essex area</p>	<p>Section 106 agreements have to be shown to be reasonable and proportionate-it is not always possible to secure such long term agreements.</p> <p>The Southend Central Area Action Plan (SCAAP) identifies that a new site for the Travel centre, potentially at Tyler’s Avenue, should be investigated. Bus services are provided on a commercial basis.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			(north Thameside) to provide for integrated ticketing for bus and rail as in other metropolitan areas (West Yorkshire, Liverpool, Manchester). The conversion of houses into flats, where parking is a problem, should be refused unless the developer can provide off street parking within the boundary of the property.	A Passenger Transport Executive (PTE) can only be legally established in Metropolitan Areas. Car parking standards for development schemes, including flat conversions, will be reviewed as part of the local plan process.	
6.	Thorpe Estates Company	4098	Comment	Southend is a highly sustainable settlement. As a large town and forming part of the conurbation in the south of Essex, it benefits from accessibility to London and the wider Essex area through strategic road and rail links. The TE2050 report recommends that planned improvements to the two railways in the Borough, should be delivered to increase capacity. Bus connectivity is also strong, demonstrating the range of choice in travel methods available to residents of Southend.	Noted.
6.	Thorpe Estates Company	4099	Comment	The Government's response to the Commission Report explains that £71 million of funding has been secured for improvements to the A136 and over £41 million is secured for the A127. Strategic scale, garden community development offers the best opportunity to enhance these planned infrastructure improvements and best deliver gain to the present and future population in the Borough. Alongside these planned works to increase capacity, the allocation of a new garden community would facilitate discussions around new strategic infrastructure, which would enhance the planned works and deliver significant infrastructure improvements.	Noted.
6.1	Seek to make further improvements to the A127. What do you think these should be?				

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6.1	Mrs Karen Tinnams	2977	Support	Park and ride from Sadlers Farm to serve Hadleigh Castle, Leigh High Street and Southend Pier	Noted. This will be considered as part of broader consideration of a Transport Strategy for the Borough.
6.1	Mr Joseph Raven	3008	Support		Noted
6.1	Mr Harry Mander	3033	Object	I think a park and ride system would be a great addition to the town. I think that people could park at a rail station, such as Leigh-on-Sea, and take the train to Southend Central. Doing this would improve air quality in the town as cars won't have to be driven in and the train would take passengers right into the centre of town.	Noted. This will be considered as part of broader consideration of a Transport Strategy for the Borough.
6.1	Mrs Karen Finn	3059	Comment	Reverse the 'improvements' made at Kent Elms. Need 3 lanes from the bell to cuckoo corner	The A127 will be examined as a corridor, including within Southend, and the most appropriate solutions considered. A number of issues including traffic flow; air quality; and physical impacts will be considered.
6.1	Mr Murray Foster	3098	Support	Beyond Southend borough boundary the road needs extra lanes and further junction improvements within the town - Bell is next - and Highways Agency needs to adopt A127!	The A127 will be examined as a corridor and the most appropriate solutions considered. A number of issues including traffic flow; air quality; and physical impacts will be considered. Decisions on adoption of the road are made at governmental level.
6.1	Mr Neil Hampson	3135	Support	Make train travel more attractive and cheaper. More capacity at peak times especially in summer. Try to reduce car usage. Park & ride as in Cambridge and Oxford.	The Council will continue to work with partners to increase the attractiveness of public transport

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				and to examine options to increase capacity. Park and Ride will be considered as part of a wider transport strategy.	
6.1	Perry Gamon	3201	Support	Increase capacity/another lane where possible	This will be considered as part of a broader transport strategy.
6.1	Mr Nicholas Smith	3240	Support	The A127 is a key route in and out of Southend and whilst people can be encouraged to use the train, the volume of traffic coming in and out cannot be supported. It needs to be widened all of the way to three lanes either side.	The A127 will be examined as a corridor and the most appropriate solutions considered. A number of issues including traffic flow; air quality; and physical impacts will be considered.
6.1	Mr Laurence Steel	3261	Support	The Bell is critical - second priority is to extend the airport road east as an inner ring road	Work on the Bell Junction is important with significant air quality issues to address. Further road improvements will be considered as part of a broader consideration of a Transport Strategy for the Borough.
6.1	Mr Ian McLernon	3337	Comment	Look at the Kent Elms - review need to 40mph and no. of speed cameras Better signage and filtering to park and rides	Noted.
6.1	Olympus KeyMed	3396	Comment	Improvements to the A127 and A13 would help, however the council and government need to create another major roadway into Southend. There is insufficient land around the major junctions on our main roads to really improve the road systems.	Noted. Highway improvements will be considered as part of broader consideration of a Transport Strategy.
6.1	Mrs Valerie Morgan	3493	Support	Probably not practical. A new link from A130 to east Southend	Noted. Highway improvements will be considered as part of broader consideration of a

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					Transport Strategy.
6.1	Thurrock Borough Council	3688	Support	Thurrock generally supports approach to improving the A127 but would need to understand how the development of the spatial option for the Southend New Local Plan would impact upon the current and planned road network and in particular any larger scale new settlement.	Noted. The A127 and any wider transport proposals will be considered on a cross-border basis.
6.1	Southend-on-Sea Borough - Parks and Open Spaces Department	3710	Support	In the medium term improvements to the A127 should be undertaken to accommodate the increasing number of vehicles. Opportunities for improvements are limited due to the available space. In the long term consideration should be given to the changing ways people may travel and improvements should accommodate technologies such as driver less cars and induction charging for electric vehicles. Where possible the amount of soft landscaping should be increased around the A127.	Noted. The A127 Task Force will examine the opportunities for enhancing the corridor looking at a variety of options to do this. Where possible soft landscaping will be included in the design where this doesn't impact on road safety.
6.1	Mrs Clare Dellow	3742	Support	We need extra junction capacity and a fast bus/ tram routes to train stations, the schools and hospitals along Prittlewell Chase, and to the employment in Basildon	Noted. Junction capacity has already been enhanced in some locations. The A127 will be considered as a whole corridor to look at the options available.
6.1	Essex County Council	4055	Comment	Specific reference should be made to the ongoing joint transport projects and including A127 Task Force, significant upgrade of the A127/A130 Fair glen interchange; the A127 and A13 Route Management Strategies; A127 Air Quality Management Plan (between the Fortune of War and Rayleigh Weir). Whilst the A13 and A127 are the main focal points ECC would be looking to work collaboratively with SBC and other councils in the area on the impact on the A130 and connections to mid Essex, as well as on appropriate transport solutions for urban extensions or new developments within Southend or on the Southend/Essex boundary, or extending	Noted. SBC will work collaboratively with ECC and other partners to deliver appropriate transport solutions.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				Essex.	
6.1	Essex County Council	4058	Comment	ECC has commenced a refresh of the 2014 "A127 A Corridor for Growth – an Economic Plan" (the A127 Route Management Strategy) jointly prepared with SBC. ECC are working with the South Essex authorities (including SBC) and the London Borough of Havering on this, through the A127 Task Force. In respect of Air Quality, there are issues along the A127 within Essex (between the Fortune of War and Rayleigh Weir) which need to be addressed in the short term, and ECC is working with the respective Borough and District Authorities.	Noted.
6.1	Leigh-on-Sea Town Council	4134	Comment	Southend needs another road as the A127 is at capacity. Ideally the Borough needs a direct link in to the A130 to create a new route to East Southend.	Noted. Highway improvements will be considered as part of broader consideration of a Transport Strategy. Delivering a new road to the A130 would require support from neighbouring authorities.
6.2	What do you think should be done to create improved access if a new settlement is built north of Fossetts Farm, Garon Park and Bournes Green Chase (see figure 9)?				
6.2	Mrs Karen Tinnams	2978	Support	Build a bypass across the north of Rochford and Rayleigh connecting to A130	Noted. Delivering a new road to the A130 would require support from neighbouring authorities.
6.2	Mrs Karen Finn	3060	Support	Build the long needed Rochford ring road around the north of the borough	Noted. Delivering a new road to the A130 would require support from neighbouring authorities.
6.2	Mr Murray Foster	3099	Support	Need outer link road	Noted. Delivering a new road to the A130 would require support from neighbouring authorities.
6.2	Perry Gamon	3202	Support	Not sure, needs specialist reports	Further studies will be undertaken to underpin the

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					transport and wider evidence base for the Local Plan.
6.2	Mr Nicholas Smith	3241	Support	Many people have started using the country back lanes to access Fossetts Farm and the airport. A route needs to be developed here linked to the A127.	Noted. Further studies will be undertaken to examine the potential for a new link to the A127 from the east.
6.2	Mr Laurence Steel	3262	Support	Extend the airport road east as has been planned and do Rochford bypass but the latter probably needs more dev to pay for it	Noted. Delivering a new road to the A130 would require support from neighbouring authorities.
6.2	Mr Ian McLernon	3338	Comment	Link road above A127 that connects with A12	Such a road would require examination at a sub-regional level.
6.2	Mrs Valerie Morgan	3494	Support	New road	Noted
6.2	Mrs Angela Baldock	3578	Comment	Provide a park and ride if a new road is built to bypass the busy areas of Southend. Then provide good public transport link to the town centre and the seafront.	Noted.. A variety of options will be examined as part of the development of the Local Plan evidence base.
6.2	Thurrock Borough Council	3689	Comment	<p>Thurrock generally supports approach to improving the A127 but would need to understand how the development of the spatial option for the Southend New Local Plan would impact upon the current and planned road network and in particular any larger scale new settlement and what improvements and mitigation measures would be required.</p> <p>Furthermore, Thurrock Council would wish to understand the cost and delivery of any transport improvements associated with a new settlement and how these would align with infrastructure requirements for the South Essex JSP especially any proposal for new road or by-pass scheme for this section of the A127.</p>	Noted. Any proposals for the A127 will be considered as part of the work of the A127 Task Force. Access to any new settlement will be considered as part of developing a transport evidence base.
6.2	Southend-on-Sea	3714	Comment	Any new development to the north should have sustainable	Noted. Multi-modal options will

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Borough - Parks and Open Spaces Department			travel at its heart with links to existing transport hubs and facilities. The use of tram or guided busway as part of the transport solution along with well-designed dedicated cycle ways should form part of a transport solution. A new road connection will be required which should link to the north allowing for traffic to bypass the existing busy road network. Any new road should embrace or be able to adapt to future travel methods such as driverless cars and electric vehicle charging. All roads and transport links should have soft landscaping along the length and where practical incorporate planting in to the surface.	be considered and "future-proofing" assumptions for the impact of new technologies will be addressed as part of the preparation of the evidence base. Landscaping would be considered primarily at the detailed design stage.
6.2	Mrs Clare Dellows	3743	Support	A new road is a must to support all these houses and the airport. But also need to build better cycle ways and dedicated bus routes. Needs excellent links to the town centre	Noted. All the options identified will be considered as part of the development of a transport evidence base for the Local Plan.
6.2	Southend Borough Council 2050 Safe and Well	3753	Support	There would likely be a need for an access road into the new settlement feeding from the A127 at an appropriate point on the A127 before the main urban area. However the new settlement should also aim to reduce reliance on car usage as far as possible by designing in suitable integrated public transport options that would give residents of the new settlement a genuine alternative to use of a car. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads	Noted. All these points will be considered as part of the development of a transport evidence base for the Local Plan.
6.2	Mr Russell Smith	3808	Comment	I would like to suggest a circular Tram System. It starts at the airport, then follows the current rail line towards Southend Victoria, then follows Queensway and A1160 to the Kursaal, then it runs along the seafront it follows Chalkwell Avenue then turns east along the c2c line to Westcliff station then	Noted. All these points will be considered as part of the development of a transport evidence base for the Local Plan

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				along the centre of Hamlet Court Road along the A13 then back to the Airport.	
6.2	Essex County Council	4056	Comment	ECC agree that significant improvements are needed to the transport network, however emphasise that sustainable modes of travel should be prioritised, for both the existing and any new developments. ECC would welcome the opportunity to work collaboratively with SBC and other councils in the area on the impact of any urban extensions or new developments on the edge of Southend or extending into the administrative area of ECC, including evaluation of the relative benefits and dis-benefits of any transport mitigation measures, which could include an outer bypass. ECC would expect this evaluation to consider the relative merits of all modes of transport, with an aim to minimise additional private vehicle movements.	Noted. SBC will work closely with ECC in the development of a transport evidence base.
6.2	Leigh-on-Sea Town Council	4135	Comment	As per our comment above, a new road needs to be able to circumvent central Southend to link any large development north in that area.	The transport evidence base for the Local Plan will look at a variety of possible options, looking at the costs and benefits.
6.3	How should we provide for enhanced sustainable transport provision in the town in the form of rail, bus, park and ride, cycling and pedestrian facilities? What do you think these should be and what should be prioritised?				
6.3	Mr Harry Mander [845]	3034	Comment	There should be a contactless smartcard that can be topped up with credit to use on trains and buses in Southend, to create a more integrated transport system.	Noted.
6.3	Mrs Karen Finn	3061	Comment	How are we supposed to influence rail? We need a north/south bus route reinstated between Eastwood/Leigh Park and ride - we have nowhere to put a site unless we do something jointly with castle point? Cycle paths- yes more needed	Effective transport planning will require working closely with operators, partners and other authorities.

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				Cycle paths and bus route first	
6.3	Mr Murray Foster	3100	Support	<p>Need to differentiate between out of town visitors and local residents travel movements.</p> <p>For visitors should explore park (car) and train more especially C2C line - Possibly park and ride (bus) but we are not a Chelmsford with 360 degree access to the town and creating priority bus lane difficult - so maybe not.</p> <p>Possibly river bus transport but with tidal issue would have to be hovercraft.</p> <p>Shuttle facility within town plus cycle hire</p> <p>For the locals/residents maximise bus/ shuttle transport plus cycle. But bus needs to be more environmentally friendly in itself</p>	The evidence base work will examine the impact of holiday traffic and will examine a wide variety of options including Park and Ride and River Transport.
6.3	Mr Neil Hampson	3136	Support	Encourage more of this & less car usage.	Noted
6.3	Mr Richard Kurti	3152	Support	Investment in a safe and comprehensive grid of cycle paths. The success of the route along the seafront testifies to the demand. If you build safe cycle paths, people will use them. They all need to connect, and reach all areas of the town.	It is recognised that there are gaps in the current cycle network that should be addressed.
6.3	Mr Daniel Adamson	3159	Comment	<p>Much could be done to improve existing cycle route and increase their number across the town.</p> <p>Whilst the dense network and often narrow roads make it difficult to add a high number of cycle routes across Southend, enhancing and adding to existing ones would no doubt help to increase the number of people willing to travel by bicycle, rather than car (or bus), thereby reducing the chronic traffic congestion and parking issues the town currently faces.</p> <p>At present, the only noteworthy cycle routes are on the seafront, Prittle Brook Greenway and adjacent to Royal</p>	Noted. It is recognised that there are gaps in the current network and that north-south routes in particular need to be examined. Opportunities for cross-border routes will also be considered.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>Artillery Way, east of Garon Park.</p> <p>The seafront cycle path could be extended westwards from the bottom of Chalkwell Ave to Old Leigh, Leigh Station and upwards to the western boundary of the borough, or - in conjunction with Castle Point BC - extended alongside the sea wall to (South) Benfleet station.</p> <p>The Prittle Brook Greenway and Royal Artillery Way cycle paths should be linked together in the area between Garon Park and Priory Park, so that there is a continuous off-road cycle path between West Leigh and Thorpe Bay, other than the seafront. The Prittle Brook Greenway could also be modified such that cyclists have priority at most crossing points with the north-south roads it meets - this kind of cyclist priority is the norm in countries like Netherlands/Denmark and would increase safety and ease of cycle journey, thereby increasing the number of cyclists using the route, rather than travelling by car/bus, etc.</p> <p>Linking the seafront to the north of the town with a cycle path is more difficult, but perhaps ~3 dedicated cycle routes could be added in the west, central and east of the town, whereby existing roads become one-way for motor vehicles and the rest of the road becomes a cycle path; cyclists then having priority at minor road intersections.</p>	
6.3	Perry Gamon	3203	Support	<p>Not sure but Crossrail should extend to Southend Victoria</p> <p>The Council is committed to working closely with Essex CC on transport issues, including the potential for a Crossrail extension.</p>
6.3	Mr Nicholas Smith	3242	Comment	<p>Southend already has an excellent public transport network. Additional cycle lanes would be beneficial in the high street and around Southend, not just on the seafront.</p> <p>Noted.</p>

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6.3	Mr Laurence Steel	3263	Support	I like the idea of park and ride from the Nat west/Tesco's building to hospital and town centre	Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the evidence base
6.3	Mr Ian McLernon	3339	Comment	In terms of priorities: 1) joined up cycle paths - Victoria avenue is poor and dangerous 2) Join up bus and train - similar to a London travel card approach 3) Look at providing better edge of borough parking with connected transport	These suggestions will be examined as part of the development of the transport evidence base.
6.3	Southend Borough Council Regulatory Services	3374	Support	At the moment things are very car centric and this impacts on quality of life when the town is busy. We need to change the mindset and encourage greener transport - enhance cycle lanes, restrict cars to the seafront, provide train information and offers to get there.	Noted. It is recognised that greener transport options will need to be considered and delivered as part of a broader transport package.
6.3	Mrs Valerie Morgan	3495	Support	Main improvement needed is North/South through routes	Noted.
6.3	Mrs Angela Baldock	3579	Comment	1. Better public transport links between Eastwood and West Leigh. 2. More cycling/pedestrian routes away from traffic such as the Greenway, linking up existing routes along the seafront etc. 3. Park and ride in the north of the town with good public transport links to the town centre and the seafront.	Noted. A variety of options for improving access will be considered as part of the preparation of the transport evidence base.
6.3	Southend-on-Sea Borough - Parks and Open Spaces Department	3716	Support	Sustainable travel is important to the town. However, it has to be convenient, affordable and reliable. Greater use of busses is likely to have the most flexible of the options listed. However, to encourage people away from the car they must	Noted. The Council will continue to work closely with all parties to deliver sustainable transport solutions.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			cover a greater area of the town and surrounding area, be reliable and regular and operate 24/7. Better use of the existing train lines, especially the Fenchurch Street line with affordable hop on hop off tickets would be a benefit. Transport opportunities need to embrace technology, contactless payment could encourage use.		
6.3	Mrs Clare Dellows	3745	Support	Need a dedicated cycle route all along London road. Remove parking along one side of the road to facilitate. Need bold decisions to improve this, like on the continent	Noted. This will be examined as part of the development of the broader transport evidence base for the Local Plan.
6.3	Southend Borough Council 2050 Safe and Well	3755	Support	The Borough is well served by rail with two lines and 10 stations in the borough. Is there a way that can be found of utilising these stations as hubs for starting points for more sustainable transport modes? Potentially including park and ride and increased cycling. Enhanced cycle lanes to encourage more cycling would also have multiple benefits including on health and wellbeing and reduced emissions from vehicle use. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads	Noted. The potential of railway stations as transport hubs for cycle networks will be examined as part of the development of the transport evidence base.
6.3	Mrs Gaynor Martin	3786	Support	Neither my partner nor I have a car since we moved to the coast 10 years ago. We cycle walk bus taxi and occasional car hire (though we can't find a space outside our house to park even just for a day or two) Buses are very good along London Road i.e. West to East. After 7pm not so good. No buses at all to the hospital from Hamlet Court Rd area, i.e. South to North, which is strange. No 29 bus along Fairfax Drive not always reliable. Extend cycle path around whole town. Encourage use of electric cars.	Noted. These issues will be examined as part of the development of the broader transport evidence base for the Local Plan

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
6.3	Essex County Council	4059	Comment	<p>It is recommended that greater emphasis is placed on promoting integrated sustainable transport; and encourage the use of sustainable travel plans; excellent suitable linkages for pedestrians and cyclists, and passenger transport options in new developments (both housing and employment) to existing settlements both within the Borough and cross boundary (particularly if a new Garden Community is progressed); and connectivity between housing and employment areas to ensure an integrated transport package of solutions are developed particularly in respect of its relationship and connectivity to South Essex, Essex and London. This should be developed in partnership, especially with neighbouring authorities.</p> <p>This includes the potential for the authorities to collectively consider extending the South Essex Active Travel (SEAT) initiative, beyond the 3 year government funded programme; which paved the way for sustainable transport initiatives for Local Plan proposals to build on.</p> <p>In respect of passenger emphasis, it is recommended that greater emphasis and importance is placed on bus services and to improving the access, quality, reliability and scale of the bus network to help mitigate the well advised impacts of traffic growth including increased bus priority measures. These should be explored further in partnership working with local operators, developers and neighbouring authorities, including ECC.</p> <p>Improve connectivity between conurbations and employment areas in South Essex with a network of transit routes as a real alternative to private vehicles to facilitate a modal shift. This could be by either conventional bus or bus based rapid transit; to complement rail networks in the area and include further</p>	<p>Noted. The Council recognises the importance of sustainable transport and will work closely with ECC and other partners on developing the transport evidence base for the Local Plan. This will include working on a cross border basis to look at initiatives such as SEAT and the potential for a SERT system, including bus rapid transport..</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>exploration of the principles and delivery of a SERT system, including bus rapid transport (see Q 6 and 6.1), with all interested partners, as previously considered by ECC, SBC and Thurrock Council highway authorities to provide a bus based rapid transport system for South Essex.</p> <p>ECC suggest consideration is given to ECC's Sustainable Modes of Travel Strategy which enables the ECC and partners to co-ordinate the provision of services and infrastructure, to enable accessibility to places of employment and education for all.</p>		
6.3	Leigh-on-Sea Town Council	4136	Comment	<p>There needs to be better connection between the north and south in the Borough. More of a link to rail as generally as they have better car parking provisions. Incentives such as concessionary cards, with annual payment e.g. Southend pass, to encourage better use of public transport.</p>	<p>Noted. It is recognised north-south links require improvement. Ticketing incentive issues will be considered as part of the development of a transport strategy for the Borough.</p>
6.4	Provide for park and ride facilities to serve Southend. Where do you think these should be and in what format?				
6.4	Mrs Karen Finn	3062	Comment	<p>see 6.3 - feel mission impossible due to linear west/ east access to borough</p>	<p>Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.</p>
6.4	Mr Murray Foster	3101	Support	<p>As in Cambridge - Free Parking & cheap subsidised bus travel</p>	<p>Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.</p>
6.4	Mr Neil Hampson	3137	Support	<p>Somewhere west of Rayleigh weir</p>	<p>Noted. The potential for Park</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.	
6.4	Perry Gamon	3204	Support	Strongly agree. A parking area around the airport or Fossets farm with busses to the town and seafront would be very beneficial.	Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.
6.4	Mr Nicholas Smith	3243	Support	At Tesco's with bus. Railway car parks are also an option particularly at weekends	Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.
6.4	Mr Laurence Steel	3264	Support	At Southend Airport links to train Rayleigh Weir links to bus service	Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.
6.4	Mr Ian McLernon	3340	Support	Park and ride could be available at train stations to bring people to other parts of the borough.	Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.
6.4	Southend Borough Council Regulatory	3375	Support	As previously mentioned parking at or near Railway Stations and train into Southend to try and alleviate road congestion.	Noted. The potential for Park and Ride and the examination of

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Services			Concession art fares to encourage this	possible sites will be considered as part of the development of the transport evidence base for the local plan.
6.4	Mrs Valerie Morgan	3496	Support	In the north of the town or at Fossetts farm if new bypass road is built, with electric public transport links to town centre and seafront.	Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.
6.4	Mrs Angela Baldock	3580	Comment	To be successful a park and ride service would mostly need to be outside of the borough with a regular and fast link to the Centre of Southend. Locations for such a service are limited. The connection to the town centre will depending on location but could be one of the existing train lines or a dedicated bus service. The dedicated bus would offer greater flexibility for frequency of connections.	Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.
6.4	Southend-on-Sea Borough - Parks and Open Spaces Department	3718	Support	For park and ride to be effective there needs to be an advantage for the buses over the cars competing for road space. The Borough does not have the space to add bus lanes onto existing routes, therefore there would need to be re-designation of a current lane into a bus lane. The optimum route to make this happen is on the A127, so a site for a car park would need to be identified somewhere between Rayleigh and Southend and a bus lane introduced from there to the Victoria interchange. This could potentially force people out of their cars if the service and travel experience provided by the bus is superior to the experience of remaining in the car. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome	Noted. The potential for Park and Ride and the examination of possible sites will be considered as part of the development of the transport evidence base for the local plan.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				leads	
6.4	Southend Borough Council 2050 Safe and Well (Andrew Barnes)	3758	Support	Yes. We want people to visit the town but free parking isn't the solution as that congests our roads and affects air quality.	Noted.
6.4	Mrs Gaynor Martin	3785	Support	Support the improvement of all transport systems serving Southend will help to improve air quality and social mobility. Where improvements to the main A127 and A13 increases the number of lanes consideration will need to be given to mitigation for existing residents and new developments to reduce the impact of noise and vibration and reduced air quality.	Noted. It is recognised that Air Quality and noise are important issues that need careful consideration.
6.4	Southend Borough Council –Regulatory Services	3864	Support	Park and ride in Leigh Town Council's opinion is unlikely to work as visitors would not be able to access Borough parking without affecting road congestion. A better option may be Park and Track i.e. parking at rail stations and using the railway to arrive in Southend with additional facilities to then provide access to other parts of the town/tourist areas.	Noted. The potential for rail based Park and Ride will be considered as part of the development of the transport evidence base for the Local Plan.
6.4	Leigh-on-Sea Town Council	4137	Comment	See 6.3 - feel mission impossible due to linear west/ east access to borough	Noted.
6.5	How do you think technologies such as the internet, electric and driverless cars will affect how we travel by 2038?				
6.5	Mrs Karen Finn	3063	Comment	More people will be working from home or hubs and hopefully fewer people will need to travel to work	Noted
6.5	Mr Murray Foster	3102	Support	Internet will assist more effective usage of transport resources ranging from car sharing (young and old), car hiring rather than owning, increased usage of public transport provided it is affordable!?? Electric cars will improve pollution issues Issue will remain potentially re lorries pollution unless electric vehicles become realistic option	Noted.
6.5	Mr Neil Hampson	3138	Support	Nothing to do with Southend council - developed at	Noted. Southend Council has a

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				government and industry level - encourage less pollution with noisy polluting vehicles	role in local implementation, e.g. electric car charging points.
6.5	Perry Gamon	3205	Object	I think it will be catastrophic	Noted.
6.5	Mr Nicholas Smith	3244	Support	The internet is making it easier for us to travel on public transport and I think electric cars will become more and more popular however this will only mean an increase in vehicular traffic.	Noted.
6.5	Mr Laurence Steel	3265	Support	May be less movement	Noted.
6.5	Mr Ian McLernon	3341	Comment	No. We do not have the infrastructure and the technology has not developed sufficiently to make driverless or electric cars both practical and possible. They will compliment - but will not be the main methods What would work would be Electric Buses, Internet to support better transport planning and ticketless payments on public transport.	Noted. Electric buses will form part of the potential solution.
6.5	Mr Jeremy Martin	3459	Comment	EVs need to be encouraged and supported. EV charging should be standard in every car park in Southend supported by renewable generation - solar, wind, batteries. Destination charging facilities should be provided in the town centre to encourage EVs but also to encourage people to visit the town centre. Electrical infrastructure locally must be considered with local generation encouraged to take pressure off the grid	The link with infrastructure provision is noted.
6.5	Mrs Valerie Morgan	3497	Support	Electric charging points will be key	Noted.
6.5	Mrs Angela Baldock	3581	Comment	I'm just waiting for electric cars to become more reliable and cheaper then that will be my choice over fossil fuel. We need to prepare for the need for charging points and build them into new properties to encourage usage.	Noted. Charging points built with new properties are one way that planning can influence the take-up of electric vehicles.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
6.5	Ms Hayley Dixon	3623	Support	Need to improve the facilities for electric cars.	Noted. Charging points built with new properties are one way that planning can influence the take-up of electric vehicles.
6.5	Southend Borough Council - Parks and Open Spaces	3720	Support	It is likely that travel will get smarter and the way users access public transport will change. The use of app and web based systems are already changing how people book taxis and pay for travel. Depending on how technology change. If driverless cars become mainstream it is possible that car ownership will reduce and people will book a car via a mobile device, the car will arrive in a few minutes and when the passengers are dropped off the car will go to the next job. Depending on what technology takes over from the internal combustion engine EV charging point may be required on all streets and a network across the borough.	Noted.
6.5	Mrs Clare Dellow	3746	Support	Driverless cars may negate the need for so much parking, but hard to know.	Noted.
6.5	Southend Borough Council 2050 Safe and Well	3762	Support	The internet and technological advances should reduce the need for people to commute to office based jobs , so we were surprised to see the anticipated need for increased office space into the future reported by the EDNA in section 3. The Council's experience is that we are currently consolidating our space requirements. Electric cars are going to become more prevalent and eventually the norm, although the more that we can provide genuinely effective alternatives to reliance on the car through effective public transport that meets people's needs, the better this will be on a range of outcomes. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads	Noted. The EDNA work and that undertaken for South Essex points toward a move towards small office space in town centres linked into a broad range of other service providers.

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6.5	Mrs Gaynor Martin	3788	Support	Many drivers love their cars for the independence it gives them. And security - there's no doubt since I haven't had a car I do not go out in the evening on my own anymore. Generally I'm impressed with the local train service especially C2C. The bus system would have to be a lot more effective and faster if it was to persuade a car driver to swap. It can take a journey 3 times as long by bus. Unless it was possible to have bus lanes. Also many people could not do their job without a car, especially carers, who aren't even paid for & during their journeys.	Noted. It is recognised that there are a range of issues that determine which form of transport people choose to use for their journeys.
6.5	Leigh-on-Sea Town Council	4138	Comment	There will be a need for more provision for electric points – maybe lamp posts could be an option for vehicle charging points.	Noted.
6.6	Do you have any other issues/comments?				
6.6	Mr Murray Foster	3103	Support	Can the River Thames assist here but tidal movements are an issue - hovercraft?!	Noted. The potential of river transport will be considered as part of the development of the transport evidence base for the Local Plan
6.6	Essex Bridleways Association	3171	Comment	<p>Southend is largely urbanised and has only a small proportion of its area as open countryside; however, that countryside area should be preserved and access to it enhanced. Southend appears to have no Definitive Map available nor does it have a Local Access Forum or a Rights of Way Improvement Plan (not that I have been able to find online); therefore, a significant issue is the apparent disinterest of the Council for the rights of way network within the borough.</p> <p>A sustainable transport system not only should cater for</p>	Noted. It is accepted that the Rights of Way network performs an important role and makes a broader contribution than purely transport, e.g. to Public Health. The needs of all user groups are recognised .

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			'utility' journeys but also for recreation and leisure – especially with the established link between good recreational opportunities for communities and the health and wellbeing of its residents. We therefore suggest that as a matter of urgency the Council considers the rights of way network and aims to enhance this so that it is accessible to as many user groups as possible – walking and cycling are already catered for within the proposals, but the needs of equestrians appear not to have been considered. For a Plan to be considered sound, the Inspector will need to see that it does not discriminate against any user groups (as demonstrated by previous hearings, for example where the Inspector required Maldon's Local Plan to be amended so that its policies included equestrians), as soundness is a legal requirement of the Plan, any iteration of it should therefore not show any discriminatory aspects.		
6.6	Perry Gamon	3206	Support	Roads are busy now before more housing & jobs. Being bounded by sea to South & East, Southend & South Essex generally needs massive central Government support to keep people & commerce moving. The new Thames crossing should be a big help	Noted
6.6	Mr Laurence Steel	3266	Support	Good more local health care facilities as on North/Valkyrie Rd in east of town will curb the need for movement	Noted
6.6	Ms Claudia Cullen	3426	Comment	The bus service is very good. There are a lot of people who use it, especially older people with a bus pass. The bus pass allows many citizens to travel into Southend for shopping or having tea and cake. Though they may not spend a lot over all they do add to the people in the high street and helps keep them active and social.	Noted
6.6	Rochford District Council	3434	Comment	RDC would encourage Southend to continue to positively engage with RDC and other partners to explore the	Noted. The Council will work closely with Rochford DC and

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			infrastructure improvements needed to support future growth, including as part of the South Essex JSP, as well as opportunities to alleviate existing known infrastructure issues.	other partners in developing the Local Plan.	
6.6	Mr Jeremy Martin	3458	Comment	<p>The provision of extra parking will simply be a circular, self-sustaining disaster for Southend. Extra car parking generates extra cars on roads that cannot manage already. Extra roads will simply encourage more cars for the increased traffic. Additional ways such as park and ride should be considered in association with neighbouring councils and public transport should be improved.</p> <p>One specific aspect is that car parking ratios for new development in the town centre should be lowered with consideration being given to limited areas being car free zones. EU cities have shown that these rapidly become the most sought after and valuable areas to live in</p>	Noted. The Council has been developing a Parking Strategy for the Town Centre that seeks to promote more efficient use of the transport network and facilities.
6.6	Mrs Valerie Morgan	3498	Support	No	Noted.
6.6	Thurrock Borough Council	3690	Comment	Thurrock Council would want to work with Southend (and ECC) on developing the A13 route corridor strategy and a overall consistent approach to transport modelling to inform the development of the evidence base South Essex JSP, the emerging South Essex Infrastructure Development Plan and both the Southend and Thurrock local plans. Thurrock Council encourages Southend Council to engage on this matter as part of meeting the requirements of the Duty To Cooperate.	Noted. The Council will work closely with partners on the development of the South Essex Joint Strategic Plan and related local plans.
6.6	Mr Russell Smith	3809	Comment	West Road and Progress Road could be made one way - I expect you will need funding from Central Government, but my opinion is that it will be granted on an air pollution basis.	Noted. These detailed points will be considered as part of the transport evidence base.
6.6	Mr Stephen Thacker	3811	Comment	Simple really infrastructure. New house building estates have no facilities i.e. Doctors, stop using existing facilities.	Noted. It is recognised that provision of good facilities is

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			Example Chelmsford Beaulieu Estate has nursery school, primary school, secondary school, Doctors, chemist, few shops on the same estate. Better road layout to improve better traffic flow and stop/reduce pollution for those that live on the arterial routes into Southend. Stop trying to put all traffic on one road into Southend Town Centre and Seafront.	essential to the development of sustainable settlements.	
6.6	Metrotidal Ltd	3821	Comment	The Metrotidal proposals promote green-growth across the Lower Thames estuary by including a floating solar array and wind turbines to generate renewable energy for the railway orbital and tunnel M+E systems along with an efficient data storage and distribution system.	Noted. However, as this is a long term proposal that will require approval from a broad range of bodies it is unlikely to come forward until the end of the Plan period.
6.6	Mr. Harry Chandler	3829	Comment	Southend has some excellent assets. It is a seaside location with about 7 miles of coastline. In addition to "bucket and spade tourism", we need our beaches to be well advertised be fully exploited. Considering other tourism, the Cliffs Pavilion provides shows and concerts. Southend yacht clubs and Kite surfing are popular. Southend has a plethora of restaurants and entertainment. Unfortunately it lacks world class road access and parking, although, uniquely for a town of its size, it has two main line railways, historically very popular with tourists. One section of the foreshore is out of bounds to residents and others as it is believed there is unexploded ordnance under the beach. The Ministry of Defence seems to be unwilling to confirm the level of risk or remove unexploded ordnance. This problem needs to be dealt with.	Noted. The Council continues to engage with the Ministry of Defence regarding what is an active MOD site.
6.6	Mr. Harry Chandler	3830	Comment	To achieve sustained success for residents and visitors, our road access to the rest of the UK needs to be significantly improved. Southend, like many other towns and cities, is overwhelmed by road traffic. For the future, it is essential to discourage the use of cars and to ensure cars are replaced by	Noted. The Council is working closely with other partners on future development of the A127 corridor.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>minimum polluting alternatives giving a high public service. Currently, car and coach parking need to be sufficient to match current and future tourism until satisfactory alternative arrangements are available. Should high value businesses coupled with entrepreneurship be attracted to Southend, it seems likely that Southend could be very successful. Currently we have only one major business of this calibre</p>	
6.6	Mr. Harry Chandler	3831	<p>Comment</p> <p>In addition to needing easy access from the UK and Europe, we need to improve our local public transport and create a bus station on the lines of the Preston (Lancashire) bus station, and Harrogate and Bath bus stations. A link is necessary between the pier and the local airport. A tramway, though expensive, running down the High Street will be beneficial for tourism and trade. The council and the rail and bus companies need to work together to encourage people to visit Southend from Leigh to Shoeburyness and to make East beach a premier destination.</p> <p>Considering Shoebury (the wards of West Shoebury and Shoeburyness) national surveys indicate that Shoebury has a relatively low standard of health and income. Shoebury for years has been the poor relation of the rest of the borough. This needs to be changed. A raised standard of life, health, education and aspiration is essential for the future Shoebury to prosper in the future. Businesses tend to stay away from Shoebury because of access problems. Adequate high speed roads are needed to make Shoebury an attractive location. The ideal solution is a new motorway to the M25 which will potentially benefit the whole of Southend and the communities to the north of Southend, for example, Great Wakering.</p>	<p>Noted. The Southend Central Area Action Plan recognises the potential to move the existing Travel Centre to a new location on Tyler's Avenue. It is recognised that Shoeburyness has its own specific issues. As part of the Transport Evidence base for the Local Plan, the Council will examine the opportunities for enhancing access to the east of the Borough.</p>

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6.6	Mr John Haslehurst	3848	Comment	The maps also show quite clearly that the only way to travel out of the town is to the West there are rivers and water on the other sides, there is currently a pollution issue with those Westerly going roads, if there is not high value employment locally and the homes are built to the East / Northeast of the town centre then it is obvious that the density of traffic on those existing roads will increase as people travel to their places of work.	Noted. New development will have an impact on existing transport networks and facilities which will be thoroughly assessed as part of the development of the evidence base. The design of significant new development will encourage working opportunities close to where people live, making the most of new technologies.
6.6	Southend-on-Sea Borough Council – Libraries & Museums	3878	Comment	Is there anywhere suitable for a decent park & ride scheme to reduce congestion and traffic fumes in the borough?	This will be investigated as part of the development of the evidence base for the Local Plan.
6.6	Leigh-on-Sea Town Council	4139	Comment	No other issues or comments.	Noted.
7.	How best do we ensure healthy communities and development is appropriate and of a quality design, whilst ensuring we enhance our built heritage assets?				
7.	Anglian Water	3836	Comment	Reference is made to the provision of Sustainable Drainage Systems forming part of development proposals which is fully supported. Anglian Water support a requirement in the New Local Plan for applicants to include the provision of Sustainable Drainage Systems (SuDS) so as not to increase flood risk and to reduce flood risk where possible. The use of SuDS would help to reduce the risk of surface water and sewer flooding. We would also ask that SuDs are considered as an early stage in the design process so that these are of suitable standard and are an integral part of the development. We are happy to support the Southend on Sea Local Plan	Noted. SuDS have formed a part of policies within the existing Local Planning Framework for the Borough and this will be continued through the Local Plan, in discussion with Anglian Water and other stakeholders.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				Team on the preparation of policy wording relevant to Anglian Water prior to the next formal stage of the preparation of the Local Plan. This would include a number of the issues identified – delivery of water recycling infrastructure improvements required to support growth and regeneration and managing water quality and flood risk.	
7.	Sport England (East Office)	3900	Support	The reference to the Health and Wellbeing Strategy, the role that the local plan plays in achieving its objectives, reference to creation of health environments which make it easier to participate in physical activity, and the reference to Sport England’s Active Design guidance in the evidence list and supporting topic paper is endorsed. The focus on facilitating good design and healthy living in chapter 7 and providing for community services (including sport and recreation) in chapter 8 is particularly welcomed.	Noted.
7.	Sport England (East Office)	3901	Comment	The local plan should include a strategic objective related to improving health and well-being through creating active environments. This would be consistent with Government policy and Sport England’s strategy.	Noted. Strategic Objectives will be developed as the Local Plan moves forward.
7.	Sport England (East Office)	3902	Comment	Active Design principles should be embedded throughout the plan, and should be applied at both a strategic scale in masterplanning of major new developments and at the local scale in the detailed design of both new developments and enhancement of existing communities. This is considered to be more effective in terms of delivery than treating Active Design as a standalone issue in the local plan. This approach has been taken through the recent review of the Essex Design Guide https://www.essexdesignguide.co.uk/ where Active Design principles have been embedded throughout the guide so that they are considered when issues as diverse as highway design	Noted. Active Design will be embedded in Local Plan policies.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>and landscaping are looked at rather than being potentially overlooked if treated as a separate theme. Sport England has published a case study https://www.sportengland.org/facilities-planning/active-design/ on how the Essex Design Guide has successfully embedded the Active Design principles which is aimed at local authorities considering taking a similar approach in other strategic documents. This could be incorporated into design and access statements (or design codes) for major developments or part of HIAs as a requirement of local plan policy e.g. to assist with delivery, providing a consistent and transparent way of ensuring the principles are delivered.</p>	
7.	Sport England (East Office)	3903	<p>Comment</p> <p>Local plan policies should require Health Impact Assessments (HIAs) to be submitted as part of large and/or sensitive applications but for this to be effective in terms of outcomes, the Council would need to give policy weight to HIAs and subject them to appropriate scrutiny to ensure that the health impacts of developments are fully considered in practice. HIAs could be required to be included as part of Environmental Impact Assessments for major developments. The Council's Public Health team should be engaged in reviewing HIAs to ensure that the issues are satisfactorily considered and where appropriate mitigation is required as part of an application.</p> <p>The Essex Planning Officers Association (EPOA) have recently approved the revised Essex HIA guidance for developers and part of the review is focused around widening the scope to include physical activity considerations including the application of Active Design principles. It is advocated that the Council (as a member of EPOA) either advocate the use of</p>	Noted. Consideration will be given to the roll of Health Impact Assessments in the planning process and engagement with Public Health.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			this guidance in the local plan or develops its own guidance which incorporates advice in the EPOA guidance.		
7.	Sport England (East Office)	3904	Comment	Local Plan policies should advocate that developers consider the 'Essex Healthy Places - Advice note for planners, developers and designers' that has recently been approved by the EPOA as this provides specific guidance on how health (including physical activity) considerations should be addressed in the planning and design of new developments.	Noted. The Council will consider relevant evidence in the production of the Local Plan and its supporting local evidence base.
7.	Environment Agency	3937	Comment	Pressure for high density development should not detract from an aspiration to include SUDs, landscape and public open space. Development sites should retain natural features such as trees for shading, and natural flood management, and incorporate Green walls/roofs to mitigate the adverse impact of climate change.	Noted. The Local Plan will consider these matters going forward, building on the approach in the Council's current suite of planning policy documents.
7.	Historic England	3968	Comment	References should be made to the Historic Buildings and Monuments Commission ("Historic England"), not English Heritage (in Statement of Community Involvement). Glossaries should include consistent definitions for all heritage assets mentioned in the local plan. SM should be referred to as scheduled monuments rather than scheduled ancient monuments. We recommend that designated heritage assets are marked on maps, where appropriate.	Noted. The use of terminology and glossaries will be reviewed.
7.	Historic England	3971	Comment	Seek a specific requirement for consideration of historic environment within design policies including in relation to tall buildings. The Plan should highlight importance of retaining or restoring historic shopfronts. A local plan should adequately set out a positive strategy for the historic environment without the need to include a policy on enabling development (as this is already in national policy).	Noted. The Council's Development Management Document, Policy DM4: Tall Buildings currently provides the approach to this, together with Policy DM5: Southend-on-Sea's Historic Environment, and this approach will be reviewed as the

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					<p>Local Plan progresses.</p> <p>In regard to historic shopfronts, this is noted, and the Local Plan will build upon the approach set out in Policy DM5 and within Policy DS1: A Prosperous Retail Centre of the Southend Central Area Action Plan.</p>
7.	Essex County Council	4060	Support	<p>ECC support the inclusion of health and wellbeing throughout this plan and the approach of underpinning this via the sustainable development goals (SDG). The use of SDG's as a foundation supports a health in all policies approach which is key way to embed health and wellbeing throughout policies, ensuring it is considered and maximises the potential for policy to positively influence health. The inclusion of a section on creating good quality and healthy places is another positive which reinforces SBC's commitment for this agenda. Health and wellbeing is a cross boundary issue and there is a good ongoing working relationship between SBC and ECC and wish to continue this on matters related to health and wellbeing within the environment so that Essex residents benefit from increased access to healthier places throughout Greater Essex.</p> <p>Designing in health into both regeneration and new developments has an emerging evidence base with much guidance existing to do this. This includes addressing the design of homes and spaces, encouraging active environments and the application of active design principles from Sport England, addressing neighbourhoods and supporting communities through density and design, active</p>	Noted.

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			travel where non-motorised transport is prioritised over motorised, increased access to healthier foods with a decrease on access to hot food takeaways, access to education, training and skills and supporting employment and access to NHS and health infrastructure. Much of this is addressed via the Essex Design Guide which includes a theme on health and wellbeing.	
7.1	Continue to promote improved and new areas of public realm. Do you think priorities should be established as to where this should take place?			
7.1	Mr Joseph Raven	3009	Support	Noted.
7.1	Mr Murray Foster	3104	Support	Noted.
7.1	Mr Neil Hampson	3142	Support	Reduce antisocial behaviour, littering, loitering, begging, thieving & drinking in streets
7.1	Mr Laurence Steel	3267	Support	Southend is not over parked. Cemeteries are a possible option - e.g. Leigh. The high quality of our parks and realm needs respecting
7.1	Southend Borough Council Regulatory	3366	Support	Yes. The biggest health crisis for children is air pollution so what is Southend going to do about this? Restricting cars to
				The role of the Local Plan is to set out local planning policies and identify how land is used and what will be built where. It will seek to support regeneration and growth within the Borough, which could include identifying areas for improvement. The Southend Community Safety Partnership work together to tackle crime, disorder and anti-social behaviour in Southend.
				The importance of the Borough parks and open spaces will continue to be recognised through the Local Plan.
				Since 1997 Local Authorities have been carrying out a review

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Services			the seafront area would be great start. There are plenty of train stations and buses that people can catch to get down to the seafront.	of air quality in their area in accordance with national standards. Southend has designated one Air Quality Management Area at The Bell Junction and has produced an Air Quality Action Plan (2017). The issue of air quality will be considered as the Local Plan moves forward, together with the role of sustainable transport in the Borough.
7.1	Milton Conservation Society	3398	Support	<p>The Council should develop a wider perspective on place development springing from our heritage. Even the way that these questions are asked is indicative of traditional thinking where conservation is seen as the separated parts of our towns, the bits to be preserved whilst development focuses on new and modern ways forward to the exclusion of our past. This is what has led us to our present town centre, now out-moded and hugely problematic.</p> <p>New buildings must respect context and fit in rather than seeking to stand out. Of course exceptions at prominent sites can be valid but too often this occurs in planning applications with little care for context. The student housing complex in London Road is our clearest example of this.</p> <p>Conservation areas are established within and subject to the law and clearly this cannot change for all practical purposes. But this perspective is limited to the built environment so we would like to see a wider perspective develop along the lines of the Historic Urban Landscape approach promoted by UNESCO where both tangible and intangible heritage</p>	<p>The Council's Core Strategy, Policy KP2: Development Principles, sets out the approach to the management of the historic environment. Policy DM5: Southend-on-Sea's Historic Environment of the Development Management document, builds upon this.</p> <p>SPD1: Design and Townscape Guide and SPD3: Streetscape Manual includes specific focus on managing development within the historic environment.</p> <p>The Local Plan will provide a review of existing local planning policies and guidance to</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				<p>attributes are valued and used as a springboard for new, modern, complementary and contextual development. This would then tap into the wider special attributes that makes the places of our town special. This is a large subject area we cannot take further here.</p> <p>That said the Council must have a higher regard for built heritage, too much of which has been lost in our town. Improve the public realm by better contextual reference to our historic past</p>	<p>determine an appropriate approach to the management of the historic environment.</p>
7.1	Southend Borough Council – Regeneration & Business Development	3438	Support	<p>Easy access to good quality public realm is important to people’s health and wellbeing. Some areas of the town have little or no access to public space and other areas have poor streetscapes. Priority should be given to creating new public realm, including green spaces, in areas that are deficient. In addition to new public realm, existing areas that are not fit for purpose or in decline should be a focus. In developing priorities the protection of the existing amount of public realm, including green space, should be included. Co-design and co-production should be principles for the creation of new, and re-design of existing public realm. Public realm should also reflect the character of the local area rather than be homogeneous.</p>	<p>Noted. Good design, and the creation of accessible places, will continue to be a focus of local planning policy as the Local Plan progresses. Further consideration will be given to areas where open space is deficient. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces, these documents will also be reviewed as part of the Local Plan’s production.</p>
7.1	Mrs Valerie Morgan	3499	Support	<p>Yes, no priorities</p>	<p>Noted.</p>
7.1	Mr Jeremy Martin	3534	Support	<p>Green space needs to be expanded both by greening public realm and by expanding it.</p>	<p>Noted.</p>
7.1	Southend Borough Council - Parks and Open Spaces Department	3721	Support	<p>Easy access to good quality public realm is important to people’s health and wellbeing. Some areas of the town have little or no access to public space and other areas have poor streetscapes. Priority should be given to creating new public</p>	<p>Noted. Good design, and the creation of accessible places, will continue to be a focus of local planning policy as the Local Plan</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>realm, including green spaces in areas that are deficient. In addition to new public realm, existing areas that are not fit for purpose or in decline should be prioritised for improvement. In developing priorities the protection of the existing amount of public realm, including green space should be included.</p>	<p>progresses. Further consideration will be given to areas where open space is deficient. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces, these documents will also be reviewed as part of the Local Plan's production.</p>
7.1	Mrs Clare Dellow	3752	Support	<p>London road needs to look better; also the high street in the town centre is dreadful.</p> <p>Noted. Good design, and the creation of accessible places, will continue to be a focus of local planning policy as the Local Plan progresses. Further consideration will be given to areas where open space is deficient. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces, these documents will also be reviewed as part of the Local Plan's production.</p>
7.1	Southend Borough Council 2050 Safe and Well (Andrew Barnes)	3764	Support	<p>The town centre should be the initial priority for improvements to the public realm. Improvements implemented must address the challenges posed by climate change of increased temperatures and more</p> <p>Noted. Good design, and the creation of accessible and resilient places, will continue to be a focus of local planning</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			intense rainfall. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads	policy as the Local Plan progresses. Further consideration will be given to areas where open space is deficient. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces, these documents will also be reviewed as part of the Local Plan's production.	
7.1	Leigh-on-Sea Town Council	4140	Comment	No priorities as it should take place Borough wide	Noted.
7.2	Require high quality landscape design and tree planting in new developments. Do you think priorities should be established as to which areas of the borough should be subject to streetscape upgrading first?				
7.2	Mr Joseph Raven	3010	Support	Most populated areas to the least populated	Noted.
7.2	Mr Murray Foster	3105	Support	Possibly Westcliff area adjacent to Hamlet Court Rd -	Noted. Good design, and the creation of accessible, resilient places, will continue to be a focus of local planning policy as the Local Plan progresses. Further consideration will be given to areas where soft landscaping is deficient. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces, these documents will also be reviewed as part of the

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
7.2	Mr Neil Hampson	3141	Support	Westcliff starting at existing gardens which are now very run down.	Local Plan's production. Noted. Good design, and the creation of accessible, resilient places, will continue to be a focus of local planning policy as the Local Plan progresses. Further consideration will be given to areas where soft landscaping is deficient. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces, these documents will also be reviewed as part of the Local Plan's production.
7.2	Mr Richard Kurti	3153	Support	Hamlet Court Road needs to be 'greened' with a pocket park that could become a real focus for the area.	Noted. Good design, and the creation of accessible, resilient places, will continue to be a focus of local planning policy as the Local Plan progresses. Further consideration will be given to areas where soft landscaping is deficient. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces, these documents will also be reviewed as part of the Local Plan's production.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
7.2	Mr Ian McLernon	3342	Comment	Yes - areas that are run down, subject to antisocial behaviour - design for required behaviours	The Council's Development Management Document, Policy DM1: Design Quality includes criteria that all new development should address security issues by having regard to the principles of Secured by Design, and SPD1 Design and Townscape Guide provides further guidance on the design of spaces. This will be reviewed during the production of the Local Plan and further consideration given to opportunities for designing out crime.
7.2	Milton Conservation Society	3399	Support	There needs to be a major re-think of the design of the London Road, our most important road in the borough. It has not been designed and so we just see random development with no clear policy. This will lead to further fracturing of the built environment, setting a very poor example in front of the whole town, for residents and visitors alike.	Noted. The Core Strategy and Development Management Document provide policies relating to the design quality of developments, supplemented by SPD1: Design and Townscape Guide. Together, these policies and guidance seek to support good quality, innovative design that contributes positively to the creation of successful places. The Local Plan will provide a review of this policy and guidance going forward, and further consideration may be given to the relevance of area specific

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
					policy or guidance for example.
7.2	Southend Borough Council - Regeneration & Business Development	3439	Comment	All areas of the borough should have high quality streetscapes allowing residence to enjoy the space in which they live and develop a sense of community. It is important that areas that have little or no landscaping are prioritised. It is also important that developments contain high quality soft landscaping suitable for the area. Trees are important to both the streetscape and the local environment. However, good quality planting including grass and shrubs can be just as beneficial and in most cases better than a tree in the wrong place. Greening of existing areas should also be included.	Noted. Good design, and the creation of accessible, resilient places, will continue to be a focus of local planning policy as the Local Plan progresses. Further consideration will be given to areas where soft landscaping is deficient. SPD1 Design and Townscape Guide and SPD3 Streetscape Manual provide guidance on the design of developments and public/private spaces, these documents will also be reviewed as part of the Local Plan's production.
7.2	Mrs Valerie Morgan	3500	Support	No	
7.2	Mr Jeremy Martin	3535	Support	All developments should have a requirement to increase green space, reduce run off levels significantly through SuDS and to provide renewable generation as well as energy efficiency beyond the Merton Rule. The main benefit will be health and resilience of the borough to flood, AIR QUALITY, heat and climate change.	The Local Plan will give further consideration to issues such as green space provision, soft landscaping, renewable energy generation and SuDS going forward, and will provide an opportunity to review current policy and guidance.
7.2	Mrs Angela Baldock	3582	Support	Definitely build into new developments lots of tree planting. Leigh should be upgraded first as there is a high proportion of residents who would be willing to help maintain the additional planting. Also existing grass verges could be planted with bird friendly shrubs rather than bollards to stop people parking on the verges.	The Local Plan will give further consideration to issues such as green space provision, soft landscaping, renewable energy generation and SuDS going forward, and will provide an

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			Innovative planting would be required in Westcliff due to the high density of building and the fact that a lot of properties are converted flats.	opportunity to review current policy and guidance.	
7.2	Miss Victoria Sills	3607	Support	Yes, tree planting and maintenance to ensure that Southend doesn't become a concrete jungle.	Noted.
7.2	Southend-on-Sea Borough - Parks and Open Spaces Department	3722	Support	All areas of the borough should have high quality streetscapes allowing residence to enjoy the space in which they live and develop a sense of community. It is important that areas that have little or no landscaping are prioritised. It is also important that developments contain high quality soft landscaping suitable for the area. Trees are important to both the streetscape and the local environment. However, good quality planting including grass and shrubs can be just as beneficial and in most cases better than a tree in the wrong location.	The Local Plan will give further consideration to issues such as green space provision, soft landscaping, renewable energy generation and SuDS going forward, and will provide an opportunity to review current policy and guidance.
7.2	Southend Borough Council 2050 Safe and Well	3766	Support	The Local Plan should require high quality landscape design and tree planting in new developments. The town centre should be the initial priority for improvements to the public realm. Improvements implemented must address the challenges posed by climate change of increased temperatures and more intense rainfall. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads	The Local Plan will give further consideration to issues such as green space provision, soft landscaping, renewable energy generation and SuDS going forward, and will provide an opportunity to review current policy and guidance.
7.2	Leigh-on-Sea Town Council	4141	Comment	Yes. No priorities as it should take place Borough wide	Noted. The Local Plan will give further consideration to issues such as green space provision, soft landscaping, renewable energy generation and SuDS going forward, and will provide

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				an opportunity to review current policy and guidance.	
7.3	Should we seek to limit the proliferation of new fast food outlets close to locations where children congregate such as schools, community centres and playgrounds or where there is an over-concentration of existing premises? Are there other ways of tackling this issue?				
7.3	Mr Joseph Raven	3011	Support	.	Noted.
7.3	Mr Murray Foster	3106	Support	Supportive re classification usage restrictions in such areas subject to 5 year reviews ?	Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.
7.3	Mr Neil Hampson	3139	Support	Limit fast food outlets and betting shops	Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.
7.3	Mr Laurence Steel	3268	Support	Yes	Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.
7.3	Mr Ian McLernon	3343	Support	Yes - also better education, get business to contribute to healthy eating and exercise, life style training	Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
7.3	Southend Borough Council Regulatory Services	3364	Support	We should absolutely do this. More children are becoming obese and we have a duty to protect them. Other local authorities have restricted their fast food premises so why can't we?	Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.
7.3	Milton Conservation Society	3400	Support	Yes, most definitely. It is difficult to see how else a local plan can tackle this as the problem is societal with many other factors involved requiring central government intervention.	Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.
7.3	Southend Borough Council Regulatory Services	3410	Support	<p>The Southend 2050 plan states that : 'Healthy living planning can influence the environment and also promote healthier lifestyles. We need to embed health into all planning policies.' Central government states in the Childhood Obesity Plan that it will assist planning inspectors in this regard. This is therefore the time to take the initiative and tackle obesity using the Planning system.</p> <p>In Southend 8.2% of our 4-5 year olds are starting primary school obese and this rapidly increases to 17.9% by the time they are leaving in Year 6 (10-11years). There are 198 fast food takeaways in Southend-on-Sea which represents 109.6 fast food outlets per 100,000 population. This is significantly greater than the overall England average 96.5 per 100,000 population.</p> <p>In Southend, the highest concentration of fast food outlets are in Milton (n=42) and Victoria ward (n=23). These wards also represent our most obese 4-5 year olds and 10-11 year olds in Southend, respectively</p> <p>We need to take this into consideration if we intend to</p>	Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>achieve our 2050 Southend ambitions, particularly to 'protect the most vulnerable in our community'.</p> <p>Do we want Southend to have the highest concentration of fast food restaurants in Essex and be known as Essex's fattest town?</p> <p>The new Planning Practice Guidance states that local authorities are encouraged to use planning to restrict fast food outlets, particularly where there are high concentrations of outlets in a specified area, high levels of obesity and deprivation and where young people congregate. 40 authorities have introduced Supplementary Planning Documents to restrict growth of takeaways and fast food outlets (source: Public Health England) An example of this is Gateshead and Newcastle where all takeaway planning applications must include a Health Impact Assessment. Another example of good practice is in Luton where plans have been approved to limit fast food takeaways near schools. Milton Keynes is also restricting hot food takeaways near schools. The Mayor of London has announced that new takeaways will be restricted within 400m of schools. Section 8 of the National Planning Policy Framework talks about healthier living by enabling and supporting healthy lifestyles and access to healthier food. Southend must be progressive in the pursuit of a healthier vision for the town or risk failing in the delivery of the United Nations Sustainability Development Goals - Good Health and Well-being and Reduced Inequalities, and consequently the Local Plan. Two of the outcomes of the Local Plan are Safe and Well and Opportunity and Prosperity – a high number of junk food establishments and the associated image and sometimes anti-social behaviour that they may attract are the opposite</p>	

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>of these goals. Is an obvious failure to achieve these outcomes due to poor Planning policy really what we want to see as the headline in the Echo?</p>	
7.3	Southend Borough Council Regulatory Services	3412	<p>Support</p> <p>The Southend 2050 plan states that : 'Healthy living planning can influence the environment and also promote healthier lifestyles. We need to embed health into all planning policies.' Central government states in the Childhood Obesity Plan that it will assist planning inspectors in this regard. This is therefore the time to take the initiative and tackle obesity using the Planning system.</p> <p>In Southend 8.2% of our 4-5 year olds are starting primary school obese and this rapidly increases to 17.9% by the time they are leaving in Year 6 (10-11years). There are 198 fast food takeaways in Southend-on-Sea which represents 109.6 fast food outlets per 100,000 population. This is significantly greater than the overall England average 96.5 per 100,000 population.</p> <p>In Southend, the highest concentration of fast food outlets are in Milton (n=42) and Victoria ward (n=23). These wards also represent our most obese 4-5 year olds and 10-11 year olds in Southend, respectively</p> <p>We need to take this into consideration if we intend to achieve our 2050 Southend ambitions, particularly to 'protect the most vulnerable in our community'.</p> <p>Do we want Southend to have the highest concentration of fast food restaurants in Essex and be known as Essex's fattest town?</p> <p>The new Planning Practice Guidance states that local</p>	Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>authorities are encouraged to use planning to restrict fast food outlets, particularly where there are high concentrations of outlets in a specified area, high levels of obesity and deprivation and where young people congregate. 40 authorities have introduced Supplementary Planning Documents to restrict growth of takeaways and fast food outlets (source: Public Health England) An example of this is Gateshead and Newcastle where all takeaway planning applications must include a Health Impact Assessment. Another example of good practice is in Luton where plans have been approved to limit fast food takeaways near schools. Milton Keynes is also restricting hot food takeaways near schools. The Mayor of London has announced that new takeaways will be restricted within 400m of schools. Section 8 of the National Planning Policy Framework talks about healthier living by enabling and supporting healthy lifestyles and access to healthier food. Southend must be progressive in the pursuit of a healthier vision for the town or risk failing in the delivery of the United Nations Sustainability Development Goals - Good Health and Well-being and Reduced Inequalities, and consequently the Local Plan. Two of the outcomes of the Local Plan are Safe and Well and Opportunity and Prosperity – a high number of junk food establishments and the associated image and sometimes anti-social behaviour that they may attract are the opposite of these goals. Is an obvious failure to achieve these outcomes due to poor Planning policy really what we want to see as the headline in the Echo?</p>	
7-3	Southend Borough Council - Regeneration & Business Development	3440	<p>Comment</p> <p>Our streets need to be active and inviting, food outlets are part of this offer. Fast Food can be healthy and the outlets can be beneficial to the local area provided the packaging is</p>	<p>Further consideration will be given to this matter, supported by the production of a robust</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				<p>recyclable and well managed so as not to adversely impact on the environment. The issue with food outlet close to locations where children congregate is not fast food but junk food. Limiting junk food outlets, including the sale of sweets, chocolate crisps and high sugar drinks in these locations could be a benefit to healthy living. Encouraging mixed use outlets that engage with the community and offer a range of activities and health on the go food would be a benefit to both the town and the health of young people.</p>	evidence base, during the production of the next stages of the Local Plan.
7.3	Mrs Valerie Morgan	3501	Support	Yes	Noted.
7.3	Mrs Gaynor Martin	3550	Support	<p>Definitely limit the number of fast food outlets anywhere and especially where children congregate. Also, I think the council should encourage a full range of shops in any street or parade such as greengrocers, bakers, butchers, fishmongers, newsagent etc.</p>	<p>Noted. Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.</p> <p>The provision of a specific range of shops in any particular centre is largely determined by the market. The role of the Local Plan is to provide a review of local centres and determine whether they are fit for purpose, including primary and secondary shopping frontage designations.</p>
7.3	Mrs Angela Baldock	3583	Comment	Do not limit fast food outlets as these provide jobs, however, encourage healthy alternative outlets such as vegan etc in the same area.	This would largely be determined by the market.
7.3	Southend-on-Sea Borough - Parks and	3723	Comment	Our streets need to be active and inviting, food outlets are part of this offer. Fast Food can be healthy and the outlets	Noted. Further consideration will be given to this matter,

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Open Spaces Department			can be beneficial to the local area. The issue with food outlet close to locations where children congregate is not fast food but junk food. Limiting junk food outlets, including the sale of sweets, chocolate crisps and high sugar drinks in these locations could be a benefit to healthy living. Encouraging mixed use outlets that engage with the community and offer a range of activities and healthy on the go food would be a benefit to both the town and the health of young people.	supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.
7.3	Essex County Council	4063	Comment	ECC support the restriction of new fast food takeaways as an option within the plan and suggest this be addressed through either avoiding over-proliferation, over clustering and addressing this with a targeted approach to areas of deprivation due to the links between obesity and deprivation and also (so to support addressing childhood obesity), limiting access around schools via either a restriction zone or limiting time these premises can trade (i.e. immediately after school or lunchtimes). Further detail on healthier food environments can be found via the role of health and wellbeing in plan-making guidance from MHCLG.	Noted. Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.
7.3	Leigh-on-Sea Town Council	4142	Comment	Leigh Town Council would prefer that the Borough tackle the issue by educating children and parents of the better options in food choices.	Noted. Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.
7.4	Do you believe there are additional areas that should be protected as Conservation Areas?				
7.4	Mr Joseph Raven	3012	Object		Noted.
7.4	Mrs Laura Crow	3093	Support	I feel strongly that the Hamlet Court Road area is in need of	Noted. The Council will

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			recognition as a conservation area. This area has been neglected and has deteriorated in terms of quality of life for residents. It needs an injection of positivity and money! It would not take a lot to turn the area into a vibrant vintage destination for those that seek a slightly alternative more relaxed lifestyle than that offered By Thorpe Bay, Chalkwell or Leigh.	undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.	
7.4	Mr Neil Hampson	3140	Support	Hamlet Court Road Conservation Area including section from existing Milton Conservation to Chalkwell	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.4	Mr Trevor Cain	3146	Support	Create a new conservation area in Westcliff on Sea. Centred around Hamlet Court Road and its feeder roads. Preserving this architectural and culturally important area.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.4	Mr Richard Kurti	3154	Support	Hamlet Court Road and the streets around it should be designated a Conservation Zone. This would allow it to access national regeneration funds.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.4	Mr Laurence Steel	3269	Support	Some of Chalkwell and Thorpe Bay	Noted. The Council will undertake a review of existing

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				conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.	
7.4	Mr Ian McLernon	3344	Support	Yes and I think resident groups should be consulted to establish them not just decided centrally	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan. This will involve public consultation.
7.4	Mr. Malcolm Sinclair	3397	Support	Please consider making Hamlet Court Road into a new conservation area as the buildings along that road are unique most of the buildings have not been tampered with, whilst walking along the pavement please look above the shop fronts and you will be amazed at the character features of most of the buildings. When I was a child it was spoke of as the West End shopping experience and many affluent people shopped there.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.4	Milton Conservation Society	3401	Support	Yes, most definitely. Hamlet Court Road is a road with must evident heritage, both tangible and intangible. This is unusual in our town and it must be protected. However, as we have said elsewhere, conservation should not be seen as a separated part of town planning.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan. Local planning policy will continue to set out a positive

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				strategy for the conservation and enhancement of the historic environment..	
7.4	Mr Ian James	3427	Support	Hamlet Court Road must be protected as a Conservation Area! It has some wonderful buildings which are fine architectural examples and the whole street is steeped in history. Everyone knows how upmarket and smart the street once was and I see no reason why it can't return to being so. It is so well served by transport links and with some love and care it really could become the characterful destination it deserves to be and already has proved to be. Show it some love please!	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.4	Southend Borough Council - Regeneration & Business Development	3441	Comment	It is important that the individual character of the different locations in the borough are respected and those identities taken in to account in any development. History, and character are important and should form part of local interpretation and space, but it is also essential that areas are able to evolve and meet the changing needs of the communities. Therefore, additional conservation areas may not be a benefit to the town.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan
7.4	Mrs Valerie Morgan	3502	Support	Review of all existing areas and improved protection for iconic buildings	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.4	Mrs Gaynor Martin	3549	Support	Yes. Hamlet Court Road where I shop regularly, especially at the independent shops: the butcher, baker & greengrocers. Also, the whole street has attractive buildings, including Havens, Pavarottis and Sunray House a few doors along	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential

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			Canewdon Road. Conservation status would not only make it more attractive for local people but could attract more visitors to shop and eat there, as well as perhaps attend architectural tours and talks.	areas that may warrant designation as part of the production of the Local Plan.
7.4	Mrs Angela Baldock	3584	Comment Leigh, and Westcliff cliffs Leigh old town Around Belfairs woods	Noted. The Council will undertake a review of existing conservation areas (including the existing Leigh Old Town, Leigh and Leigh Cliff conservation areas) and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.4	Miss Victoria Sills	3606	Support Hamlet Court Road has some amazing architecture, we have already lost some fabulous Art Deco designs - let's not lose anything else.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.4	Mr David Carpenter	3609	Support Hamlet Court Road in Westcliff.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.4	Mr Giles Meacock	3645	Support Hamlet Court Road needs investment urgently and conservation status.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential

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				new areas that may warrant designation as part of the production of the Local Plan.	
7.4	Southend-on-Sea Borough - Parks and Open Spaces Department	3724	Comment	It is important that the individual character of the different locations in the borough are respected and those indemnities taken in to account in any development. History, and character are important but it is also essential that areas are able to evolve and meet the changing needs of the communities. Therefore, additional conservation areas may not be a benefit to the town.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan
7.4	Essex County Council	4064	Comment	ECC suggest that the heading and content under "Natural and Built Heritage" is expanded to the "Natural, Historic and Built Environment" to ensure that the new Local Plan specifically acknowledges and refer to archaeology (in addition to the reference to scheduled monuments).	Noted.
7.4	Leigh-on-Sea Town Council	4143	Comment	There needs to be a timely review of all conservation in all areas of the Borough. Certainly, further areas in Leigh need consideration and there should be more protection for locally listed buildings and other buildings need to be considered for this status too.	Noted. The Council will undertake a review of existing conservation areas and give consideration to any potential areas that may warrant designation as part of the production of the Local Plan.
7.5	Do you have any other issues/ comments?				
7.5	Essex Bridleways Association	3172	Comment	Question 7: as per the comments to question 6.6, good access to recreation and leisure is imperative to the health and wellbeing of the borough's residents, and any new large-scale development within a greenfield site should include	Noted. Further consideration will be given to access and design during the production of the local plan as it progresses. This

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			<p>opportunities for access for ALL user groups, including equestrians – bridleways are the 'best value' multi-user routes as they cater for all vulnerable user groups – pedestrians, cyclists, equestrians and the disabled – and as such should be considered as the default option in such cases.</p> <p>It should be remembered that horse riding is often an activity enjoyed by women and children, two groups who are often targeted to increase their uptake of exercise and the provision of off-road routes is imperative to continuing recreational horse riding within an area due to the increase in traffic which will inevitably happen with an increase in the population. This coupled with the economic benefits that horse owning brings to the local economy – for example vets, farriers, feed merchants, saddlers etc – strongly evidences the need to ensure that there are off-road routes available. Any design policies within the Plan should incorporate such multi-user routes for this Plan to be found sound by an Inspector.</p>	will include a review of the Council's SPD1 Design and Townscape Guide, which provides design guidance for development in the Borough.	
7.5	Mr Laurence Steel	3270	Support	The urban realm is generally a strong suit in Southend	Noted.
7.5	Southend Borough Council Regulatory Services	3365	Object	You say that conservation areas are protected so why has Adventure Island been allowed to expand on the seafront, blocking the view of the listed properties and causing a general eyesore that is not in keeping with the surrounding landscape?	Noted. Conservation Area Appraisals for the Borough include consideration of the setting of a conservation area as well as identifying what makes such areas unique. Existing conservation area appraisals will be reviewed as part of the Local Plan's production.
7.5	Southend Borough Council - Regeneration & Business Development	3442	Support	Development of the town should meet the changing needs of the residents, business and communities. To support this, the use of co-design processes should be used by those wishing to build/rebuild or redesign and develop in the borough.	Noted. The Local Plan will include a review of existing local planning policy, including Development Management

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			<p>Public realm should invite people to use it and as a result be a space where people and communities meet and interact. It should reflect local character and diversity while being maintained to a common standard - so the materials used need to reflect this.</p> <p>Private outdoor space is important to individual health and wellbeing. Where this is not possible communal outdoor spaces, could be a substitute. A home zone, a living street which are designed primarily to meet the needs of pedestrians, cyclists, children and residents and where the speeds and dominance of the cars is reduced, would be a benefit to local communities, providing opportunities for play and social interaction and an increase of soft landscaping within the streetscape. The adoption of home zones could also be a benefit to health and reduce local air pollution. The protection of existing public space, especially parks, gardens and play areas is important to the health of those who live, work and visit the borough.</p> <p>Softening the look of the streetscape by encouraging the use of green driveways would not only benefit the look of the area it would have an impact on surface water including water retention and help reduce urban heat islands.</p>	<p>policies relating to the promotion of design quality in the Borough</p> <p>SPD3 Streetscape Manual sets out an approach to the management of the Borough's streets and public spaces and will be reviewed as part of the production of the new Local Plan.</p> <p>Comments relating to green driveways and Home Zones will be considered further in the review of SPD1 Design and Townscape Guide.</p>	
7.5	Mrs Valerie Morgan	3503	Support	No	Noted.
7.5	Mrs Angela Baldock	3585	Comment	<ol style="list-style-type: none"> 1. Encourage green building with roof gardens and built in planting areas on balconies where no gardens are provided. 2. Restrict the use of wildlife unfriendly artificial grass. 3. Encourage/allow residents to plant shrubs on grass verges to support wildlife, reduce parking on verges, and reduce need for council maintenance. 	<ol style="list-style-type: none"> 1. This will be given further consideration as the Local Plan progresses. 2/3. Restricting the use of artificial grass and allowing residents to plant shrubs on grass verges are not within the remit of the Local Plan, although

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				further consideration will be given to the provision of soft landscaping and green spaces through the Local Plan process.
7.5	Ms Hayley Dixon	3624	<p>Support</p> <p>Ensure specialists in town planning and landscape design are consulted, particularly organisations and individuals with creative focus.</p>	The Council, as Local Planning Authority, has an extensive list of consultees from a range of backgrounds who are invited to comment on all stages of the plan's public consultation.
7.5	Mrs Gaynor Martin	3634	<p>Support</p> <p>There is no point in having attractive surroundings if they are constantly spoilt by people dumping litter and furniture in the streets or not using the recycling correctly. Provide leaflet and news article explaining the options for unwanted household goods e.g. Sell in Echo paper and/or website; Sell on eBay Small stuff - take to charity shops, or ask them to collect Larger stuff, contact HARP or Sue Ryder who will collect Or put on Freegle, for people to collect larger items or pay council to collect it. Or pay £49 fine AND Community Service! Watford, Exmouth etc fine people. No more amnesties for incorrect recycling or fly tipping: the same few people just do it again and again! - and it is only a few people but it appears more. Rental Properties need NOT be a problem. I let out my flat and my tenants have to keep to the rules and so do I as their landlord. My flat and garden is checked it's clean and tidy before the tenants move out and the next person moves in. The council must know the name and address of the landlords</p>	<p>'Secured by Design' features in the current suite of local planning policy documents, Development Management Policy DM1, seeking to ensure that all developments are safe and secure and take account of crime prevention and community safety considerations.</p> <p>This will be reviewed as part of the production of the Local Plan.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>of property to ensure they're prosecuted if they consistently fail in their duty.</p> <p>Also criminal and anti-social behaviour has become more and more a serious issue which must be addressed to improve everyone's quality of life. For the first time in my life I have been wary of even cycling during the day in certain areas on my own such as the Prittle Brook path. In the evening I always get a taxi now rather than walking home and I don't leave the house in the evening alone anymore.</p>	
7.5	Southend-on-Sea Borough - Parks and Open Spaces Department	3726	<p>Support</p> <p>Development of the town should meet the changing needs of residents, business and communities. To support this, the use of co-design should be used by those wishing to build and develop in the borough.</p> <p>Private outdoor space is important to individual health and wellbeing. Where this is not possible communal outdoor spaces, could be a substitute. A home zone, a living street which are designed primarily to meet the needs of pedestrians, cyclists, children and residents and where the speeds and dominance of the cars is reduced, would be a benefit to local communities, providing opportunities for play and social interaction and an increase of soft landscaping within the streetscape. The adoption of home zones could also be a benefit to health and reduce local air pollution.</p> <p>The protection of existing public space, especially parks, gardens and play areas is important to the health of those who live, work and visit the borough.</p> <p>Softening the look of the streetscape by encouraging the use of green driveways would not only benefit the look of the area it would have an impact on surface water including water retention and help reduce urban heat islands.</p>	<p>Noted. The Local Plan will include a review of existing local planning policy, including Development Management policies relating to the promotion of design quality in the Borough (including the promotion of collaborative working in the design process and design review). Further consideration will be given to other opportunities to aid the design process, such as co-design.</p> <p>Comments relating to green driveways and Home Zones will be considered further in the review of SPD1 Design and Townscape Guide.</p> <p>There are a range of green and</p>

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				open spaces designated in existing local plans, safeguarding them from inappropriate development. The new Local Plan will provide a review of existing policy and designations, setting out a policy approach that continues to facilitate the protection of green and open spaces as appropriate.	
7.5	Metrotidal Ltd	3822	Comment	The Metrotidal Lower Thames Orbital provides ready access to the wide open spaces of the Thames and Medway estuaries.	Noted.
7.5	Essex County Council	4061	Comment	ECC recommend the use of a Health Impact Assessment (HIA) tool. This would then enable the local authority and NHS to assess against whether places are supporting health and wellbeing. This could be through the application of health impact assessments (as supported by the Essex Planning Officer's Association and advised within the MHCLG guidance on plan-making) at an agreed local level. In addition, the assessment of active environments could be made via the Active Design Principles checklist. An HIA is designed to highlight the positives of development and maximise these whilst ensuring that any unintended impacts are either removed or mitigated against. The review of an HIA allows for recommendations for mitigation to be made.	Noted. Further consideration will be given to the use of HIAs as the Local Plan progresses.
7.5	Leigh-on-Sea Town Council	4144	Comment	No further issues or comments	Noted.
8.	How best can we provide for our future community needs to secure a sustained high quality of life and well-being having regard to future growth?				
8.	Chelmsford City Council	3889	Comment	Crucial that allocations are supported by appropriate	The Council will be preparing an

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				infrastructure (Infrastructure Delivery Plan to accompany Local Plan).	Infrastructure Delivery Plan.
8.	Sport England (East Office)	3899	Comment	Sport England has prepared a Forward Planning guidance note http://www.sportengland.org/facilities-planning/planning-for-sport/forward-planning/ aimed at local planning authorities preparing local plans which provides more detailed guidance on planning for sport in development plans. Please note that this guide will shortly be updated by Sport England – a draft of the new guidance is on our website at https://www.sportengland.org/facilities-planning/planning-for-sport/planning-for-sport-guidance-consultation-draft/ .	Noted.
8.	Sport England (East Office)	3905	Support	The joint preparation of a Playing Pitch Strategy and a Built Facilities Strategy by the Council and the other South Essex authorities is welcomed. These strategies together with the expected overarching South Essex strategies for playing pitches and built facilities will provide a robust basis for informing and justifying the policies and allocations in the emerging local plan in relation to planning for community sports facilities. This approach would accord with paragraph 96 of the NPPF.	Noted.
8.	Sport England (East Office)	3906	Comment	Policies and (if applicable) allocations should be developed through the emerging local plan which positively address the following matters in response to the evidence base; <ul style="list-style-type: none"> •Justifying the protection of existing sports facilities in accordance with paragraph 97 of the NPPF; •Planning positively for meeting identified needs for new or enhanced sports facilities associated with meeting the needs of both the current and future population of the area; •Allocating sites for new sports facilities to meet identified needs if applicable; •Setting out the approach to sports facility provision in new 	Noted. SBC will take these comments into account in developing the Plan and liaise with Sport England and other partners in putting together policies and proposals.

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			<p>development in relation to both direct provision as part of developments or through securing developer contributions (planning obligations or CIL) towards priority projects identified within the strategies;</p> <ul style="list-style-type: none"> •Planning for the shared use of existing and new community facilities e.g. the shared use of sports facilities in schools by expecting new schools or new/enhanced facilities on existing school sites to provide for community use secured through community use agreements •Planning to meet strategic and cross-boundary sports facility needs of the wider South Essex area. 	
8.	Essex County Council	4034	<p>Comment</p> <p>ECC seek cross boundary engagement, in the exploration of a new GC, in respect of infrastructure provision, including but not limited to schools, childcare, highways, waste and recycling, employment and skills. This should include exploration of delivery mechanisms, legal and financial contributions (including S106 and S278 agreements and CIL), having regard to ECC Developers' Guide to Infrastructure Contributions (2016) (ECC's Developers' Guide), and the expectation that each new home planned for should be contributing at least £35,000 towards the required infrastructure needed. This is necessary to maximise developer contributions towards meeting infrastructure and affordable housing costs.</p> <p>Infrastructure is critical to support sustainable growth and it will be critical to make sure that the right infrastructure is in the right place at the right time, to accommodate the new jobs and homes needed in the future. Any new settlement should be at a scale to secure the necessary infrastructure. The new Local Plan should emphasise the need to provide infrastructure (secured through developer funding) as part of</p>	<p>SBC will work closely with Essex County Council and other partners in addressing issues of Infrastructure provision. This will be reflected both in the Infrastructure Delivery Plan but also other evidence base work, e.g. viability testing. Should any new settlement or urban extension be carried forward the Council will seek to ensure that there are site specific policies that address infrastructure needs and developer funding requirements.</p>

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				any new development proposals, to ensure the new plan is both viable and deliverable. Given the importance of infrastructure provision and funding (all funding streams) and delivery evidence is considered as part of the assessment of all spatial options. This is to ensure the preferred strategy is viable, deliverable and sound.	
8.	Essex County Council	4042	Comment	SBC will need to work with ECC to identify potential cross boundary matters for Primary and Secondary School provision arising from any new developments on the Southend/Essex boundary, especially if Option 3 is selected, which will require cross boundary working. In respect of Special Education Needs and Disabilities (SEND), pupils within Southend Borough take up Essex places and ECC would expect SBC to refer to and plan enough SEND provision to meet any increasing demand in the future.	Noted. Southend BC will work closely with Essex CC on this matter.
8.	Essex County Council	4043	Comment	Early Years and Childcare. ECC seek reference to EYCC provision within the new Local Plan.	Noted. This will be addressed within relevant Plan policies.
8.	Essex County Council	4044	Comment	ECC seek reference to post 16 education and support the ongoing close working arrangements between Further Education (FE) colleges across South Essex (including SBC) to provide and deliver cohesive curriculums. It is envisaged there will be an increase in cross boundary movements of post 16 student travel with the rationalisation of curriculum delivery across the South Essex colleges. It is recommended that consideration should be made to support both FE Establishments to construct a sustainable student travel strategy. ECC would expect to be engaged as part of the ongoing close working to develop opportunities for achieving local labour and a skills legacy; and that reference is made to ECC's engagement with the Essex Planning Officers' Association on the relationship between post 16 education	Noted. This will be addressed within relevant Plan policies and liaison will be undertaken with ECC. .

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				and skills with local plans and planning applications.	
8.	Essex County Council	4045	Comment	Customer Services. ECC seek reference to libraries and their role in the provision of public services and that ECC would expect to be engaged by SBC on this matter in respect of any new developments on the Southend/Essex boundary which will require close cross boundary working.	Noted. This will be reflected in the Plan and relevant consultation undertaken.
8.	Essex County Council	4046	Comment	Public Health. ECC welcome the inclusion "health and wellbeing" throughout the Issues and Option Plan and as the approach to underpin sustainable development. ECC consider Health and Well-being to be a cross boundary issue and would expect to be engaged as part of the ongoing close working so that Essex residents benefit from increased access to healthier places throughout Greater Essex.	Noted Southend BC will work closely with Essex CC on this matter
8.	Essex County Council	4062	Comment	If SBC (and RDC) progress the option of a new cross-border GC, ECC would expect to work in collaboration with health and wellbeing partners including Southend Public Health and NHS partners from the Mid-Essex and South Sustainability Transformation Partnership (STP) to ensure that impacts to health and wellbeing service provision are considered. This would also include access to NHS infrastructure led by the STP estates team. This collective approach would support the wider health and wellbeing system to ensure sustainable delivery of services to meet need. ECC can advise that if this option is progressed that early engagement with health partners occurs to ensure that health and wellbeing is 'designed' in to master-planning for this development so to allow for local evidence based need and supporting strategies and policies to be included (as above).	Noted. Southend BC is committed to a collaborative approach to the delivery of new health infrastructure.
8.	Mr Alan Grubb	4083	Comment	Reintroduce community buildings to reduce social isolation.	Noted.

8.1 Are there any specific issues regarding educational provision that you consider need to be addressed with respect to new development?

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8.1	Mrs Karen Tinnams	2974	Comment	High quality apprenticeship provision. Since PROCAT merged with SEC I am concerned about the quality of provision of technical apprenticeships in the area	Noted.
8.1	Mr Joseph Raven	3013	Support	School plans, education and health regulations	Noted
8.1	Mr Joseph Raven	3014	Support		Noted.
8.1	Mr Joseph Raven	3015	Support		Noted.
8.1	Mr Murray Foster	3107	Support	Yes in regard how adjacent existing Primary schools are to new developments to minimise car usage for travel to school.	The design of new developments will take into account the need for new schools. The planning system can help minimise car usage but parental choice also has a key role.
8.1	Mr Laurence Steel	3271	Support	We do need to be able to cope with demand	Noted
8.1	Mr Ian McLernon	3345	Comment	Need to think about catchment areas - daft that with current plans people walk past the school closest to them to get to the school in their catchment area. Current models do not support sustainable transport, or walking to school - look at positions and locations to support greener transport	Noted. Parental choice is outside the remit of the Planning system.
8.1	Mrs Valerie Morgan	3504	Support	Leigh needs a new Primary school.	Noted. This will be examined as part of the Infrastructure Delivery Plan work.
8.1	Mrs Angela Baldock	3586	Comment	School catchment areas should allow those closest to be in the catchment area regardless of where the other schools are rather than trying to attract those further away, because where people live further away they drive to the school so it makes more sense for those closest to be given priority as they will walk. Also before family housing is developed there needs to be school places available.	Noted. Parental choice is outside the remit of the Planning system.. The design of new developments will take into account the need for new schools.
8.1	Mrs Gaynor Martin	3635	Support	Schools can choose to interpret the government guidelines in	Noted. Parental choice is outside

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			a way that supports children and staff, rather than works against them. On the whole school environments were happy places, now too often no one has time for each other.	the remit of the Planning system.	
8.1	Mrs Clare Dellow	3754	Support	Need to build new secondary school and primary schools. Include under option 3	It is recognised that new Primary and Secondary school provision will be required to accommodate Option 3.
8.1	Southend-on-Sea Borough Council – Libraries & Museum’s	3873	Comment	In some instances (not always in this Borough) primary school provision is made for new developments but little, if any provision for secondary education, often resulting in children & young people having to travel long distances. This can cause financial pressures on parents / carers in terms of public transport and can also contribute to increased use of car journeys doing the school run.	Noted. Planning staff are working closely with Education colleagues to identify what secondary provision is required.
8.1	Southend-on-Sea Borough Council – Libraries & Museum’s	3874	Comment	Transport routes around those new developments are also key in helping education be accessible.	Noted.
8.1	Leigh-on-Sea Town Council	4145	Comment	There is a specific issue in Leigh-on-Sea that it needs a new primary school and relevant support services surrounding that.	Noted. This will be examined as part of the Infrastructure Delivery Plan work.
8.2 How do you consider that health issues should be addressed in the Local Plan? How can new development encourage healthy lifestyles?					
8.2	Mrs Karen Tinnams	2975	Support	This is essential for the future ways of living	Noted.
8.2	Mr Murray Foster	3108	Support	New development must be reasonably adjacent to community facilities thus encouraging walking/ cycling or usage of buses	Noted
8.2	Mr Daniel Adamson	3160	Comment	Improving the town's cycle network - see my comments in that section - would help to get more people cycling, both for recreation purposes and for travelling to work/school/college, etc. Such improvements would therefore obviously encourage a	Noted. It is recognised that there is a link between cycling and healthy living.

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				healthier lifestyle for the town's residents.	
8.2	Mr Laurence Steel	3272	Support	Need to develop health centres more local to community in some areas – particularly to the east of the town. Would save journeys to the hospital	Noted. The Council is liaising with the NHS to identify the most effective ways of delivering health provision over the Plan period.
8.2	Mr Ian McLernon	3346	Comment	<p>Joined up cycle paths would encourage more people to cycle if they felt safe</p> <p>Better links to Garons and other exercise locations to support active lifestyles</p> <p>A public pool back in the centre of town to allow residents and office workers to swim</p>	Noted. The Playing Pitch and Built Facilities Strategy prepared using Sport England guidance and published with the Issues and Options identifies the adequacy of existing swimming pool provision.
8.2	Southend Borough Council Regulatory Services	3367	Support	Restrict fast food premises, build more green spaces and community based spaces so that people will have more safe spaces to access for leisure.	Noted. Policies on this matter will be informed through discussion with Public Health colleagues and the Green Infrastructure Study.
8.2	Southend Borough Council Regulatory Services	3411	Support	<p>The Southend 2050 plan states that : 'Healthy living planning can influence the environment and also promote healthier lifestyles. We need to embed health into all planning policies.' Central government states in the Childhood Obesity Plan that it will assist planning inspectors in this regard. This is therefore the time to take the initiative and tackle obesity using the Planning system.</p> <p>In Southend 8.2% of our 4-5 year olds are starting primary school obese and this rapidly increases to 17.9% by the time they are leaving in Year 6 (10-11years). There are 198 fast food takeaways in Southend-on-Sea which represents 109.6 fast food outlets per 100,000 population. This is significantly</p>	Noted. Policies on Hot Food Takeaways will be developed having regard to a robust evidence base.

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			<p>greater than the overall England average 96.5 per 100,000 population.</p> <p>In Southend, the highest concentration of fast food outlets are in Milton (n=42) and Victoria ward (n=23). These wards also represent our most obese 4-5 year olds and 10-11 year olds in Southend, respectively</p> <p>We need to take this into consideration if we intend to achieve our 2050 Southend ambitions, particularly to 'protect the most vulnerable in our community'.</p> <p>Do we want Southend to have the highest concentration of fast food restaurants in Essex and be known as Essex's fattest town?</p> <p>The new Planning Practice Guidance states that local authorities are encouraged to use planning to restrict fast food outlets, particularly where there are high concentrations of outlets in a specified area, high levels of obesity and deprivation and where young people congregate. 40 authorities have introduced Supplementary Planning Documents to restrict growth of takeaways and fast food outlets (source: Public Health England) An example of this is Gateshead and Newcastle where all takeaway planning applications must include a Health Impact Assessment.</p> <p>Another example of good practice is in Luton where plans have been approved to limit fast food takeaways near schools. Milton Keynes is also restricting hot food takeaways near schools. The Mayor of London has announced that new takeaways will be restricted within 400m of schools. Section 8 of the National Planning Policy Framework talks about healthier living by enabling and supporting healthy lifestyles and access to healthier food. Southend must be progressive in the pursuit of a healthier vision for the town or risk failing in</p>	

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			the delivery of the United Nations Sustainability Development Goals - Good Health and Well-being and Reduced Inequalities, and consequently the Local Plan. Two of the outcomes of the Local Plan are Safe and Well and Opportunity and Prosperity – a high number of junk food establishments and the associated image and sometimes anti-social behaviour that they may attract are the opposite of these goals. Is an obvious failure to achieve these outcomes due to poor Planning policy really what we want to see as the headline in the Echo?		
8.2	Ms Claudia Cullen	3423	Comment	Installing outdoor gyms is an excellent idea. I among many others use the outdoor gym in Bonchurch Park. It is popular and appreciated by those of us using it. The equipment has stood up well to attacks by yobs.	Noted.
8.2	Mrs Valerie Morgan	3505	Support	Improve cycle ways and landscaping to make walking the transport of choice	Noted.
8.2	Mrs Angela Baldock	3587	Comment	Large developments should have access to good cycle routes and open spaces which benefit nature and also walking routes. Also lots of trees and suitable wildlife habitat to support good mental health	Noted. The Green Infrastructure Study will help to identify locations which are most suitable for Green Corridors and Cycle routes.
8.2	Ms Hayley Dixon	3625	Support	Ensure walking and cycling routes are in place between various destinations. Support retail and leisure developments promoting healthy food offers. Develop space for activities that are being carried out in the home in the town centre, to encourage communal activity and participation.	Noted.
8.2	Mrs Gaynor Martin	3636	Support	Take a long term, holistic approach to getting the best out of our work force.	Noted.
8.2	Southend-on-Sea Borough – Parks and Open Spaces	3729	Comment	Providing public green spaces, streets with soft landscaping and informal recreational opportunities, including play facilities, could help with a healthy lifestyles	Noted. This will be informed by the Green Infrastructure Study.

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8.2	Southend-on-Sea Borough Council – Libraries & Museum’s	3875	Comment	Quality of buildings – environmental measures in terms of rain water harvesting, low energy costs (consider fuel poverty), cooling of homes etc	Noted. This will be considered as part of the development of design policy.
8.2	Southend-on-Sea Borough Council – Libraries & Museum’s	3876	Comment	Cycle paths. Well maintained and attractive paths / trails to encourage people to walk more and explore the local area & environment	Noted
8.2	Southend-on-Sea Borough Council – Libraries & Museum’s	3877	Comment	Air Quality & reliance on combustion engine – what are the alternatives? Availability of electric vehicle charging points around the borough	Noted. There is potential to include electric charging points as part of policy requirements.
8.2	Leigh-on-Sea Town Council	4146	Comment	By consideration of cycle ways and leisure facilities within development areas and good landscaping to encourage walking.	Noted.
8.3	Should we require open space and play areas as part of new development schemes. Do you think in appropriate cases this could be provided in an offsite location?				
8.3	Mrs Karen Tinnams	2976	Comment	I have children ages 3 and 6, it is great that I have 2 parks in close walking distance and believe that this should be planned into any new developments	Noted.
8.3	Mr Murray Foster	3109	Support	Depends on how big scheme is - for example the development on Echo site (Priory Crescent) has Priory Park adjacent. If a similar sized development didn't have and adjacent open space already existing then would need to be created within site	Noted.
8.3	Mr Laurence Steel	3273	Support	They do go best with new developments and near to them or as part of them	Noted
8.3	Mr Ian McLernon	3347	Comment	New developments should have access to local open space, if a significant development that should be encompassed within that development	Noted.
8.3	Southend Borough Council Regulatory Services	3368	Support	Yes new sites should not be allowed to develop without them. An offsite location would mean that children may not be safe and would be less likely to use them. They should not have to	Noted. Further consideration will be given to this matter, supported by the production of a

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			travel somewhere to play.	robust evidence base, during the production of the next stages of the Local Plan	
8.3	Ms Claudia Cullen	3424	Support	This is critical. Open park and Play areas are a necessity. Bonchurch is a small park but is heavily used by everyone in the area. If of off-site location is the only option then that should be required. Offsite would only work if it is in easy walking distance and not requiring the crossing to too many busy roads.	Noted. This can be considered in criteria for off-site provision.
8.3	Mrs Valerie Morgan	3506	Support	Yes but easily and safely accessible	Noted
8.3	Mr Jeremy Martin	3536	Support	There should be a general provision for increased open and green space with no option to reduce it.	Noted. but increasing open space is a challenge in a densely populated area such as Southend.
8.3	Mrs Angela Baldock	3588	Comment	Only in an off-site location if there are good cycle and walking routes to it. Do not encourage people to get in their cars to drive there.	Noted.
8.3	Mr David Carpenter	3610	Support	Yes, ideally on site but if not an offsite location.	Noted
8.3	Southend-on-Sea Borough –Parks and Open Spaces	3731	Support	Green spaces and play areas along with other informal recreational facilities should be included in developments. The first option should be to include these within the development. However, offsite provision could be considered in some cases.	Noted. Further consideration will be given to this matter, supported by the production of a robust evidence base, during the production of the next stages of the Local Plan.
8.3	Mrs Clare Dellows	3757	Support	Provide off-site by building a large new park as part of option 3	Noted. Greenspace and play provision would be an essential component in any Masterplan should Option 3 be pursued.
8.3	Southend Borough Council 2050 Safe and Well	3768	Support	Yes – open and green space will be an important part of new development schemes. Open and green spaces should not be provided in offsite	Noted.

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			locations as they would then not be directly accessible to people's living space and therefore their daily lives. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads		
8.3	Southend-on-Sea Borough Council – Libraries & Museum's	3880	Comment	Consideration could be given to offsite provision if it meant amalgamating small provision into a larger space to create greater capacity and more benefit to communities. Thought would need to be given to access routes to off-site provision and also what the implications for the original development and its residents would be if those locations did not have any open space or play areas at all.	Amalgamating provision could be an option but would need careful exploration. If open space is too far from potential users it could be a barrier to usage. This would need to be carefully considered in the development of criteria.
8.3	Leigh-on-Sea Town Council	4147	Comment	Yes, Leigh Town Council think open space and play areas should be included as part of new development schemes, however not unless they are easily accessible with no major hazards in terms of walking accessibility.	Noted..
8.4	As part of planning approvals should we ensure that all developments deliver quality broadband infrastructure and connectivity?				
8.4	Mr Murray Foster	3110	Support	Yes plus solar/wind power as well if possible	Noted. The Council will consider the potential for incorporating sustainable energy as part of the plan preparation process.
8.4	Mr Richard Kurti	3155	Support	High quality and high speed internet is essential in the modern world. It should be available everywhere.	Noted.
8.4	Mr Laurence Steel	3274	Support	Yes very sensible	Noted.
8.4	Mr Ian McLernon	3348	Support	Yes	Noted.
8.4	Ms Claudia Cullen	3425	Support	Completely agree.	Noted.
8.4	Mrs Valerie Morgan	3507	Support	Yes	Noted.
8.4	Mrs Angela Baldock	3589	Support	Yes	Noted.

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8.4	Ms Hayley Dixon	3626	Support	Yes	Noted.
8.4	Southend-on-Sea Borough – Parks and Open Spaces	3732	Support	Yes. Connectivity is important to modern life for both work and leisure.	Noted.
8.4	Mrs Clare Dellow	3759	Support	Yes	Noted.
8.4	Metrotidal Ltd	3823	Comment	The Metrotidal proposals contribute to improved broadband infrastructure and connectivity.	Noted
8.4	Southend-on-Sea Borough Council – Libraries & Museum's	3881	Comment	Yes – this should be a given and will encourage more people to be attracted to moving to / staying in the borough or doing business here.	Noted
8.4	Leigh-on-Sea Town Council	4148	Comment	Yes quality broadband should be part of planning approvals	Noted.
8.5	Do you have any other issues/comments?				
8.5	Rochford District Council	3435	Comment	RDC has no specific comments to make on the other topic areas at this time, but would appreciate the opportunity in the future to consider and discuss the implications of these issues as Southend's Local Plan progresses and its scope is refined. RDC acknowledges that the South Essex JSP will be an effective mechanism for considering some of these issues in more detail, including with respect to ensuring planned growth is sustainable in the context of social infrastructure and green spaces.	Noted. SBC will continue to engage with RDC and other South Essex authorities as part of the Association of South Essex Local Authorities and the preparation of a Joint Strategic Plan and related local plans including social infrastructure and green space provision.
8.5	Mrs Valerie Morgan	3508	Support	No	Noted
8.5	Mr Jeremy Martin	3537	Support	Electrical infrastructure needs strong provision to ensure that growth can occur. This should link to the recently launched TriLEP Energy Strategy and a waste to energy plant should be provided for with sites identified clearly in advance. Providing for electricity generation and heat provision through a heat network from waste to energy will provide	Noted. These issues will be further examined as part of the preparation of the Infrastructure Delivery Plan

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			increased electrical resilience, will reduce the pressure on the grid, will provide low carbon heat and power to sections of the town. At the same time, it will lower vehicle emissions from slow moving, large vehicles, improve AIR QUALITY and provide for increased recycling if implemented well	
8.5	Essex and Suffolk Water (NWG)	3738	Comment We note the supporting text refers to the "increased use of sustainable technologies should also be incorporated wherever possible". Essex and Suffolk Water actively promote water efficiency and we offer a discount to developers that design and build houses to promote a lower consumption of water. Essex and Suffolk Water shall waive the water infrastructure charge if evidence is provided to show a house is to be built to achieve a consumption of no more than 105 litres per person per day. This can be found in our charges scheme at: https://www.eswater.co.uk/developers/our-charges.aspx We hope the council will seek to explicitly include a policy that will promote the use of technologies to reduce water consumption too.	Noted. It is recognised that promoting water efficiency in a dry area like Southend is important. The Council will consider the opportunities to reflect this within Local Plan policy.
8.5	Mrs Gaynor Martin	3760	Support Make more use of existing buildings by renovating & repurposing. If no owners are forthcoming, post official notices in the press & online with a 3 month deadline. Then sell or use for the benefit of the community. Ask people to alert the council to abandoned properties.	Noted. The Council will seek to encourage the re-use of existing buildings whenever possible and where it will contribute to a high quality urban environment.
8.5	Anglian Water	3837	Comment We note that reference is made to a lack of capacity within combined sewers for additional foul flows within the public sewerage network managed by Anglian Water. There is an established process for funding and delivery of new and improved water recycling infrastructure by Anglian Water and through developer charges. As you may be aware Water and sewerage companies	Noted. The Infrastructure Delivery Plan that supports the Local Plan will consider these issues in more detail. The Council would welcome dialogue with Anglian Water on the companies proposals for the 5 year

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			<p>including Anglian Water prepare business plans on a 5 year investment cycle. Customer charges will be set following submissions from Anglian Water about what it will cost to deliver the business plan. Anglian Water's business plan for the next Asset Management Plan period (2020 to 2025) was submitted in August 2018 to our regulator Ofwat.</p> <p>We have recently published a Water Recycling Long Term Plan (WRLTP) which sets out a long term strategy to identify the need for further investment by Anglian Water at existing water recycling centres or within foul sewerage catchments to accommodate the anticipated scale and timing of growth in the company area. This document has been used to inform future business plans including the business plan which has been submitted for 2020 to 2025.</p> <p>We have considered a range of solutions within sewer catchment or at the Water Recycling Centre to accommodate further growth as part of this plan. WRC upgrades will not be the most appropriate solution in all cases, we will assess what solution resolves the need whilst providing the best value for money for our customers.</p> <p>Anglian Water's final business plan is expected to approved by our regulator Ofwat in December 2019.</p> <p>The expectation is that investment for water recycling centres will be subject to the outcome of business planning process. It will also be reviewed on annual basis taking account of the proposed scale and timing of development in specific catchments. As such we would consider any additional growth identified in the Council's new Local Plan.</p> <p>Anglian Water as a sewerage company seeks fair contributions through charges directly from developers under the provisions of the Water Industry Act 1991 to drain a site</p>	<p>Investment cycle period but also looking ahead over the period to 2038 and how these relate to the Council's plans for growth.</p>

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			<p>effectively. As such we would not, in most cases, make use of planning obligations or standard charges under Planning Legislation for this purpose.</p> <p>Charging mechanisms have recently been simplified, with most companies now introducing a standard charge for all new dwellings which will be used to fund water supply and foul sewerage network improvements. Further information relating to the current developer charges is available to view at the following address: http://www.anglianwater.co.uk/developers/charges/ We would ask that Southend on Sea Council considers the published WRLTP together with other relevant technical evidence as part of the preparation of the New Local Plan. In the event that Southend on Sea Council intends to commission further technical evidence relating to Anglian Water's existing water recycling infrastructure we would wish to be involved in the scoping process to avoid potential duplication. As such we welcome further discussions with Southend on Sea Council on this topic.</p>	
8.5	Southend-on-Sea Borough Council – Libraries & Museum's	3879	<p>Comment</p> <p>Signage to parks / open spaces / more outdoor fitness equipment along the seafront, on the beach - make the use of that equipment part of our culture (seems to work in various European destinations)</p>	Noted.
8.5	Essex County Council	4065	<p>Comment</p> <p>ECC would anticipate that SBC would require the provision of digital infrastructure in accordance with NPPF. ECC Superfast Essex, work with Essex borough, city and district authorities and require provision of digital and broadband infrastructure policies within new Local Plans, to support new developments</p>	Noted. Southend Council are working closely with private and public partners on digital infrastructure
8.5	Leigh-on-Sea Town Council	4149	<p>Comment</p> <p>No further comments or issues to raise</p>	Noted.

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9.	How best do we protect and enhance our environment in the face of increasing growth and development pressures?				
9.	Anglian Water	3838	Comment	We note that reference is made to working with stakeholders to ensure protect and enhance the natural environment including through biodiversity net gain which is supported. We would suggest consideration be given to natural capital as well as biodiversity net gain and how this could be delivered potentially with other South Essex authorities and stakeholders e.g. natural capital investment plan.	Noted. The Council will continue to engage with partners in developing policies to protect and enhance the natural environment.
9.	Natural England	3924	Comment	The following designated sites and environmental considerations fall within Southend: <ul style="list-style-type: none"> • Benfleet and Southend Marshes SSSI, SPA, Ramsar • Foulness SSSI, SPA, Ramsar • Outer Thames Estuary SPA • Essex Estuaries SAC • Leigh NNR Areas of ancient woodland (such as near Leigh-on-Sea) – the plan area is directly adjacent Great Wood & Dodds Grove SSSI Natural England would expect Appropriate Assessment of sites to be undertaken for the Local Plan. A full assessment of all relevant designated sites and environmental considerations, and the potential impacts of the Local Plan should be made through the appropriate mechanisms. The Plan should set out criteria for selecting and allocating sites, particularly focussing on those with the least environmental value, for instance, avoiding designated sites and landscapes, BMV land, areas at risk of flooding/coastal erosion etc.	Noted. The new Local Plan will provide a review of existing policy and designations, setting out a policy approach that continues to facilitate the protection of designated sites, green space and waterways as appropriate, informed by evidence including a Blue and Green Infrastructure Study. The local plan will also be subject to Sustainability Appraisal and Habitats Regulations Assessment.
9.	Natural England	3925	Comment	Green Infrastructure provides multiple functions and Natural England would be supportive of a strategic approach to green infrastructure, ensuring good ecological connectivity and high	Noted. The new Local Plan will provide a review of existing policy and designations, and will

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				<p>quality networks across the plan area. Would welcome a dedicated Green Infrastructure (GI) policy requirement with consideration of existing GI availability, location and connectivity, SUDS etc. – should contribute to Biodiversity Action Plan (BAP) targets, Rights of Way (PROW) Improvement Plans and GI Strategy. The plan should take a strategic approach to the protection and enhancement of the natural environment and aim for a net gain for biodiversity, particularly for large scale specific allocations. Also reiterate the importance of GI as a buffer and form of mitigation.</p>	<p>continue to protect designated sites, green space and waterways as appropriate, informed by evidence including a Blue and Green Infrastructure Study. This will involve working together with neighbouring local authorities and other partners in South Essex.</p>
9.	Natural England	3926	Comment	<p>The plan should consider the strategic impacts on water quality and resources as outlined in paragraph 170 of the NPPF. We would also expect the plan to address flood risk management in line with the paragraphs 155-165 of the NPPF. The Local Plan should contain policies which protect habitats from water related impacts and where appropriate seek enhancement. Priority for enhancements should be focused on statutorily designated and local sites which contribute to a wider ecological network. The Local Plan should positively contribute to reducing flood risk by working with natural processes and where possible use Green Infrastructure policies and the provision of SUDs to achieve this.</p>	<p>Noted. The new Local Plan will provide a review of existing policy and designations, and will continue to protect designated sites, green space and waterways as appropriate, informed by evidence including a Blue and Green Infrastructure Study. Flood Risk Management and Sustainable Urban Drainage (SuDs) measures will form a key part of this.</p>
9.	Natural England	3927	Comment	<p>Plan should promote the consideration of the Essex and South Suffolk Shoreline Management Plan (2010) (SMP) within the Local Plan with the aim of integrating, supporting and implementing the policies of the SMP within the relevant Epochs.</p>	<p>Noted. The Local Plan will take account of this evidence based document in reviewing policies for the coastline.</p>
9.	Environment Agency	3945	Comment	<p>We feel that green infrastructure should be given a more prominent place in this part of the plan. All development should be required to incorporate meaningful green</p>	<p>Noted. The new Local Plan will provide a review of existing policy and designations, setting</p>

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			infrastructure. Features that could be incorporated into developments include swales, ponds, reed beds and wildflower rich grasslands. Incorporating features such as green roofs and walls can be particularly effective measures providing urban habitats, increasing energy efficiency for buildings and attenuation of rain water.	out a policy approach that continues to facilitate the protection of designated sites, green space and waterways as appropriate, informed by evidence including a Blue and Green Infrastructure Study.
9.	Environment Agency	3947	Comment Encourage the use of brownfield sites and contamination issues should be considered - Further information can found in the groundwater protection documentation at https://www.gov.uk/government/collections/groundwater-protection	Noted. In seeking to deliver the Borough's Objectively Assessed Housing requirement the Local Plan will seek to make the most effective use of brownfield land (previously developed sites). This will need to take account of the potential for land contamination and remediation.
9.	Historic England	3969	Comment Multi-functional green space (Green Infrastructure) should also be considered in context of heritage interest	Noted. The new Local Plan will provide a review of existing policy and designations and policies will seek to protect and enhance the historic value of sites and features within green space and waterways, informed by a robust evidence base.
9.	Port of London Authority	3976	Support The PLA supports the various broad options related to issue 9 (Enhancing our natural environment), particularly with regard to the protection and enhancement of the coastline, which continues to be the Boroughs best used asset. There are a number of projects and plans both adopted and in	Noted. The PLA will be consulted on the new Local Plan as it develops, and other Council plans and strategies.

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			development in Southend that could have an effect on its shoreline and associated activities, including the Southend Shoreline Strategy (2018), Old Leigh Spatial Plan (draft) and the draft Shoeburyness Coastal Management Scheme Area. The PLA request to be consulted on these documents, as well as the Local Plan itself as they progress.	The Old Leigh Spatial Plan is being developed by Leigh Town Council.
9.	Essex County Council	4039	<p>Comment</p> <p>Seek clarification and reference to Habitat Regulation Assessments and /or Appropriate Assessments within the preparation of the Local Plan, given the area lies within the Zone of Influence for the Essex Recreation, disturbance Avoidance Mitigation Strategy (RAMS).</p> <p>Within the Green/Blue Infrastructure topic paper there is no mention of numerous ordinary watercourses that cross Essex. While there are too many to be individually addressed the paper should acknowledge that the quality and volume of water in these features will have an impact on more recognised downstream features.</p>	<p>The Issues and Options document references the RAMS work as a key piece of evidence, and states that the local plan will be accompanied by a Habitats Regulations Assessment (HRA) to assess the effects of the plans proposals (on their own and in combination with other plans and proposals) on habitats or species on the foreshore which are designated as being of international and European importance.</p> <p>The local plan will acknowledge that the quality and volume of watercourses outside the Borough will have an impact on waterways within the Borough itself.</p>
9.	Essex County Council	4047	<p>Comment</p> <p>ECC welcome the inclusion of "green infrastructure" including environment as a cross boundary matter and will continue to work with SBC</p> <p>In respect of Ecology, ECC seek clarification on the preparation of a Habitat Regulations Assessment or</p>	Noted. The new Local Plan will provide a review of existing policy and designations, setting out a policy approach that continues to facilitate the

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			Appropriate Assessment and recommend that ecology is reconsidered to include reference to residential growth impacts on European habitats with reference to the Essex RAMS.	protection of designated sites, green space and waterways as appropriate, informed by evidence including a Blue and Green Infrastructure Study. The Issues and Options document refers to the RAMS strategy and need for HRA of the plan.
9.	Essex County Council	4066	Comment ECC would anticipate that the natural environment should be maintained and where possible improved as part of any new development. ECC anticipate that flood risk management would have a key role in providing green and blue infrastructure corridors throughout Southend, in particular, linking areas of habitat across the boundaries of adjacent administrative areas. ECC notes SBC is the LLFA for Southend with their own policies addressing the management of surface water as part of new developments; ECC suggest that these are as closely aligned as possible with ECC, to help provide consistency for developers working within/across both LLFA areas. ECC therefore seek wording to acknowledge the importance of SuDS provision in developing the natural environment.	Noted. Flood Risk Management and the management of surface water drainage have a key role in the development of a blue and green infrastructure network in the Borough and beyond. The Council will work together with Essex County Council and neighbouring authorities in developing an evidence base to support new policies to protect and enhance green space and waterways.
9.	Essex County Council	4067	Comment ECC seek clarification and reference to Habitat Regulations Assessments and/or Appropriate Assessment within the preparation of the new Local Plan. ECC consider this to be of relevance given the area of the new Local Plan lies within the Zone of Influence for the Essex RAMS being prepared collaboratively by Essex Authorities (including SBC). ECC	The Issues and Options document refers to the RAMS strategy and need for HRA of the plan. The Council will work together with ECC and other partners to implement the RAMS

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			anticipate there will be a need for an Appropriate Assessment, and that the new Local Plan and any housing allocations to be developed with proportionate financial contribution towards delivery of mitigation measures at the coast in perpetuity to avoid recreational disturbance, to comply with the Essex RAMS policy to meet the legal requirements of the Habitats Regulations and in compliance with the NPPF	document.
9.	Mr Alan Grubb	4084	Comment Semi-mature trees and soft landscaping and more green spaces are needed within the Borough. These should be provided within all new developments. There has been a reduction in street trees within 'ladder streets' in Westborough ward, resulting in loss of shade, and biodiversity. With the town increasing in population there is a need to reintroduce additional green spaces/landscaping at every opportunity.	Noted. The new Local Plan will facilitate the protection of designated sites, green space and waterways as appropriate, informed by evidence including a Blue and Green Infrastructure Study, and identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the Borough.
9.1	Work with other stakeholders, funding bodies and developers to identify opportunities to promote and enhance the natural environment, and incorporate net gains for biodiversity in new development?			
9.1	Mr Joseph Raven	3016	Support	Noted.
9.1	Mr Joseph Raven	3017	Support	Noted.
9.1	Mr Joseph Raven	3018	Support	Noted.
9.1	Mr Murray Foster	3111	Support	Noted.
9.1	Mr Ian McLernon	3349	Support	Noted.
			Yes this needs to be a given/ embedded climate change challenges	Noted.
			But also work with local residents it is their environment! ... don't just let this be lead by the centre or developers - should	Noted.

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				be part of local plans	
9.1	Mrs Valerie Morgan	3509	Support	Yes	Noted.
9.1	Mr Jeremy Martin	3538	Support	This is critical. Southend may have wonderful parks but is still in the lower quartile for green space. More green provision at the same quality is called for to protect health, particularly mental health, manage flooding, improve AIR QUALITY and heat management	Noted. The new Local Plan will facilitate the protection of designated sites, green space and waterways as appropriate, informed by evidence including a Blue and Green Infrastructure Study, and identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the Borough, recognising the multi-functional nature of green space.
9.1	Mrs Angela Baldock	3590	Support	Work with RSPB, Essex wildlife trust etc to identify important wildlife areas and work to enhance existing areas and build wildlife corridors to link up isolated wildlife sites as nature reserves. Refuse to allow development in these important wildlife areas, and make these places a haven for wildlife and quiet contemplation that reduces the impact of living in a overly built up environment.	Noted. The new Local Plan will be informed by a robust evidence base including a Blue and Green Infrastructure Study. It will identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the Borough, and providing a net gain for biodiversity in new development.
9.1	Ms Hayley Dixon	3627	Support	Yes	Noted.
9.1	Essex Wildlife Trust	3659	Comment	Good nature-friendly developments retain and protect existing wildlife habitats and connect them up with wildlife-rich gardens, verges, amenity green space, cycle paths and	Noted. The new Local Plan will be informed by a robust evidence base including a Blue

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			<p>walkways. The aim should be to create a network of natural green corridors weaving through a development, into the surrounding urban and rural landscapes and contributing to the wider ecological network.</p> <p>This approach improves air quality, reduce surface water flooding and makes developments greener and more attractive places in which to live. Residents should have easy access to safe, beautiful, natural spaces for exercise, play and social interaction. Contact with nature should be part of everyday life.</p>	<p>and Green Infrastructure Study. It will identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the Borough, and providing a net gain for biodiversity in new development.</p>
9.1	Southend-on-Sea Borough – Parks and Open Spaces Department	3736	<p>Support</p> <p>It is important that we have no net loss of biodiversity in the borough. Due to its dense urban nature even road side verges in our residential streets are important to the town’s biodiversity.</p> <p>The local plan should adopt a biodiversity calculator and offset for all developments.</p> <p>The design of development should enhance and encourage biodiversity.</p>	<p>Noted. The new Local Plan will be informed by a robust evidence base including a Blue and Green Infrastructure Study. It will identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the Borough, and providing a net gain for biodiversity in new development. Consideration will be given to the development/adoption of a biodiversity calculator, building on best practice elsewhere.</p>
9.1	Mrs Gaynor Martin	3775	<p>Support</p> <p>I've mentioned in Section 8 about making use of disused properties first before building new blocks of flats. Yes, each new number of houses should have the appropriate number of places at school, dentist, doctors, parks etc for their inhabitants rather than put more pressure on existing</p>	<p>Noted. The new Local Plan will identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the</p>

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			resources. No doubt there's a formula for how much space etc an individual needs to thrive. We should not stint on this.	Borough.	
9.1	Essex County Council	4068	Comment	ECC support a positive approach to the role and provision of Green and Blue Infrastructure; and suggest this includes links to the neighbouring authority areas and respective studies including the South Essex Green Infrastructure Strategy and the emerging Green Essex Strategy, being prepared by the Essex Green Infrastructure Partnership	The Council will work together with Essex County Council and neighbouring authorities in developing an evidence base to support new policies to protect and enhance green space and waterways and integrate them effectively into new development.
9.1	Leigh-on-Sea Town Council	4150	Comment	Yes although they should be locked in to appropriate agreements.	Noted.
9.2	Seek to enhance the boroughs network of green infrastructure using developer contributions for the management of green and open spaces and introduction of pocket parks?				
9.2	Mr Murray Foster	3112	Support	Yes especially with densification of built environment	Noted. The Local Plan will identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the Borough.
9.2	Mr Ian McLernon	3350	Support	Yes agree - but not at the cost of allowing them to develop in ways that detract from the amenity	Noted.
9.2	Mrs Valerie Morgan	3510	Support	Yes	Noted.
9.2	Mr Jeremy Martin	3539	Support	All developments should be required to increase available green space and reduce surface water run-off.	Noted.
9.2	Mrs Angela Baldock	3591	Support	Make sure green spaces have areas that are supportive of wildlife not just manicured green sterile spaces.	Noted. The local plan will identify opportunities for new and enhanced green spaces, including within densely

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				developed urban parts of the Borough, and providing a net gain for biodiversity in new development.	
9.2	Essex Wildlife Trust	3669	Comment	<p>Developers should ensure new housing developments result in:</p> <p>More than compensating for any habitat that is lost - where damage to existing habitats is unavoidable, mitigation must bring about an overall gain in habitats. This should be assessed objectively using an improved version of the Defra biodiversity metric.</p>	<p>Noted. The Local Plan will identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the Borough, and providing a net gain for biodiversity in new development.</p> <p>Consideration will be given to the inclusion of the Defra biodiversity calculator within the plan.</p>
9.2	Southend-on-Sea Borough –Parks and Open Spaces Department	3756	Support	<p>Green infrastructure in the town is under pressure and needs to be protected and enhanced. Developers should contribute to new and to enhancing green infrastructure.</p> <p>Southend lacks public green space with some wards having none. New green space and pocket parks should be funded by developer contributions.</p>	<p>Consideration will be given to the inclusion of a biodiversity calculator, building on best practice elsewhere. This will calculate the required contribution to provide a net gain in biodiversity.</p>
9.2	Southend Borough Council 2050 Safe and Well	3770	Support	<p>Yes – the Local Plan should be signalling the importance of the green infrastructure and that developers will be required to incorporate this into their proposals when they bring them forward, particularly in respect of climate change challenges of increased temperatures and more intense rainfall.</p> <p>Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads</p>	<p>Noted.</p>

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9.2	Mrs Gaynor Martin	3773	Support	My partner & I love to regularly walk and cycle around Southend and beyond from Shoebury to Hadleigh & Tilbury. Apart from the weekends most areas are almost deserted save a few dog walkers. It's a shame more people don't make use of the open spaces and cycle paths. We are already very impressed with what's been done. If possible it would be good to have a complete cycle network as I really don't feel safe on the roads what with potholes and fast drivers. I support RSPB and they buy up patches of land with a view to joining them up as a corridor of green space not just for birds but all living creatures. More of that would be welcome.	Noted. The Council will work together with Essex County Council and neighbouring authorities in developing an evidence base to support new policies to protect and enhance green space and waterways and developing a green and blue infrastructure network.
9.2	Essex County Council	4069	Comment	Overall ECC welcome the approach and suggest consideration is given to the Green Essex Strategy. ECC welcome the opportunity to engage with SBC in this project, especially in if there is a new cross boundary Garden Community.	Noted. The Council will work together with Essex County Council and neighbouring authorities in developing an evidence base to support new policies to protect and enhance green space and waterways and developing a green and blue infrastructure network.
9.2	Leigh-on-Sea Town Council	4151	Comment	Yes as long as they are properly maintained.	Noted.
9.3	In liaison with adjoining local authorities seek to provide new country park and open parkland facilities (including from developer contributions) as part of strategic development sites, including where they help mitigate pressure on some of the more sensitive coastal habitats?				
9.3	Essex Bridleways Association	3173	Support	Question 9.3: the provision of a new country park is a welcome proposal and we would ask that any new parks and open spaces within new development is accessible to all users, including equestrians.	Noted. .
9.3	Mr Laurence Steel	3275	Support	Need to get Suttons (on Garrison site) more accessible	Noted.
9.3	Mr Ian McLernon	3351	Support	Yes and look at joining up green areas to allow travel through	Noted. The Council will work

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			borough and into other boroughs i.e. coastal walk along SBC seafront through Old Leigh, past leigh station and Hadleigh Castle into Benfleet and beyond	together with Essex County Council and neighbouring authorities in developing an evidence base to support new policies to protect and enhance green space and waterways and developing a green and blue infrastructure network.	
9.3	Mrs Valerie Morgan	3511	Support	Yes	Noted.
9.3	Mrs Angela Baldock	3592	Support	Definitely, but work with environmentalists to ensure that areas protected are the valuable/important areas for breeding, migration, or overwintering birds/mammals, as not all green space is equal. Also develop a wildlife corridor with walking routes which would serve wildlife but also health benefits.	Noted. The new Local Plan will facilitate the protection of designated sites, green space and waterways as appropriate, informed by evidence including a Blue and Green Infrastructure Study.
9.3	Mrs Clare Dellow	3765	Support	Yes, do this under option 3	Noted.
9.3	Southend-on-Sea Borough Parks and Open Spaces Department	3769	Support	This approach could benefit both residents and visitors to the borough. However, any new country park and open parkland facilities needs to be easily accessible and well connected. A previously commissioned study, Urban Habitats is a possible reference. It is important that any new country park and open parkland facilities outside the borough is not to the detriment of green spaces or facilities in the borough.	Noted. The Local Plan will identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the Borough, and will ensure that new development provides a net gain for biodiversity in new development.
9.3	Mrs Gaynor Martin	3774	Support	Yes that sounds a good idea. The more green spaces, the better the air quality and people's sense of wellbeing.	Noted.
9.3	Southend Borough Council 2050 Safe and	3776	Support	Working with adjoining local authorities is critical to achieving a suitable overall response to the combination of challenges	Noted. The Council will work together with Essex County

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Well			<p>that the future poses for the Borough in respect of all the issues being addressed by the Local Plan.</p> <p>A new country park could bring a variety of benefits and contribute towards delivery of a number of 2050 outcomes (including Green City). Delivery of this will require working together with adjoining local authorities to deliver on the strategic infrastructure requirements, particularly if the increase in housing numbers is going to be delivered and if the new settlement is seen as the optimum way of delivering this.</p> <p>However we would regard having suitable green space integrated with all development as more important than having one designated green space in the form of a country park.</p> <p>Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads</p>	Council and neighbouring authorities in developing an evidence base to support new policies to protect and enhance green space and waterways and developing a green and blue infrastructure network.
9.3	Metrotidal Ltd	3824	Comment	As noted above The Metrotidal Lower Thames Orbital provides ready access to the wide open spaces of the Thames and Medway estuaries.	Noted.
9.3	Essex County Council	4070	Comment	ECC anticipate that SBC would explore this further with RDC and ECC as a cross boundary matter under the Duty to Cooperate.	Noted. The Council will work together with Essex County Council and neighbouring authorities in developing an evidence base to support new policies to protect and enhance green space and waterways and developing a green and blue infrastructure network.
9.3	Leigh-on-Sea Town Council	4152	Comment	This should be catered for in major development.	Noted. The Local Plan will identify opportunities for new

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				and enhanced green spaces. Major new development will be required to provide public open space including a net gain for biodiversity.
9.4	Do you have any other issues/comments?			
9.4	Mr Neil Hampson	3143	Support Reduce development on green spaces. Plant more trees. Renovate - fix not destroy old buildings - more green and older buildings build with more quality	Noted.
9.4	Mrs Valerie Morgan	3512	Support No	Noted.
9.4	Southend-on-Sea Borough – Parks and Open Spaces Department	3792	Comment Planting in our streets is important to the natural environment. Existing verges should be protected and enhanced where possible. All parking areas in new developments should be 'Green Driveways' using products such as grass reinforcement. The local plan should encourage residents to use green driveways on their properties. The local plan should preserve existing green space and encourage new green areas and environmentally friendly building design, e.g. green roofs on all developments. The local plan should adopt a biodiversity calculator and offset for all development. Developments should use sustainable technology, such as rain water harvesting, onsite power generation and storage and passive house to minimise the impact on the local area and further afield. Developments should minimise hard surfaces and maximise soft landscaping and green space. Developments should support wildlife by incorporating	Noted. The Local Plan will identify opportunities for new and enhanced green spaces, including within densely developed urban parts of the Borough, and will ensure that new development provides a net gain for biodiversity in new development.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				habitats in to the landscaping and the buildings.	
9.4	Leigh-on-Sea Town Council	4153	Comment	No further comments or issues	Noted.
10.	How best do we plan for the future impacts of climate change?				
10.	Anglian Water	3839	Comment	There is a need to consider the increased risk of flooding to the public sewerage network from significant rainfall events as well as energy generation etc. Please also see response to Question 7.	Noted. The local plan will need to effectively address climate change avoidance and mitigation in developing policies across the full range of issues.
10.	Environment Agency	3928	Support	Support the inclusion of the renewal and replacement of sea defences as one of the challenges illustrated in Figure 7. It would also be useful to acknowledge the challenges of surface water flooding (from urban drainage systems) and fluvial flooding (from watercourses) as being a significant challenge given that flooding from both of these sources has affected the Borough in the past decade. This is a challenge for both the Borough and ourselves as we both have responsibilities under the Flood & Water Management Act 2010 as respective Flood Management Authorities. We will need to work closely together over the plan period to ensure that we can meet both technical and funding challenges in seeking solutions to these issues.	Noted. The Council will continue to work with the Environment Agency and other partners to address issues such as flood risk management and surface water flooding and provide effective and creative solutions.
10.	Environment Agency	3939	Support	Support the inclusion of the renewal and replacement of sea defences as one of the challenges illustrated in Figure 7 of the Issues and Options document. Should develop planning policies for development of new or renewed sea defences and make clear requirements for contributions towards infrastructure on sites that come forward (from s106 or CIL). Local planning policies for the development of new or renewed sea defences would add	Noted. Local Plan policies will include sea defence renewal and replacement. Policy requirements for planning obligations and CIL will be developed and subject to viability assessment.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>weight to the recommendations of the TE2100 Plan and could set a framework for protecting land that is important for future flood defences (NPPF para 157b), and for making clear requirements for contributions towards infrastructure on sites that come forward that will benefit from those defences, or for integration of new developments with defences.</p> <p>Policy P3 of TE2100 Plan (to continue to maintain flood defences at current height) will have long term implications for C2C line with chance of overtopping tidal defences increasing over time.</p>	
10.	Environment Agency	3940	<p>Comment</p> <p>Would expect to see a section in the Local Plan looking at wastewater infrastructure and treatment, including:</p> <ul style="list-style-type: none"> • Sewerage networks – to ensure there is sufficient volumetric capacity in the existing sewerage networks in each of the areas where development is planned. If no capacity is currently available, then provisions need to be in place ahead of the occupation of dwellings. • Water Recycling Centres (WRC) – to highlight which WRC within the district are proposed to receive additional flows from planned development. A thorough assessment of existing capacity and future flows against the current discharge permit should be made (this is usually done via the WCS). Any WRC predicted to exceed its permitted Dry Weather Flow will require a new discharge permit to accommodate the additional growth – this may contain potential tighter permit limits which could provide a constraint on development. • Demonstrate that adequate foul drainage infrastructure can be provided in a timely manner ahead of occupation of new properties – both for sewerage network and WRCs <p>Demonstrate that the proposed development can be</p>	<p>Noted. The Council will work with partners including the Environment Agency in developing appropriate policies for water supply and wastewater infrastructure and treatment to ensure this will be adequate to support the level of growth proposed in the plan.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			delivered without causing a breach of environmental legislation (should not cause a deterioration in the receiving rivers/waterbodies)	
10.	Environment Agency	3942	Comment Acknowledge challenges of surface water flooding – will need to work together as respective Flood Management Authorities with responsibilities under the Flood & Water Management Act 2010. Sustainable drainage systems should be promoted as they offer the opportunity to enhance the environment by providing blue infrastructure and can increase water quality, as well as providing drainage to developments. Detailed requirements for SuDs are provided – also please refer to the SuDS Manual (CIRIA C753, 2015), the Susdrain website (http://www.susdrain.org/) and the draft National Standards for SuDS (Defra, 2015) for more information.	Noted. The Council will continue to work with the Environment Agency and other partners to address issues such as flood risk management and surface water flooding and provide effective and creative solutions.
10.	Environment Agency	3943	Comment Need to add Thames and Anglian River Basin Management Plans to evidence base.	Noted.
10.	Environment Agency	3944	Comment Water cycle study (WCS) 2010 – The Council’s WCS dates from 2010 - would expect to see a WCS referenced in the plan and summary of findings/recommendations linking to how development will be dealt with sustainably. The section on climate change does not mention the effect this may have on water supply. Water resources should be protected for people and the environment. We would like to see consideration of water supply for all new developments. We recommend an assessment regarding availability of water supply for further development and water saving measures. Development should be phased to ensure water supply demands are met.	Noted. The Council will work with partners including the Environment Agency in developing appropriate policies for water supply and wastewater infrastructure and treatment to ensure this will be adequate to support the level of growth proposed in the plan. This may include phasing of development pending delivery of the necessary facilities.
10.	Environment Agency	3948	Comment Climate change section does not refer to water supply – need	Noted. The Council will work

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			to see consideration of water supply for all new developments and recommend an assessment regarding availability of water supply for further development and water saving measures – development should be phased in line with water supply demands. Water efficient technology, fixtures and fittings should be considered as part of new development	with partners including the Environment Agency in developing appropriate policies for water supply and wastewater infrastructure and treatment to ensure this will be adequate to support the level of growth proposed in the plan.
10.	Historic England	3970	Comment Invite a specific policy relating to inclusion of renewable technologies within Conservation Areas seeking to secure a balance between the benefits that such development delivers and the environmental costs it incurs. The policy should seek to limit and mitigate any such cost to the historic environment.	Noted.
10.	Essex County Council	4040	Comment Issues and Options report is largely silent on minerals planning issues and there is no explanation for excluding these statutory obligations from consideration. ECC, as the statutory minerals and waste planning authority for the two tier area, would expect any proposals within Essex (i.e. outside of SBC administrative area) to comply with the Essex Minerals Local Plan (2014) (MLP) and the Essex and Southend on Sea Waste Local Plan (2017) which form part of the Statutory Local Development Plan and a material consideration for that area.	Noted. The development plan will address the sustainable use of minerals, in line with national policy.
10.	Essex County Council	4041	Comment Anticipates that flood risk management would have a key role in providing green and blue infrastructure corridors throughout Southend. Any site located on the Essex boundary or discharging into Essex should comply with the ECC Sustainable Drainage Design Guide 2016 (ECC SuDs Guidance) and be subject to consultation with the ECC as Lead Local Flood Authority	Noted. The Council will continue to work with partners to address issues such as flood risk management and surface water flooding and provide effective and creative solutions.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			(LLFA). Any development outside of SBC administrative area should wholly comply with ECC's SuDs guidance and the guidance relating to surface water flood risk outlined within the relevant district or borough local plan.	
10.	Essex County Council	4071	<p>Comment</p> <p>ECC is the neighbouring LLFA and would expect SBC to ensure that any development on the Southend/Essex boundary to not increase the flood risk within either authority area. ECC consider this to be a cross boundary matter and to be explored with ECC under the Duty. ECC would expect that any site located on the boundary of Essex or discharging into Essex should comply with Essex SuDS Guide and ECC should be consulted on any such developments as the neighbouring LLFA. In respect of any development within the Essex LLFA area (i.e. outside the administrative boundary of SBC), these should wholly comply with the Essex SuDs Guide and the guidance relating to surface water flood risk outlined within the relevant district or borough's local plans. In respect of the Blue /Green Infrastructure Topic Paper, supporting the Issues and Options Consultation, ECC is concerned that there is no consideration of the numerous ordinary watercourses that cross Essex. While there are too many to be individually addressed, ECC would expect the report to acknowledge that the quality and volume of the water in these features will have an impact on more recognised downstream features. ECC consider the references focusing solely on flood risk within the Central Seafront Area, to be too specific as all areas of new development should be managed to ensure that, as a minimum requirement, flooding doesn't get worse. Where possible, ECC recommend that betterment is sought whenever possible, in particular in areas of existing flood risk. This approach is critical for any cross-border development or</p>	<p>Noted. The Council will continue to work with Essex County Council and other partners to address issues such as flood risk management and surface water flooding and provide effective and creative solutions.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			development that takes place within ECC's administrative boundary. ECC would encourage SBC to take a similar approach within their own administrative area to help provide consistency for developers working in both areas.	
10.1	Should we develop local planning policies for the development of new or renewed sea defences?			
10.1	Mr Joseph Raven	3019	Support	Noted
10.1	Mr Daniel Adamson	3161	Comment	Noted. Local Plan policies will include sea defence renewal and replacement, taking into account the TE2100 strategy.
10.1	Mr Laurence Steel	3276	Support	Noted
10.1	Mr Ian McLernon	3352	Comment	Noted. The Council will continue to work with the Environment Agency and other partners to address issues such as flood risk management and surface water flooding and provide effective and creative solutions.
10.1	Southend Borough Council Regulatory Services	3369	Support	Noted
10.1	Mrs Valerie Morgan	3513	Support	Noted
10.1	Mr Jeremy Martin	3540	Support	Noted. The Council will continue

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>green and nature based solutions (NBS) to mitigate against the wholesale use of grey infrastructure.</p> <p>NBS can soften the grey infrastructure and often reduce the impact of wave energy. This can reduce the need for ever higher grey sea defences.</p>	to work with the Environment Agency and other partners to address issues such as flood risk management and surface water flooding and provide effective and creative solutions.	
10.1	Mrs Angela Baldock	3593	Comment	Sea defenses should be as natural as possible i.e. natural flood plains, rather than building in areas that might flood.	Noted. The Council will work with partners to address issues such as flood risk management and surface water flooding and provide effective and creative solutions.
10.1	Mrs Gaynor Martin	3784	Support	Judging by recent effects on the seafront at Westcliff, I'd say Yes.	Noted. Local Plan policies will include sea defence renewal and replacement, taking into account the TE2100 strategy.
10.1	Southend-on-Sea Borough –Parks and Open Spaces Department	3794	Support	Managing our sea defences are impotent to the viability of the town and the local environment. Local planning policy should consider this.	Noted. Local Plan policies will include sea defence renewal and replacement, taking into account the TE2100 strategy.
10.1	Metrotidal Ltd	3825	Comment	The Metrotidal proposal protects the full length of the Thames tideway upstream with a system that is only 8km long.	Noted.
10.1	Leigh-on-Sea Town Council	4154	Comment	Yes	Noted.
10.2	Require mitigation and adaptation measures to deal with the increase in average temperatures and greater rainfall, including tree planting and urban greening?				
10.2	Mr Laurence Steel	3277	Support	Yes	Noted
10.2	Mr Ian McLernon	3353	Support	Support green planting - but ensure in areas where can accommodate, and then ensure nurtured and not a plant and forget approach	Noted

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10.2	Southend Borough Council Regulatory Services	3370	Support	Yes.	Noted
10.2	Mrs Valerie Morgan	3514	Support	Yes	Noted
10.2	Mr Jeremy Martin	3541	Support	Every new development should be required to provide for increased green space together with improved surface water run off using SuDS. Shading should be provided as the primary form of cooling management with natural ventilation wherever possible.	Noted. The Council will continue to work with the Environment Agency and other partners to address issues such as flood risk management and surface water flooding and provide effective and creative solutions.
10.2	Mrs Angela Baldock	3594	Support	Urban greening - most definitely. More native tree planting to benefit wildlife as well as mitigating climate change. Discourage artificial grass.	Noted. Policies will support additional tree planting, soft landscaping and public realm improvements where feasible/appropriate.
10.2	Ms Hayley Dixon	3628	Support	Yes	Noted.
10.2	Southend Borough Council 2050 Safe and Well	3777	Support	Yes – the Local Plan must signal the importance of addressing the challenges posed by future climate change and require developers to play their part in meeting these challenges. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads	Noted.
10.2	Mrs Gaynor Martin	3783	Support	Stop/limit people concreting over their gardens. Have drains cleaned regularly so rain water can flow away. Subsidise water butts to encourage wider use. Be determined to stamp out anti-social litter dumping with warnings/fines etc which contributes to drains getting clogged up.	Noted.
10.2	Southend-on-Sea Borough –Parks and	3795	Support	Soft landscaping is important to the local area and should be included in all developments.	Noted. Policies will support additional tree planting, soft

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
	Open Spaces			Landscaping should be fit for the location so must be suitable, sustainable and maintainable. Trees are not the only form of urban street planting and should only be used in the correct location. Grass, shrubs and other plants can all be beneficial.	landscaping and public realm improvements where feasible/appropriate.
10.2	Leigh-on-Sea Town Council	4155	Comment	Yes	Noted
10.3	Support renewable and low carbon energy schemes, including photovoltaic (PV) panels, biomass plants and electric vehicle charging points?				
10.3	Mr Murray Foster	3114	Support	Definitely	Noted
10.3	Mr Richard Kurti	3156	Support	Definitely! All new developments should have PV panels connected to the grid.	Noted. It is important that the Local Plan responds to climate change and considers sustainable energy production.
10.3	Mr Laurence Steel	3278	Support	Seems sensible and as part of new planning permissions	Noted
10.3	Mr Ian McLernon	3354	Support	Yes support particularly on SBC assets and along the seafront	Noted
10.3	Southend Borough Council Regulatory Services	3371	Support	Yes - if we want to reduce pollution then surely we need to encourage a move away from more polluting vehicles by providing charging points.	Noted.
10.3	Mrs Valerie Morgan	3515	Support	Yes	Noted
10.3	Mr Jeremy Martin	3542	Support	<p>The town should invest in a heat network supported by a waste to energy plant to provide low carbon heat and electricity. New developments should connect to the heat network either as a generating node or as a user of heat and electricity or as both.</p> <p>Biomass should be used tactically but not as a wholesale form of heat due to AIR QUALITY considerations. New developments should have pre-wiring installed between properties and car park spaces but the chargers should be left</p>	Noted. It is important that the Local Plan responds to climate change and considers sustainable energy production.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				for the householder to install based on the existing wiring. All properties should have additional capacity within wiring installations to facilitate EV charging together with pre-wiring for batteries to provide services to the local and national grids.	
10.3	Mrs Angela Baldock	3595	Support	Most definitely the way forward. All new properties should have PV panels and wherever possible ground heat pumps rather than fossil fuels.	Noted. It is important that the Local Plan responds to climate change and considers sustainable energy production.
10.3	Southend Borough Council 2050 Safe and Well	3778	Support	Yes – the Local Plan must signal the importance of addressing the challenges posed by future climate change and require developers to play their part in meeting these challenges. If there is to be a new settlement then this should aim to be energy self-sufficient through the use of renewables and potentially a local heat network. Other new development should also seek to be energy self-sufficient through renewables to reduce the impact on the already challenged energy distribution network. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads	Noted. It is important that the Local Plan responds to climate change and considers sustainable energy production.
10.3	Mrs Gaynor Martin	3781	Support	Yes.	Noted
10.3	Southend-on-Sea Borough –Parks and Open Spaces Department	3799	Support	Developments should keep up with changes in technology and should include onsite power generation and storage. Onsite generation should not contribute to local air quality issues or increased traffic. Plant such as biomass should be considered on a site by site basis. Developments should look at approaches such as passive house and ways to minimise energy usage. Water is a resource under pressure; developments should look at water conservation and grey	Noted. It is important that the Local Plan responds to climate change and considers sustainable energy production.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			and rainwater harvesting and use. EV charging should be increased across the town.		
10.3	Essex County Council	4072	Comment	In particular consideration should be given to improving passenger and public transport as part of encouraging a modal shift in transport	Noted. The new local plan will need to effectively promote sustainable travel patterns for all modes of transport.
10.3	Leigh-on-Sea Town Council	4156	Comment	Yes	Noted
10.4	Develop a local standard for decentralised energy generation in new development that is more ambitious than national targets?				
10.4	Mr Laurence Steel	3279	Object	National targets are surely adequate	Noted. Policies for renewable and decentralised energy will (along with all other local plan policies) be subject to viability assessment.
10.4	Mr Ian McLernon	3355	Support	Yes more sea wind farms	Noted.
10.4	Mrs Valerie Morgan	3516	Support	Yes	Noted.
10.4	Mr Jeremy Martin	3543	Support	New development should have renewables and energy efficiency beyond national standards - well beyond the Merton Rule. This should be able to be achieved by better energy efficiency with connection to a local heat network supported by a waste to energy plant	Noted. Policies for renewable and decentralised energy will (along with all other local plan policies) be subject to viability assessment.
10.4	Mrs Angela Baldock	3596	Support	Yes definitely	Noted.
10.4	Southend Borough Council 2050 Safe and Well	3779	Support	Yes – the Local Plan should be more challenging in its requirement of developers than national targets, especially as the energy distribution network is more challenged in the Borough than in other parts of the country and increases in the number of houses envisaged by the government’s plans	Policies for renewable and decentralised energy will (along with all other local plan policies) be subject to viability assessment.

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			will not be able to be properly catered for by the current energy distribution network. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads		
10.4	Leigh-on-Sea Town Council	4157	Comment	Yes	Noted.
10.5	Should we balance the need to retain the best and most versatile agricultural land for food security against future needs for housing and local services?				
10.5	Mr Laurence Steel	3280	Support	It does need protecting	Noted.
10.5	Mr Ian McLernon	3356	Support	Yes need to ensure that we are not losing local producers and the cost of developer greed	Noted.
10.5	Mrs Valerie Morgan	3517	Support	Yes	Noted.
10.5	Mr Jeremy Martin	3544	Support	As a general rule, agricultural land that can be used for food should be used for food	Noted.
10.5	Mrs Angela Baldock	3597	Support	Support the need to keep best agricultural land for food production, but also have more allotments in places across the borough and encourage home vegetable patches and shared produce schemes.	Noted.
10.5	Mrs Gaynor Martin	3780	Support	I am eating more vegetarian/vegan meals as I know that needs less land than livestock. Public information and education needs to impress on people that our greedy ways of the past are not acceptable. It simply isn't realistic to expect to all have our own individual house or flat to ourselves. There has already been a change in attitude to this, especially among younger people.	Noted.
10.5	Southend Borough Council 2050 Safe and Well	3782	Comment	Yes – consideration should be given to this, but not in isolation within the Borough. The best agricultural land in the Borough may not be a good as agricultural land elsewhere, therefore the trade-off between agricultural land and housing	Noted.

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			should take place at a more strategic level for the greater good, with the Council then delivering its part of whatever is regarded as the best mix of agricultural land v development at the overall strategic level. Southend Borough Council 2050 Safe and Well (Andrew Barnes) and Elizabeth Georgeou - Green City 2050 outcome leads		
10.5	Southend-on-Sea Borough –Parks and Open Spaces Department	3800	Comment	All green space is important to the local environment and helps reduce our contribution to climate change. Farmland should be preserved where possible due to the benefits it can have to our environment.	Noted.
10.5	Essex County Council	4073	Comment	The Issues and Options is largely silent on mineral planning issues and there is no explanation for excluding these statutory obligations, from consideration	The development plan will address the sustainable use of minerals, in line with national policy.
10.5	Leigh-on-Sea Town Council	4158	Comment	Yes	Noted.
10.6	Do you have any other issues/comments?				
10.6	Mrs Valerie Morgan	3518	Support	No	Noted.
10.6	Mrs Angela Baldock	3598	Comment	Southend put a contract in place to deliver renewable energies to all properties across the district at manageable costs or interest free loans. All new buildings should be carbon neutral or have to offset the carbon emissions for the life of the building.	Noted.
10.6	Ms Hayley Dixon	3629	Support	Ensure businesses located in the borough are signed up to an environmental policy, focused on eradicating single use plastics and recycling.	Noted.
10.6	Essex and Suffolk Water (NWG)	3748	Comment	We are pleased to note the council have set out a chapter relating explicitly to climate change at this early stage. We	Noted.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			would like to re-emphasise the importance of water efficiency standards in new developments, as highlighted in our response to question 8.5, and hope the council will seek to explicitly include a policy that will promote the use of technologies to reduce water consumption.		
10.6	Southend Borough Council –Regulatory Services Department	3865	Comment	Consideration to be given to green energy solutions, such as energy networks and solar panels to meet the energy needs of new developments, and the retrofitting of existing developments.	Noted.
10.6	Leigh-on-Sea Town Council	4159	Comment	No further comments or issues	Noted.
11.1	What do you think are the key issues facing the neighbourhoods in the Borough?				
11.1	Mr Murray Foster	3115	Support	Social issues fuelling drug dependency and crime related issues	Noted. The role of the Local Plan is to set out local planning policies and identify how land is used and what will be built where. It will seek to support regeneration and growth within the Borough, which could include identifying areas for improvement. The Southend Community Safety Partnership work together to tackle crime, disorder and anti-social behaviour in Southend.
11.1	Mr Neil Hampson	3144	Support	Drinking in streets Vagrants Lawlessness and Burglary	Noted. The role of the Local Plan is to set out local planning policies and identify how land is used and what will be built where. It will seek to support

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
				regeneration and growth within the Borough, which could include identifying areas for improvement. The Southend Community Safety Partnership work together to tackle crime, disorder and anti-social behaviour in Southend.	
11.1	Mr Richard Kurti	3157	Support	If the council supported Hamlet Court Road, it could attract shoppers away from Leigh which is overly congested and charges very high rent and rates.	Noted.
11.1	Mr Ian McLernon	3357	Comment	Leigh - lack of parking Leigh/Chalkwell - over development, lack of parking, failure of members and SBC to take account of local resident's views. Lack of a plan and consistent approach means reactive to developers and get inconsistent planning decisions Westcliff - run down and needs investment both Hamlet Court Road and surrounding area	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure.
11.1	Southend Borough Council Regulatory Services	3372	Support	Parking in Leigh is a nightmare as it is in Southend during the summer period. On hot days it is gridlock at the seafront which makes it very unpleasant when one has to get around for work. The issue of lack of Housing is important however we must provide the associated infrastructure like green space, doctors, etc.	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure.
11.1	Milton Conservation Society	3404	Object	These are simple, geographic definitions of our neighbourhoods. Our local plan should identify other definitions of place such as seafront, historic area, gathering places, residential places, business places, recreational places. We know that this does happen in the detail of the local planning but it might help at a wider conceptual level. For example rather than thinking about the town as Leigh,	Noted.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			Westcliff, Southend etc., why not, seafront, high streets, parks, residence. This changes the emphasis to what a place is rather than what it is called.	
11.1	Emily French	3417	<p>Comment</p> <p>Whilst I am pleased to see the plan recognises that there is a high density of houses and lack of tree cover and open space and acknowledgement of London Roads commercial focus there is little mention of Hamlet Court Road which has declined significantly over the years . Hamlet Court Road has a number of empty or frequently changing outlets which is detrimental to the area. Perhaps it is an issue with the rates but also more needs to be done to attract businesses and shoppers here.</p> <p>I am pleased to see mention of policing and making Southend a safer environment which is needed. Again, on Hamlet Court Road this is an issue which needs addressing. Particularly around Hamlet Court Road this is an issue which needs addressing. Particularly around the public toilets where there is a large space and benches which attract public drinking and daily drug deals. It is unsafe and unsightly and I can't understand why it has not been addressed if the culprits are so visible and there every day!</p> <p>Litter is another major issue in Westcliff, I work in Leigh and walk through Chalkwell and frequently see litter pickers/ street cleaning units but little or no presence in Westcliff. London Road shops often leave their rubbish outside too which should not be allowed.</p> <p>Westcliff deserves the same community focus that neighbouring towns and more attention that is currently</p>	Noted. Local Plan policies will address changing trends in retail and the need to enhance the environment and public realm within town and local centres.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			receives. Thank you for your time and effort that has gone into the local plan consultations.	
11.1	Ms Claudia Cullen	3422	Comment Leigh is the neighbourhood most impacted by the air and noise pollution from Southend Airport. By varying the take off path perhaps on a weekly basis, some respite can be obtained. Requiring the airlines to use quieter and more fuel efficient jets could be a positive PR boost for the airport.	Noted. Southend Airport have an existing planning consent that places a cap on the number of air movements/passenger numbers. Growth can occur within these parameters but any expansion of facilities that would result in growth beyond that consented would require a new planning permission. This would require careful consideration of all the environmental impacts including noise, air quality and impacts on birds.
11.1	Mrs Angela Baldock	3599	Comment 1.Southend, Leigh and Westcliff - Over population, too many cars and serious congestion. 2.Southend, Shoebury, Leigh - lack of protection and management for wildlife for key areas of importance to wildlife. Leisure activities need to be balanced with giving wildlife undisturbed space i.e. no dog walking off leads in nature protected areas, no jet skiing in areas that are sensitive to feeding waders/geese etc, less manicuring and more scrub left for birds to breed without disturbance.	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure.
11.1	Ms Hayley Dixon	3630	Support Celebrating the unique identity of each - ensuring areas such as Leigh are not promoted to the detriment to other areas. Enable specific regeneration and focuses to different areas, according to the needs and users of the residents of each. Promote the successes that each area is different and champion them as such.	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
11.1	Mrs Clare Dellows	3750	Comment	Leigh, needs to establish smart residents parking, south of the London road. Residents can get a permit, but visitors pay to park in the streets. This will help invest in the area to mitigate impact of visitors, help disperse the parking problem, reduce car circulation around local streets looking for free parking and reduce pollution, particularly around schools, and help prioritize car parks in Leigh. Also, may encourage more sustainable forms of transport, including for school drop off	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure.
11.1	Mrs Gaynor Martin	3793	Object	I am against the plan for a large development on the seafront near the Kursaal. It will take trade away from Southend town centre shops, restaurants and cinema. Also the scale is just too big. It reminds me of a similar recent entertainment development on Exmouth's seafront. It was a very expensive high-spec building which although is still open, is not popular with locals or visitors and was virtually empty last August when I visited.	Noted.
11.1	Miss Tracy Abbott	3841	Comment	One of the major concerns for people I work with and know is the lack of support for SEN pupils in schools-this includes a lot of school spaces all being in one secondary school-which is in special measures. There is a lack of specialist provision for pupil between Years 2 and 6, and schools don't feel equipped to support the more complex needs we have in the community now.	Noted. The need for additional social infrastructure will be considered in the review of the Local Plan and set out in the accompanying Infrastructure Delivery Plan (IDP).
11.1	Leigh-on-Sea Town Council	4160	Comment	In Leigh Town Council's opinion, the key issues facing the neighbourhoods are community safety; air quality (especially at school junctions and traffic calming measures); parking stress (conflict between residents and business); cliff spillage. The neighbourhoods feel neglected for central Southend. We have concerns regarding the promotion for Southend to become a city as there has been no consultation or	Noted.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			consideration as to how it would work and the effect it would have on neighbourhoods.		
11.2	What do think are the possible options available for resolving these issues?				
11.2	Murray Foster	3116	Support	Properly resourced support services to keep it brief	Noted.
11.2	Neil Hampson	3145	Support	Strict law enforcement Zero tolerance to crime Punishment for crime - proper punishment and making criminal pay financially Teaching children manners & respect with social responsibility	Noted. The role of the Local Plan is to set out local planning policies and identify how land is used and what will be built where. It will seek to support regeneration and growth within the Borough, which could include identifying areas for improvement. The Southend Community Safety Partnership work together to tackle crime, disorder and anti-social behaviour in Southend.
11.2	Ian McLernon	3358	Comment	Leigh/Chalkwell - sustainable local plan, that has local residents and local business engagement in developing it. Which is then applied consistently on a) new developments b) enhancements to area c) mix of residential, commercial, education and entertainment Recognise that we are not just talking about main shopping areas such as Leigh Broadway, Westcliff Hamlet Court Road - but the area as a whole	Noted.
11.2	Southend Borough Council Regulatory Services	3373	Support	It is difficult. Although tourists are important for the town there must be a balance and schemes to encourage people away from car use must be considered. As regards Housing, the local authority must ensure that infrastructure is in place	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				to accompany newly built properties.	infrastructure.
11.2	Angela Baldock	3600	Comment	<ol style="list-style-type: none"> 1. Limit number of cars per household 2. Ensure sufficient parking spaces for new developments 3. Limit number of bungalow conversions to 2 storey buildings to ensure sufficient future level access properties are available to allow elderly people to move thereby freeing up family size dwellings. 4. Ensure "well used" open spaces also have wildlife friendly habitat that cannot be trampled by dogs and people. 	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure.
11.2	Gaynor Martin	3797	Object	There are already several blocks of flats being built in Westcliff and I don't think permission should be given for any more. Also, I don't like the existing effect of large numbers of people crammed into one house, especially if the landlord is not present or does not fulfil his/her duties. There are often 6 cars to a 2-car frontage, the rubbish dumped on the streets is intolerable. There has been gradual improvement in the last 2 years in Ramuz, Beedel, Brightwell, Valkyrie etc Roads where houses have been sold and renovated and lived in by families and couples who want to settle here and contribute to the community.	Noted. Further work will be undertaken to understand the urban capacity across the Borough and impact on infrastructure.
11.2	Leigh Town Council	4161	Comment	Better dialogue and transparency by the Borough Council, visible community policing. The introduction of more parish councils could have a positive effect on the communities in Westcliff, Shoebury, Eastwood and Thorpe Bay which in turn to lead to devolution of facilities and services to benefit those communities and the Leigh Town Council community more.	Noted.
12.	How best do you think the Local Plan can be effectively delivered in the face of limited resources?				
12.	Anglian Water	3840	Comment	Anglian Water as a sewerage company seeks fair contributions through charges directly from developers under the provisions of the Water Industry Act 1991 to drain a site	Noted. The Local Plan will seek to encourage partnership working wherever appropriate to

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				<p>effectively. As such we would not, in most cases, make use of planning obligations or standard charges under Planning Legislation for this purpose.</p> <p>Anglian Water is actively contributes to partnership funding in relation to flood risk where there is a clear benefit to our customers.</p>	<p>deliver the Plan.</p>
12.	Southend Borough Council –Regulatory Services Department	3866	Comment	<p>Agree that working in partnership will help to deliver the required outcomes, consideration should also be given to increasing the CIL charges, set out in the infrastructure delivery plan that supports local plans</p>	<p>Noted. A Viability Assessment of the Local Plan will inform a review of CIL charges</p>
12.	Sport England (East Office)	3907	Comment	<p>Provision for sport in new development – due to urban nature of Southend, on-site provision for formal sports facilities unlikely, so consideration will need to be given to whether it is appropriate to seek to secure such provision through planning obligations, especially in light of proposed removing of pooling restriction on developer contributions for infrastructure. A review of the Council’s approach is required, to avoid the identification of contributions and projects in response to individual planning applications on an ad hoc/reactive basis.</p> <p>On strategic developments planning for sport (and on-site provision) should be based on local evidence rather than developer-led. For example, when the allocations for major development have been decided through the local plan process, a strategy should be prepared identifying how each development should make provision for sport and recreation based on the priorities identified in the Council’s evidence base, in order to provide clarity and transparency to all parties.</p>	<p>Noted. It is recognised that contributions to Sports and Leisure provision should be addressed on a strategic basis. The recent Playing Pitch and Built Facilities Strategies form an important platform for identifying need and informing an approach to Developer contributions.</p> <p>Should Option 3 be pursued the Council will produce a Masterplan that sets out among other things, how Sports and Leisure provision will be addressed.</p> <p>The Viability Assessment of the Local Plan will also shape the Council’s approach to developer</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
12.	Sport England (East Office)	3908	Comment	<p>Public Health - funding that may be available through the Council's public health function that can be used towards sports facilities should be co-ordinated with developer contributions to ensure that opportunities for delivering priority projects are maximised.</p> <p>Sports facility projects may offer the potential to deliver public health priorities identified in the refreshed Health & Well-being Strategy especially those that encourage participation in physical activity by under-represented groups. Close working between planning and public health functions will be required to ensure that co-ordination of priorities takes place in practice.</p>	<p>contributions.</p> <p>The availability of partner funding is an important factor in bringing forward priority funding. It is recognised that delivery of some Local Plan policies will rely on bringing together a variety of different funding sources and partners, including funding that is available through the public health function.</p>
12.	Sport England (East Office)	3909	Comment	<p>Partnership Working - to maximise the potential to secure funding for delivering key sports facility projects it will be essential that partnership working takes place because without this there is a risk that the limited funding available from different partners will not be co-ordinated. To take this forward in practical terms, as already advocated by Sport England through its engagement with the Council on the playing pitch/built facility strategies, an implementation group should be set up consisting of the Council, Active Essex, Sport England and sports governing bodies which would identify the priority projects to meet identified needs and develop an action plan for securing the funding for delivering these priorities. The local plan can assist by aligning such an action plan to the a review of the Infrastructure Delivery Plan to ensure that priorities agreed by the partners are prioritised for funding in relation to the use of CIL and planning obligation receipts.</p>	<p>Partnership working will be an essential component of Local Plan working.</p> <p>The Council recognises that delivery of the Playing Pitch/Built Facilities Strategies will require that an Implementation Group is established.</p> <p>Delivery of cross-border facilities will be addressed through partnership working including through the preparation of the South Essex Joint Strategic Plan and related local plans.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>Strategic working with the other South Essex authorities is also advocated as it may be possible to provide facilities that serve more than one local authority by joint working which would reduce the funding required. In this regard, consideration should be given to the principle of cross-boundary financial contributions towards strategic projects that serve more than one local authority area.</p>	
12.	Environment Agency	3941	<p>Comment</p> <p>Would expect to see a section in the Local Plan looking at wastewater infrastructure and treatment, including:</p> <ul style="list-style-type: none"> • Sewerage networks – to ensure there is sufficient volumetric capacity in the existing sewerage networks in each of the areas where development is planned. If no capacity is currently available, then provisions need to be in place ahead of the occupation of dwellings. • Water Recycling Centres (WRC) – to highlight which WRC within the district are proposed to receive additional flows from planned development. A thorough assessment of existing capacity and future flows against the current discharge permit should be made (this is usually done via the WCS). Any WRC predicted to exceed its permitted Dry Weather Flow will require a new discharge permit to accommodate the additional growth – this may contain potential tighter permit limits which could provide a constraint on development. • Demonstrate that adequate foul drainage infrastructure can be provided in a timely manner ahead of occupation of new properties – both for sewerage network and WRCs • Demonstrate that the proposed development can be delivered without causing a breach of environmental legislation (should not cause a deterioration in the receiving 	<p>It is recognised that water and sewerage capacity issues are fundamental to the delivery of new development. This will be fully reflected in the Infrastructure Delivery Plan. Development may in some cases need to be phased to reflect the timescale for infrastructure provision.</p>

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				rivers/waterbodies)	
12.	Castle Point Borough Council	3959	Comment	Through the production of the new Local Plan, CPBC encourages SBC to ensure that the rates of proposed housing delivery within the Plan are realistic, deliverable, and closely aligned to the delivery of appropriate infrastructure. CPBC will work closely with SBC to ensure phasing and delivery of required infrastructure alongside housing growth.	Noted. SBC continues to engage with other South Essex authorities as part of the Association of South Essex Local Authorities and development of a Joint Strategic Plan
12.	Persimmon Homes	3967	Comment	All costs being placed on development must be fully reflected in the viability study. Community Services/Infrastructure – consider cumulative impact of this on viability.	The Viability Study will consider all the relevant parameters affecting viability, including the cumulative costs of infrastructure delivery.
12.	Historic England	3972	Comment	We recommend indicators to measure how successful historic environment policies are. These can include preparation of a local list, completion of conservation area action plans and management plans, reduction in the number of assets that are classified as heritage at risk.	Noted. A monitoring framework for the Local Plan will be developed including measures to monitor the historic environment.
12.	House Builders Federation	4009	Comment	Need to assess cumulative impact of all policies on development viability. The Council will also need to balance their aspirations for place making with those for affordable housing and infrastructure. There is a danger that the Council expects the development industry to shoulder all these burdens and in doing so the deliverability of the local plan could be compromised.	The Viability Assessment will examine the cumulative impacts of policy requirements, including for affordable housing.
12.	Essex County Council	4037	Comment	Secure planning obligations and contributions to support increased skills levels, increased employment, employability and skills levels for residents, mitigating the impact of new developments.	It is recognised that such obligations can contribute significantly to upskilling the workforce. The Viability Study for the Local Plan will examine the cost implications of all forms of Section 106 contributions.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
12.	Essex County Council	4074	Comment	<p>ECC anticipate that the new Local Plan would include clear policies for the full provision, enhancement and funding of infrastructure arising from planned development. Mechanisms would include planning obligations, the use of a Community Infrastructure Levy (CIL), and the ability to negotiate specific contractual obligations for major strategic sites, and any new cross boundary Garden Settlement would be in accordance with the Garden City principles defined by the Town and Country Planning Associations Garden City Principles (or subsequent updated guidance) and the wider definition of sustainable development outlined in the NPPF. This is to ensure the delivery of sustainable development is in accordance with the NPPF. ECC welcomes the recognition that infrastructure is critical to support sustainable growth and to make sure SBC has the right infrastructure, at the right time, to accommodate the new jobs and homes needed in the future and the acknowledgement of ECC's role in the provision of local and strategic infrastructure. ECC wishes to be proactively engaged with the assessment of the spatial options and site allocations, given the importance of infrastructure provision and funding, which will vary depending upon the spatial strategy and site allocations, with their respective individual and cumulative infrastructure requirements; impacts and opportunities on the delivery of ECC service areas.</p>	<p>Infrastructure delivery will be facilitated through a number of mechanisms, including the delivery plans of partners. Section 106 agreements and an update of the Community Infrastructure Levy.</p> <p>Southend BC is committed to working closely with Essex CC and neighbouring authorities on the delivery of new homes, jobs and infrastructure.</p>
12.	Thorpe Estates Partnership Company	4100	Comment	<p>The funding secured for improvements to the strategic road and rail network is a significant step to ensuring that the level of growth required over the emerging Plan period is deliverable. However, the scale of the local housing need would require further investment in new infrastructure. Strategic scale development attracts greater Community</p>	<p>Noted. The Viability Assessment will examine the cumulative impacts of policy requirements.</p>

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			Infrastructure Levy and Section 106 developer contributions than that of smaller, piecemeal densification projects. New garden communities are also be more likely to draw funding from the Government and/or the South East Local Enterprise Partnership.		
12.	Thorpe Estates Partnership	4101	Comment	Recognition that Southend should be a priority area within south Essex - Government's response to the Commission Report. The Thames Estuary Commission recommends planned rail improvements, particularly around Southend-on-Sea and around London Southend Airport, to deliver increased capacity.	Noted.
12.1	Continue to work in partnership with the private, public and voluntary sector plus neighbouring authorities to secure funding for key infrastructure projects?				
12.1	Joseph Raven	3024	Support		Noted
12.1	Murray Foster	3117	Support	As also a board director of Opportunity South Essex totally identify with this way forward	Noted
12.1	Perry Gamon	3207	Support	Yes	Noted
12.1	Laurence Steel	3281	Support	Absolutely critical to work in partnership particularly on strategic access	Noted
12.1	Ian McLernon	3359	Support	Yes support this	Noted
12.1	Valerie Morgan	3519	Support	Yes but in a non-political way	Noted
12.1	Angela Baldock	3601	Comment	Have an environmental plan that supports wildlife in the area and limits the effects of climate change.	The Plan will include policies on environmental management and climate change
12.1	Hayley Dixon	3631	Support	Yes	Noted.
12.1	Essex County Council	4075	Comment	ECC agrees that Infrastructure is critical to support sustainable growth and it will be essential to ensure SBC has the right infrastructure, at the right time, to accommodate the new jobs and homes needed in the future. ECC welcome	Noted. The Infrastructure Delivery Plan and the Viability Assessment will be key documents that will address local

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
			<p>the acknowledgement of ECC's role as a neighbouring authority working in partnership with SBC, ASELA and partners in the provision of Local and Strategic infrastructure.</p> <p>ECC wish to explore and understand the potential implications of the nature and scale of developments on financial contributions, given the pooling of contributions under the CIL Regulations and hence potential viability and delivery issues which will be vary for each of the spatial options.</p> <p>As stated in response to Questions 1.4 and 10, the new Local Plan should emphasise the need to provide infrastructure (secured through developer funding) as part of any new development proposals, to ensure the new plan is both viable and deliverable. The necessary infrastructure funding (including all funding streams) and delivery evidence needs to be fully considered as part of the assessment of the spatial strategy to ensure the preferred strategy is viable, deliverable and sound.</p>	<p>and strategic infrastructure issues. The Council will include policies in the Plan that address these issues.</p> <p>The Council is committed to working positively with Essex CC and other partners.</p>
12.1	Leigh Town Council	4162	Comment	Noted
12.2	Set out priorities for project delivery. What do think these priorities should be and how should any phasing be applied?			
12.2	Murray Foster	3118	Support	Noted. The Council is part of the A127 Task Force which is examining ways to improve this key route and lever in funding. The Transport evidence base for the Local Plan will also address this issue.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
12.2	Perry Gamon	3208	Support	Housing & airport expansion. Jobs will follow	Noted.
12.2	Laurence Steel	3282	Support	Extension of the airport road is to me a key precursor for development at Fossetts etc Max development of town requires the new round Rochford link road	Noted. All these points will be considered as part of the development of a transport evidence base for the Local Plan.
12.2	Ian McLernon	3360	Comment	Wider Borough Plan that is fed by local plans which are supported by local residents and businesses. Phase 1 - get vision, plans agreed by key stakeholders (including Residents) Phase 2 - get SBC Officers, and Members to support the vision and plan in practice not just tokenism Phase 3 - Develop Westcliff area and Queensway Phase 4 - work with partner boroughs to solve housing issues in ways that enhance local communities - business - entertainment and education	Noted. Partnership working will form an integral part of local plan preparation.
12.2	Valerie Morgan	3520	Support	Priorities are parking and a transport strategy	The Council is developing a Parking Strategy and Transport evidence base that will inform the preparation of the Local Plan.
12.2	Jeremy Martin	3545	Support	Electrical and heat infrastructure is a priority which, if unattended, will constrain growth. Low carbon heat and power can easily be provided through a local waste to energy plant supporting both generation and a heat network. This will support electrical infrastructure, waste management, reduced traffic from heavy vehicles, lower CO ₂ and NO _x etc	Electrical and Heat infrastructure, including innovative forms of delivery, will be considered as part of the Infrastructure Delivery Plan.
12.2	Angela Baldock	3602	Comment	1.Deal with the empty shop syndrome and untidy vacant sites in the town centre and other visible sites into the town to avoid a feeling of neglect and feeling unsafe. 2.Develop a park and ride outside of the busy town areas and necessary public transport links.	Noted.

Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response	
			<p>3. Put protection in place for the green/wildlife areas before significant development takes place.</p> <p>4. put in place climate change reduction policies before further new building takes place.</p> <p>5. put in place good building practices before letting the developers loose on a new big development.</p> <p>6. Encourage developers to train trade apprentices</p>		
12.2	Leigh Town Council	4163	Comment	A priority should be a Parking and transport strategy	The Council is developing a Parking Strategy and Transport evidence base that will inform the preparation of for the Local Plan
12.3	Increase the Community Infrastructure Levy tariffs to fund future projects?				
12.3	Murray Foster	3119	Support	Yes but as long as this does not compromise delivery of truly affordable housing within new developments	Any increases in CIL would be subject to a full Viability Assessment
12.3	Parry Gamon	3209	Object	No, increase will make schemes unviable or border line & will hinder delivery	Any increases in CIL would be subject to a full Viability Assessment.
12.3	Ian McLernon	3361	Comment	Should be in context with local plan, and not levy to avoid developers abiding by local plans	The CIL levy will relate to Local Plan infrastructure policy.
12.3	Valerie Morgan	3521	Support	Yes	Noted
12.3	Angela Baldock	3603	Comment	Developers should definitely fund the new infrastructure required, as they are the ones benefitting.	Noted.
12.3	Leigh Town Council	4164	Comment	Yes	Noted
12.4	Through Garden Communities key principles ensure land value capture and long term stewardship for the benefit of the community, to provide and coordinate the necessary infrastructure?				

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
12.4	Murray Foster	3120	Support	Any new community development must have additional infrastructure fronted loaded	Noted. It is recognised that some key infrastructure will need to be "front-loaded"
12.4	Perry Gamon	3210	Support	Garden communities are the only way Southend can meet their housing delivery targets	Noted
12.4	Ian McLernon	3362	Support	Yes it is about what we do now building the legacy for the future. Don't let SBC make the same mistakes it did in 1960-1970s which destroyed some architectural heritage in the Southend Town Centre	Noted. The master planning of any Garden Community would seek to create an attractive place to live.
12.4	Valerie Morgan	3522	Support	Yes	Noted
12.4	Angela Baldock	3604	Support	Not sure what this is, but if it means identifying important and valuable sites for wildlife, then definitely.	Providing appropriate Green and blue Infrastructure that will support and enhance wildlife will be an important element of Garden Community master planning
12.4	Essex County Council	4076	Comment	ECC consider this to be a cross boundary matter and would expect to be actively engaged by SBC as a key partner under the Duty through close working from the beginning as the proposals evolve in the preparation of the new local plan.	Southend BC is committed to working closely with Essex CC and other partners on cross-border issues
12.4	Leigh Town Council	4165	Comment	Yes	Noted
12.5	Do you have any other issues/comments?				
12.5	Essex Bridleways	3174	Comment	As mentioned in our previous comments, it is important that this Borough recognises the need to enhance its rights of way network and to aspire to make it as fully accessible as possible, and in this respect Essex Bridleways Association would be very pleased to meet with the Council to discuss how best this could be done. We work in close association with both Essex County Council and Thurrock Council in respect of their rights of way network – being represented on	It is recognised that Public Rights of Way perform an important role, including for equestrians. These considerations will be taken into account in the preparation of the local plan.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				both Local Access Forums – and would welcome the opportunity to do so with Southend Borough Council.	
12.5	Perry Gamon	3211	Support	The Local Plan is ambitious but deliverable, please make sure it is sound & is not taken out of Southend's hands	Noted.
12.5	Ian McLernon	3363	Comment	Listen to residents - THATS especially true of members Feedback on outcomes Get buy in and proactively plan, don't be driven by outside interests	Noted.
12.5	Valerie Morgan	3523	Support	No	Noted
12.5	Angela Baldock	3605	Comment	Southend should insist that, on large developments, the appointed developers should train apprentices in the various trades to ensure we have home grown tradespeople in the future.	This will be investigated as part of policy development including delivery mechanisms such as Section 106 agreements.
12.5	Hayley Dixon	3632	Support	Ensure expertise - both in training and experience - i.e. lived experience are consulted in all aspects of the plan, each decision should be considered for its effect - apply attention to detail everywhere - it is the small details that when brought together that will ensure success across the borough.	Noted
12.5	Essex and Suffolk Water	3761	Comment	As the statutory water provider it is our duty to ensure that appropriate infrastructure is in place to serve future domestic development. Essex and Suffolk Water has a large capital investment programme for both of the regions which operates in 5 yearly cycles known as Asset Management Plan periods (AMPs). The next AMP period is from 2020 to 2025, and includes an element of flexibility to enable network reinforcement which may be required to facilitate new development. We will work with the council going forward to help inform any additional plans or policy to support the delivery of the council's vision and encourage the council to contact us regarding our ongoing support.	Noted. These issues will be considered as the part of the Infrastructure Delivery Plan.
12.5	Metrotidal Ltd	3826	Comment	The Metrotidal proposal for integrated infrastructure enables	Noted.

	Respondents Name	Rep No	Sup/Obj / Com	Representation	Council Response
				overall costs to be reduced while increasing the net economic benefits. Municipal Railway Bonds and other innovative funding initiatives replace conventional public/private sector funding sources to restore the co-ordination of railway and land development that had contributed to the growth of Southend in the 19th and 20th centuries	
12.5	Essex County Council	4077	Comment	South East Essex Growth Location Assessment ECC wish to be engaged by SBC and partners in the next stage of this study having regard to ECC's response to the Issues and Options consultation.	Southend Borough Council is committed to working closely with Essex CC and other partners on cross-border issues.
12.5	Leigh Town Council	4166	Comment	No other issues/comments	Noted

Southend New Local Plan – Summary Tables

Total Respondents - 92

Total Reps - 1210

Breakdown on how they were submitted

- Online - 62
- Email - 10
- Paper/Post - 20

Local Plan Question	Total Reps
Issue 1: Our Vision & Strategy for the Future - Question 1. What would you like Southend to be in the future	18
Spatial Strategy	2
1.1 Is there anything missing from the key messages (Figure 8), and why should it be included	24
1.2 Do you disagree with any of the key messages (Figure 8), if so which ones and why	17
1.3 If you were to prioritise 5 of the key messages (Figure 8), what would these be?	18
1.4 How should Southend develop in the future in seeking to deliver 18,000 - 24,000 new homes and 10,000 - 12,000 new jobs, please select from one of the options stating your reasoning.	28
OPTION 1 - All development within existing built up areas of Southend	26
OPTION 2 - Most development within existing built up area, focused in specific locations such as the Town Centre, Airport and main passenger transport corridors, with some development on the edge	21
OPTION 3 - Option 2 + working with neighbouring authorities to develop a comprehensive new settlement across Borough boundaries (strategic scale development)	44
1.5 Please let us know if you believe there is another option on how Southend should develop in the future	14
Issue 2: Housing Question 2. How best do you think we should provide for our future housing needs	26
2.1 Intensify housing development by: a) allowing an increase of densities across the existing built up area or	19
2.1 b) directing higher density housing to specific locations, such as town centre, near train stations and prime bus routes (e.g. London Road, Southchurch Road, Victoria Avenue, Sutton Road)?	18
2.2 Allow redevelopment of some of the poorer quality industrial areas and/or allow some sites currently zoned for employment to be developed for housing? What sites do you think should be identified	18
2.3 Allow housing development on land not currently built on, such as agricultural land, open space (excluding parks & coastline) & land at Fossetts Farm? What sites do you think should be identified	19
2.4 Secure a proportion of affordable/ special needs housing on development sites. Do you think we should retain the current policy, seek a higher proportion of affordable housing or provide for a different policy approach/ solution?	16
2.5 How might the local plan be more responsive to the needs of younger people, older people and custom/ self-builders	13

Local Plan Question	Total Reps
2.6 Secure a proportion of affordable/ special needs housing on development sites. Do you think we should retain the current policy, seek a higher proportion of affordable housing or provide for a different policy approach/ solution?	13
2.7 Do you have any other issues/comments you would like to raise	25
Issue 3 Securing a Thriving Local Economy - How best do you think we can retain and promote employment in Southend	5
3.1 Should we focus new jobs to the town centre, London Southend Airport and associated Business Park and the northern Southend corridor, including Temple Farm and Stock Road	15
3.2 Should we concentrate on promoting digital, cultural and creative industries; healthcare technology; advanced manufacturing and engineering; and tourism sectors	16
3.3 Should we continue to focus new office development in the town centre	14
3.4 Should we continue to support improvement and re-use of existing allocated employment sites that are suited for continued employment use	12
3.5 Should we allow redevelopment of the poorest quality employment sites for other uses such as housing	15
3.6 How can we best meet the needs of Small and Medium Sized Enterprises and the need for move-on accommodation as small firms grow?	10
3.7 Do you have any other issues/comments you would like to raise	13
4. How best do you think we can enhance the visitor offer in Southend to make it Englands leading coastal tourism destination	11
4.1 Allocate and promote new sites for additional tourism/leisure developments in the central seafront area or elsewhere in the Borough. Where do you think these should be focussed	21
4.2 Promote further hotel and tourist accommodation. Should this continue to be directed to areas in the town centre, seafront and airport or should other areas be promoted	16
4.3 Promote the second phase of City Beach and enhanced public realm areas. Should priority for City Beach be given to the areas east of the Pier adjacent the Kursaal or west of the Pier	17
4.4 Improve accessibility to the central seafront areas for all users. How best do you think this could be achieved	17
4.5 Seek further enhanced links between the central seafront and town centre to improve services and facilities. How best do you think this could be achieved	14
4.6 Continue to safeguard Key Visitor Car Parking in line with the provisions of the Southend Central Area Action Plan	13
4.7 Do you have any other issues/comments you would like to raise	14
Issue 5: Providing for Vibrant and Attractive Town Centres - How best can we ensure that our town centres are successful, vibrant and attractive places in the face of changing retail demands	11
5.1 Should Southend Town Centre remain the first preference for all forms of retail development and for other town centre uses attracting large numbers of people, followed by the district centres of Leigh and Westcliff?	21
5.2 Review the role and function of Southend town centre to provide for a more flexible approach to development schemes?	3
5.2a. do you think a greater mix of uses should be allowed such as retail, cafes and bars	15
5.2b. do you think the town centre should be refocused into specific themes	14

Local Plan Question	Total Reps
5.3 Do you think the current town centre boundary (see SCAAP) should be amended Should we allow more residential uses on the periphery	9
5.4 Do you think the Westcliff and Leigh shopping centres should continue in their current formats or do you think there should be changes	15
5.5 Encourage and promote further enhancements to the public realm, such as improved paving, seating, tree planting and landscaping. What do you think the priorities should be and where	17
5.6 Do you have any other issues/comments you would like to raise	10
6. How best do you think we can improve the transport system serving Southend	17
6.1 Seek to make further improvements to the A127. What do you think these should be	18
6.2 What do you think should be done to create improved access if a new settlement is built north of Fossetts Farm, Garon Park and Bournes Green Chase (see figure 9)	16
6.3 How should we provide for enhanced sustainable transport provision in the town in the form of rail, bus, park and ride, cycling and pedestrian facilities? What do you think these should be and what should be prioritised?	19
6.4 Provide for park and ride facilities to serve Southend. Where do you think these should be and in what format	15
6.5 How do you think technologies such as the internet, electric and driverless cars will affect how we travel by 2038	16
6.6 Do you have any other issues/comments	18
Issue 7: Facilitating Good Design, Healthy Living and Built Heritage - How best do we ensure healthy communities and development is appropriate and of a quality design, whilst ensuring we enhance our built heritage assets	10
7.1 Continue to promote improved and new areas of public realm. Do you think priorities should be established as to where this should take place	13
7.2 Require high quality landscape design and tree planting in new developments. Do you think priorities should be established as to which areas of the borough should be subject to streetscape upgrading	14
7.3 Should we seek to limit the proliferation of new fast food outlets close to locations where children congregate such as schools, community centres and playgrounds or where there is an over-concentration of existing premises? Are there other ways of tackling this issue?	16
7.4 Do you believe there are additional areas that should be protected as Conservation Areas	20
7.5 Do you have any other issues/ comments	12
Issue 8: Providing Community Services and Infrastructure - How best can we provide for our future community needs to secure a sustained high quality of life and well-being having regard to future growth	12
8.1 Are there any specific issues regarding educational provision that you consider need to be addressed with respect to new development	14
8.2 How do you consider that health issues should be addressed in the Local Plan. How can new development encourage healthy lifestyles	17
8.3 Should we require open space and play areas as part of new development schemes. Do you think in appropriate cases this could be provided in an offsite location	15
8.4 As part of planning approvals should we ensure that all developments deliver quality broadband infrastructure and connectivity	13

Local Plan Question	Total Reps
8.5 Do you have any other issues/comments	9
Issue 9: Enhancing Our Natural Environment and Heritage - How best do we protect and enhance our environment in the face of increasing growth and development pressures	14
9.1 Work with other stakeholders, funding bodies and developers to identify opportunities to promote and enhance the natural environment, and incorporate net gains for biodiversity in new development	14
9.2 Seek to enhance the boroughs network of green infrastructure using developer contributions for the management of green and open spaces and introduction of pocket parks	11
9.3 In liaison with adjoining local authorities seek to provide new country park and open parkland facilities (including from developer contributions) as part of strategic development sites, including where they help mitigate pressure on some of the more sensitive coastal habitats?	12
9.4 Do you have any other issues/comments	4
Issue 10: Planning for Climate Change - Questions, 10. How best do we plan for the future impacts of climate change	12
10.1 Should we develop local planning policies for the development of new or renewed sea defences	17
10.2 Require mitigation and adaptation measures to deal with the increase in average temperatures and greater rainfall, including tree planting and urban greening	11
10.3 Support renewable and low carbon energy schemes, including photovoltaic (PV) panels, biomass plants and electric vehicle charging points	13
10.4 Develop a local standard for decentralised energy generation in new development that is more ambitious than national targets?	7
10.5 Should we balance the need to retain the best and most versatile agricultural land for food security against future needs for housing and local services	10
10.6 Do you have any other issues/comments	6
Issue 11: Southend's Neighbourhoods - 11.1 What do you think are the key issues facing the neighbourhoods in the Borough	14
11.2 What do think are the possible options available for resolving these issues	7
Issue 12: Ensuring that the New Local Plan is Delivered - Questions, 12. How best do you think the Local Plan can be effectively delivered in the face of limited resources	14
12.1 Continue to work in partnership with the private, public and voluntary sector plus neighbouring authorities to secure funding for key infrastructure projects	12
12.2 Set out priorities for project delivery. What do think these priorities should be and how should any phasing be applied	8
12.3 Increase the Community Infrastructure Levy tariffs to fund future projects	6
12.4 Through Garden Communities key principles ensure land value capture and long term stewardship for the benefit of the community, to provide and coordinate the necessary infrastructure	7
12.5 Do you have any other issues/comments	10

Respondent	Reps	Method of Submission
Patricia Ryan	20	Online
Karen Tinnams	8	Online
Elizabeth Anslow	4	Online
Sarah Chubb	1	Online
Southend Borough Council – Adaption Team	2	Online
Joseph Raven	42	Online
Anthony Plummer	2	Online
Charley Jennings	5	Online
Harry Mander	2	Online
Karen Finn	29	Online
Murray Foster	53	Online
Laura Crow	1	Online
Neil Hampson	25	Online
Trevor Cain	1	Online
Richard Kurti	11	Online
Daniel Adamson	4	Online
Luca di Maio	9	Online
Essex Bridleways (Sue Dobson	4	Online
Perry Gamon	37	Online
Nicholas Smith	33	Online
Laurence Steel	38	Online
Southend Borough Council Economic Growth Group (Caroline Reynolds)	23	Online
Ian McLernon	58	Online
Southend Borough Council Regulatory Services (Louise McDermott)	31	Online
Olympus KeyMed (Malcolm Treglohan)	5	Online
Malcolm Sinclair	1	Online
Milton Conservation Society (A Atkinson)	7	Online
Alex Baldwin	1	Online
Elaine Wright	1	Online
Amanda Britton	2	Online
Carl Flaxman	1	Online
Wendy Keefe	1	Online
Barry Evans	3	Online
Emily French	1	Email
Celia Newton	3	Online
Claudia Cullen	6	Online
Ian James	1	Online
Rochford District Council (Daniel Goodman)	11	Online/Email
Thurrock Borough Council (Richard Hatter)	23	Online
Southend Borough Council Business Development & Regeneration (Emma Cooney)	5	Online
Jeremy Martin	29	Online
Valerie Morgan	64	Online
Angela Baldock	67	Online
Gaynor Martin	18	Online
Victoria Stills	2	Online
David Carpenter	3	Online

Respondent	Reps	Method of Submission
Hayley Dixon	23	Online
Southend Borough Council (Mr Paul Jenkinson)	56	Online
Giles Meacock	1	Online
Essex Wildlife Trust (Dr Annie Gordon)	5	Online
South Essex Homes Housing & Social Inclusion (Nicola O'Keeffe)	6	Online
Southend Borough Council Strategic Housing (Tim Holland)	9	Online
Essex and Suffolk Water (Carrie Taylor)	6	Online
Southend Borough Council 2050 Safe and Well (Andrew Barnes)	17	Online
Clare Dellows	22	Online
Network Rail Property (Laura Mellon)	1	Online
Martin Scarfe	2	Online
National Grid (Lucy Bartley)	1	Online
Russell Smith	2	Paper
Stew Mills	1	Email
Stephen Thacker	1	Email
Metrotidal Ltd (Mark Willingale)	15	Online
Harry Chandler	8	Online
Anglian Water (Stewart Patience)	6	Online
Tracey Abbott	6	Online
John Haslehurst	10	Online
Southend Borough Council Regulatory Services (Elizabeth Georgeou)	10	Email
Southend Borough Council Resort Services (Lee Sturgeon)	5	Email
Southend Borough Council (Sharon Wheeler)	9	Online
Chelmsford Borough Council (Gemma Nicholson)	10	Paper
Brentwood Borough Council (Andrea Pearson)	3	Paper
Sport England East Office (Roy Warren)	11	Email
Trenitalia c2c Ltd (Chris Atkinson)	6	Paper
Natural England (Heather Read)	11	Paper
Environment Agency (Pat Abbott)	21	Paper
Gladman (Phill Bamford)	7	Paper
Castle Point Borough Council (Ian Butt)	4	Paper
Persimmon Homes (Paige Harris)	8	Paper
Historic Homes (Debbie Mack)	5	Paper
Port of London Authority (Michael Atkins)	2	Email
Basildon Borough Council (Christine Lyons)	6	Paper
Templewick Partnership (Strutt and Parker)	11	Paper
SKArchitects (Steven Kearney)	8	Paper
House Builders Federation (Mark Behrendt)	9	Paper
Indigo Planning for Cromwell Property Group	12	Paper
Bellway Homes (Strutt and Parker)	5	Paper
Iceni Projects for C&S Associates	1	Paper
Essex County Council (Lesley Stenhouse)	49	Email
Alan Grubb	7	Paper
Pegasus Planning Group Ltd for Taylor Wimpey	4	Paper
Bidwells for Thorpe Estates Ltd	13	Paper
Leigh on Sea Town Council	65	Email

Appendix 2 Summary of Comments made at Drop-in Events and Stakeholder Events including Report produced by Copper

SUMMARY OF COMMENTS MADE AT STAKEHOLDER EVENTS

Town Centre Workshop – 5 February 2019 Summary of Comments

Planning needs to be more flexible and less process-driven

The spatial layout within the Borough needs to be improved

Brownfield sites that aren't being used for development need to be regenerated and used so developers should not take the 'easy option' of developing on greenfield sites

Any development should take into account and enhance the existing character of the Borough

Development also needs to be supported by improved transport and other supporting infrastructure throughout the Borough

Southend's heritage and landmarks need to be maximised to appeal to both tourists and local people

Public realm and transport improvements are needed to help improve Southend's tourism offer

More residential development should be focused into the High Street

The High Street needs to be enhanced into a successful 'hub area' that in turn attracts people into other areas of the Borough

Existing congestion means that roads need to be improved and new roads need to be constructed within the Borough to ease the burden on the A127

There needs to be better connectivity throughout the Borough

Servicing hours for trains, flights and buses need to be improved to benefit both tourists and local people across the Borough

Tables setting out the comments made at each community and stakeholder event attended by the Local Plan team are included below. The issues most commonly raised were Housing, Town Centres, Transport, Infrastructure and Environment.

A more detailed report on the town centre, developers and amenity group workshops is also available on the Council's website¹.

¹ Southend Local Plan – Report on stakeholder workshops Issues and Options April 2019 (Copper)

Landowners and Developers Workshop – 14 February 2019
Summary of Comments

Any development that is carried forward needs to cater to the specific character and needs of the Borough

Option 3 of the Spatial Strategy can provide a strong mix of sustainable development and supporting infrastructure

Councils need to work together with landowners/developers from the beginning of the planning process to ensure that the planning process becomes easier and that necessary housing and infrastructure can be delivered

There needs to be a skilled workforce in place able to deliver the infrastructure that the Local Plan is putting forward

Southend needs a central Bypass to provide better links between different areas across the Borough, particularly between east to west

Option 1 of the Spatial Strategy (intensification of development) is not commercially viable for the Borough and high-density developments would have a detrimental effect on Southend

Local authorities across the South Essex region need to work together to help deliver growth and ensure that the commitments within the Local Plan are put into action

Community Infrastructure Levy rates need to be more consistent across local authorities

A new and improved road would help unlock Southend's potential and attract more businesses.

Residents' and Amenity Groups Workshop – 28 February 2019 Summary of Comments

There needs to be a 'joined-up' approach between SBC and other local authorities to ensure that the objectives within the Local Plan can be delivered

Beaches and other tourist attractions need to be preserved more carefully and better signage needs to be provided to advertise these spaces

The Council needs to encourage more sustainable transport across Southend and provide a more efficient bus service

A new East/West road is needed to join the A127/A130 bypassing Southend and to support future growth across Southend.

Option 3 is the best option to drive forward housing development within the Borough – however if this option is pursued, it is important to protect greenbelt land and avoid building on a flood plain

Developments should be designed to include open spaces and appropriate parking facilities

Any housing development needs to be accompanied by the appropriate supporting infrastructure

Brownfield sites should be used to drive employment and create professional facilities as well as housing

Town Centre Drop-in Event – 23 February 2019 Summary of Comments

Please limit housing to four storeys of best design and quality of materials

Need more public toilets

Southend Pier is only pier without deckchairs. Please go on a day trip to Brighton.

Improved street lighting and signage, including Gordon Road and Elmer Approach, too dark at night

Seafront is key asset for town, leisure opportunities, eating, walking, adventure island, Pier etc.

Run down/empty buildings on high street should be used for more community areas. Could divide each property up into smaller compartments and rent them out to crafts people, confectioners, and jewellers and make little sitting areas inside. This would attract visitors and keep them there (a bit like Rayleigh lanes only posher). Bring back York Road/indoor market.

More independent shops

Remove big TV by Forum

Shared workspace for people who work at home

Community Facilities e.g. Doctor's Surgery in High Street

More car parking spaces

Need better integrated transport e.g. bus, rail, cycling and walking

Park and Ride

More seating areas, improved public space

Need to improve the bus routes and frequency of services, with better north-south services; circular town route etc.

Need activities for young people (open, safe, away from traffic) e.g. skateboard parks, bike fun areas, rollerskating and football greens.

Poor state of many pavements - can they be progressively upgraded? Better paving is needed in the high street and environs – replace cobbles as hazardous, proper crossings and better intersection markings, fix potholes

More family activities – putting green at family prices, more exciting/interactive museum about Southend (Pirates/sea life)

More events/activities outside the Forum, not just a big TV - interactive digital information board, interactive space for children, more community uses

Sports facilities for disabled and able bodied people

Prioritise Seaway development over Fossetts Farm; it will be more beneficial to the town. Cannot support developments that mirror each other

Hands off our open spaces and retain all trees and flowers for wildlife – more green spaces are needed for people who cannot walk far, with a couple of seats, longish grass for wildlife and bushes for the birds - nothing posh

No cycling on the high street - dangerous to pedestrians

There is valuable space for housing where cars are parked beside Victoria Station. Flats would be much better than the ghastly "the Range".

The quality of housing, especially affordable housing must be improved, with brick and stone walls, solid doors and separate kitchens

'Out of town' development is a mistake. Housing should be near high streets, railway stations, bus routes and museums etc.

Trains do not run late enough and too many rail replacement buses

Thorpe Bay Drop-in Event – 27 February 2019 Summary of Comments

Parks are kept in good condition,
with good amenities

Lack of an overall plan for local
transport and traffic routing

Lovely walks along the seafront
from Shoebury to Southend

Most land in this area of Wakering and Southend is Green Belt. A road needs to be built to enable both Southend and Rochford Councils to meet the housing targets through development here. Otherwise central Southend will be a car park especially when and if Fossetts goes ahead.

New development on the Garrison should not be too tall, with some shops, workshops on the ground floor - would love a coffee shop, pottery etc.

Stop overdevelopment in Leigh i.e. stop knocking houses
down and building more properties on one plot.

New GP super surgery. Re-use existing "cottage hospital" site on
Shoebury Common Road rather than on Gunners Park flood plain.

Parking charges
too high – should
be reduced

Potholes
all over the
town's roads

Far more charging points for electric
vehicles - some should be fast chargers

Before building new houses in Shoebury you need
better roads, more schools and more doctors.

Leigh on Sea Drop-in Event – 13 March 2019 Summary of Comments

The airport is a big plus for Southernders but future expansion should be carefully thought through

Ensure "gigabit" connectivity to all new housing developments and businesses

No signage for cultural centre (on Pier).
No culture or events at Cultural Centre

Option 3 - Southend cannot achieve housing targets in isolation and require support from neighbours

New housing should be on existing town sites including the airport. Not our limited greenfield buffers

Need to improve access to the east of the Borough. May require green belt land to provide infrastructure.

Ensure that growth in new homes is matched by parking, medical services, educational and utilities

More flexible planning framework which allows managed loss of retail in favour of residences

City Beach 2? How about expanding the Cinder Path between Chalkwell and Leigh - Health!

Trees in the High Street please. Trees reduce carbon naturally - massive tree planting needed e.g. Thorpe Bay Gardens, everywhere!

Southend needs to focus on its USP. The airport in part fills a vacuum but what are the other areas of business which could be niche to this area?

Parks and green spaces are superbly maintained

Leave Leigh Town Centre alone - it works as it is. BUT no more coffee/eating/drinking outlets!

Improve transport links - exclude visitors' cars from centre - park and ride?

The arcades appearance needs to be improved - more towards more Riviera style environment with smarter bars and restaurants

Do NOT create more shops outside the existing parameters. In particular, do NOT redevelop Seaway Car Park with shopping outlets.

Could the large screen at the Forum be used for national events/news etc?

Town Centre - offer lower business rates on empty shops for, say, the first year

Extend commercial area of tourism to link from the arches in Westcliff to the Kursaal

High Street is a tip. No longer bother to go there - put off by transient culture

Reduce carbon - offer incentives to install PVs/heat pumps etc.

Make High Street more experiential/experimental place - community hubs

Need to use the sea - great opportunity. Attract boats - marina?

Accessing the entire town if you don't drive isn't always easy. i.e. Belfairs Park has lots of facilities but young families would have to get a bus along the A13 and then a long uphill walk or No 29 bus. A circulating shuttle system, continuously running (hop on, hop off) from airport, town centre, along seafront, past hospital to Belfairs Woods would be ideal.

Improve Southend Town Centre - break up the linear form with planting, seating, and small vending stalls plus 'atmosphere' street lighting

Southend Councillors Drop-in Event - 14 February 2019 Summary of Comments

Option 1 (blanket density across borough) – No. More population in High Street/Dwellings in High Street - OK

Option 3 – potential new settlement – Yes: Schools, Roads/ Bypass (north to south), will need circular bus routes

Bus Station should move to Victoria Circus and build on current site

Park and Ride is a good system. Inland towns e.g. Chelmsford or Cambridge need at least two; we in Southend would need only one but outside the perimeter (Eastwood or Rochford). It would need to be properly set up with properly organised parking, require staff as well as technology. There would also need to be specific Park and Ride services and routes available all week – no use just trying to use existing parking facilities and routes. Parking fees and bus fares need to be attractively priced, with concessions available. Pay either by cash, card or electronically – there must always be a choice.

Milton ward very constrained/ high density – lack of access to green space

Social Housing is essential as well as affordable housing. Need social housing in town centre.

High Street/Town Centre – High Street properties could become residential – not necessarily facing onto High Street

Town circulars are useful bus services, preferably in both directions, useful also for out of town shopping, sporting and leisure activities.

Lack of greenery in Town Centre, and green spaces (e.g. verges) are being taken out – need to pursue green policies and biodiversity and tree planting. The Town Centre has only 0.2 hectares of green space (below current standards) – need more provision

Develop new ideas for public realm, and develop an urban wood

Swimming Pool/More leisure uses needed, along with youth facilities & hubs

Regenerate, reinvigorate, redesignate, reorientate

Seaway car park development is a big mistake – it splits the recreation areas. Seafront visitors are not necessarily the same ones who want cinemas etc. High Street is bleak and depressing – either bring back traffic or have greenery and flowers to make attractive sitting areas.

To take away seafront parking (Seaway Car Park) will deter seaside visitors

Hamlet Court Road Conservation Area needed.

Shops are too big for Secondary Shopping [areas] and too small for modern large shop/If the south end of the high street does well the top half fails and the same the other way round. Agree there should be a greater mix of non-retail uses and that the town centre should be re-focused into specific themes.

Development around the airport – more space for development

South Essex College Drop-in Event – 26 March 2019
Summary of Comments

Empty shops should be put to better use

Progress - positive ideas like Marina Project

More clean ups - beach and plastic recycling

Lack of trees in the High Street – I would like a greener environment

I like places I can hang out with friends, coffee shops and places to eat

More camera (CCTV) activity
and more police presence

Would like more things to do for young
people to access at reasonable cost e.g. gym

The Pier, seafront and open
spaces are highly valued

Promote planting of "incredible edibles" around larger buildings

Make it easy to move out for teens – affordable housing

A regular semi-fast train service to/from London i.e. 35
mins to Fenchurch Street and Liverpool Street

Violence, crime and drug use concern me, drugs
and their illicit use is so prevalent

Streets are dirty, with litter

I would like less gangs around

I like Buskers in the High Street

I don't like feeling unsafe

Southend-on-Sea Borough Council Staff Drop-in Events – 21 February 2019 and 14 March 2019
Summary of Comments

Great to have such varied landscapes on your doorstep (coastline, parks, woods etc.). You could ride a horse in the morning and sail a boat in the afternoon!

Should be between options 2 and 3. Utilise building areas and transport corridor with some green edges.

Option 2 offers perhaps room for variety. It's important to consider green/open space and its benefits for overall health and wellbeing

Constantly building and improving infrastructure will cause climate change and the environment to suffer - more needs to be done for the environment

If a new settlement - need a balance between farming and housing (compromise)

With an increase in population how about schools, GPs, hospitals?

Use abandoned shops in High Street for housing or supportive infrastructure

Consider elevating our plans above meeting basic, current needs. What are we creating for the future generations? Do we want residents to just survive or do we want them to thrive?

Mandatory accessible housing for all new builds - social and private. Ageing population and strokes causing significant disabilities we MUST build for them. Lifetime homes to be mandatory

More joined up working with other local authorities, particularly Rochford with the land available - for housing development

Build houses with pride and using quality materials with a sense of respect for our community and future generations.

Integrated Development incorporating green space and different (sustainable) modes of transport

Create a specialist housing area (gated community style) on new land with its own health support (GP/pharmacy/fitness) offer. Only available to existing Southend Borough residents who are giving up a larger property to move into it and are over a certain age. Make it an attractive offer of a package of support/infrastructure which encourages single people/couples to downsize, freeing up larger properties in the area for larger families.

Mandatory accessible housing for all new builds - social and private. Ageing population and strokes causing significant disabilities we MUST build for them. Lifetime homes to be mandatory

More investment on the Pier to attract tourists

Bring civic uses into town centre/high street

Soften hard high street – more trees and greenery

Property design needs to be a standard that allows older generations to have true level access. Disabled younger people are living longer and taking up suitable properties and people are living longer. If properties were built to standards for disabled people, the council could save money on not having to pay for adaptations.

Understand why certain places are successful and improve (across the world) and try to replicate what works elsewhere, here. Look really carefully at what is working well in our Borough, our country and beyond. What do we want? Who is doing this well elsewhere - what ideas can we steal/lessons can we learn?

Upgrade existing roads to accommodate any growth

Wind power / water turbines along remoter parts of seafront

Mandatory accessible housing for all new builds - social and private. Ageing population and strokes causing significant disabilities we MUST build for them. Lifetime homes to be mandatory

More residential in central areas: convert above commercial; encourage diversification away from retail

North-south transport/bus links need improving

Multi-use transport ticket across train/bus

More cycle routes please -join to Prittle brook and seafront, link Royal Artillery Way to seafront and Garons, and better cycle links to Hadleigh, Rochford and Wakering.

Bring forward garden village to north of Royal Artillery Way - need development at scale to get important investment

Community hubs - they're fantastic! But why aren't they in every ward/area? Developing sense of community will feed into Southend 2050 - Pride and Joy, Safe and Well

Investigate the infrastructure in old Leigh - currently the main electrical power is insufficient and some pubs have to use generators

Allow cycling through the High Street at commuter times

Need borough wide cycle lanes – existing cycle lanes do not link up. More cycle lanes that don't just stop.

Improve the Cinder Path to include a cycle path (it is part of the National Cycle Network Route 16) to make it better for visitors

Individual secure cycle storage in town centre and cycle hire schemes

Tylers Avenue - new municipal car park. Redevelop transport interchange with residential above.

Additional tourism developments need to be away from the seafront to reduce traffic flow through town

Plant more trees in strategic areas to reduce flood risk - too much concreted areas throughout Southend

Build a Lido where the museum was proposed to be built on the seafront. Heated, can be used all year round, membership model for income, feeds into healthy lifestyles and tourism opportunities. Make Southend a year round destination.

Make more of the conservation areas and spread that vibe throughout the high street. Attractive buildings, lovely parks, sense of class. A place to shop in lovely surroundings (see Kings Road, Chelsea)

More things like the fountain at City Beach in the town would be good

Improve the paving on Southend High Street - the tile brick slabs come out too easily

More housing in town centre - flats - need green/outdoor spaces for families

Extend evening trading with free evening parking (say after 30m) every day. Variable charging for car parks

Demolish older industrial units, move employers to purpose built site and use land for housing

Encourage roof gardens and more greenery

Take climate change a little more seriously

Across the Borough need more greenery, parks and playgrounds

Promote two tree island for fishing and cockling industry

Empty units in the high street - develop "market style" indoor market allowing independent small businesses to have a cheaper alternative to a shop unit. Boost local small enterprise while opening up disused shops and units.

"Push-up" the high street. Encourage and invite independent retailers. Introduce more eateries, coffee shops, etc. make it varied so that people could stay all day. A desirable destination

Don't like closure of shops on High Street - are rates too high?

Encourage small independent retailers onto High Street. Look at Leigh/Westcliff as models to fill no man's land between Royals and Victoria Plaza

Park and Ride at Fairglen - possible joint scheme with Southend, Rayleigh and Basildon.

Southend Local Plan

**Report on Stakeholder workshops
Issues and Options**

April 2019

Report produced by Copper

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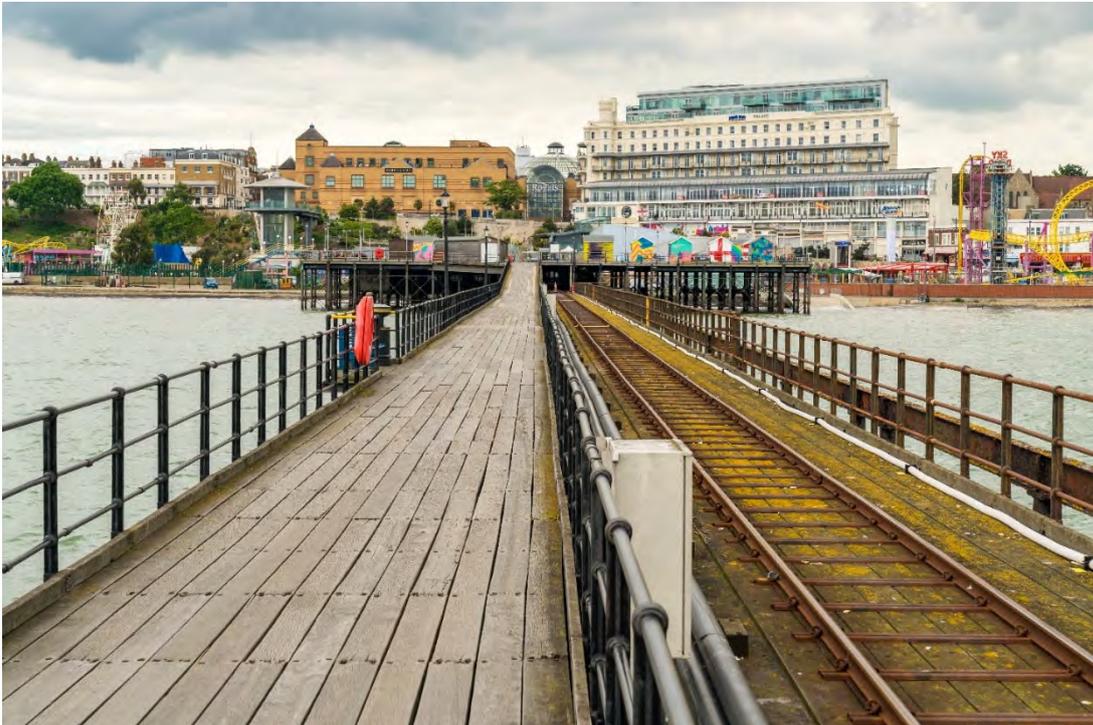
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1. Introduction

Southend-on-Sea Borough Council (SBC) has started the process of preparing a new Local Plan to set out the vision for the future of Southend and a framework for addressing housing needs and other economic, social and environmental priorities. SBC prepared an Issues and Options document which identified 12 key issues that will shape the future of the Borough and form the basis for the chapters of the new Local Plan. The Issues and Options document was created to provide a starting point for discussion in preparing a new Local Plan for Southend.

Copper Consultancy (Copper) was appointed by SBC to deliver invitation-only workshops to obtain feedback from community representatives and other stakeholders on key issues as part of a wider consultation process on the Local Plan Issues and Options document.

This report provides an overview of the workshops that were undertaken and the feedback received during that period. Appendices referenced during the course of this document can be found at the end of this document.



2. Methodology

In partnership with the Council, Copper devised a series of three workshops, each targeting a different set of stakeholders and focusing on the key issues outlined in the Local Plan Issues and Options document.

Three workshops were organised to focus on different stakeholders and analyse the key issues within the Local Plan Issues and Options document in detail. The sections below provide further detail on the content and conclusions from each workshop. These workshops were dated and located as follows:

- 1.) Workshop One – Town centre businesses** (Tuesday 5 February 2019, 10am – 12:15pm. The Forum, Elmer Square, Elmer Ave, Southend-on-Sea SS1 1NE)

Workshop One focused on the general principles of the Local Plan, outlining what the Local Plan is and why SBC were holding a public consultation to gather people's feedback to shape the future content of the Local Plan and set out what this might look like.

The workshop began with a detailed presentation on the Local Plan process, delivered by SBC and Copper. This presentation outlined the 12 key issues within the Local Plan and informed stakeholders how their feedback provided at the workshop would inform the next stages of the Local Plan process. Subsequently, the presentation covered individual sections from the Local Plan in detail that would form the basis of that day's workshop.

Sections covered included Section 1 (Vision and spatial strategy), Section 4 (Promoting Southend as a major resort), Section 5 (Providing for attractive and sustainable town centres) and Section 6 (Providing for a sustainable transport system).

The presentation also highlighted the Joint Town Centre Scrutiny Project that is running in parallel to the Local Plan consultation.

The two main activities for each workshop were explained, with details on the structure and timescale of each activity. These are outlined below:

- **Activity One – Brainstorming:** Workshop attendees were divided into three tables of six-eight, including at least two SBC facilitators per table. Each table outlined five things about the town centre that they were happy with and five things about the town centre and wider seafront area that they would like to improve collectively on A3 paper. This discussion lasted for approximately 15 minutes. A nominated spokesperson was chosen to feed back the table's collective thoughts back to the wider group, with 2-4 minutes allocated for each group to share their feedback.
- **Activity Two – A thriving economy with attractive, vibrant town centres:** Each of the three tables were provided with a series of maps, including a borough-wide map and additional maps detailing the town centre and seafront areas. Workshop attendees then participated in a guided discussion linked to the 'key questions' at the end of each section of the Local Plan Issues and Options document.

This guided discussion focused on Sections 1, 4, 5 and 6 of the Local Plan (spatial strategy, tourism, town centre improvement and transport). This discussion lasted for approximately 50 minutes. A nominated spokesperson was chosen to feed back the table's collective thoughts back to the wider group, with 5 minutes allocated for each group to summarise their discussion.

- 2.) Workshop Two – Landowners and developers** (Thursday 14 February 2019, 12:30pm – 2:30pm. Committee Room 4, Civic Centre, Victoria Avenue, Southend-on-Sea, SS2 6ER)

Workshop Two was structured in a similar style, offering landowners and developers the chance to input their feedback about the Borough through two activities based around the 'key questions' in the Local Plan. To aid discussion and coverage of issues, participants split into two groups.

Sections covered in discussion included the following sections of the Local Plan: Section 1 (Vision and Spatial Strategy), Section 2 (Housing) and Section 12 (Ensuring that the Local Plan is delivered), whilst also touching on questions from Section 6 (Transport) and Section 8 (Providing Community Services and Infrastructure).

Both discussion activities lasted for approximately 20 minutes, with 5 minutes allocated for each group to summarise their discussion.

3.) Workshop Three – Amenity groups (Thursday 28 February 2019, 09:30am – 11:30pm. Committee Room 5, Civic Centre, Victoria Avenue, Southend-on-Sea, SS2 6ER

Workshop Three provided the opportunity for key community groups within the Borough, such as residents' associations, transport groups, disability groups, religious groups, groups representing the older generation and biodiversity/environmental groups, to have their say on the key issues that will shape the new Local Plan.

This workshop focused on the following sections of the Local Plan: Section 1 (Vision and Spatial Strategy), Section 7 (Design), Section 8 (Providing Community Services and Infrastructure), Section 9 (Environment) and Section 10 (Planning for climate change). Sections 6 (Transport) and 11 (Southend's Neighbourhoods) were also highlighted towards the close of the session.

Workshop Three was structured as a presentation accompanied by a group discussion, with one group of 14 sharing their thoughts on sections of the Local Plan Issues and Options document, prompted by the key questions at the end of each relevant section and input from SBC facilitators. This presentation/discussion lasted for approximately 90 minutes.

Materials

The following materials were produced to support the workshops:

- 10 project banners outlining the key issues in the Local Plan Issues and Options document. These banners were then displayed at each of the three Local Plan Issues and Options consultation workshops delivered by Copper and SBC (see appendices for individual banner images).
- 2 additional banners advertising drop-in sessions
- Bespoke sign-in sheets for stakeholders (These attendees were asked to provide their contact details as part of a sign-in process.)
- An accompanying information sheet displayed to make attendees aware of how their personal data will be used, in line with GDPR regulations.
- Name badges for team members
- Feedback forms
- Presentations specific to each workshop
- Large A1 print outs of various maps of the Borough, A3 paper, coloured marker pens and large post-it notes were provided at each group table during the workshops. Attendees were invited to jot down a summary of their key points on post it notes and mark up the plans to ensure that the principal outputs from each section would be captured as part of the reporting process.



3. Workshop One - Town Centre

3.1. Summary of findings

The following conclusions from Workshop One are summarised below:

- Planning needs to be more flexible and less process-driven
- The spatial layout within the Borough needs to be improved
- Brownfield sites that aren't being used for development need to be regenerated and used so developers should not take the 'easy option' of developing on greenfield sites
- Any development should take into account and enhance the existing character of the Borough
- Development also needs to be supported by improved transport and other supporting infrastructure throughout the Borough
- Southend's heritage and landmarks need to be maximised to appeal to both tourists and local people
- Public realm and transport improvements are needed to help improve Southend's tourism offer
- More residential development should be focused into the High Street
- The High Street needs to be enhanced into a successful 'hub area' that in turn attracts people into other areas of the Borough
- Existing congestion means that roads need to be improved and new roads need to be constructed within the Borough to ease the burden on the A127
- There needs to be better connectivity throughout the Borough
- Servicing hours for trains, flights and buses need to be improved to benefit both tourists and local people across the Borough

3.2. Attendee List

The attendees of Workshop One were:

- Jane Sealy – Resident
- Councillor Carole Mulrone – Southend-On-Sea Borough Council
- Sarah White – Thomas Cook
- Valentina Thompson – Thomas Cook
- Councillor Kevin Robinson – Southend-On-Sea Borough Council
- Ian Hughes – Essex Police
- Michael Thwaites – Stockvale Group
- Steven Kearney – Stockvale Group
- Phillip Miller – Stockvale Group
- Marc Miller – Stockvale Group
- Emma Wynne-Morgan – Oracle
- Caroline Halling – University of Essex
- Peter Courtenay – Southend Street Pastors
- Peter Alabaster – Sorrell Property
- Garry Lowen – Gleneagles Guesthouse
- Councillor Nigel Folkard – Southend-On-Sea Borough Council
- Councillor Jonathan Garston - Southend-On-Sea Borough Council
- Tim Row - Southend-On-Sea Borough Council

Representatives from the project team were as follows:

- Alison Dewey – Southend BID Manager, Southend-On-Sea Borough Council
- Emma Cooney – Director of Regeneration and Business Development, Southend-On-Sea Borough Council
- Mark Sheppard – Team Leader, Strategic Planning, Southend-On-Sea Borough Council
- Claire Victory – Senior Planner, Strategic Planning, Southend-On-Sea Borough Council
- Adrian Smith – Senior Planner, Strategic Planning, Southend-On-Sea Borough Council
- Xavier Preston - Planner, Strategic Planning, Southend-on-Sea Borough Council
- Michael Sargood – Communications and Media Relations Advisor, Southend-On-Sea Borough Council
- Marzia Abel – Town Centre Manager, Southend-On-Sea Borough Council
- Annabel John – Copper Consultancy
- Laura Cunliffe-Hall – Copper Consultancy

3.2. Workshop One: Comments from Activity One

In the first activity, a brainstorm which outlined what participants liked about Southend and saw as unique selling points that they wanted to enhance, the following common themes were raised:

- Proximity to London
- Pier and seafront areas (providing unique character)
- Local schools and educational facilities, including the Further Education opportunities at University of Essex
- Parks and green access (accompanied with easy accessibility to the countryside)
- Resilience of transport connectivity network
- Tourism offer (attractions, leisure and entertainment facilities)

The themes outlined below were raised as areas which Southend needed to improve on in the future:

- Spatial layout (poor accessibility, with one group noting that the High Street is 'too long' and difficult to access from Victoria Station)
- Businesses and local government need to work together in the future and establish an ongoing dialogue to make sure the needs of the Borough are accounted for
- Structural safety (the need for more bollards and street lighting across the Borough)

- More variety and ambition to regenerate the High Street and Town Centre areas
- Better parking facilities across the Borough

3.3. Workshop Two: Comments from Activity Two

In the second activity, where workshop participants discussed Sections 1, 4, 5 and 6 of the Local Plan in detail (spatial strategy, tourism, town centre improvement and transport), the following common themes were raised (divided by section).

3.3.1. Section 1 – Spatial Strategy

Three options for the future development of the Borough were outlined within the first section of the Issues and Options document. These were:

- Option 1 Intensification of development (All development should be within existing built up areas of Southend)
- Option 2 Intensification plus additional development (Most development should be within existing built up areas, with some development on the side in other areas)
- Option 3 (Following Option 2 as well as working with neighbouring authorities to develop a comprehensive new settlement on Green Belt land).

Participants were reminded by workshop facilitators of the options above, and provided the following feedback:

- More housing development is needed in the Borough and this development needs to be brought forward with a greater focus in mind
- Currently, there is not enough development within the Borough, and the housing that has been delivered was perceived as either poor or insufficient
- Building development should be intensified in the town centre (as per Option 1 of the Spatial Strategy - Intensification of development within existing built-up areas of Southend). The creation of better housing land within the town centre will increase footfall
- However, certain groups maintained that large-scale development would change the nature of Southend and any development should be carefully monitored
- Questions were also raised as to whether intensifying development would place too much pressure on schools and hospitals and whether this level of intense growth could be sustained
- Higher-density developments should be focused in the town centre to improve community safety
- In terms of the aesthetics of development, it was stressed that any development should reflect the existing character and heritage of the Borough
- There was a consensus that brownfield sites should be used for development ahead of greenfield sites to protect any green spaces, rather than using the 'easy option' of developing on greenfield sites
- More green space is needed in the Borough, particularly in the most densely populated areas
- It was raised that greater honesty about funding is required before any plans are brought forward determining the future of the Borough
- There is a need for people within the Borough to have more realistic expectations for Southend – rather than seeing it as a small city, it needs to be acknowledged that some areas of the Borough are more like villages
- Better roads and supporting infrastructure need to be built to enable further development within the Borough
- Any housing developments and plans should be worked on in collaboration with other neighbouring authorities. Housing numbers should be negotiated with these authorities

- Equally, any developments should take into account the severity of the flood risk in Southend
- Rather than focusing on Southend 2050, there needs to be a focus on what happens in the immediate future (2020 – 2030).

The following areas were suggested as potential sites for development:

- Grainger Road Industrial Estate (this is currently empty and could be used for residential and supporting services)
- ‘Village centre’ areas within the Borough
- Old brownfield sites could be freed up and potentially used for an airport housing development area
- Shoebury Garrison Conservation Area

The following feedback was provided in response to potential development in the High Street and Town Centre area:

- The need for a town centre vision
- Support for implementing the recommendations of the Timpson Report on the High Street <https://www.gov.uk/government/publications/the-high-street-report>
- The opening hours of High Street shops should be extended
- The High Street should be used as a catalyst to draw people into other areas within the Borough
- There is a need to bring more popular amenities and businesses into the High Street
- Introducing a Civic Quarter into the Town Centre would help free up housing space on Victoria Avenue and in the Town Centre itself
- Buildings in the Town Centre above shops could be used as residential areas
- Side streets can therefore become more residential

One group was concerned that the Queensway development was too large and that single contractors should not be trusted to deliver major projects. One group also reported the need for additional parking, free parking, opening up parts of the high street to vehicles and the need to link the Seaways development properly with the seafront.

Recent development in Thurrock was positioned as a positive example of a strong council/social-housing led scheme.

3.3.2 Section 4 – Tourism

Within this section of the activity, participants emphasised the strength of the tourism offer within Southend, but highlighted that this needed to be supported by investment in transport and public realm improvements:

- Maximise Southend landmarks (Rossi ice cream, the Pier, Kursaal area) and invest in these areas
- More needs to be done to tell the story of Southend and celebrate its heritage (particularly the cliffs and pier)
- Increase parking across Southend, including visitor parking in proximity to the seafront
- Improve the wider seafront bus route
- Better links need to be created from the airport to the Town Centre (the airport needs to support tourism within Southend itself)
- Important to focus on the longer-term needs of the Borough rather than the shorter-term needs of the Town Centre
- There is a need to examine demographic information of residents within the Borough and tourists – this will help the Council to cater for improvements for both groups

- Rather than re-developing City Beach and the seafront area, the town centre should be developed
- More needs to be done to attract tourists into the Town Centre and keep them there
- However, one group also raised the point that the entire Borough should be promoted to tourists, not exclusively the Town Centre
- Lower business rates to support local tourist-serving businesses
- Better signage and accessibility is needed around the Borough, accompanied by better car parking facilities
- Improve green areas within the Town Centre to make it more of a tourist attraction (adding in palm trees/rooftop gardens etc)
- Hotels and attractions such as food courts and arcades need to be built in the Town Centre to attract tourists and increase the tourism spend within the Borough
- Currently, the last train to London is at 10:30 – 11 – these services need to be extended with later trains to help drive more tourism within the Borough
- More needs to be done to provide visitors to the Borough with a more positive first impression of Southend.

One group raised the idea of a ‘marina concept’, which had been investigated a few years previously to broaden out the tourism offer within Southend. This ‘marina’ site would help regenerate the seafront area. Equally, each group outlined the importance of London Southend Airport to driving tourism within the Borough:

- There need to be better train links for tourists to access the airport and other connecting locations
- Access by car into the airport needs to be improved
- More links need to be created between Schiphol Airport and London Southend Airport
- London Southend Airport needs to be utilised more effectively to support the tourism offer within Southend.

3.3.3 Section 5 – Town Centres

Discussion surrounding Section 5 of the Local Plan focused on the following themes:

- The High Street needs to be utilised more effectively to attract people into other areas of the town
- Businesses need to increase footfall within the High Street
- The High Street should become a ‘hub’ area with more housing and cafes to attract more people
- There is a need to create higher-density developments in the High Street area
- Business rates should be reduced for all businesses to keep them operating successfully within the Town Centre
- Currently, rent is too high within the Town Centre. This currently benefits temporary stall holders that take in profits at the busiest times of the year, without having to pay the same business rates as permanent shops
- Trading hours should be extended for shops within the Town Centre with greater flexibility
- Retail should be consolidated within one area of the Borough (the Town Centre). Areas such as Leigh and Westcliff should remain as more residential areas with boutique shops
- The High Street was considered to be too long
- It was raised that there were currently too many shopping centres within the Borough and it would be better to have one successful shopping centre rather than two half-used centres
- Empty retail units in the Town Centre need to be filled
- The growing number of homeless people within the Town Centre needs to be addressed
- Concern was raised regarding a potential ‘domino effect’ if major stores began to leave the Town Centre.

Two groups raised the idea of the need to create distinctive and easily identifiable areas within Southend (using the quarters or zones established in Manchester as an example). This was identified as an inexpensive way of maximising Southend's heritage.

Suggested amenities that could improve the Town Centre are detailed below:

- Skate park next to the Civic Centre
- More event space is needed (for potential ice-skating rinks, comedy clubs and other cultural hubs)
- Air shows and major events within the Borough should be supported by High Street events
- Better lighting at the back of the High Street and general accessibility for people across Southend
- More residential areas should be created in the vicinity of the High Street (such as by Southend Central station and in the middle of the High Street itself)
- Better access to properties is needed at the back of the High Street.

3.3.4. Section 6 – Transport

Each of the groups discussing Section 6 identified that transport was currently a problem within the Borough. Groups also highlighted that currently the planning system is too process-driven, which causes delays in the development of new transport infrastructure. The related issues below were raised in discussion:

- Currently, there are congestion problems at key junctions (eg Cuckoo Corner) and on the A127
- Roads need to be improved, to create fewer bottlenecks across the Borough and help improve the local economy, which is currently being damaged by poor roads
- Specifically, a new road needs to be built going into Southend from the north to the south as the A127 is currently congested. This would help support the A127 and the A13 and would be a better solution than improving existing roads
- Flyovers crossing key junctions of the A127
- There is a need to link Prittlewell Square and York Road
- There is also a need for new access roads by Rochford
- It was raised that there needs to be more of a realistic investment into infrastructure
- There needs to be better bus connectivity throughout the Borough – it was suggested that a bus service needs to be introduced from train stations into the Town Centre
- Existing roads cannot provide for the amount of traffic trying to access London Southend airport
- London Southend airport needs to be future proofed and the entrance needs to be reconfigured
- Improved service hours need to be put in place for flights, trains and buses to help London Southend airport compete with other London airports
- Existing service hours are not sufficient to meet local people's needs
- Pedestrian connectivity should be improved between the area west of the pier and the seafront
- A link needs to be opened up between Royal Terrace to Clifftown Parade
- There is a need to open up Chichester Road to Victoria Circus and to open up the Deeping (connecting Chichester Road and Victoria)
- The High Street needs to be made more accessible for pedestrians
- The wider transport network within the Borough needs to be better connected so that the Lower Thames Crossing can be linked to the A130.
- A bus link between the seafront and town centre is needed

In terms of car parking within the Borough, the following issues were raised:

- The right parking spaces need to be created in the right locations

- Future modern car-parking technology needs to be examined (ie charging points need to be installed in more car parks across the Borough)
- Need better access to car parks to improve accessibility (eg Tylers Car Park behind the Royals) and car parks need to be more appealing.
- Parking is also a problem in Leigh on Sea

One group raised the question of if there is potential for building a Park and Ride facility by the airport, using land near Tesco or at the Airport retail park. However, the consensus was agreed that currently a Park and Ride facility is not practical for Southend. There was also discussion over whether a potential tram route from the High Street to the seafront could be a viable option for the Borough.

4. Workshop Two - Landowners and developers

4.1. Summary of findings

The following conclusions from Workshop Two can be summarised below:

- Any development that is carried forward needs to cater to the specific character and needs of the Borough
- Option 1 of the Spatial Strategy (intensification of development) is not commercially viable for the Borough and high-density developments would have a detrimental effect on Southend
- Option 3 of the Spatial Strategy can provide a strong mix of sustainable development and supporting infrastructure
- Local authorities across the South Essex region need to work together to help deliver growth and ensure that the commitments within the Local Plan are put into action
- Councils need to work together with landowners/developers from the beginning of the planning process to ensure that the planning process becomes easier and that necessary housing and infrastructure can be delivered
- CIL rates need to be more consistent across local authorities
- There needs to be a skilled workforce in place able to deliver the infrastructure that the Local Plan is putting forward
- Southend needs a central Bypass to provide better links between different areas across the Borough, particularly between east to west
- A new and improved road would help unlock Southend's potential and attract more businesses.

For a more detailed breakdown of discussion, please see the comments section in section 4.3.

4.2. Attendee List

The attendees of Workshop Two were:

- Harry Chandler – Shoeburyness Residents' Association
- Isobel McGeever – Icen Projects
- Thomas Sharman – Smart Planning
- Alicia Lai – Smart Planning
- Raymond Ridge – Doug Jeffrey Homes Ltd
- Phillipa Deith – CPR CCG
- Paige Harris – Persimmon Homes, Essex
- Charlotte Williams – Strutt and Parker
- Ron Martin- SUFC
- Perry Gamon – Thorpe Estates Ltd
- Owen Byers – Bellway
- Emma Gladwin – Strutt and Parker
- Paul Gibbs – Bellway
- Arpad Rektor – Ergotechnics Ltd

- Rex Howard – Ergotechnics Ltd

Representatives from the project team were:

- Mark Sheppard – Team Leader, Strategic Planning, Southend-On-Sea Borough Council
- Claire Victory – Senior Planner, Strategic Planning, Southend-On-Sea Borough Council
- Adrian Smith – Senior Planner, Strategic Planning, Southend-On-Sea Borough Council
- Bob Preston - Senior Planner, Strategic Planning, Southend-On-Sea Borough Council
- Xavier Preston – Planner, Strategic Planning, Southend-On-Sea Borough Council
- Annabel John – Copper Consultancy
- Laura Cunliffe-Hall – Copper Consultancy

4.3. Workshop Two: Comments from Activity One

4.3.1. Section 1 – Spatial Strategy and Section 2 - Housing

Opening discussions were focused around the first section of the Local Plan. These highlighted the need for improved infrastructure across Southend from the perspective of both the landowners and developers present. The following key themes were raised:

- Any development that takes place within Southend needs to be realistic and catered to the particular needs of the Borough
- There needs to be a mixture of all types of development within the Borough
- New developments in Rochford have placed a strain on the existing infrastructure within Southend
- Both groups highlighted the need for the Local Plan to help identify growth clusters within the Borough, identify transport corridors and release greenbelt land to help deliver housing.
- The three options outlined in the Spatial Strategy of the Issues and Options document regarding the nature of potential development in the Borough (see above in Workshop One) were discussed in detail by the two groups in Workshop Two. Their thoughts are summarised as below:
- Southend as a whole needs to be expanded, with development intensified across specific areas
- Option 1 (Intensification of development) is unlikely to be deliverable, as it would result in neighbouring authorities accepting more housing – it was raised by one group that this would be quite unlikely and that there is a high risk factor involved
- Concerns were raised about urban intensification and how it might negatively affect the Borough
- Economically, it was suggested that intensification, particularly accompanied by high-density, high-rise (5 or more storeys) developments, was not commercially viable for the Borough. However, it was acknowledged that a reduction in garden amenity space requirements for 2 bedroom properties would make this size of unit more viable.
- It was raised that developments over 8 storeys would affect the skyline of Southend and make it more of a carbon-copy of Manchester, Leeds etc
- Furthermore, it was argued that too much development within Southend would negatively affect the character of the area, making Option 1 politically unacceptable
- However, one group did raise the possibility of ‘building up’ in the Town Centre
- Overall, the conclusion was reached that urban intensification should be limited, and that it was more important to expand around the edges of the Borough, following Option 2 (Intensification plus additional development)
- One group highlighted that Option 3 (Option 2 plus a new settlement on Green Belt land) is the best option for Southend, as it ensures that the Local Plan can deliver housing in a sustainable way which doesn’t impact on existing residents, whereas Option 1 (intensification of housing delivery) has the potential to have such an impact.

- Option 3 was perceived as having the greatest potential to provide a genuine mix of housing, including potential specialist housing options for the elderly, starter homes for the young and vulnerable people in a viable manner.
- Option 3 could also deliver the critical mass to provide important supporting infrastructure, including new schools and healthcare facilities.
- More specific discussion regarding Section 2 of the Local Plan (Housing), identified the following issues:
 - Currently infrastructure within Southend is poor and not fully accessible
 - Currently there are too many flats and not enough housing developments
 - Tension between density and access (ie building up but also having adequate car parking provision)
- The conclusion was reached that new housing was needed to improve wider healthcare and education provision across the Borough.

4.4. Workshop Two: Comments from Activity Two

The principal focus of Activity Two was on Section 12 (Ensuring that the Local Plan is delivered), whilst touching on relevant interactive issues within Section 6 (Transport) and Section 8 (Providing community services and infrastructure).

Landowners and developers focused upon the importance of deliverability and viability, making sure that the Local Plan is actioned in a way that works for everyone in the Borough and that comprehensive evidence needs to be gathered that will allow the Local Plan to withstand examination. The following topics were covered in discussion:

4.4.1. Working together with local authorities

- There is a clear need for Southend to work with Rochford and other districts to deliver sensible developments with appropriate infrastructure
- There was a suggestion that SBC should merge with other councils in the South Essex region from Brentwood to Thurrock, using how local authorities work together in Cambridgeshire as an example
- It was raised that all authorities across the South Essex region should form their own Local Plans that complement one another and work together to achieve these
- Following on from this, local authorities need to communicate with one another better to help drive important growth across the Borough
- To do this, individual authorities need to think strategically rather than in their own interests
- The South Essex Joint Strategic Plan also needs to be better-aligned to the Southend new Local Plan, to ensure the successful achievement of relevant objectives
- It was also stressed that councils need to be ambitious and promote a higher level of growth in this Local Plan.
- Furthermore, it is important for councils to work with landowners/developers from this early stage to deliver the necessary housing and infrastructure required as part of a more proactive relationship
- Policy officers should be involved in developer discussions from the beginning to speed up the planning process and make the application stage easier
- Policies need to seem deliverable and viable to landowners to help them trust in the decision-making of the planning process
- Overall, it was argued that there was a need for simpler planning mechanisms to make delivery easier for developers, as currently it is harder for developers to offer landowners value for money in Southend.

4.4.2. CILs (Community Infrastructure Levies) and Section 106 Agreements

- Currently, there is a landowner issue where CILs (Community Infrastructure Levies) aren't consistent between local authorities – it was recognised that CIL rates are better in Southend than they are in Basildon for example
- The groups also wanted to acknowledge that poor CIL rates could affect development and that this needed to be consistent across all the Boroughs
- CILs and Section 106 system needs to be made fairer and more consistent (as often there is too big a disparity between sites re Section 106 agreements).

4.4.3. Workforce and logistical delivery of the Local Plan

- It is important to ensure that there is a regular delivery supply throughout the stages of the Local Plan, including in Years 1-10 (the early stages), to ensure that development comes to fruition
 - The Local Plan needs to be delivered in multiple stages, rather than seen as just one major regeneration scheme
 - The question was raised as to whether there is a workforce in place to be able to deliver the level of sophisticated development required as part of the Local Plan process
 - Moreover, it was argued that there needs to be more skilled workers within the construction sector, as there are currently too many modular builds due to a lack of skilled tradesmen
 - Rather than building more modular builds (which resemble mobile homes), it was argued that there needs to be a wider variety of sustainable development across the Borough
 - The overall success of the Local Plan depends upon co-operative working with wider government
- Transport**
- There is a need for an improved public transport network across the Borough (including a better bus system)
 - Currently, there is a major transport problem from the east to the west of the Borough
 - London Road is limited and has not changed in a decade
 - Central Southend needs a bypass - it currently does not have the capacity to take traffic from east to west to the extent that is needed
 - This bypass would also help link different areas across the Borough
 - Currently transport problems deter businesses from relocating to Southend
 - There are existing issues with congestion on the A127, due to the level of traffic between Southend and London
 - The A130 was praised as a good road, to the extent that businesses in Tilbury would rather use this route than the M25. It was raised that a new road to connect the airport and future urban extensions and development will help unlock Southend's overall potential.

Finally, discussion on Section 8 of the Local Plan (Providing community services and infrastructure), mainly centred around the question of whether Southend should be made into a city. The question was also raised if Southend's strong educational facilities (ie Grammar Schools), can be protected from people from East London and others outside of the Borough taking up school places and overfilling capacity.

5. Workshop Three - Amenity Groups

5.1. Summary of findings

The following conclusions from Workshop Three can be summarised below:

- Option 3 is the best option to drive forward housing development within the Borough – however if this option is pursued, it is important to protect greenbelt land and avoid building on a flood plain
- Brownfield sites should be used to drive employment and create professional facilities as well as housing

- Any housing development needs to be accompanied by the appropriate supporting infrastructure
- Developments should be designed to include open spaces and appropriate parking facilities
- There needs to be a 'joined-up' approach between SBC and other local authorities to ensure that the objectives within the Local Plan can be delivered and alignment with the JSP
- Beaches and other tourist attractions need to be preserved more carefully and better signage needs to be provided to advertise these spaces
- The Council needs to encourage more sustainable transport across Southend and provide a more efficient bus service
- A new East/West road is needed to join the A127/A130 bypassing Southend and to support future growth across Southend.

5.2. Attendee List

The attendees for Workshop Three were:

- Peter Lovett – Shoeburyness Residents' Association
- Mike Grimwade – Resident
- Robert Howes – (SDPC) (Southend and District Pensioners Campaign)
- P Moore – Shoeburyness Residents' Association
- Alan Grubb – Resident
- Theo Steel – Resident
- Ron Woodley – B.E.R.A (Burgess Estate Residents' Association)
- Jane Sealy – Resident
- Harry Chandler – Shoeburyness Residents' Association
- Lynda Mclernon – Southend Older People's Assembly
- Barbara Armitage – Belfair Residents' Association
- Jill Allen King OBE – National Federation of the Blind
- Keith Sharman – B.E.R.A (Burgess Estate Residents' Association)
- Nicky Evans - SAVS (Southend Association of Voluntary Services)

Representatives from the project team were:

- Mark Sheppard – Team Leader, Strategic Planning, Southend-On-Sea Borough Council
- Claire Victory – Senior Planner, Strategic Planning, Southend-On-Sea Borough Council
- Adrian Smith – Senior Planner, Strategic Planning, Southend-On-Sea Borough Council
- Annabel John – Copper Consultancy
- Laura Cunliffe-Hall – Copper Consultancy

5.3. Workshop Three: Comments

5.3.1. Section 1 – Spatial Strategy

Firstly, attendees discussed the different options for development within the Borough - Option 1 (Intensification of development), Option 2 (Intensification plus additional development) and Option 3 (Option 2 plus a new settlement on Green Belt land). The following conclusions were reached:

- In terms of Option 1, any intensification of development must ensure that the character of the Borough is maintained and not negatively affected
- Option 2 was viewed as a viable option by some attendees; however it was raised that intensification in certain areas, such as London Road, could be problematic as there are already too many homes/developments along this road and it is not a strong strategic location for development
- If Option 3 was progressed, it was mentioned that it is important for greenbelt land across Southend and other, larger areas in South Essex to be protected where possible, by both SBC and other authorities across South Essex
- It was also queried why all the housing proposed should be developed in Southend rather than more widely across South Essex

- Furthermore, concerns were raised over developing on a floodplain if the Council were to proceed with Option 3
- Following on from this, it was agreed that SBC needs to work with the Environment Agency to prevent building on floodplains
- Nevertheless, a consensus was agreed that Option 3 provides the greatest scope to meet housing numbers and targets for the Borough
- Attendees stated that greenbelt land, if not used for farming or on a floodplain, should then be brought forward for housing and development
- One attendee raised that growth is often mentioned as a presumption or a requirement and questioned the need for growth within the Borough
- An additional question was raised - if a property is outside borough boundaries, how can local authorities protect individual nomination rights through housing allocations?

Attendees also raised the issues below relating to the nature of future developments and housing costs:

- New developments should focus on creating spaces for employment rather than housing (an example provided was the Garrison development at Shoebury, which should have been used for office space rather than housing)
- The Gunners Park development in Southend was also named as a positive example of development, due to its provision of open space and allocation of affordable homes
- Other post-war council estates in the Borough were also praised for their quality features and it was recognised that these should be maintained
- Brownfield sites should therefore be used for employment opportunities and creating housing
- Currently, property ownership is beyond the means of people who live and work in the Borough
- Affordable housing should be restricted to those who have a long-term commitment to the area/Borough (it was raised that people coming in from London are driving up house prices for those already living in the Borough)
- Affordable housing should also be a priority for developers and they should be held to account to meet specific delivery targets
- Concern was also expressed about the growing need for Care Homes, or housing with a Care element
- Southend is a quarter of the size of the other authorities in South Essex, but has the largest housing need
- Developments shouldn't try and 'shoehorn' in open space, as this is out of context with the rest of the South Essex area
- Any developments should also include adequate provision for disabled people
- It was also mentioned that any housing needed to be accompanied by supporting infrastructure in terms of transport networks and employment spaces and that significant infrastructure will be needed to meet housing targets
- Therefore, it was suggested that there was the need for a new school to account for the growing population of the Borough (a potential location for this was suggested on Victoria Avenue)
- It was also mentioned that Section 106 agreements should last beyond 6-10 years.

5.3.2. Section 7 - Design

In terms of design, the following issues were raised by workshop attendees:

- Building 'up' or high-density developments can create social problems – to offset this, these developments need additional parks and spaces for residents
- There was also a suggestion that a limit should be imposed when 'building up' to avoid potential future crime issues in high-rise developments
- It was suggested that the Council should take control of properties in town that are empty, preserving existing housing and financing renovation projects

- In the design stage of high-rise developments, it is important for large estates to include open frontages and prevent the implementation of poorly-designed developments
- Developments also need to be designed to include better parking requirements
- It was raised that church halls are not ideal community spaces and that more entertainment areas and community facilities need to be brought forward
- Areas such as Shoebury and Thorpe Bay have lots of bungalows, which provides an opportunity for the ageing population to have comfortable accommodation – this needs to be more widespread as it allows people to downsize and remain in their community
- Landlords should be obligated to inspect properties every six months or so and this should become part of the planning policy
- Southend's character needs to be reflected and preserved throughout the design process of any future developments.

5.3.3. Section 8 - Providing Community Services and Infrastructure

Discussion on Section 8 ranged from improvements to the public realm, accessibility and facilities across the Borough, to the importance of providing for the future of young people across the Borough:

- Important to examine the distribution of public toilets and similar facilities across the Borough
- There is a need to make sure that sports facilities are accessible for everyone in the Borough
- In Shoebury there are not enough entertainment facilities designed to appeal to the youth of Southend
- Moreover, younger people in Southend need to become more engaged within their community and it is important for the Council to ensure that their interests are represented within the Local Plan
- Equally, it was suggested that young entrepreneurs should be encouraged to set up businesses in affordable spaces across the Borough, such as containers placed on the end of London Road
- One attendee raised that the CCG (Clinical Commissioning Group) should be brought under the control of the Council
- The improvement of combined sewers within established residential areas was also named as an important issue to address.
- It was raised that SBC need to work in a co-ordinated way with other local authorities and organisations such as Leigh Town Council, to ensure that the Local Plan is successfully delivered
- Attendees also mentioned that beaches in the Borough need to be advertised better with improved signage and more general tourist information needs to be provided to visitors in accessible places (for example it was suggested that an information bureau could be put in place at one of the train stations)
- Currently parks within Southend are popular and should continue to be maintained to the same high standard. Participants expressed a need for a swimming pool in the town centre.

Attendees also highlighted the possibility of the development of a new hospital, with appropriate infrastructure, connected to the A12 and A130.

In addition to this, it was highlighted that more medical facilities and necessary supporting infrastructure should be provided regardless of whether a new hospital is brought forward. This is because currently NHS facilities were viewed widely as 'inadequate'.

5.3.4. Section 9 Environment and Section 10 Planning for Climate Change

The group touched briefly on environment and climate change issues, but nevertheless highlighted the significance of these issues in securing the future of the Borough:

- Clean air was named as essential to future developments – SBC were asked to provide further background about the outcomes of the clean air consultation that they had held previously
- It was suggested that environmental zones are needed around schools to protect young children from harmful emissions
- More charging points and facilities for electric cars are needed across the Borough to help modernise Southend and encourage sustainable transport
- Spaces such as East Beach that would be attractive to tourists should be looked after more carefully.

5.3.5. Section 6 Transport and Section 11 Southend’s Neighbourhoods

Transport was identified as a key issue within the Borough, with a focus on the provision of public transport and improving congestion and related issues:

- Travel to enter the Borough is expensive and better transport facilities are needed to improve access in and out of the Borough
- Southend needs to improve its technological offer over the next 20 years, as this could provide useful information to people waiting at bus stops for example
- One attendee raised the possibility of referring to public transport as commercial transport instead
- It was raised that currently that there is not a bus service running down Chalkwell Avenue and that more services to the pier and Kursaal are needed – there is currently good bus provision in Thorpe Bay and Shoebury
- Additionally, an attendee raised that Southend is currently the only seaside resort in the country which doesn’t have an effective bus service
- Furthermore, attendees highlighted that bus services were needed that served everyone in the community and not just people living along London Road and Thorpe Bay, as there is a lack of service in the east of the Borough
- An East to West corridor is needed in the Borough, or roads will end up being blocked (a new northern access road was also suggested)
- A new road is needed to join the A127/A130 bypassing Southend and to support the levels of development and urban extension that will be required to drive the future growth of Southend
- It was also mentioned that pollution and traffic within the Borough needs to be controlled, discouraging large volumes of cars to drive through the local area
- Important to provide further provision for cyclists in the Borough.

A potential location in Rayleigh for a Park and Ride development was also flagged. Another attendee suggested that a Park and Ride could be put in place at Sadlers Farm, with designated buses leaving every 15 minutes.

An additional attendee raised the possibility of a seafront bus from Chalkwell, going north to the hospital and west into the Town Centre. However, it was acknowledged that this service would need to balance commercial interest with viability.

6. Concluding comments

All of the feedback that has been included within this report will be used by SBC in the next stage of the Local Plan process. The workshops formed part of a wider consultation to ensure that local people could get involved in the early stages of the Local Plan process.

The workshop demonstrated support for development, with particular importance being placed on the need to preserve the existing character of the Borough and enhance the local community by providing new road and transport improvements, housing, employment spaces, green spaces, tourist attraction facilities and wider amenities. It was also reinforced in all of the workshops that

SBC must work with other local and national governing bodies to ensure that the provisions within the Local Plan can be delivered.



7. Appendices



Welcome

Southend-On-Sea Borough Council is seeking your views on what should be in our Local Plan. We have identified 12 key issues affecting Southend – we want to hear your views on these issues and any other important matters that affect you as a community.

What is the Local Plan process?

A Local Plan is a document produced by the local planning authority – Southend-On-Sea Borough Council – to identify the needs of the Borough for the next 20 years and set out a vision for what these needs will look like. Our Local Plan will cover a range of topics, including where we might build new houses, how jobs and economic growth can be stimulated and how local services and other infrastructure can support new developments in the Borough.

Once it is formally adopted, all planning applications in the Borough will be measured against this document and it will ensure that the right development happens in the right place at the right time.

Why do we need a new Local Plan?

To ensure that locally we have our say on where new development should be located and how it should be designed.

The new Local Plan will replace three current plans (Core Strategy, Development Management document and the Southend Central Area Action Plan) with a single document.

Our Local Plan will also help drive the delivery of the "Southend 2050 Vision". While you may already have given your views on the Southend 2050 Vision, we need to hear your thoughts on the Local Plan to inform how land and other resources in the Borough are utilised in the future.

How do I find out more about the Local Plan?

To find out more about the Local Plan, please access our Issues and Options document online at www.localplans.southend.gov.uk or take a hard copy available at the Civic Centre or Council libraries. Our consultation period will run from Tuesday 5 February to Tuesday 2 April 2019.

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SOUTHEND-ON-SEA NEW LOCAL PLAN

Planning for Growth and Change

Contact us

Thank you for attending our event and for sharing your feedback. We would like you to get involved and have your say in shaping the future of the Local Plan. The Local Plan needs to meet our needs for the future and represent what you want for the Borough as a community, making sure that the right infrastructure is built at the right time in the right places.

For more information about the Local Plan, and to provide us with your feedback, please get in touch via the following details:

- Online at: www.localplan.southend.gov.uk
- By email to: planningpolicy@southend.gov.uk
- By post to: **Business Intelligence Officer, Performance & Business Support, Department for Place, Southend-on-Sea Borough Council, PO Box 6, Civic Centre, Victoria Avenue, Southend on Sea, SS2 6ER**

What happens next?

We are required by law to ensure that the plan goes through defined consultation stages. Once the Local Plan is found to be sound by the government, due to government regulations the Local Plan must be reviewed every five years following adoption. This makes sure that its policies still reflect national guidance and are up-to-date. Any significant changes to the plan would require further public consultation.

Timeline



GDPR regulations

By using we are required to make the comments we receive about the Local Plan available for all to see. Protecting your name. No other personal information will be published. This meets the requirements of the General Data Protection Regulations 2018.

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Section 1: Vision and strategy for the future

Overview

We want to make the preparation of our Local Plan a positive process, outlining a vision for the future of Southend through a 20-year planning framework. This will address housing needs and other economic, social and environmental priorities. Our Local Plan will also assist with the delivery of the Southend 2050 shared ambition and sub-regional initiatives.

For more information regarding the key messages from Southend 2050 and on the different options within our spatial strategy and vision, please refer to Section 1 of our Local Plan Issues and Options document.

New housing methodology

The Government has recently introduced a new methodology for calculating housing need. This means Southend needs to build significantly more homes than in recent years.

If we do not meet the Government housing target, the Government will apply a 'Housing Delivery Test' that will make it harder to reject proposals that don't comply with the Local Plan (i.e. through poor design). Therefore, there is a pressing need to look at how and where this housing need can be met in a way that complements the existing character of our area.

Spatial strategy

The Local Plan must set out an overall strategy for the pattern, scale and quantity of future development in Southend. We must make sufficient provision for housing in particular, as there is an important link between housing and economic performance.

Southend and South Essex as a whole has experienced worsening conditions in terms of affordability of housing compared to the national average. In part, this is because there aren't enough new homes being built in the Borough. Through the new Local Plan, we want to work towards improving future housing delivery, without negatively impacting on the character of the Borough and its environment.

Key questions

- What would you like Southend to be like in the future?
- How should Southend develop in the future in seeking to deliver new homes? Please select one of the following options:
 - Option 1 – All development should be within existing built up areas of Southend
 - Option 2 – Most development provided within the existing built up area, focussed in specific locations such as the town centre, airport and main passenger transport corridors, with some development on the urban edges on Greenfield and Green Belt in Southend.
 - Option 3 – Following Option 2 as well as working with neighbouring authorities to develop a comprehensive new settlement on Green Belt/Greenfield land (strategic scale development across local authority boundaries).
- Do you have any other issues or comments you'd like to raise?

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Housing

Housing, and particularly the affordability of housing, is a nationally important issue. There is a huge pressure on the housing sector within Southend. In response to this pressure, the Council has adopted a Housing Strategy, which will prioritise providing safe and affordable homes for residents.

The Local Plan will support this Housing Strategy and will consider how to meet the need for different types of housing across the Borough when determining planning applications.

For more information regarding housing, please refer to Section 2 of our Local Plan Issues and Options document.

Key questions

- How best do you think we should provide for our future housing needs?
- What sites do you think should be identified for housing development and re-development?
- Should we continue the current policy for affordable housing, or seek a higher or lower provision?
- How might the Local Plan be more responsive to the needs of younger people, older people and custom/ self-builders?
- Should we work on improving housing designs and go beyond mandatory building regulations to ensure that new homes are highly accessible and adaptable?
- Do you have any other issues/comments you would like to raise?

Providing Community Services and Infrastructure

Providing quality services for the future health, education, sports and leisure and community needs of the Borough's residents are essential to maintaining and improving the quality of life for the Southend community.

For more information regarding the provision of community services and infrastructure, please refer to Section 3 of our Local Plan Issues and Options document.

Key questions

- How best can we provide for our future community to secure a sustained high quality of life?
- Are there any specific issues regarding educational provision that need to be addressed in any potential new development?
- How do you consider that health issues should be addressed in the Local Plan? How can new development encourage healthy lifestyles?
- Should we require open space and play areas as part of new development schemes?
- As part of the planning approval process, should we ensure that all developments deliver quality broadband infrastructure and connectivity?

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Securing a thriving local economy

The Local Plan will be key to realising future economic opportunities and ensuring that Southend is 'open for business.' Approximately 66,000 employees work across Southend in over 6,600 businesses. Southend's strong entrepreneurial culture can be maximised through future economic growth.

For more information regarding the local economy, please refer to Section 3 of our Local Plan Issues and Options document.

Key questions

- How can we best promote employment within Southend?
- Should we focus on creating new jobs in key growth cluster areas (Town Centre, London Southend Airport and northern Southend corridor centred around Stock Road and Temple Farm)?
- Is it important that we concentrate on promoting digital, cultural and creative industries, healthcare technology, advanced manufacturing and engineering, and tourism sectors?
- Should we continue to focus new office development in the town centre?
- In your opinion, should we continue to support the improvement and re-use of existing allocated employment sites for employment use? Should the poorest quality sites be redeveloped for housing?
- How can we best meet the growth and needs of Small and Medium Sized Enterprises?

Providing for vibrant and attractive town centres

Our town centre lies at the heart of the Borough, providing a range of business, educational, retail and leisure facilities. The main shopping areas of the Borough are the town centre and two district centres at Westcliff and Leigh.

For more information regarding provision for the town centre, please refer to Section 5 of our Local Plan Issues and Options document.

Key questions

- How can we ensure that our town centres are successful hub spaces in the face of changing retail demands?
- Should retail development and other town centre uses attracting large numbers of people be concentrated in Southend Town Centre, followed by the district centres of Leigh and Westcliff?
- Do you think the town centre should be refocused into different zones for leisure, education and retail? Which parts of the town centre should this be applied to?
- Do you think the current town centre boundary should be amended? Should we allow more residential uses on the periphery?
- Should we make any changes to the formats of the Westcliff and Leigh shopping centres?

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Facilitating good design, healthy living and built heritage

The design quality of buildings and the spaces around them (the public realm), is essential to creating an attractive and sustainable local environment.

For more information regarding design, healthy living and built heritage in the Borough, please refer to Section 7 of our Local Plan Issues and Options document.

Key questions

- How best do we ensure that we improve the health and wellbeing of residents?
- Do you think that we should focus on public realm improvements and high quality landscape design and tree planting in certain areas of the Borough? If so, which areas should we prioritise?
- Do you believe that there are additional areas within the Borough that should be protected as Conservation Areas?

Enhancing our natural environment

Southend is well-known for the quality of its parks and open spaces (green infrastructure). We want to protect the local natural environment to combat the impact of increased housing development across the Borough.

Increasing recreational pressures on the foreshore must also be carefully managed to protect the natural habitat of the coast.

For more information regarding the enhancement of the natural environment, please refer to Section 9 of our Local Plan Issues and Options document.

Key questions

- How can we work with stakeholders and developers to enhance and protect the natural environment and improve biodiversity in new developments?
- Should we seek to enhance the Borough's network of green infrastructure, using developer contributions for the management of green spaces and introducing smaller parks?
- Alongside other local authorities, how can we seek to provide new country parks and open parkland facilities, to help mitigate pressure on some of the more sensitive coastal habitats?

Planning for climate change

National planning policy makes it clear that planning has a key role to play in mitigating the impacts of climate change, including coastal change, flood risk, drought, water supply, air quality and reduction of carbon emissions and changes to biodiversity. It is essential that appropriate planning policies are implemented in the new Local Plan to meet these challenges.

For more information regarding planning for climate change, please refer to Section 10 of our Local Plan Issues and Options document.

Key questions

- How should we plan for the future impacts of climate change?
- Should we develop local planning policies for the development of new or renewed sea defences?
- Should we support renewable and low carbon energy schemes (e.g. photovoltaic (PV) panels, biomass plants and electric charging points)?
- Should we develop a local standard for decentralised energy generation in new development that is more ambitious than national targets?

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Promoting Southend as a major resort

With more than seven million day visitors each year and over 250,000 longer stay visitors, Southend has significant potential to secure future growth as a major tourism destination.

To harness the tourism, cultural, leisure and recreational opportunities across Southend, it is important that the new Local Plan embraces and promotes Southend's potential, to benefit the town and local economy.

For more information on promoting Southend as a major resort, please refer to Section 4 of our Local Plan Issues and Options document.

Key questions

- How best do you think that we can enhance the visitor attractions in Southend to make it the England's leading coastal tourism destination?
- Should we allocate and promote new sites for additional tourism/leisure developments in the central seafront area or elsewhere in the Borough? If elsewhere, where would be appropriate?
- If the second phase of City Beach was implemented should it be first focused on the areas to the east of the Pier, adjacent to the Kursaal, or west of the Pier?
- How best can we improve seafront accessibility for users? In addition, how can we improve transport links between the central seafront and town centre?

Providing for a sustainable transport system

With over 21,000 inbound commuters into Southend and around 30,000 outward commuters, transport and transport infrastructure are essential to Southend.

The town offers considerable scope for improving sustainable transport. We want your feedback on new technologies, such as electric plug-in hybrid vehicles (EVs), which could potentially have a significant impact towards the end of the plan period in reducing carbon dioxide emissions and improving air quality.

It will be critical that significant improvements are made to the transport network, as part of the Local Plan – such as the long-term vision for Southend Airport and growth in number of passengers.

However, it is important that the environmental, social and economic impacts of such improvements are carefully assessed.

For more information on providing Southend with a sustainable transport system, please refer to Section 6 of our Local Plan Issues and Options document.

Key questions

- How best can we improve the transport system serving Southend? Should we make further improvements to the A127 and what should these be?
- What should be done to create improved access if a new settlement is built north of Fossetts Farm, Garon Park and Bourne's Green Chase?
- How can we enhance sustainable transport links within Southend e.g. rail, bus, park and ride, cycling and pedestrian facilities?
- Should we provide park and ride facilities to serve Southend? Where do you think these should be and what format should they take?
- How do you think technologies such as the internet and electric and driverless cars will affect how we travel by 2038?

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Southend's **neighbourhoods**

Overview

Each neighbourhood within the Borough has its own unique characteristics and selling points; equally each neighbourhood has its own individual challenges which need to be accounted for within our Local Plan.

Southend's neighbourhoods comprise of Eastwood, Leigh, Westcliff, Prittlewell, Southend, Southchurch, Thorpe Bay and Shoeburyness.

For more information on Southend's neighbourhoods, please refer to Section 11 of our Local Plan Issues and Options document.

Key questions

- What do you think are the key issues facing neighbourhoods in the Borough?
- What do you think are the possible options available for resolving these issues?



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Ensuring that the **Local Plan** is delivered

Over the coming decades, Southend will be faced with a significant number of challenges. It is vital that the new Local Plan embraces these challenges in a positive manner, to bring real benefits to the Borough.

We need to make sure that the Local Plan is implemented and resourced effectively – this will be set out in an Infrastructure Delivery Plan (IDP).

Having an up-to-date Local Plan in place is essential for making successful infrastructure bids, particularly for transport, access and public realm improvements.

Community Infrastructure Levy and Section 106 agreements

The Community Infrastructure Levy is a planning charge that allows local planning authorities to raise contributions from a number of different developments to help pay for key infrastructure. A section 106 agreement is usually used to secure contributions from a developer for on-site infrastructure needs.

The local planning authority must identify the schemes and total cost of infrastructure in the local area that it wants to fund to support provisions made in the Local Plan.

For more information on Southend's neighbourhoods and the delivery of the Local Plan, please refer to Sections 11 and 12 of our Local Plan Issues and Options document.

Key questions

- How can we best deliver the Local Plan with limited resources?
- Is it important that we continue to work in partnership with the public, private and voluntary sectors, alongside neighbouring authorities, to secure funding for infrastructure projects?
- What should our priorities be for infrastructure delivery? Should we deliver these priorities in certain phases?
- Should we increase the Community Infrastructure Levy tariffs to fund future projects?
- Do you have any other issues/comments?

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SOUTHEND-ON-SEA NEW LOCAL PLAN

Planning for Growth and Change

Southend-on-Sea New Local Plan

The Southend Local Plan is being prepared in consultation with local people and organisations. It will identify land for housing, jobs, local services and supporting infrastructure to meet the needs of the Borough, and set out planning policies to manage new development in a manner that safeguards and enhances our natural and historic environment. The new plan will set out a planning framework for the next 20 years. As such, it will play an important role in making our Southend 2050 ambition.

Issues and Options consultation

The Local Plan issues and Options consultation document is the first stage in producing the Local Plan. It sets out 12 overarching issues that face Southend in the future along with possible options for addressing these. We are inviting local residents, businesses and community groups to give us their feedback to make sure the plan is the best fit for our Borough.

Public consultation on the document will take place from **Tuesday 5th February to Tuesday 2nd April 2019** when it will be available to view and comment on via the Council's website www.localplan.southend.gov.uk

Public drop-in sessions

A series of drop-in sessions are also being held, where the team will be on hand to answer any questions you may have about the consultation.

Saturday 23rd February

09:30 – 17:00
The Forum, Southend Town Centre

Wednesday 27th February

13:00 – 18:00
Thorpe Bay Yacht Club,
115 Thorpe Bay Gardens

Wednesday 13th March

15:00 – 20:00
Leigh Community Centre,
71-73 Elm Road

Future consultations

If you would like to be notified of any future planning policy consultations you can sign up to our planning policy consultation database by emailing planningpolicy@southend.gov.uk. Your details will not be shared with third parties and will only be used for the purpose set out above.

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Appendix 3 List of Consultees

LPF Specific Consultees (ALL)

Organisation

AMEC Environment & Infrastructure UK Ltd

Anglian Water

Anglian Water Services

Ashingdon Parish Council

Barling Magna Parish Council

Basildon Borough Council

Braintree District Council

Brentwood Borough Council

Cadent Gas (inc British Gas)

Canewdon Parish Council

Castle Point Borough Council

Chelmsford Borough Council

Dartford Borough Council

EDF Energy

EDF Energy (Renewables)

EE

Essex & Suffolk Water

Essex Council Council

Essex County Council

Essex County Council

Essex County Council

Essex Racial Equality Council

Estuary Housing Association

Estuary Housing Association

Organisation	Title	Surname
Foulness Island Parish Council		
Fulcrum Connections		
Great Wakering Parish Council		
Harlow District Council		
Hawkwell Parish Council		
Hockley Parish Council		
Hullbridge Parish Council		
Kent County Council		
Leigh Town Council		
Maldon District Council		
Mobile Operators Association		
National Grid		
Network Rail (Town Planning Team)		
Network Rail Property		
Openreach		
Paglesham Parish Council		
Rawreth Parish Council		
Rayleigh Town Council		
Rochford District Council		
SPORT ENGLAND		
Sport England East		
Stambridge Parish Council		
Sutton Parish Council		
Tendring District Council		
Thames Water Property Services		

Organisation

Thurrock Council

Traveller Law Reform

UK Power Network

UK Power Networks

Virgin Media New Developments

Vodafone and O2

Organisation

LPF General Consultees

Organisation

333444 Taxis

A W Squier Ltd

Abelio Greater Anglia

AC Taxis

Age UK

Alan Shaw Architects

Aldi Foodstore Ltd

Arcus Consultancy Servic

Arriva Southern Counties Ltd

Asda Superstores

Association of Residents in Kursaal (ARK)

Barratt Eastern Counties

BB Architecture and Planning Ltd

Beach Hut Owners Association

Belfairs Gardens Residents Association

Bernard Gooding Associates

Bidwells

British Hardware Federation

British Horse Society

BUPA Wellesley Hospital

Burges Estate Residents Association

Burges Estate Residents Association (BERA)

Bus & Rail User Group

c2c Rail

Carter Jonas Property Consultants

Chailey Homes Ltd

Chalkwell Ward Residents Association

Chart Plan (2004) Ltd

Charter Projects

Chelgate Local

Church of England in Essex & East London (The Diocese of Chelmsford)

Churchill Retirement Living

Colliers International

Conservation Association Westcliff Seaboard

Organisation

Country & Metropolitan Homes

CP Holdings

CPRE Southend Area

CPREssex

Crest Nicholson

Crown Estate Office

David Turner Design

David Walker Chartered Surveyors

DC Planning

DCS

Dedman Grey

Defence Infrastructure Organisation

DevPlan

DIAL Southend

ESFA

DLP Bedford

Essex Amphibian & Reptile Group

Essex Badger Protection Group

Essex Biodiversity Project

Essex Bridleway Trust & Essex Bridleways

Essex Bridleways Association

Essex Chambers of Commerce - South Essex Office

Essex County Fire & Rescue Service

Essex Fire & Rescue Service

Essex Fire & Rescue Service HQ

Essex Police

Essex Police - Casualty Reduction

Essex Police - Territorial Policing

Essex Police Community Safety Dept

Essex Police, Headquarters

Essex Wildlife Trust

Essex Wildlife Trust - Southend and Rochford Group

Ethnic Minority Forum

Federation of Small Businesses

Federation of Small Businesses

First Bus

First Essex Buses

First Plan

Organisation

Fisher Wilson

Friends, Families & Travellers & Travellers Law Reform Project Community Base

Gladedale Homes

Gladman

GreenKeeper

Growing Together Project

Guide Dogs for the Blind Association

H M Customs & Excise

Harrison Group

Heaton Planning

Herbert Grove Residents Association

HFBT Architects

Hindu Association (Southend & District)

Hobbs Parker

Hobbs Parker Property Consultants LLP

Home Builders Federation (HBF)

Homeless Action Resource Project

Iceni Projects

Iceni Projects Ltd

Indigo Planning Ltd

IPECO

J.C Gibb Chartered Surveyors

Jewish Care

Job Centre Plus

Knight Gratrix

Lambert Smith Hampton

Landmark Town Planning Group

Lanes New Homes

Lanpro Planning Consultancy

Lansbury Group of Companies

Leigh Cliff Association

Leigh Seafront Action Group

Leigh Society

Leigh Traders Association

Leigh-on-Sea Crime Prevention Panel

Lidl UK Ltd

McCarthy Stone

Organisation

Milton Community Partnership

Milton Conservation Society

National Amenity Societies

Moat Homes

National Express

National Farmers Union (east)

National Federation for the Blind

National Trust

New World Designers

NIBS

North Crescent & Feeches Rd Residents Association

Older Peoples Federation

Olympus KeyMed

OPA

Opportunity South Essex

OSP Architecture

Pebbles 1

Persimmon Homes (Essex) Ltd

Phase 2 Planning and Development

Plainview Planning

Plan Info News

Planning Perspectives LLP

Planning Potential

Planning Potential on behalf of Aldi Stores Ltd

Planview Planning

Planware Ltd

Port of London Authority

PowerHaus Consultancy

Qinetiq

QinetiQ

RAD

Ramblers Association (Southend Unitary Authority)

Randall Watts Construction

Regulator of Social Housing

Resident Association Watch

Residents Association of Westborough (RAW)

RG+P Ltd

RIBA South East Chapter

Organisation

Royal Association For Deaf People (RAD)

Royal Bank of Scotland (RBS)

Royal Mail Group Property

Royal National Lifeboat Institution - Southend Branch

Sainsburys Supermarkets

Sanctuary Group

Sandhurst New Homes

Satair Hardware UK Ltd

Savills

Shire Consulting UK

Shoebury Forum

Shoebury Residents Association

Shoebury Society

Shoebury Traders Association

Shoebury Village Residents Association

Smart Planning Ltd

Society for the Protection of Ancient Buildings

Society for the Protection of Undercliff Gardens

South East Essex Archaeological Society

South East Essex Archaeological and Historical Society

South East Essex Friends of the Earth

South Essex Natural History Society

South Westcliff Community Group

Southchurch Park Café

Southend & District Aid Society

Southend & District Pensioners Campaign

Southend & Leigh Fishermans Association

Southend and Westcliff Hebrew Congregation

Southend Adult Community College

Southend Association of Voluntary Services

Southend Blind Welfare Organisation

Southend Business Partnership

Southend Mencap

Southend Mind

Southend Ornithological Group

Southend Properties (Guernsey) Ltd

Southend Railway Travellers Association

Organisation

Southend Rugby and Football Club

Southend Seafront Illumination & Business Association

Southend Sports Council & Southend Wheelers Cycling Club

Southend Taxi Drivers Association

Southend Tenants and Residents Federation

Southend Vineyard

Southend Wheelers

Southend YMCA

Southend-on-Sea Guild of Help and Citizens Advice Bureau

Southend-on-Sea Sports Council

SSA Planning

St. Matthew's Christian Spiritualist Church (1999) Ltd.

Stephensons of Essex

Stockvale Group of Companies

Strategic Land Group

Stratus Environmental Limited

Street Pastors

Strutt & Parker

SUCET

SUSTRANS Essex

Tattersall Gardens Residents Group

TC Matthew Chartered Architect

Tenpin Ltd

Terence O'Rourke

Tesco Stores Ltd

Tesni Properties Ltd

Tetlow King Planning

The Draughtsman

The Garden Trust

The National Federation of Gypsy Liaison Groups

The National Trust

The Planning & Development Partnership

The Planning Bureau Ltd

The Planning Inspectorate

The Salvation Army Leigh on Sea

The Southend Society

The Theatres Trust

Organisation

The Victoria Shopping Centre

Thorpe Bay Estates Company

Town Centre Partnership

Trust Links

Turning Tides

University of Essex

University of Essex Southend

Waitrose Ltd

West Leigh Residents Association

West Milton & Queens Residents Association

West Road Traders Association (Shoeburyness)

Westborough Neighbourhood Action Panel

WYG

Appendix 4 Consultation Material

Southend New Local Plan - Twitter Presence

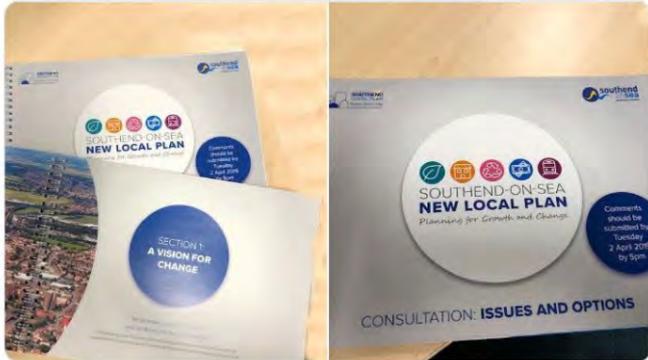
← Tweet

★ Pinned Tweet



SouthendBCPlanning
@PlanSouthend

#Southend New Local Plan out on consultation until 02/04 visit localplan.southend.gov.uk If you want to get involved email planningpolicy@southend.gov.uk #localplan #planning

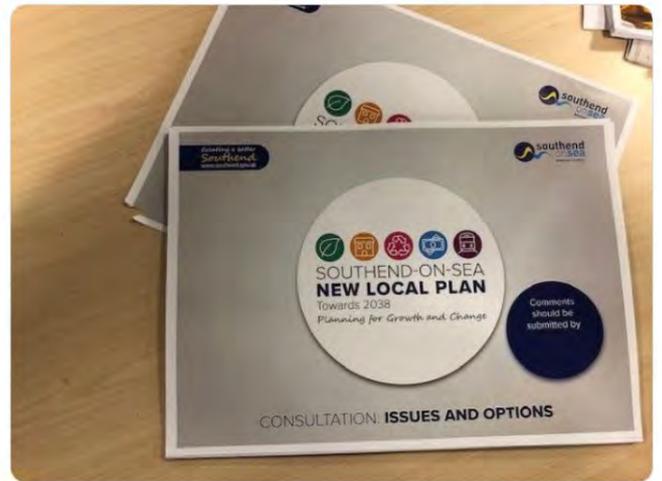


8:48 am · 5 Feb 2019 · Twitter Web Client



SouthendBCPlanning
@PlanSouthend

Consultation on the New Local Plan - Issues and Options document starts tomorrow until 2nd April. If you want to get involved email planningpolicy@southend.gov.uk for further details #planning #southend #localplans



SouthendBCPlanning
@PlanSouthend

#Southend How best do you think we should provide for our future #housing needs? Get involved - Have your say localplan.southend.gov.uk until 02/04/19 #Southend2050ambitions



SouthendBCPlanning
@PlanSouthend

How best do you think we can enhance the visitor offer in #Southend to make it England's leading coastal tourism destination #Haveyoursay #localplan #tourism



 **SouthendBCPlanning**
@PlanSouthend

How best do we protect and enhance our environment in the face of increasing growth and development pressures - Have your say visit localplan.southend.gov.uk to comment #Southend #localplan #environment



 **SouthendBCPlanning**
@PlanSouthend

How best do you think we can improve the #transport system serving #Southend Have your say visit localplan.southend.gov.uk to comment #localplan #infrastructure #roads



 **SouthendBCPlanning**
@PlanSouthend

What do you think are the key issues facing the neighbourhoods in the Borough? Have your say visit localplan.southend.gov.uk to comment #Southend #localplan #neighbourhoods



 **SouthendBCPlanning**
@PlanSouthend

How best do we plan for the future impacts of Climate Change? Have your say visit localplan.southend.gov.uk to comment #Southend #localplan #climatechange



 **SouthendBCPlanning**
@PlanSouthend

How best do we ensure healthy communities and development is appropriate and of a quality design, whilst ensuring we enhance our built heritage? Have your say visit localplan.southend.gov.uk to comment #Southend #localplan #buildheritage



 **SouthendBCPlanning**
@PlanSouthend

How best can we ensure that our town centres are successful, vibrant and attractive places in the face of changing retail demands? Have your say visit localplan.southend.gov.uk to comment #Southend #localplan #towncentre



 **SouthendBCPlanning**
@PlanSouthend

How best do you think we can retain and promote #employment in #Southend? Have your say visit localplan.southend.gov.uk to comment #localplan #economy



← **Tweet**

 **SouthendBCPlanning**
@PlanSouthend

Get involved - Have your say localplan.southend.gov.uk or planningpolicy@southend.gov.uk until 02/04/19

 **Dr Peter Geraghty** @planitpres · 21 Feb

We are reaching out! Help us make #Southend's next Local Plan the best that it can be. We have a great team of planners that want to hear your views. #YourPlan #Southend2050



11:14 pm · 21 Feb 2019 · Twitter for iPad



Closes Tuesday 02/04 visit localplan.southend.gov.uk or email planningpolicy@southend.gov.uk #planning

Dr Peter Geraghty @planitpres · 30 Mar

The closing date for #Southend's local plan is fast approaching - we want your views including how we can contribute to delivering the UN's SDGs: localplan.southend.gov.uk

The screenshot shows a presentation slide with two main sections. The left section is titled "What information or evidence do we need for this issue?" and lists four bullet points: "Southend 2050 Ambition, Themes and Outcomes", "Southend 2050 5 year road map and Engagement Overview", "South Essex Strategic Growth Locations Assessment", and "South Essex Joint Strategic Plan (to be completed)". Below this is another section titled "What United Nations Sustainability Development Goals does this issue contribute to?" which features a grid of 17 UN SDG icons. The right section is titled "choice" and contains three numbered questions: "1. What would you like Southend to be like in the future?", "11. Is there anything missing from the key messages (Figure 8), and why should it be included?", and "12. Do you disagree with any of the key messages (Figure 8), if so which ones and why?".

Southend New Local Plan - Facebook Advert

Southend-on-Sea Borough Council ✓

...

Written by Jocelyn Astle | 18 March · 🌐

Have your say on how our Borough grows in the future.

What infrastructure is needed and where? How and where should new housing be planned? This is your chance to have a say on our local plan – a key planning document that will set out the council's proposals to manage development and how it will assess planning applications for the area.

* Please add any comments by following the link to the consultation itself, rather than on this post, for them to be included in the response or email planningpolicy@southend.gov.uk directly by Tuesday 2nd April.

LOCALPLAN.SOUTHEND.GOV.UK

The Local Plan

[Learn More](#)

Have your say on the future of our borough

55

148 comments 35 shares

Like

Comment

Share

Evening Echo Tuesday 19th February

Consultation on 24,000 homes plan for borough

RESIDENTS are being asked to give their views on a development plan that could bring up to 24,000 new homes to Southend over a 20-year period.

Councillor John Lamb, Leader of Southend Council, said: "Having a good Local-Plan in place is vital for the future of the town. It will determine where major developments take place across the

borough over the next 20 years and will impact on where people will live, work and spend time."

The three public events will be held on Saturday at The Forum, Southend Town Centre 9.30am until 5pm, Wednesday; February 27, at Thorpe Bay Yacht Club 1pm until 6pm and Wednesday; March 13, at Leigh Community Centre 3pm until 8pm.

Leigh Times Tuesday 5th March

SOUTHEND LOCAL PLAN
have your say

southend onsea
BOROUGH COUNCIL

HAVE YOUR SAY ON SOUTHEND'S FUTURE

You are invited to shape the development of the borough over the next 20 years.

Southend-on-Sea Borough Council is hosting the following events to hear your views on a new Local Plan. This sets out the council's proposals to manage development of the borough and how it will assess planning applications for the area over the next twenty years.

- **WEDNESDAY 13TH MARCH**
Leigh Community Centre 15:00 – 20:00

The Local Plan can be viewed and commented via the web address below.

Closing date Tuesday 2 April 2019 by 5pm

PUBLIC CONSULTATION

localplan.southend.gov.uk

Poster on Bus shelters across the Borough.



**SOUTHEND-ON-SEA
NEW LOCAL PLAN**
Planning for Growth and Change

PUBLIC DROP-IN SESSIONS

Public drop-in sessions to explain the issues facing Southend over the next 20 years will be held as follows:

- **SATURDAY 23RD FEBRUARY**
The Forum, Southend Town Centre
09:30 – 17:00
- **WEDNESDAY 27TH FEBRUARY**
Thorpe Bay Yacht Club 13:00 – 18:00
- **WEDNESDAY 13TH MARCH**
Leigh Community Centre 15:00 – 20:00

**Comments should be submitted by
Tuesday 2 April 2019 by 5pm**

PUBLIC CONSULTATION

 localplan.southend.gov.uk

Debee Skinner

From: Claire Victory
Sent: 12 September 2019 10:25
To: Debee Skinner
Subject: FW: News-on-Sea: Monday 1 April 2019

From: Anthony Smyth
Sent: 01 April 2019 11:17
Subject: News-on-Sea: Monday 1 April 2019

1 April 2019
Issued by Corporate Strategy
Group



Working to make
lives better
www.southend.gov.uk



News on Sea: Monday 1 April 19

Private health service provider visit

The council works in partnership with Birmingham Hospital Saturday Fund to provide discounted private health care for our employees.

A representative will be on site on Monday, adjacent to the courtyard café to explain more about the products they offer. Which include:-

- Health Cash Plan –100% back on Dental, Optical and 75% on Therapies. Pre-existing waved if want to transfer from another provider and we offer Immediate Benefit on the day. From £5.78pm
- Care4 – Life Insurance – Choose from 5K, 10K and 20K, start from £2 per month
- Personal Accident – From £3.72 protecting you all sports, World Wide and children are free
- Plan4Life – From £4.33pm Protect yourself and your loved ones from the financial strain of cancer.

To find out more about the products they offer why not pop along to meet the representative between 10.30 and 2.30 pm. Alternatively further information can be found on the intranet under employee benefits.

New salary sacrifice scheme is now open!

Your brand new Technology and Smartphone Benefit is now open!

Log in now and choose from hundreds of products from all your favourite brands!

Whether you're after the super-fun Nintendo Switch with Mario Kart 8 for the kids, a brand new Samsung Galaxy Watch for the other half or a stunning new 4K Ultra HD Smart TV as a treat for the whole family, we've got it all and more!

Order online today and spread the cost over 24 months with convenient monthly payments direct from your salary. Plus, save up to 12% on National Insurance*.

Why take part in the scheme?

- ✓ A huge range of products from all your favourite brands, including Apple, Samsung and more...
- ✓ Spread the cost with a convenient, fixed reduction to your salary each month
- ✓ Savings on National Insurance contributions
- ✓ No credit checks or upfront costs
- ✓ Extended warranty and/or insurance typically included as standard on main packages

To find out more click on the following link:

<https://www.lets-connect.com/email/southend/2019-04/now-open.html>

Red Box Project

Did you know that the council supports the [Red Box Project Southend](#) and has a donation box at the Civic Centre reception? The Red Box Project is a community-based, not-for-profit initiative, which aims to support young people throughout their periods by providing red boxes filled with free period products to local schools.

In particular, they are requesting donations of ladies underwear (sizes 12 to 18 adult) and sanitary pads, although all donation items are warmly received.

Contact Sarah E Baker SarahEBaker@southend.gov.uk for more information or simply pop down to reception to hand in any donation items.

Southend-on-Sea Schools and Colleges Competition – Design Your Neighbourhood

We want to get young people who live and are educated in the Borough involved in how we plan for the future. Southend-on-Sea Borough Council is holding a competition to Design Your Neighbourhood – so be creative! What would your ideal neighbourhood look like? How should new housing be designed and what facilities are important to you? How would you get around? How would you face the challenges of climate change?

The competition closing date is 26th April 2019. There will be prizes for individuals and their schools in the following categories: Primary, Secondary (up to Year 11) and

Years 12 and 13 (including South Essex College Students under 18). Entries can be in any form – drawings, 3D models, video, spoken word/poetry - and the shortlisted and winning entries will be displayed at the Focal Point Gallery during May 2019.

For more details email planningpolicy@southend.gov.uk

Council news and social media selection:

[New Southend sexual health service to launch](#)
[Schools sign up to Youth Council's 1757 Voices Charter](#)

[Two tonnes of counterfeit items destroyed](#)

Issued by Corporate Strategy Group. If you would like an item to be considered for the Monday News-on-Sea email, please submit it to comms@southend.gov.uk by 5pm on Wednesday.

Working to make
lives better
www.southend.gov.uk



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From:
Sent:
Subject:

15 February 2019 15:30
MEDIA RELEASE FROM SBC - Have your say on future development of Southend



Have your say on future development of Southend

Friday 15 February 2019

Residents, businesses and community groups are invited to shape the development of the borough over the next 20 years.

Southend-on-Sea Borough Council is hosting three local events to seek people's views on a new Local Plan which sets out the council's proposals to manage development of the borough and how it will assess planning applications for the area over the next twenty years.

Local Plans address needs and opportunities in relation to housing, the local economy, community facilities and infrastructure, such as roads and transport. They should safeguard the environment, enable adaptation to climate change and help secure high quality and accessible design.

Cllr John Lamb, Leader of Southend-on-Sea Borough Council, said: "Having a good Local Plan in place is vital for the future of the town. It will determine where major developments take place across the borough over the next 20 years and will impact on where people will live, work and spend our leisure time.

"In Southend, we have a real challenge in providing the level of housing growth we need to meet future demand, so where and how we let residential development take place will be an important – but by no means the only – part of this consultation.

"Importantly, it will allow the town to grow in a sustainable way, so that we have sufficient roads, medical facilities and schools while protecting valuable green spaces.

"I feel passionate about Southend and I want the best possible future for its residents. I know this passion is shared by people I speak to across the town.

"Please share your views now to shape the sort of town you would wish future generations to grow up in."

The draft Local Plan can be viewed and commented upon by visiting <https://localplan.southend.gov.uk> until 2 April 2019.

The three public events will be held at the following times and locations:

- Saturday 23rd February – The Forum, Southend Town Centre 09:30 – 17:00
- Wednesday 27th February – Thorpe Bay Yacht Club 13:00 – 18:00
- Wednesday 13th March – Leigh Community Centre 15:00 – 20:00

You can also buy hard copies of the document. Hard copies can also be viewed at the Civic Centre and all the local libraries within the borough.

Email: planningpolicy@southend.gov.uk

Post: Business Intelligence Officer, Performance & Business Support, Department of Place, Southend-on-Sea Borough Council, PO Box 6, Civic Centre, Victoria Avenue, Southend-on-Sea, SS2 6ER

If you would like to be notified of future planning policy consultations, you can sign up to the council's planning policy consultation database. Please contact planningpolicy@southend.gov.uk or telephone 01702 215408.

ENDS

Notes to editors

For more information about this media release please call [REDACTED]

If you wish to be taken off of our media release distribution list, please email: [REDACTED]

Working to make lives better



Transformation Service | Southend-on-Sea Borough Council | Floor 2, Civic Centre, Victoria Avenue, Southend-on-Sea, SS2 6ER

[Twitter@southendbc](https://twitter.com/southendbc)

facebook.com/SouthendBCOfficial

[Flickr.com/southendbc](https://www.flickr.com/photos/southendbc/)

[Instagram.com/southendbc](https://www.instagram.com/southendbc/)

Last chance to have your say on new Local Plan

Thursday 14 March 2019

Residents, businesses and community groups have just over two weeks to have their say on the borough's future plans.

The council recently held three local events seeking people's views on a new Local Plan, which sets out the council's proposals to manage development of the borough and how it will assess planning applications for the area over the next twenty years.

The events were well attended and lots of comments were made, positive and negative, and now the council is urging any residents who were unable to attend the events to view the plan online and leave comments by the deadline of Tuesday April 2

Local Plans address needs and opportunities in relation to housing, the local economy, community facilities and infrastructure, such as roads and transport. They should safeguard the environment, enable adaptation to climate change and help secure high quality and accessible design.

Cllr John Lamb, Leader of Southend-on-Sea Borough Council, said: "The public events proved very popular and we welcomed all the comments and suggestions that were put forward, however with just over two weeks left of the consultation, I urge all residents to have their say.

"Meeting our housing target is an issue that we face, however we are hopeful that we can deliver this target whilst also contributing to the growth of Southend as a place to work, live and enjoy. To achieve this, we must gauge the general consensus from local residents across the borough.

"We have a fantastic opportunity here in Southend to create a community that can be proud of its home town and we want this to be passed on to our children and grandchildren so that future generations can continue to thrive here in Southend."

The draft Local Plan can be viewed and commented upon by visiting <https://localplan.southend.gov.uk> until 2 April 2019.

You can also buy hard copies of the document. Hard copies can also be viewed at the Civic Centre and all the local libraries within the borough.

Email: planningpolicy@southend.gov.uk

Post: Business Intelligence Officer, Performance & Business Support, Department of Place, Southend-on-Sea Borough Council, PO Box 6, Civic Centre, Victoria Avenue, Southend-on-Sea, SS2 6ER

If you would like to be notified of future planning policy consultations, you can sign up to the council's planning policy consultation database. Please contact planningpolicy@southend.gov.uk or telephone 01702 215408.

ENDS

Notes to editors

Subject:

FW: Views-on-Sea #57 - Planning for the best possible future

From:

Sent: 15 February 2019 11:08

Subject: Views-on-Sea #57 - Planning for the best possible future

15 February 2019
Issued



Working to make
lives better
www.southend.gov.uk



Views-on-Sea: #57

Planning for the best possible future

Friday 15 February 2019

As someone who has lived my whole life in Southend, planning for it to have the best possible future is something I am proud to be a part of.

In Strategic Planning, we have put together what we think are the key issues facing the town and possible ways to plan for the future growth of Southend. Now we need your views.

You now have the chance to **Have Your Say** and to try yourself out as a Strategic Planner for a few minutes! The more views we can gather, the better we can shape the future of Southend to suit everyone.

In a fast changing world, it is important (as well as a legal requirement) that we have up-to-date plans to guide how our town is developed in the future. The plan covers a wide range of key issues, ranging from Transport to Housing to Social infrastructure. The local plan will go through three stages of public consultation. This is the first, each stage refining the plan further to achieve the best possible future for Southend.

As SBC staff, you are all experts in your own fields and many of you will be residents also. Therefore you are vital members of the community that we would love to hear from. I am sure that none of you will have to rack your brains too hard to think about issues as we have

probably all complained about in our professions and more personal issues that affect us, such as traffic etc. Any perspectives around the town that you let us know about will help to make a better plan. Where possible, please pass on any options you may have thought about to address the issues you raise.

If you wish to learn more about the new Local Plan and the Issues and Options document, please come along to one of our staff drop-in sessions:

- **Thursday 21 February (Civic 1st Floor Foyer) 10:00 – 15:30**
- **Thursday 14 March (Jubilee Room) 09:30 – 15:30**

If you wish to make your views known, please visit <https://localplan.southend.gov.uk> to view the Issues and Options document and place comments within the website. The closing date for this consultation is Tuesday 2 April 2019.

Planner – Strategic Planning

Safe – clean – healthy – prosperous – excellent – Creating a better Southend

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Appendix 5

Methods of Consultation

CONSULTATION METHODS CARRIED OUT DURING ISSUES AND OPTIONS CONSULTATION

Workshops

Workshops by invitation for local residents and amenity groups, developers and land agents, and those with an interest in the town centre (this event was co-hosted with the Town Centre Joint Scrutiny team).

Drop-in sessions

Exhibition material and large maps of the borough provided with local plan team members on hand to field any queries about the consultation and encourage responses.

Shopping Centre Exhibition

Exhibition material and large maps of the borough provided with local plan team members on hand to field any queries about the consultation and encourage responses.

Local Plan website

Updated webpages for the new local plan with an interactive version of the Issues and Options Document to enable people to respond to each of the consultation questions and provide general comments.

Press advertisements

Advertisements in local newspapers Yellow Advertiser, Southend Echo and Leigh Times.

Bus Stop Digital Advertisements

Digitised advertisements on 120 screens around the Borough including at bus stops in Southend Town Centre, along the A13, Southend Airport, Rayleigh Road, Southend Hospital, Leigh Broadway/Station and other residential areas across Southend, between 5th Feb and the end of March 2019.

Social Media

Posts on Council's Facebook and Twitter pages during the consultation period to promote consultation and community consultation events.

Postcards

600 postcards distributed at shopping centres, cafés, libraries and events during the consultation period.

News on Sea email for all staff

Southend-on-Sea Borough Council all-staff email to promote the two staff drop-in events.

Views on Sea Blog

Staff Blog to raise awareness of the public consultation.

Appendix 6

Schedule of Consultation Events

DETAILS OF CONSULTATION EVENTS

Event	Date/s held - 2019
Town Centre Workshop	Tuesday 5th February
Southend Business Partnership – executive meeting, Southend Cricket Club	Tuesday 12th February
Developer/Landowner Workshop	Thursday 14th February
Amenity/Community Groups Workshop	Thursday 28th February
Councillor drop-in session	Thursday 14th February
Southend Youth Council workshop	Wednesday 6th February
Southend Council Staff drop-in sessions	Thursday 21st February and Thursday 14 March
Public drop-in session – Town Centre	Saturday 23rd February
Public drop-in session - Thorpe Bay/Shoeburyness	Wednesday 27th February

Event	Date/s held - 2019
Public drop-in session – Leigh on Sea	Wednesday 13th March
Public Exhibition and drop-in sessions at Royals and Victoria Shopping Centres – 2 x staff available at lunchtimes to talk to public about the Local Plan and answer any questions.	<ul style="list-style-type: none"> ● Tuesday 19th February, Friday 22 February and ● Tuesday 26th February – Victoria Plaza ● Friday 1st March, Friday 8th March and Friday 15th March – Royals Shopping Centre
Southend Homeless Action Network	Tuesday 12th March
Southend Club 50+ (Local Community Group) – drop-in session	Tuesday 19th March
Exhibition Stand at Southend Business full Partnership meeting (Park Inn Palace)	Thursday 21st March
South Essex College – drop-in event	Tuesday 26th March

