



Potential growth options in Rochford and Southend

Proof of Concept

22.07.2021

Cogent
Land LLP



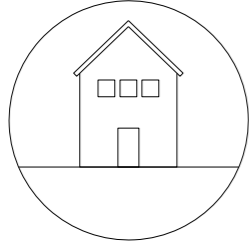
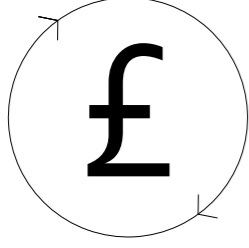
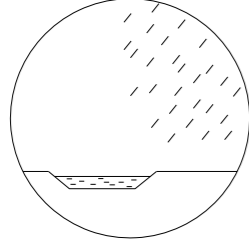
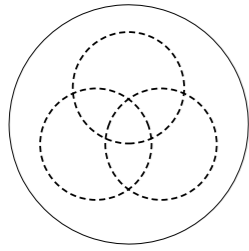
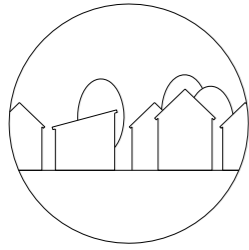
Overarching Vision

Cogent is pleased to present a spatial growth strategy for the land north of Eastern Avenue and east of Southend Airport, which includes land within Southend-on-Sea and Rochford. The strategy has the potential to deliver approximately 10,000 new homes within a sequence of eight mixed-use neighbourhoods.

Our ambition is to deliver successful places which are sustainable not just now, but over the longer-term and are responsive to technological changes and climate change. The development proposals will seek to be carbon neutral or better, to create high quality environments for local communities to live, work and visit. Our proposals aim to deliver resilient, adaptable places based on the following principles:

- **Resilience**
- **Responsive**
- **Repair and renewal**
- **Respectful**

Our vision is that the development brings positive benefits to all residents across Rochford and Southend including through the delivery of new infrastructure for sport, recreation and leisure; the provision of new high quality employment opportunities; and in supporting the delivery of strategic transport infrastructure which helps to improve accessibility across the area including addressing existing congestion bottlenecks in Southend and Rochford and delivering new high quality public transport links and opportunities for walking and cycling.



The key elements of the vision are:

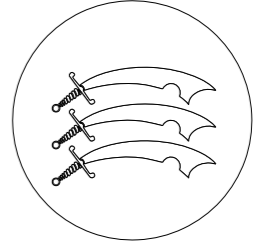
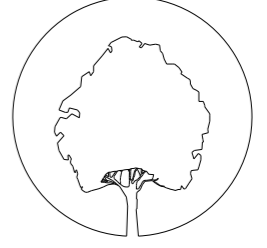
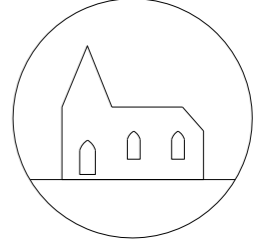
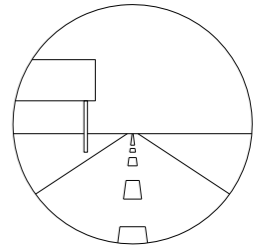
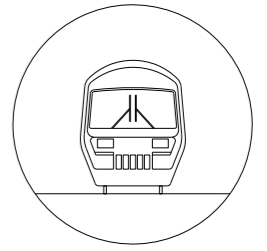
Urban meets Rural – the proposals seek to bring Rochford’s countryside into Southend, by separating the neighbourhoods with green wedges which provide walking and cycling routes from the urban area to a new ‘Country Park’ and the River Roach to overcome the strategic open-space deficits that exist in Southend. It aims to deliver neighbourhoods which have the benefits of living in more urban environments – including access to key services and employment opportunities close by, and high-quality public transport services – together with the benefits of access to open space and the countryside for walking, leisure and recreation;

A sequence of new neighbourhoods – the proposals include eight individual, future-facing neighbourhoods, which contain mixed-use neighbourhood centres and the key community infrastructure and services required to support residents needs and reduce the need to travel, that can be brought forward alongside one another with a distinct identity and character. The character of these neighbourhoods can vary and respond to their location – with the proposals including proposals for new hamlets and villages within Rochford which respond to the morphology of settlements in the area, as well as proposals which can deliver an improved urban edge to Southend;

A Connected Place – the neighbourhoods will be physically connected by new green, sustainable transport corridors which also provides a link between the two train lines (Southend Airport and Thorpe Bay) and encourage sustainable transport choices. Proposed infrastructure will also help redress existing capacity constraints on the highways network. Digital infrastructure is also at the forefront of the strategy to deliver connectivity. The proposals will help to deliver new strategic infrastructure which addresses existing congestion issues along the A127 and A1159 Eastern Avenue;

A Place with Identity – the proposals seek to identify and establish a character that draws from that of the surrounding context and is informed the existing site features. This involves drawing out local character and distinctive features associated with the urban fabric of Southend and the rural settlements of Rochford. The proposals for a string of neighbourhoods will help achieve developments with a sense a clear identity, and investment in capacity building can help to deliver strong, cohesive communities.

A Working Place – the proposals are underpinned by an economic strategy to help transform the profile of the local economies, by attracting a more highly skilled demographic looking to locate here as a lifestyle choice, supported by employment floorspace provision.





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Introduction

1

Introduction

Considering the scale of the site and potential growth that can be accommodated in this location, it is anticipated that the scheme will be built out over many years, perhaps 30 or more. In order to provide a high-quality built environment that caters for the needs of people both now and in the future, it is necessary to develop a set of key framework principles that will underpin every masterplan developed for the site.

Incorporated within this approach are a number of key factors that are certainties given current national policy objectives and personal lifestyle choices. Other factors are less clear, and a flexible approach will therefore have to be adopted to ensure the masterplan is capable of adapting to changing technology and trends as it is developed.

This approach embraces environmental, climatic, technological, social and economic resilience, aiming to futureproof the development and provide flexibility to accommodate design changes resulting from new ways of living, working and playing.

The certainties the masterplan will have to accommodate include;

- Being digitally connected with high-speed internet access.
- Being ready for the net-zero carbon economy.
- Being socially connected.
- Being mobile.

Like many other growing towns, Rochford and Southend have to grapple with the need to allow for development to accommodate a rising residential population and to support and develop their local economy and provide the required employment; whilst conserving the environmental qualities and amenities that make it an attractive place to live, work and visit in the first place.

But it is important to recognise that **good growth** is not just a numbers game, it depends on the form development takes, how well it connects to its surroundings, the social and economic relations it fosters, how it contributes to biodiversity net gain and minimises carbon emissions, and the environmental impacts it entails.

There is an increasing recognition of the role **quality of place** plays in attracting and retaining people. An effective masterplan can contribute to changing lifestyles, how an area functions, its attractiveness and can contribute positively to the long-term competitiveness of towns like Rochford and Southend. A well-planned development which appeals to the widest possible cross section of society as a place to live, work and visit is therefore critical to the future of the area. It offers the opportunity not just for housing development but for the creation of a well-resolved, well-integrated place that has more of the qualities of places people know and love, minimises harm to the environment and the wider landscape, brings meaningful benefits to neighbouring communities and broadens the choice of places to live for existing and new residents. The development itself will also be an important economic driver for the area – delivering a choice of housing, employment opportunities, new strategic infrastructure from roads to schools, and helping to grow the population and develop the skills profile for the area.

The purpose of this process is to present potential development scenarios for the growth areas; that puts Rochford and Southend on a path to being a superb new destination for people to live and work. It is important to acknowledge that this is a long-term strategy, with proposals presented which may not be delivered in full until 2050. As such, informed by the work carried out by Iceni Futures, the scenarios are designed to be adaptable and flexible, to accommodate new and different ways of living in the future and technological changes over time.

The UK has legally agreed to achieve net-zero carbon emissions by the year 2050. Although this is some way off, the homes and communities we're planning for now will still be standing, and will hopefully be thriving, in 2050. We therefore need to ensure they are ready for the net-zero carbon economy without needing to be retrofitted. Our buildings will need to be highly energy efficient and powered by low carbon sources of energy. This means providing the infrastructure to eliminate the use of fossil fuels to heat our buildings and drive our vehicles. It also means integrating new forms of renewable energy production from natural resources, such as wind, solar or tidal power, ultimately aiming for net-zero carbon development across the area. Growth will need to be decoupled from carbon emissions if we are to meet our 2050 targets.

Zero carbon homes will deliver futureproof homes, ready for the net zero carbon economy. These should follow the well-established energy hierarchy:

1. Reduce energy demand through a 'fabric first' approach to reduce heat losses through the building fabric.
2. Reduce energy consumption through the selection of efficient building services
3. Reduce carbon dioxide emissions to zero through the incorporation of renewable energy generation technology, either onsite or close to site.

Zero carbon masterplans will incorporate suitable landscapes and extensive tree planting to absorb and store carbon dioxide from the atmosphere.

Large-scale renewable energy generation will aid self-sufficiency and to provide a commercial return for local investors. Community-led renewable energy projects will be encouraged to provide a legacy for residents.

None of the scenarios illustrated here are intended to be viewed as fixed masterplans. They have been prepared to aid discussion of principles, objectives and consequences; in essence, what is the potential and where might consensus be achieved. A development scheme for the area will clearly further evolve as the planning process progresses including to take account of further evidence, and engagement with local communities, statutory consultees and infrastructure providers.



View of Roach Creek from Stambridge Mills



context for growth 2

Context for Growth

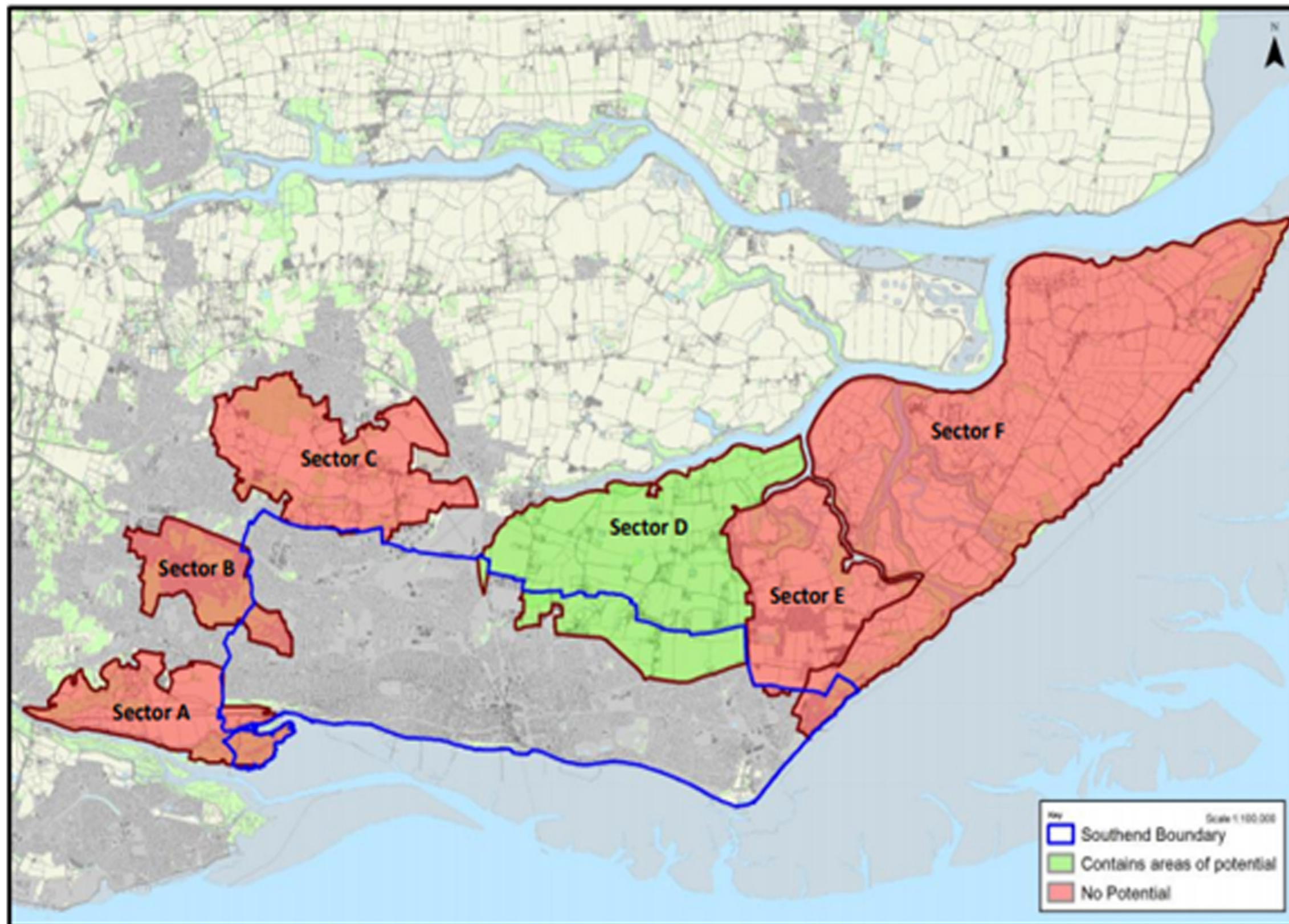
South Essex is a region with a proactive attitude to delivering growth however, it is acknowledged that a significant amount of levelling up is required in order for it to realise its full potential. Through the Association of South Essex Local Authorities (ASELA), a Strategic Framework is being prepared for the region, covering Basildon, Brentwood, Castle Point, Rochford, Southend-on-Sea and Thurrock.

This Strategic Framework will implement the joint South Essex 2050 Ambition and will provide an overarching, high-level statutory planning framework and strategic policies for the region. There is an aspiration to deliver a total of 96,000 new homes by 2038, to create 100,000 jobs by 2050 and to achieve carbon neutrality by 2040. Growth of this strategic scale will be necessary to meet development needs

It is acknowledged that large-scale and accelerated housing delivery needs to be supported by infrastructure delivery and indeed provides the opportunity to support the delivery of new strategic infrastructure. Strategic land-use should be co-ordinated with strategic transport planning to provide a framework for **smart, sustainable growth**. It is envisaged that new settlements should be designed to offer high quality and inclusive places with a mix of homes, jobs in all sectors, open spaces and strategic green infrastructure, community infrastructure and, digital connectivity, with investment made to build cohesive communities.

ASELA has recognised that in order to deliver the emerging strategic objectives and realise the opportunity that exists, funding and resource from external sources is required. Long-term investment by the public sector is required alongside private investment. As such, ASELA is engaging with Central Government regarding the agenda for the South Essex region, as set out in the Growth and Recovery Prospectus 2020.

In parallel, the Thames Estuary Growth Board is pursuing a growth agenda to make a transformative change within and across the Estuary to drive growth, create jobs, improve productivity and ensure that the right infrastructure is in place. It has launched 'The Green Blue' setting out plans for achieving growth over the next two years. The Thames Estuary is backed by the Government as the UK's biggest growth opportunity. It has the potential to create 1.5million jobs and add value of up to £115bn to the nation's economy, it is integral to growth and recovery post-Brexit and post-Covid. Strategic investment and growth must however deliver for existing as well as new communities, including through providing new high quality employment opportunities; open space and recreational resources, and improved and new high quality infrastructure. These are important components of our design approach.



South East Essex sub-region indicating areas of potential for strategic growth.

In terms of considering how this growth and housing needs can be accommodated, the Castle Point, Rochford and Southend Authorities commissioned a Strategic Growth Locations Assessment (2019) to assess the potential of land around the urban area of Southend, as one of the primary drivers of growth, to accommodate development of a strategic scale. The South Essex Strategic Growth Location Study (SGLS, 2019) identifies an area around Southend, incorporating land within both Southend Borough and Rochford District that has the potential to accommodate a strategic development of at least 6,000 – 8,000 new homes. **The assessment concluded that “Sector D – North of Fossetts Farm, Garon Park and Bournes Green Chase” could be suitable for strategic scale development (at least 6,000-8,000 homes) that warranted further exploratory work.**

At the local level, both Southend Borough and Rochford District have commenced preparation of a Local Plan to cover their respective administrative areas and have completed Issues & Options Consultation exercises. The next stage is consultation on Revised Options. Once adopted, these Local Plans will guide future spatial development. Based on the standard method for assessing local housing need Southend is expected to deliver 18,000-24,000 new homes and 10,000-12,000 new jobs over a 20-year period, however, there is only capacity for a fraction of this growth on brownfield sites in the urban area.

Increasing housing supply is the only long-term solution to addressing strategic affordability issues. Furthermore sites within the existing urban area are likely to deliver principally 1 and 2 bed flats; and there is a need for greenfield land to deliver family housing both to meet an identified need, to allow families to remain in the area, and to contribute to attract business investment and support the local economy. Working with neighbouring authorities to develop a comprehensive new settlement on Green Belt land is identified as the only option to meeting housing needs in full. In addition to land availability, the Borough faces a number of challenges in terms of meeting this level of need, related to infrastructure constraints and poor connectivity from traffic congestion along major routes, broadband connectivity through to the delivery of supporting social infrastructure such as schools and healthcare facilities. There is also a strategic open space deficiency in Southend, which strategic growth can help to address: providing new and improved recreational resources for local residents.

Rochford is expected to deliver in the region of 7,240 new homes over a 20-year period to meet local housing need. Set against this

the Council's 2020 Urban Capacity Study identifies the potential to accommodate up between 2,800 – 4,500 homes on sites within existing urban areas, and potentially a further 700 homes on other brownfield opportunities. The District also has limited brownfield land available and it is expected that some development in the Green Belt will be required. It is acknowledged in the Issues & Options documentation that extensions to the existing residential areas or a new settlement are options for meeting needs. The rural nature of the District means that much of the land, particularly in the east, is subject to environmental designations.

Southend and Rochford Councils have undertaken a range of joint evidence which is intended to inform the respective local plans. Within the 2020 Green Belt Study the area of land that is considered to have the strongest overall contribution to Green Belt policy is approximately the area of the Upper Roach Valley, to the east of Rayleigh, south of Hockley/Hawkwell and West of Rochford. This limits the potential for growth of these settlements in some directions. It is however clear that there is insufficient land in low/ moderately performing Green Belt alone to accommodate development needs. The Green Belt Study has been published at a late stage in the preparation of this initial Proof of Concept document and can be reflected as the masterplan is refined in due course.



Growth Area

The Councils' Landscape Character, Sensitivity and Capacity Study identifies a medium-high potential landscape capacity on land adjoining Southend's urban area and to the east of Southend's Airport; and medium capacity for development on land immediately to the north of this. There are limited other areas across the two authorities where the landscape offers potential for strategic development.

Sector D is characterised in the Character, Sensitivity and Capacity Study as lying predominantly within two landscape character types (LCT's) and three Landscape Character Areas (LCAs) as follows:

LCT C: Coastal Farmland:

- LCA C5 – Stonebridge (the majority of the area in Rochford District);
- LCA C7 – Great Wakering (western part of LCA, west of Star Lane); and

LCT D: Wooded Farmland and Hills:

- LCA D9 – Garon Park.

This growth location also relates strongly to existing employment opportunities. London Southend Airport and the Airport Business Park are key assets will act a driver for growth going forward. Purdeys, Temple Farm and Stock Road Industrial Estates are also close by. Delivery of infrastructure is critical to support sustainable economic growth given the existing capacity constraints that exist.

Strategic scale development is considered to have scope to deliver significant improvements to highways accessibility, new services and facilities, a greater range of homes, retention of character, new employment opportunities, provision of new strategic open space and green infrastructure and protection of natural assets. It will also help to protect the character of existing places and mitigate pressures on their existing infrastructure.

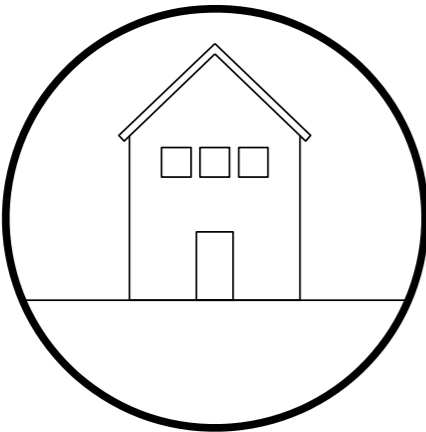
It is within this context, that the opportunities for growth in Southend and Rochford and the potential contribution to meeting strategic needs at a local and sub-regional level are considered and presented in this document.



Landscape Character, Sensitivity and Capacity Study (2019)



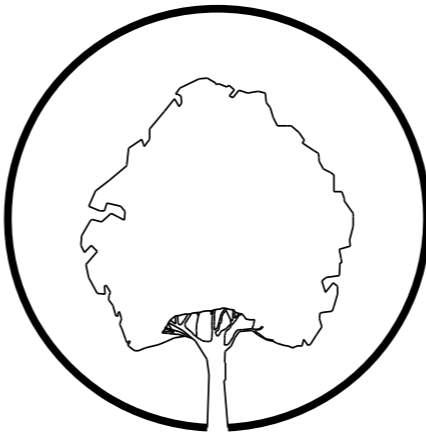
Benefits of strategic development



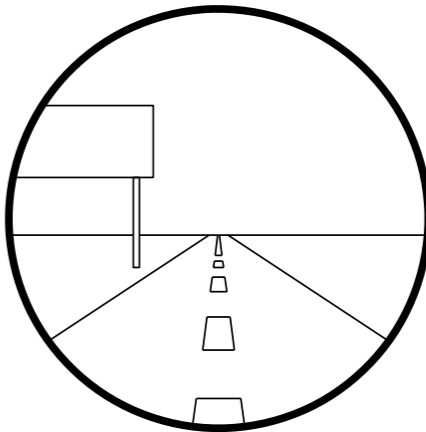
Meeting strategic housing need



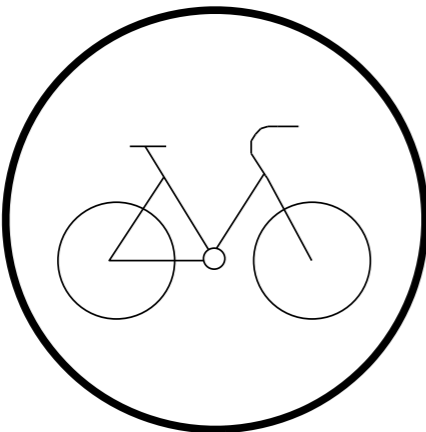
Supporting employment growth



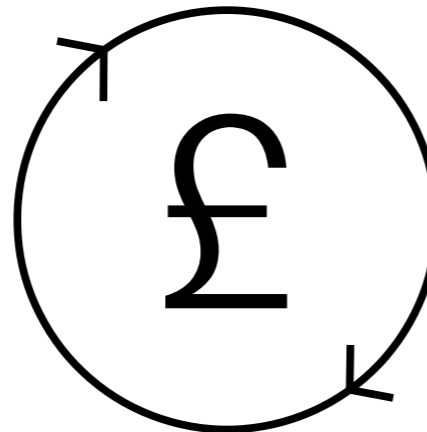
Provision of green and open space



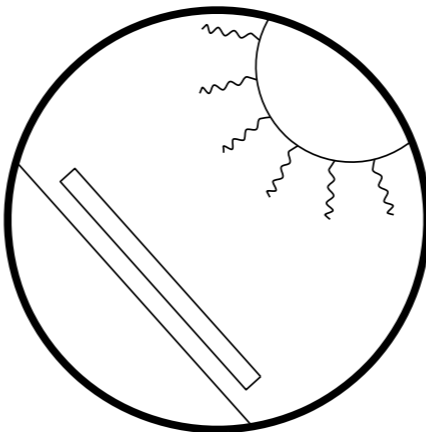
Delivering new Infrastructure



Movement networks for all



Long term investment



Reduce impacts



Meeting social need

analysis

3

Design analysis

This section identifies the main influences of the area and it's opportunities with a focus on how economics, transport, development delivery and planning influence design. This has provided the opportunity to inform future stages of work, the outcomes of which will help establish a vision for the emerging growth options in Rochford and Southend.

The baseline is an analysis of the area that includes a series of mapped layers which illustrates the main environmental influences.



Marshes of the River Roach will provide the potential for increased biodiversity.



The land is intensively farmed with smallholdings.

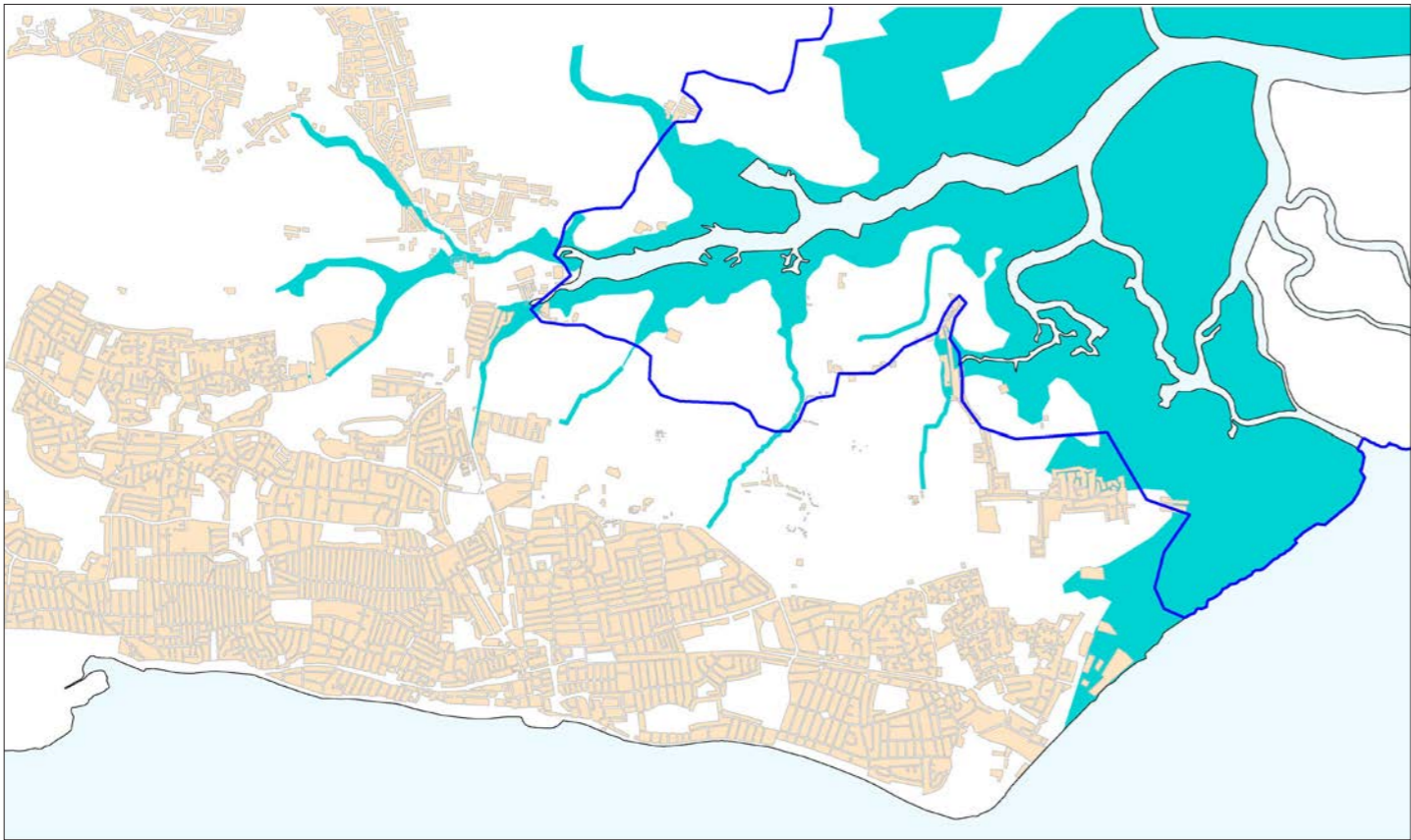


All Saints Church along with other heritage assets will dictate the setting of new development.



Southend Airport and its railway station is a trigger for sustainable growth.

Site Influences



River Roach floodplain and the Coastal Protection Belt boundary.

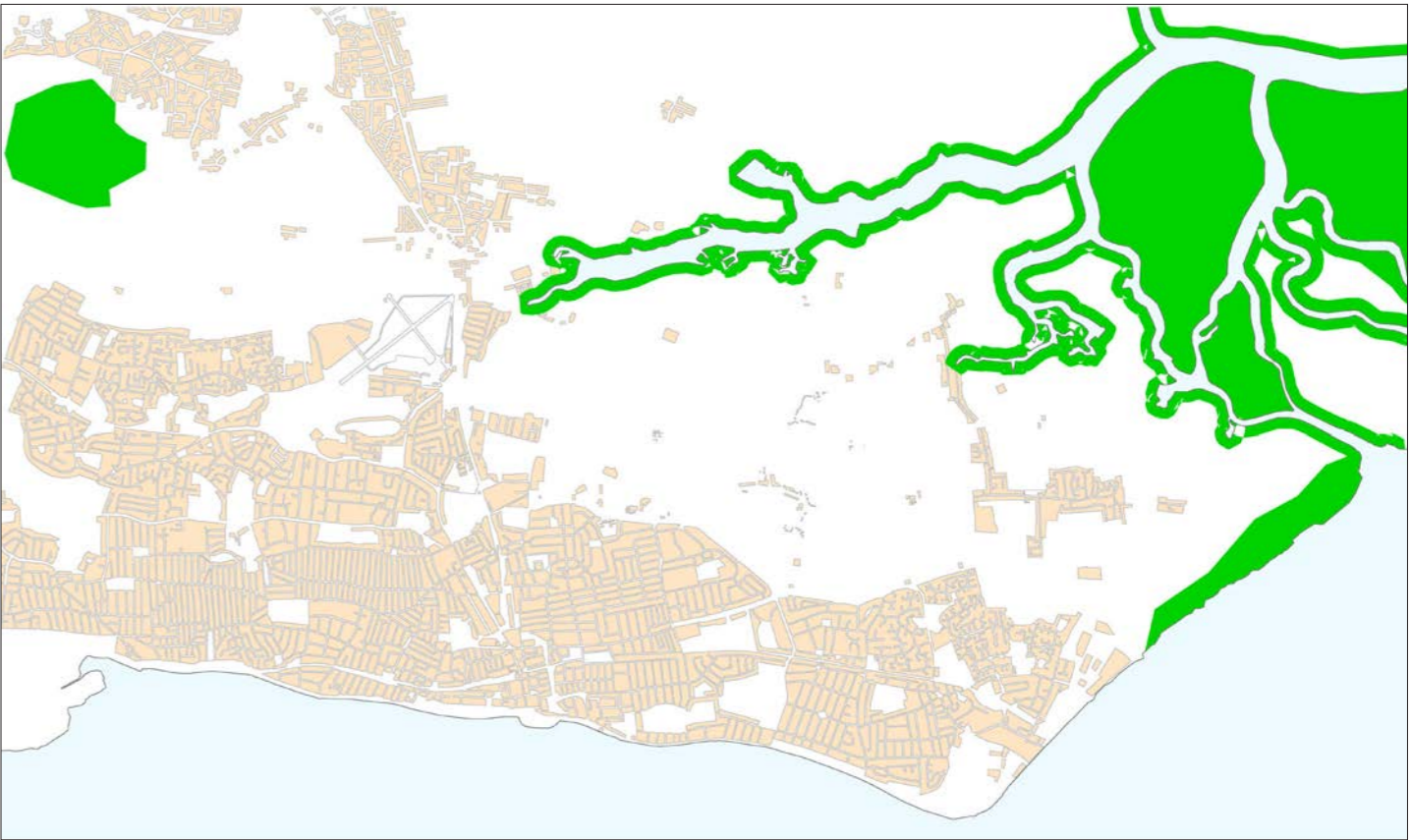
Flood Plain and Coastal Protection Belt

Southend is constrained by the sea to the south and Rochford is constrained by Roach Valley to the north.

The River Roach forms an important part of the flood management of the area with its source in the Rayleigh Hills to the west and its connection to the River Crouch to the east. A number of its tributaries and stream run the area with some passing through the existing urban areas of Southend.

The flood requirements of these steams will dictate the location of potential development areas and how rainwater management will be designed within new development areas.

The Coastal Protection Belt protects the undeveloped coastline of the river Roach. It impacts the northern and eastern part of the growth areas.



SPA and RAMSAR designations east of the site, forming part of the landscape setting.

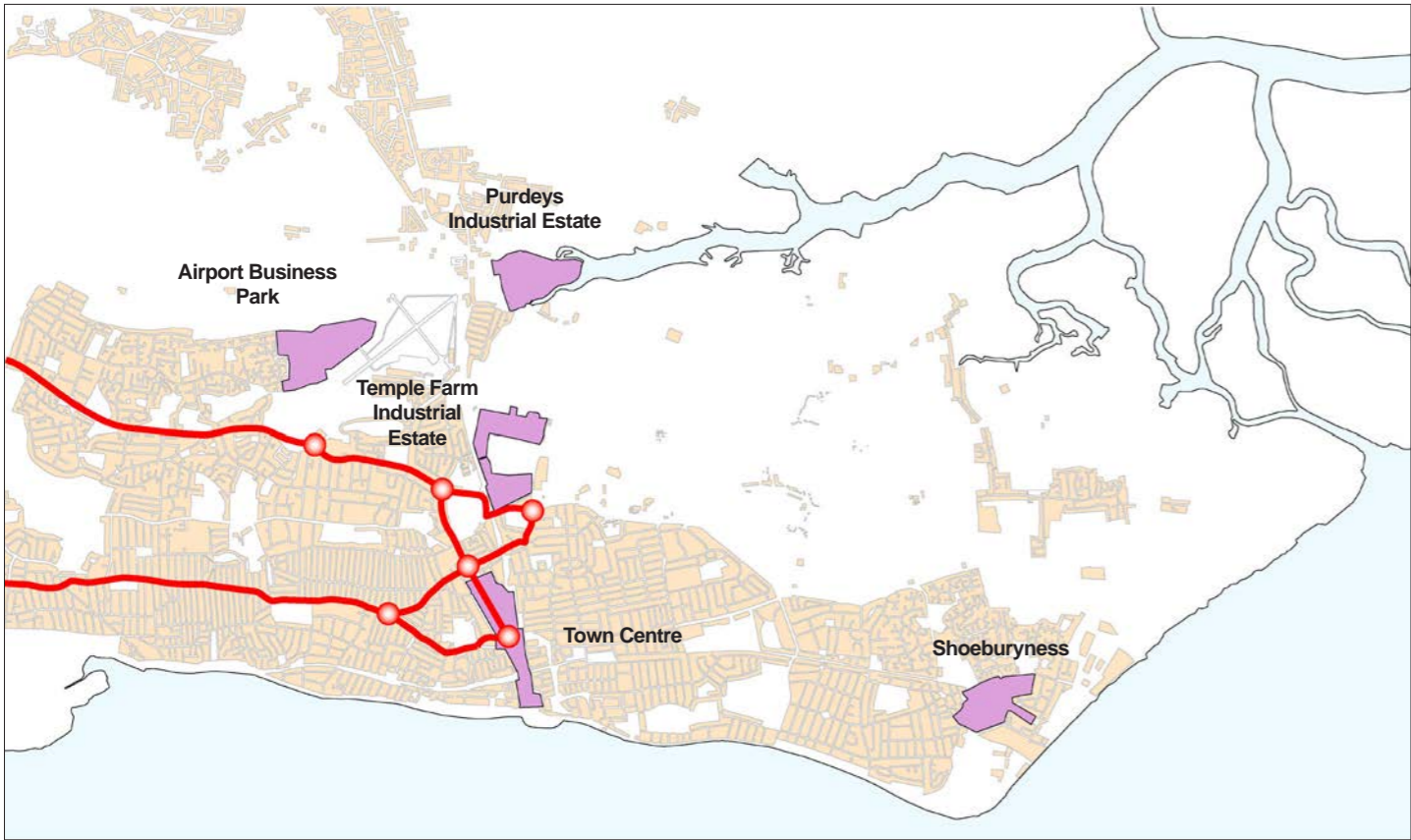
Ecology and Conservation

The River Roach is covered by a Special Protection Area (SPA) and a RAMSAR. As an SPA the river is a protected under the European Union Directive on the Conservation of Wild Birds. There is therefore a duty to safeguard the habitats of migratory birds and certain particularly threatened birds.

The SPA and RAMSAR designations will affect decisions about development and where it is located, in particular there will be a concern over recreational disturbance, whether dog walkers or encouraging visitors for recreational purposes.

The Essex Coast Recreational disturbance Avoidance and Mitigation (RAMS) strategy will mitigate the impact of recreational disturbance on protected sites resulting from new residential developments.

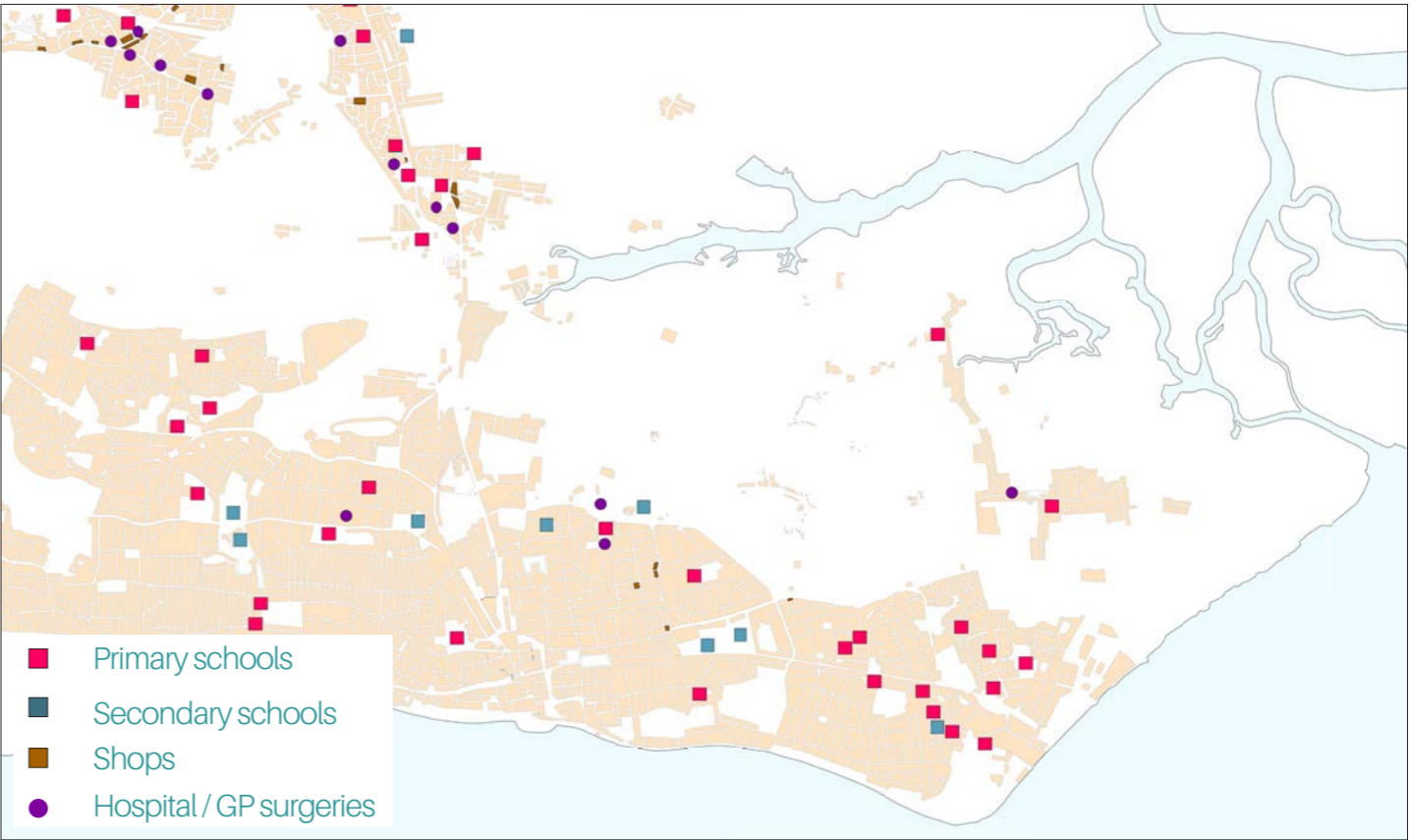
Site Influences



The most congested parts of the highway network and the location of key employment areas.

Pressure points and bottlenecks

Access by car is broadly restricted geographically to the west along the A13 and A127. Once these routes penetrate the Southend borough boundary, they quickly become congested. This has resulted in rat running even for local journeys. Capacity improvements have been undertaken along the A127 which include Progress Road, Kent Elms, Cuckoo Corner and the Tesco roundabout. Works are currently underway at The Bell junction. The distribution of employment zones in the area has contributed to congestion and created a poor environment for pedestrians and cyclists.



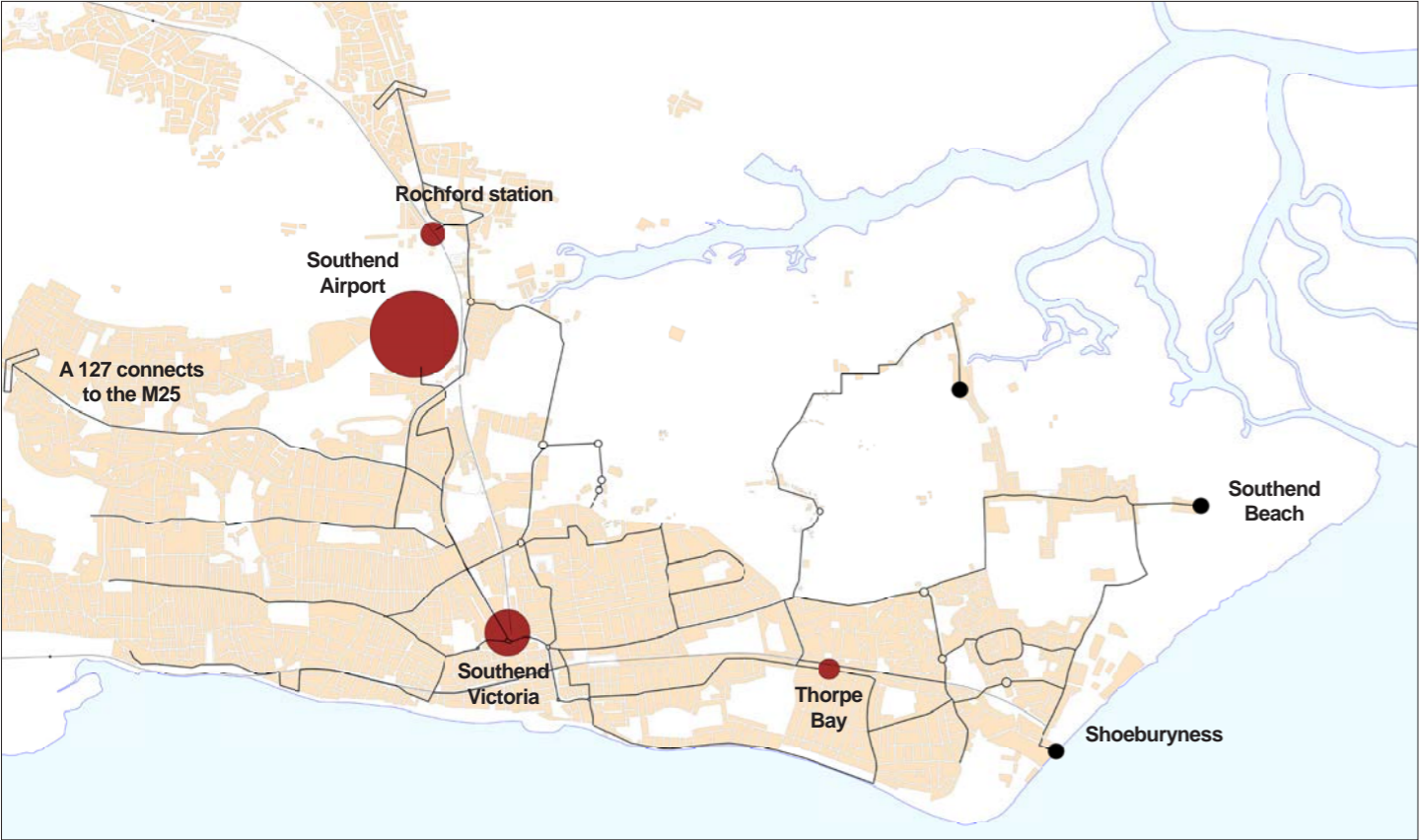
Social infrastructure facilities serving the existing community.

Amenities

There are several state primary schools across the urban area, but these are remote from potential new neighbourhood areas. Although the Cecil Jones Academy is close by, it could cater for additional numbers if expanded. There are clusters of local shops and medical services that need to retain their vitality serving existing communities.

New amenities therefore need to integrate with existing services and compliment the role they play.

Site Influences

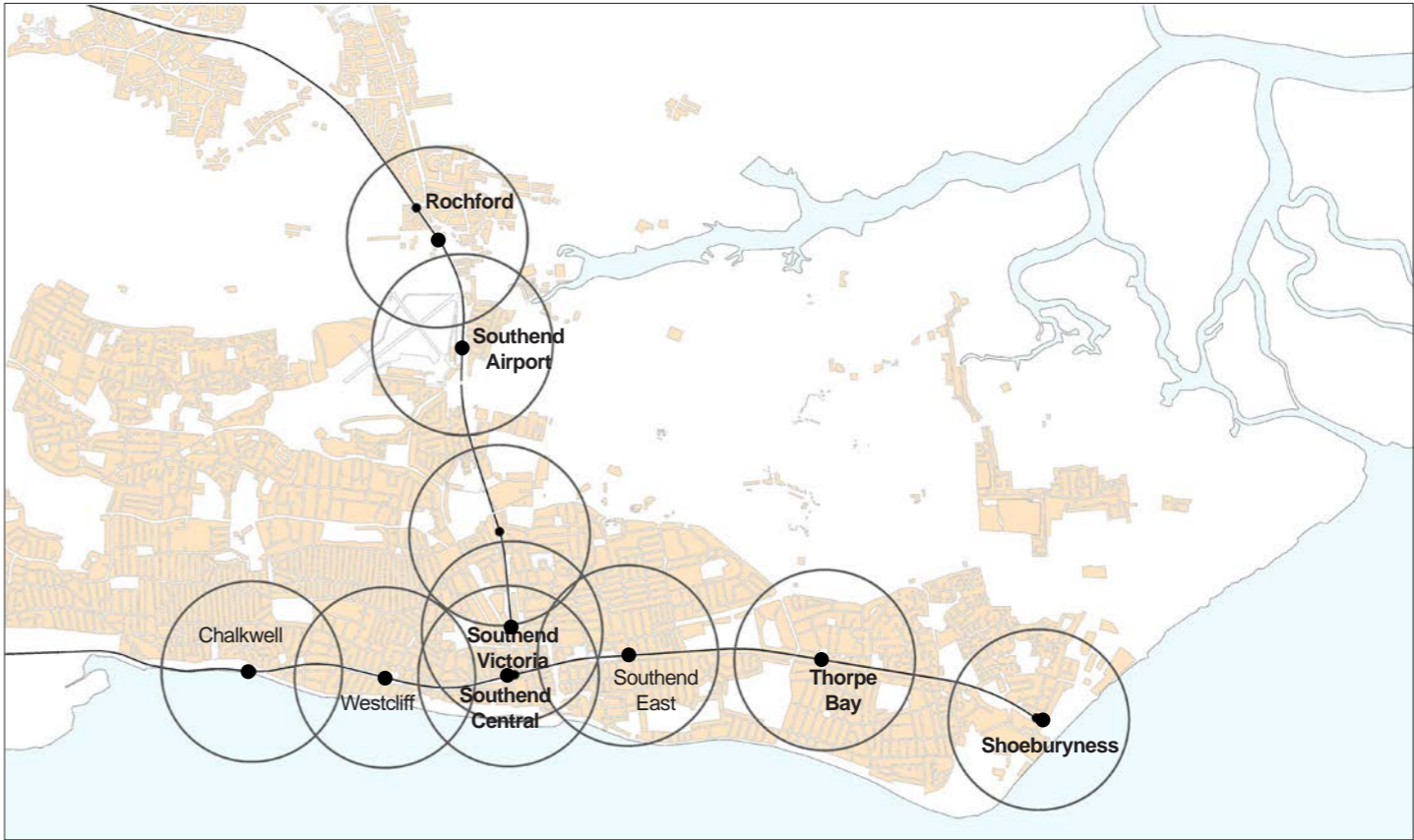


Principal bus routes serving the existing community.

Bus Routes

Southend and Rochford benefits from a series of frequent bus routes. The main routes in Southend radiate out from the Travel Centre adjacent to The Royals Shopping Centre and Southend High Street. The routes in Rochford radiate from Rochford Station and connects Hockley in the north west and Southend Airport in the south. The services offer connections throughout the Borough and beyond, including express services such as the X30 to Stansted via Chelmsford bus station.

Unfortunately Southend and Rochford have very little in the way of dedicated bus infrastructure beyond the stops and as such the bus services are often sat in the same peak hour queues as the private car.



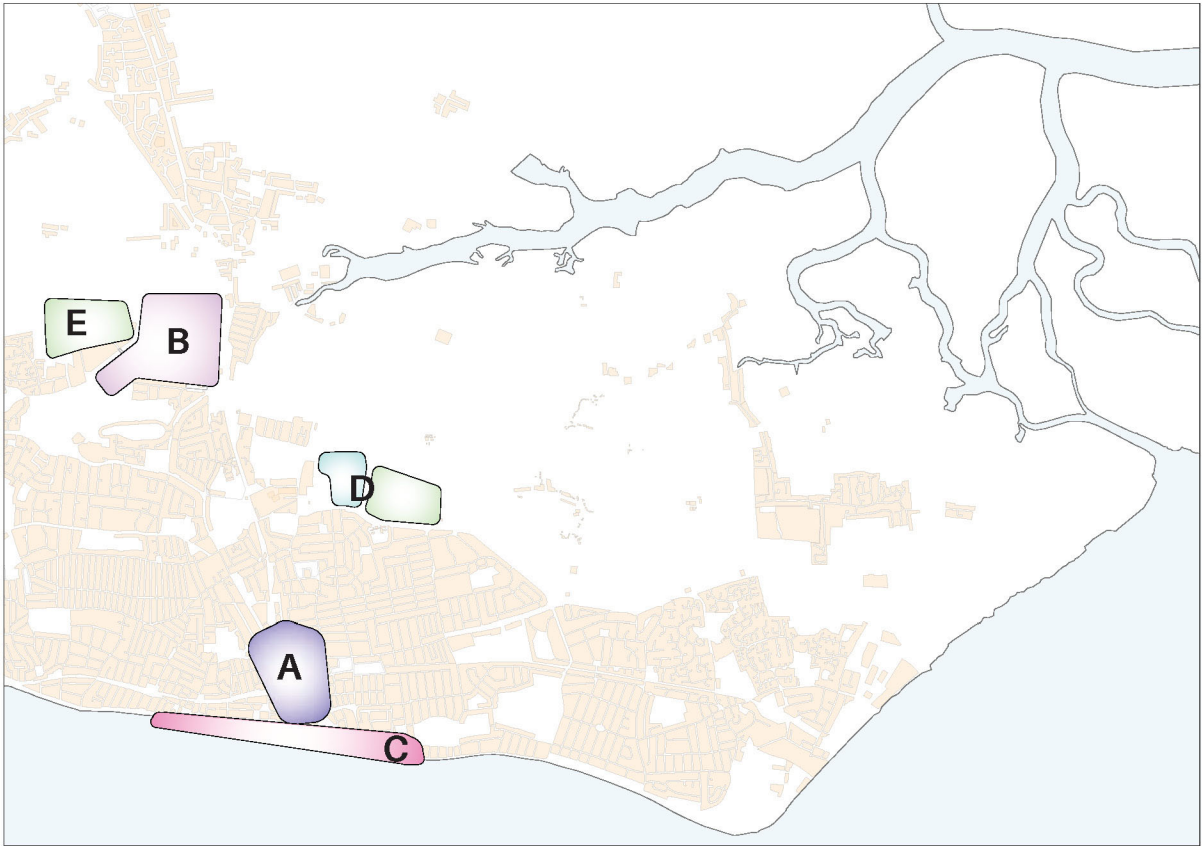
Well established existing rail network in the region.

Rail Network

The rail network and its stations are one of the regions great assets. There are two distinct rail routes that serve the region - one that runs north to south and terminates at Southend Victoria and the other that runs east to west. These rail lines do not connect. Also, the railway route north creates severance in the urban fabric in a number of locations. This is particularly so where the Rochford Road crosses the railway near the airport.

Pedestrian access to the Airport station is constrained with access only from one side. While, Thorpe Bay station has good pedestrian access the footbridge is not disabled compliant.

Site Influences



Key activity generators; the primary reasons for growth in the area.

Town attractors

- A Victoria shopping area/Southend Central railway station are key activity generators; in the centre of Southend.
- B Southend airport and rail station are important transport nodes that generates high volumes of traffic.
- C The sea front generates holiday and leisure traffic at peak times of the year.
- D Garons Park / Football and Golf Club - leisure / recreational area.
- E Airport Business Park



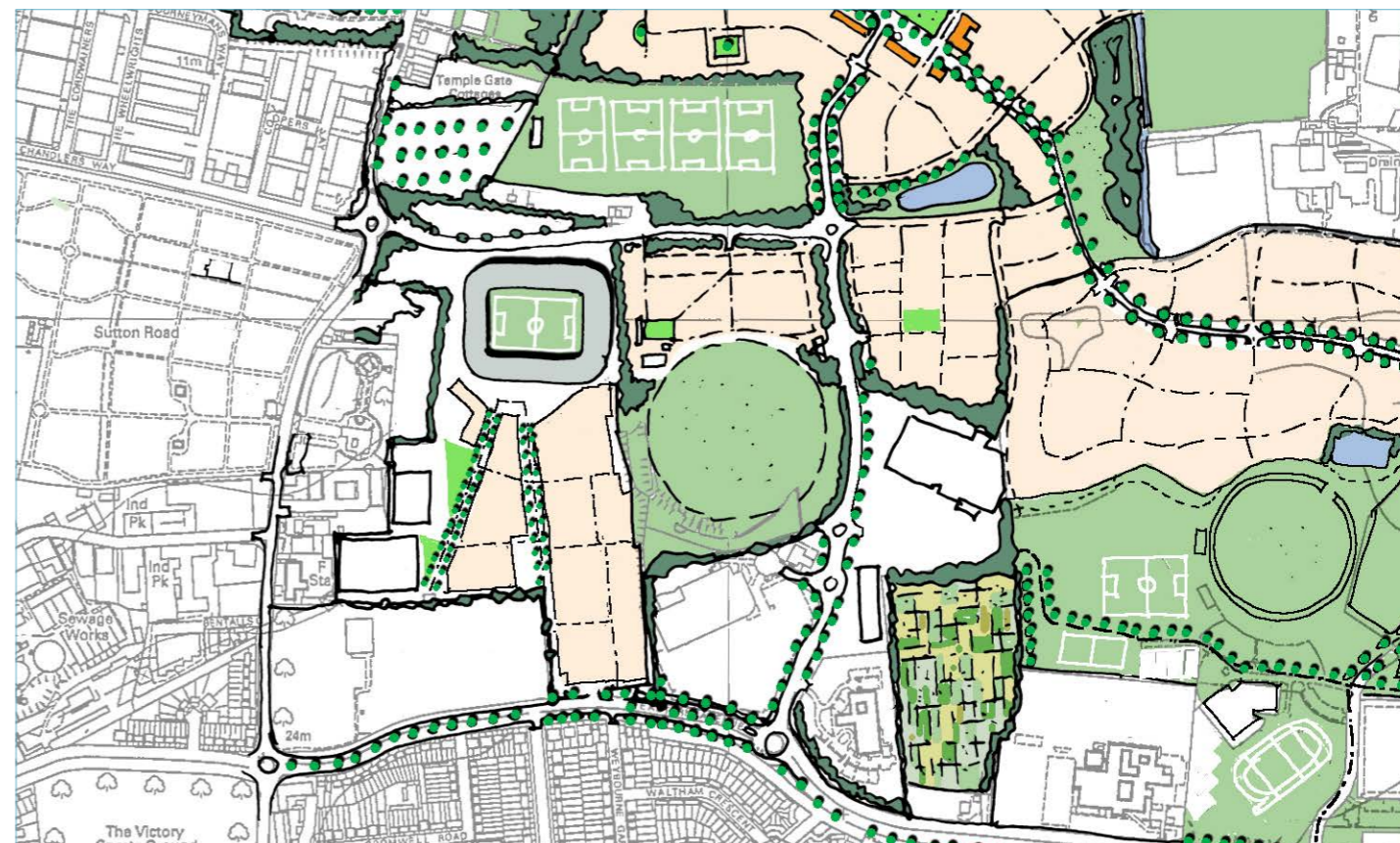
Greenbelt and Landscape Character

The potential growth area is largely covered by Metropolitan Green Belt, apart from a small triangle of land on the southern part of Warners Bridge Park and an area on the south western edge of Garon Park Golf Course. CSA's Landscape Character and Green belt Assessment, commissioned by Cogent, looks at Green Belt release by character area and refers to findings of the 2020 LUC Green Belt Study.

On the whole the character areas which are closer to the settlement edges are assessed as having overall lower sensitivity, than those further towards the River Roach. The landscape and how it has contributed to human settlement over time, will be a key influence on how the new growth and landscape spaces will be arranged. Designs will respond to the setting of the site's history and ecology, including the River Roach, the pattern of farmland, or the archaeological remnants of previous cultures.



Retail park along Fossetts Way - an out of town attractor north of Eastern Avenue.



Integration with the planned growth at Fossetts Farm and the existing retail park

Integration with the existing urban edge and planned growth in the area

Although the Eastern Avenue and Royal Artillery Way create an abrupt urban edge to the northern edge of Southend, there are a number of amenities on the borders of the urban area that will influence the organisation of new growth. Attractors such as existing local centres, larger food stores, sports and leisure facilities will be attractive to new residents.

Parts of the northern edge of Southend are also undergoing change which will need to be integrated into future schemes in a sensitive manner such as the proposals for Southend FC and new housing north of Fossetts Way food store and DIY store.

Transport analysis

Transport is a major issue with a current high car dependency in South Essex as compared to other urban areas of similar scales.

The network is currently close to capacity in various locations which will need to be addressed as part of the development of new neighbourhoods. However, low car ownership in Southend can be encouraged with the introduction of good public transport options.

Behaviour

A key constraint that is recognised in the transport assessment is that despite the sustainability imperative to reduce car use, locally people continue to use their car for short journeys and tolerate the time lost in congestion.

It appears there is a general resident's desire locally to continue using their cars for most journeys and will expect new infrastructure that supports it. In response Southend Council has over recent years undertaken new policies such as 'Motion Behaviour Change', and undertaken a series of capacity improvements, particularly along the A127, to improve car accessibility and support growth in jobs and housing.

Alongside congestion in the east west direction there is also a desire to travel north out of Southend, but these inevitably join the western link roads compounding issues elsewhere.



Issues of severance, due to high volumes of traffic along Eastern Avenue.

Although post-Covid travel is likely to be more localised, with local mixed use and internalised trips, road congestion issues will remain as a problem that needs to be resolved, including air quality and noise.

As previously mentioned, the main arteries serving Southend and Rochford are the A13 and A127, both of which suffer from increased traffic congestion and delays. Other consequences of high car usage is the severance created for pedestrians and cyclists. This is particularly true for the highway arrangement of the A127 and the A1159; along Eastern Avenue and Royal Artillery Way.

If new communities are to be proposed within the growth area, changing the design characteristics/connectivity of the movement corridors would be essential.



The highway arrangement along the A127 and the A1159; creates issues for pedestrians and cyclists.

Transport Opportunities

Persuading existing residents not to use the car will be difficult, which could further compromise those who choose not to use the car.

Within this context the proposed new communities would have to cater for the car whilst making more sustainable connections more desirable and of high quality.

Inorder to encourage people to get out of their cars it will be necessary to have high quality walking, cycling and public transport infrastructure in place at the commencement of each phase.

Permeability across the current road network around the edge of Southend especially for pedestrians/cyclists is critical The roads are already at close to capacity at some locations and connecting to them will need careful consideration.

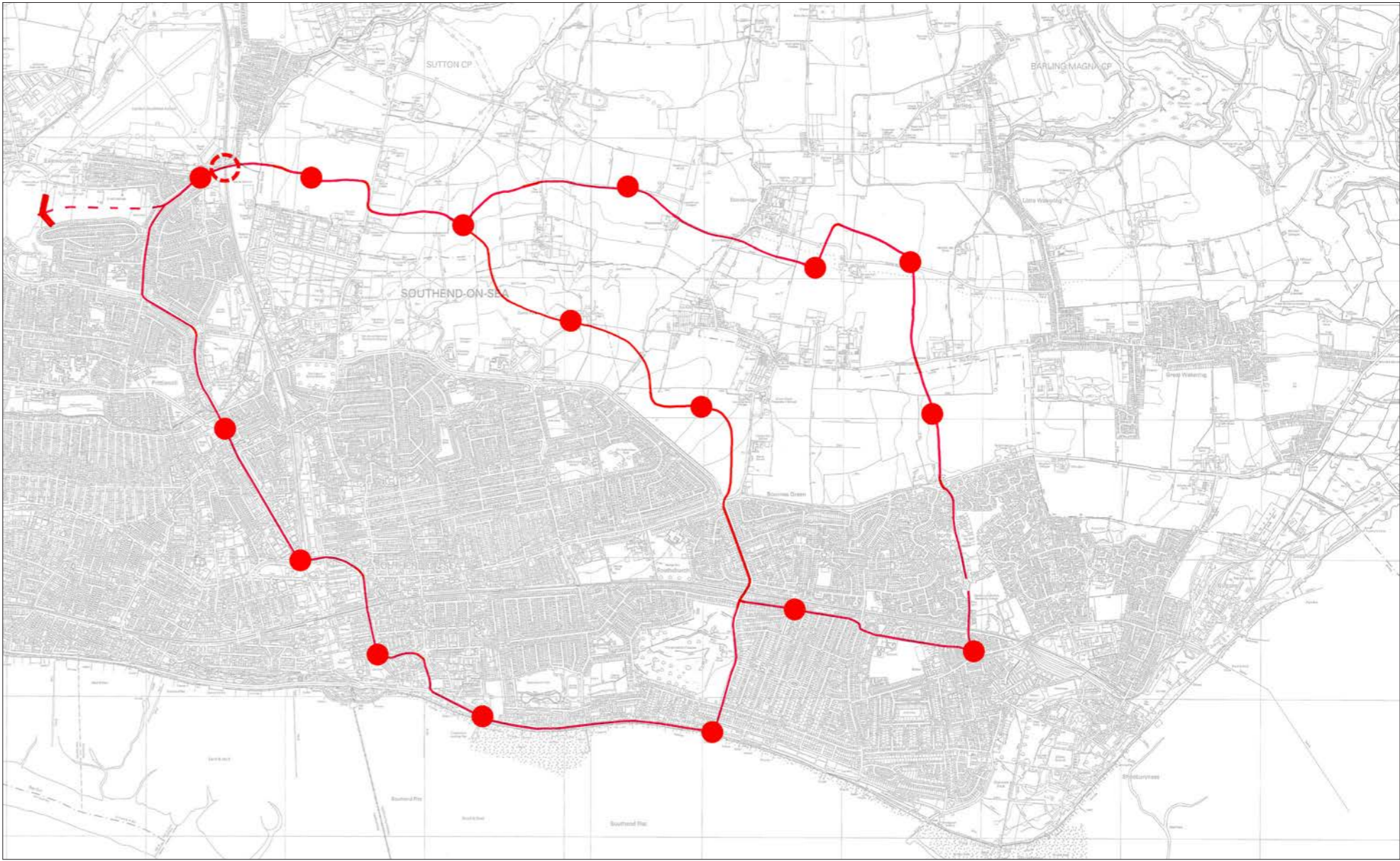
Southend Council has over recent years undertaken new policies such as 'Motion Behaviour Change', and undertaken a series of capacity improvements. This also with the introduction of car clubs, work from home hubs on site, bike hire etc will encourage more sustainable methods of travel.

Also well considered phasing of new growth is required. This will include defining the right time where major infrastructure should be delivered including new bus routes, and how the distribution is shared equitably.



Some of the key opportunities that emerged from the study are:

Mixed use for internalised trips

A masterplan could provide a local mix of uses so that both existing or proposed neighbourhoods can choose not to use a car for certain journeys. Provision of services nearby encourages people to walk and cycle in the first instance that link local mixed use areas to the main South Essex attractors.



Opportunity to create a sustainable transport corridor connecting local centres connecting homes, jobs and airport.

-  New/Improved transport node
-  New rail crossing

Techonology and transport

Technology will deliver advantages in how we move around. Most people just want to get from destination to destination as quickly as possible and the actual transport medium is therefore irrelevant. Mobility as a Service (MaaS) is the integration of various forms of transport services into a single mobility service accessible on demand.

To meet a customer's request for individual transportation, a MaaS operator facilitates a diverse menu of transport options, be they public transport, car or bike sharing, taxi or car rental/lease, or a combination thereof. For the user, MaaS can offer added value through use of a single application to provide access to mobility, with a single payment channel instead of multiple ticketing and payment operations.



Example of sustainable transport corridor with designated cycle space

Bus and cycle priority

New street corridors provide the opportunity to design for bus and cycle priority at the outset, allowing cars to permeate through at slow speeds.

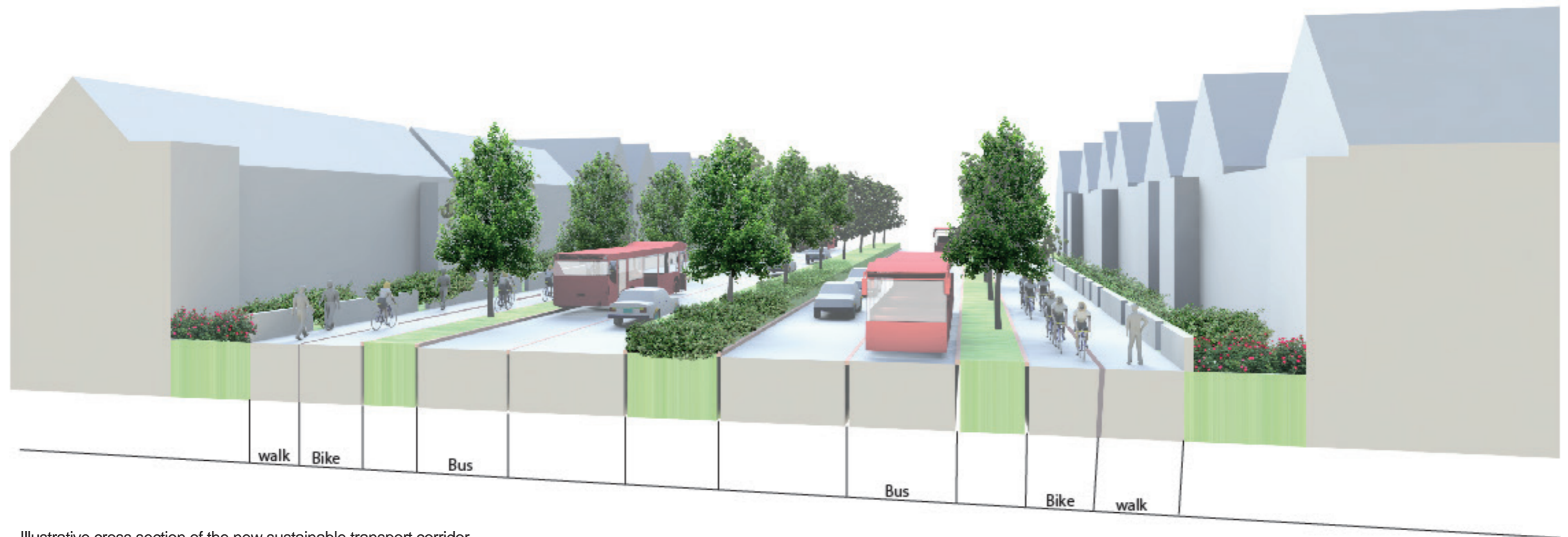


Example of bus corridor within a new residential neighbourhood.

Sharing the movement burden

Importantly the sustainable transport corridor could allow traffic to potentially be removed from the A127 and Eastern Avenue, with the spaces created repurposed for sustainable modes of travel and better connectivity.

The existing Eastern Avenue has the opportunity to become a street rather than a distributor road, with slower cars, quality pedestrian crossings and improved landscape. This would allow for greater continuity between existing and new communities.



Illustrative cross section of the new sustainable transport corridor

Making the most of rail

When compared to other coastal towns, the Rochford and Southend rail service offer is very good. The new growth options should allow for good connectivity to the range of existing train stations and the travel choices they provide. It also provides the opportunity to link the two rail routes; providing improved connectivity in the region. This will increase efficiency and economics, with good access to jobs and cultural attractors in London.



Opportunity to utilise a well established rail network between London and the sub-region.

Economic analysis

Although there are some constraints to growth, proposed growth in this location will help contribute to the economic success of Southend and Rochford and will result in sustainable, high-quality growth. Issues to address include:

- The location of the areas within the geography of the southeast. The catchment is essentially one sided, orientated to the west. This is of particular relevance given that the structure of the economy is biased towards provision of goods and services to visitors.
- The location is relatively remote from motorway corridors and is unlikely to be useful for distribution and logistics. The highway network is constrained, and north/south connectivity is weak.
- The existing levels of educational attainment and skills base of the area are relatively low. However, there is some higher level educational infrastructure including the University of Essex Southend Campus and South Essex College.
- The visitor and tourism economy is seasonal, including use of the airport. This makes Rochford and Southend vulnerable to seasonal fluctuation in economic activity. The number of over-night stays is currently very low, but there is an opportunity to change this.
- The office market in the area is not strong, and is focused on a limited number of existing corporate occupiers and small and medium enterprises. Changing working patterns may lead to an overall reduction in the office floorspace needs, such as those in Victoria Avenue. Therefore, careful consideration of the role new neighbourhoods could play is important.
- There is a strong pipeline of industrial space in the short-to-medium term on other, better located, parts of South Essex, including in Thurrock and Basildon. These could limit inward investment locally.



Sector D (in blue) provides untapped potential compared to other centres (in red).



Southend beach – a popular destination and important economy driver.



Decline in office spaces along Victoria Avenue.

Economic opportunities

Despite the challenges listed above, there are opportunities for creating new sustainable economic activity associated with new development. ASELA productivity strategy advocates many of the principles of development that can be achieved in this location, both on-site and across the wider economy.

Opportunities will include:

- Working at a sufficiently large scale providing an opportunity for transformational change which can act as a major economic driver in its own right.
- Taking advantage of the sizeable population in the catchment area of Southend and Rochford (totalling 270,500 people in 2019). It is the largest concentration of people in South Essex with a critical mass of economic activity within the immediate area. There is potential to support significant population growth, which will create demand for local goods and services. This in turn is an important economic driver given the structure of the local economy, focused on delivery of goods and services to local people and visitors.
- Self-employment in the area is high and has been growing. There are opportunities for a post-Covid new mixed-use employment model. There are many small business and self-employed enterprises in the area and new neighbourhoods could cater for local work hubs, home-based businesses, self-employed trade hubs; and the associated social infrastructure needs that follow.
- Also with the resurgence of traditional markets in Rochford there is an opportunity to bring them back as increasing numbers of shoppers return to enjoy their character and ambience.
- Over and above home-based businesses, there will still be jobs in schools, education, local shops and services and the neighbourhoods should support jobs both on-site, and in town centres.
- If the scale of development is comprehensively considered, there is a strategic opportunity to shift the skills and jobs profile towards higher value-added activities. This could capture professional services that are looking to relocate out of London, particularly following the pattern of the creative industries corridor. The delivery of high-quality housing, with space to work, and better employment opportunities have the ability to attract higher paid/ earning individuals to avail of the benefits of coastal life.
- A concentration of industrial space in the area with low current vacancy levels. There is a strong relationship to existing key employment and industrial sites in the local area, including Purdeys Industrial Estate, Temple Farm, Stock Road, Rochford Business Park and the Airport Business Park. Opportunity to deliver high quality connections to these. There is potential for delivery of high quality further employment space within the development to maintain available supply of industrial land; and to maintain a supply of grow-on space for small businesses.
- There is potential to help diversify the area's visitor / tourism offer and to increase tourism spend, including in exploring the potential of the River Roach, provision of a high quality hotel and/or visitor resort offer.
- There is potential to capture industrial businesses relocating from London where land supply is constrained, and costs are increasing.
- New employment opportunities would be supported by the existing fibre broadband which is continuing to be rolled out across the region. The digital economy of Rochford and Southend could therefore be very strong allowing the region to be a leader in digital/ high tech activities and exploit changing working patterns.
- Good spatial relationship to Southend Airport, which is a major potential economic driver in the medium-to-longer-term, with potential growth of both direct jobs on site and in the supply chain and aviation-related activities in the surrounding area.
- There is a good opportunity to deliver different types of housing, including: family housing both market and affordable, specialist/ embryonic sectors, Build to Rent, third age living including a range of care products and the self-build sector.



Local work hubs - providing workspace for changing lifestyles



Southend Airport - an important economic driver



Delivering housing - an employment generator



An example of a mixed use hub that forms the centre of a neighbourhood

vision and principles

4

This section moves on to set out an emerging vision and principles to inform the planning and design of new development. In this section we have set out the key concepts and principles which inform the emerging masterplan and development concept for the area.

Our ambition is to deliver a sequence of new '15 minute walkable neighbourhoods' with local services and a strong character and identity set within a high quality green network which connects Southend's existing urban area and the new areas of growth through to the River Roach, whilst protecting important Estuary and wetland environments, historic environments and biodiversity. We want to deliver a vibrant place to live, work and visit which successfully integrates and improves coastal, rural and urban environments, delivers family housing in strong local communities and helps to deliver transformational change and growth in the local economy and new strategic infrastructure.

Our ambition is that the development brings positive benefits to all residents across Rochford and Southend including through the delivery of new infrastructure for sport, recreation and leisure; the provision of new high quality employment opportunities; and in supporting the delivery of strategic transport infrastructure which helps to improve accessibility across the area including addressing existing congestion bottlenecks in Southend and Rochford and delivering new high quality public transport links and opportunities for walking and cycling.

Key elements of our vision for the area are explained in the following pages.



Building upon the '15 minute neighbourhood' concept

Urban meets rural

The proposals seek to connect Southend to Rochford's countryside, by sharing the green space between the neighbourhoods which provides walking and cycling routes from the urban area to a new 'Country Park' and the River Roach. This will overcome the strategic open-space deficits that exist in Southend, and provide new amenity space for the residents of Rochford.

It aims to deliver neighbourhoods which have the benefits of living in more urban environments – including access to key services and employment opportunities closeby, and high quality public transport services – together with the benefits of access to open space and the countryside for walking, leisure and recreation.



A sequence of new neighbourhoods

The proposals include eight individual, future-facing neighbourhoods, which contain mixed-use neighbourhood centres and the key community infrastructure and services required to support residents needs and reduce the need to travel, that can be brought forward alongside one another with a distinct identity and character.

The character of these neighbourhoods can vary and respond to their location – with the proposals that includes new hamlets and villages within Rochford which respond to the morphology of settlements in the area, as well as proposals which can deliver an improved urban edge to Southend.

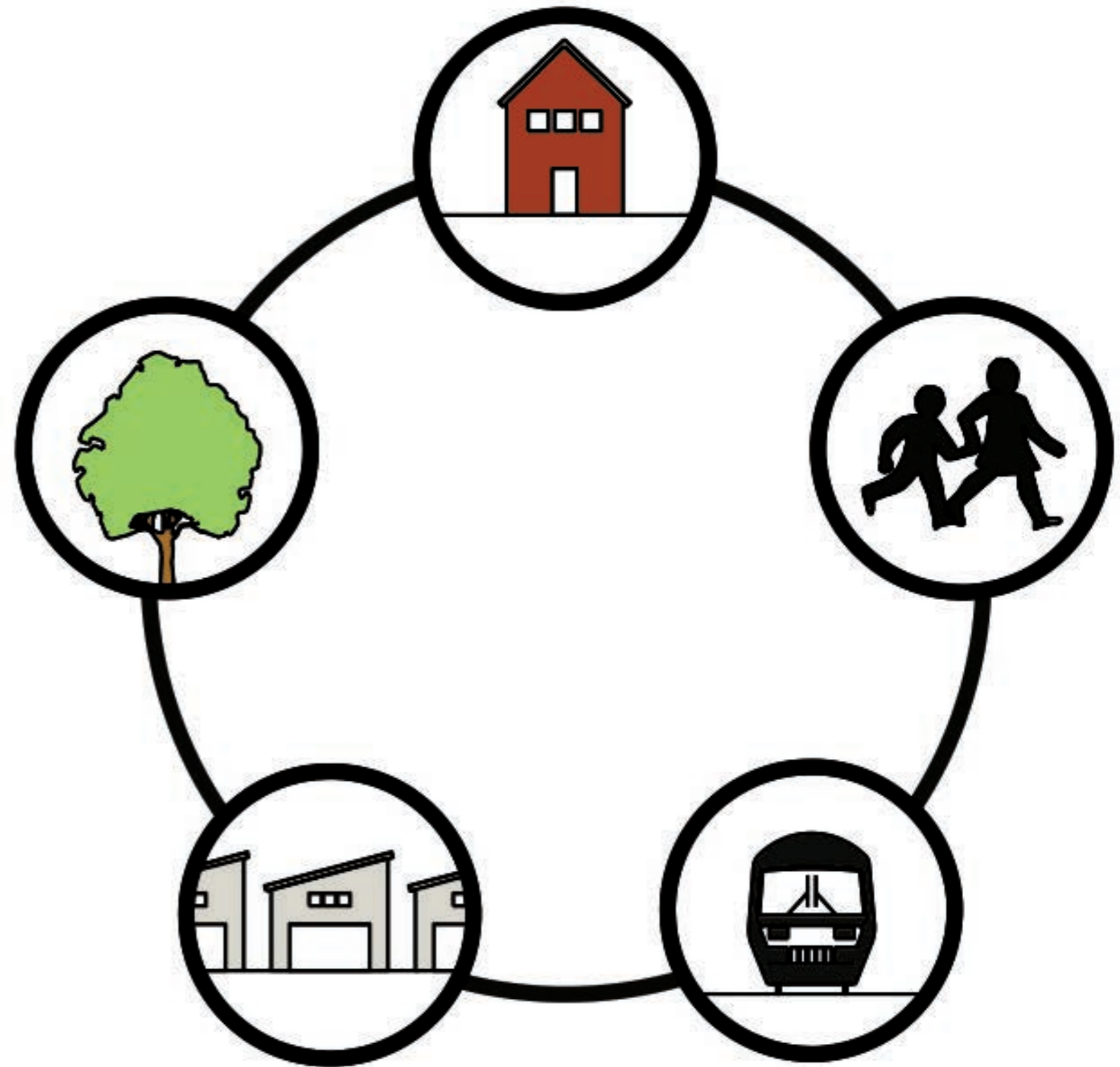
The health and wellbeing of future site occupants will be a core consideration of the scheme, with integral design interventions to enable physically and mentally healthy living.

Throughout the site, priority will be given to active travel modes with infrastructure and signage laid out to encourage walking and cycling. Bridleways will form part of the publicly accessible movement routes. The '15-minute' neighbourhood concept will ensure people can access most day-to-day services with a 15-minute walk or cycle ride. This has related health and wellbeing benefits of reduced air pollution, safer streets and more interaction with neighbours and wider communities. Significant space in residential areas will be car free, allowing children to play in the streets safely, away from noise and pollution.

Plentiful outdoor space has been given over to restful parkland and relaxing open spaces. Areas for wildlife along the Roach estuary will provide spaces to engage in long views and restorative activity, connecting back to nature. Outdoor space will also be given over to food growing space for residents. This has been shown to result in benefits to physical and mental health, in addition to keeping land in a productive state and providing a sustainable food source.

Accessible, communal gardens with an attractive range of species and play areas will allow people of all ages to congregate and mingle, increasing community cohesion and alleviating loneliness. These spaces will be integrated with sustainable drainage systems to mimic natural ecosystems and provide biodiversity benefits.

Outdoor exercise space will be provided for organised and individual sports. Trim trails, outdoor gyms and sports pitches will allow residents to participate in different forms of exercise.



A Connected Place

The neighbourhoods will be physically connected by new green, sustainable transport corridors which also provides a link between the two train lines (Southend Airport and Thorpe Bay) and encourage sustainable transport choices. Proposed infrastructure will also help redress existing capacity constraints on the highways network.

We are utterly reliant on digital connections for our work and leisure. The increasing connectivity of everyday devices is now commonplace, with smart cities and the internet of things leading to a seamlessly digital world. Innovations through 5G, fibre optic broadband and satellite broadband will develop to ensure we make the most of digital connectivity and the means of delivering this must be accommodated within any masterplan, providing connectivity on day one, but room for expansion as settlements grow and technology changes. Increased use of car clubs and digital working hubs including making provision for EV charging points will ensure digital connectivity, in all possible ways.

The proposals will help to deliver new strategic infrastructure which addresses existing congestion issues along the A127 and A1159 Eastern Avenue.



Strong fibre broadband network



Example showing use of a bus corridor within a new residential neighbourhood

A Place with Identity

The proposals seek to identify and establish a character that draws from that of the surrounding context and is informed by the existing site features. This involves drawing out local character and distinctive features associated with the urban fabric of Southend and the rural settlements of Rochford. The proposals for a siting of neighbourhoods will help achieve developments with a sense a clear identity, and investment in capacity building can help to deliver strong, cohesive communities.



Derwenthorpe; an example of a range of new housing set out on quality streets

A Working Place

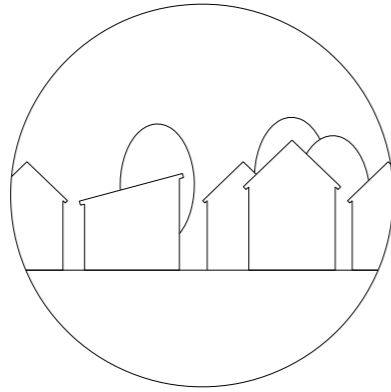
The proposals are underpinned by an economic strategy to help transform the profile of the local economies, by attracting a more highly skilled demographic looking to locate here as a lifestyle choice, supported by employment floorspace provision.

Our ambition is to deliver places which are sustainable not just now, but over the longer-term and respond to technology, and how this influences how we live and work, and to climate change. Our proposals aim to deliver resilient, adaptable places. To achieve this we have set out key principles overleaf.

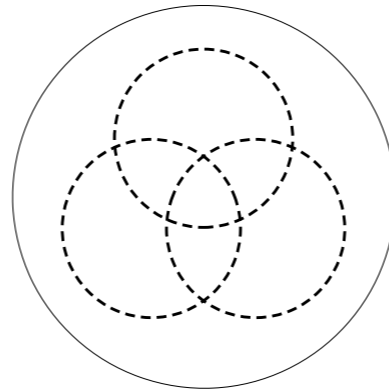


Flexible work hubs - providing workspace for changing lifestyles

Resilience.



Ensure a mix of uses, robust building types and spaces that suit genuine local needs

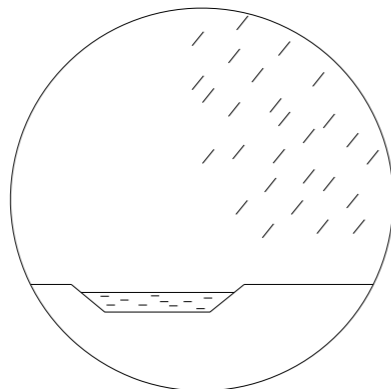


Ensure distribution of mixed uses services the existing and future communities

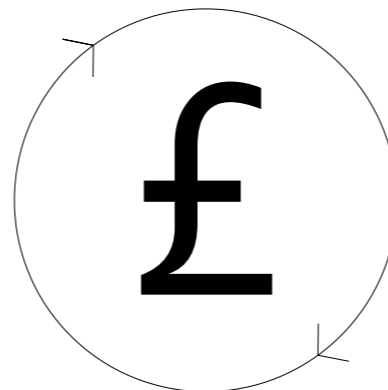


Ensure uses are arranged to service all ages – creating lifetime neighbourhoods

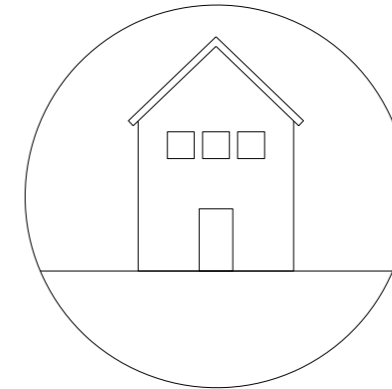
Responsive.



Ensure development is future proofed and at the forefront of tackling climate change



Ensure economically deliverable over the long term

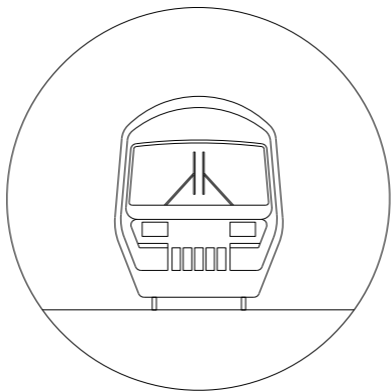


Ensure the delivery of quality homes at the time they are needed

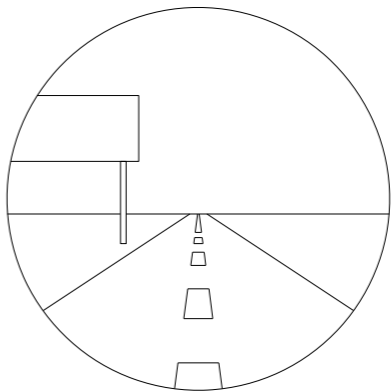
Repair and renewal.



Ensure social infrastructure is enhanced for the existing and growing communities

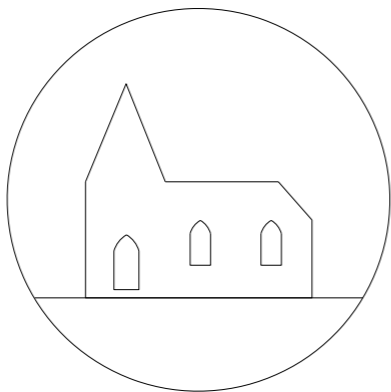


Ensure new transport links are adaptable and future-proofed whilst improving public transport connection

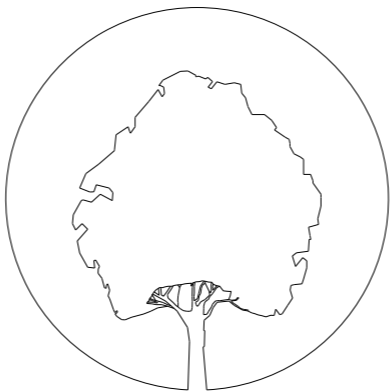


Ensure the highway network is sufficiently equipped to cater for new movement patterns across the region

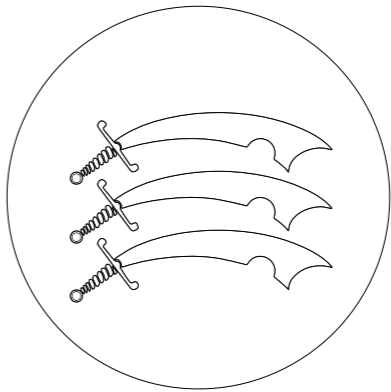
Respectful.



Ensure proposals are sensitive to the heritage assets of Rochford and Southend



Ensure increases in biodiversity and ecological enrichment of the landscape



Ensure the townscape character of Rochford and Southend are enhanced



potential development scenarios

5

Setting out scenarios - neighbourhood clusters

The concept of neighbourhood clusters is about good proximity to a range of sustainable transport options, accessing basic social functions and includes public transport access to places beyond walking and cycling.

It is envisaged that each neighbourhood will have a range of services and amenities to allow for easy walkable access.

They will also include flexible work hubs to form part of the home / neighbourhood office workspace offer; to support the post covid work patterns of reduced commuting to London.

Medical centres, schools and bespoke employment areas will also form part of the mix of a neighbourhood; where there is sufficient need.

The scenarios are broadly based on what can be achieved within Southend on its own right; what can be achieved in Rochford in the early stages of a comprehensive plan and what can be achieved holistically in the long term.

Density Assumptions

It is anticipated that dwelling densities will allow for mostly family housing with front and back gardens. These will be supplemented with increases in density within neighbourhood centres with carefully integrated flats close to community hubs of 60-80 dwellings per hectare. Over and above this it is anticipated that more flats are appropriate to the area close to the airport, being close to jobs and railway. The table illustrates that for most of the area is family housing at a density range of 35-38 dwellings per hectare.

Neighbourhood Centres

Each neighbourhood is envisaged to include a centre which contains local employment floorspace such as provision for shared workspace, together with convenience retail, and healthcare facilities.

Employment Land Provision

The new neighbourhoods relate strongly to existing concentrations of employment within the immediate area, including Southend Airport, Temple Farm and Purdeys Industrial Estates and the Airport Business Park, Southend.

Mixed-use development is envisaged in all neighbourhoods, which includes provision of flexible commercial space in neighbourhood centres as well as delivery of the technology infrastructure to support home-working and home-based businesses.

In addition to this, provision of over 10 ha of employment land is envisaged in on the western side of the site, providing opportunities for both growth of SMEs and for grow-on space for existing businesses in Southend and Rochford.

Equally, this large area of employment land could provide the right location for a Southend University Hospital Relocation subject to wide ranging consultation. This new location could serve Rochford and Southend as it is halfway between the two town centres. A&E Blue light routes would also be more rapid as they could rely on the new sustainable transport corridor and avoid congestion.

KEY

Principal Sustainable Transport Corridor.
Tree lines route that priorities public transport services and cycling. Potential new link road.

Complimentary Transport Corridor.
Additional public transport services and cycling



Transport interchange nodes at Southend Airport and Thorpe Bay allowing links to other public transport and cycle networks



Landscape setting - nature conservation priority area to improve species diversity, habitat, wetlands, and support the migrating bird population. The area to also compliment ecotourism.



Landscape setting - food production priority area through sustainable farming measures while promoting environmental land management.



Landscape setting - public open spaces including greenways and country parks close to towns and villages; allowing existing and new communities close with nature.



Sequence of new mixed-use urban settlements - each to include a range of homes, flexible work spaces, amenities, local shops - all to be within easy walking distances. All settlements to have easy access to the transport corridors to allow people access to facilities and neighbourhoods further afield.



Enhanced sports and leisure - providing a range of sport and leisure uses for all ages.



Borough boundary between Rochford and Southend where infrastructure collaboration will take place.



Housing within new neighbourhoods.



Primary School.



Secondary School.



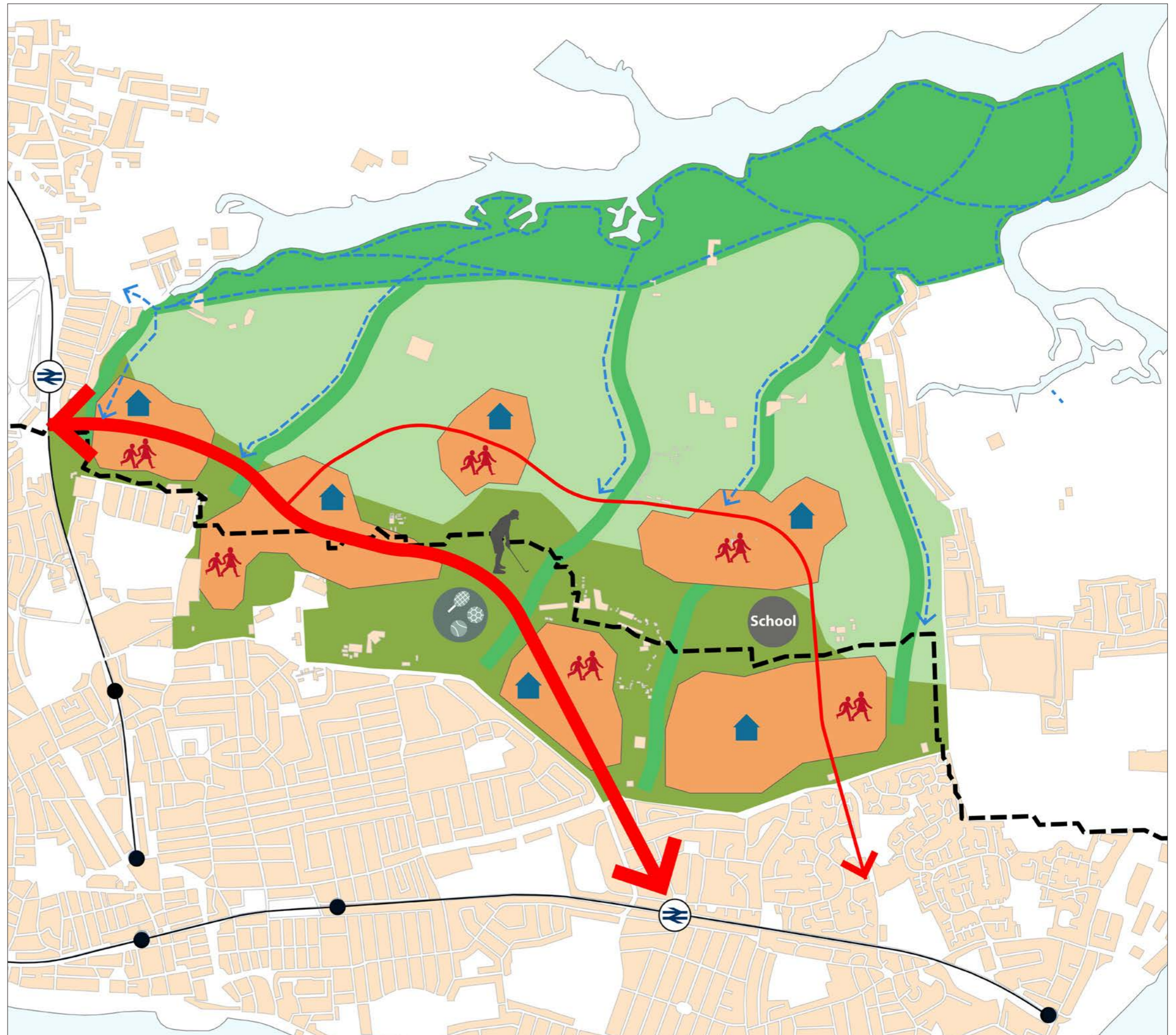
Rail Station.



Golf Course.



Key pedestrian and cycle routes.



Strategic Principles

Illustrative Concept Masterplan

The new neighbourhoods will deliver many benefits to Rochford and Southend allowing the region to flourish for the next 50 years.

It will provide family housing with a mix of housing tenures and unit sizes, later life living, workspaces, amenities that will include a few primary schools and a secondary school and a range of open spaces including a country park. Critical to all will be sustainable public transport infrastructure. It will help reduce carbon and improve health by making walking and cycling easier for all.

There will be a number of villages. Each with a sustainable mix of uses integrated into the urban edge of Southend, Rochford and The Wakering's. They will be woven into the existing pattern of landscape and farmsteads.

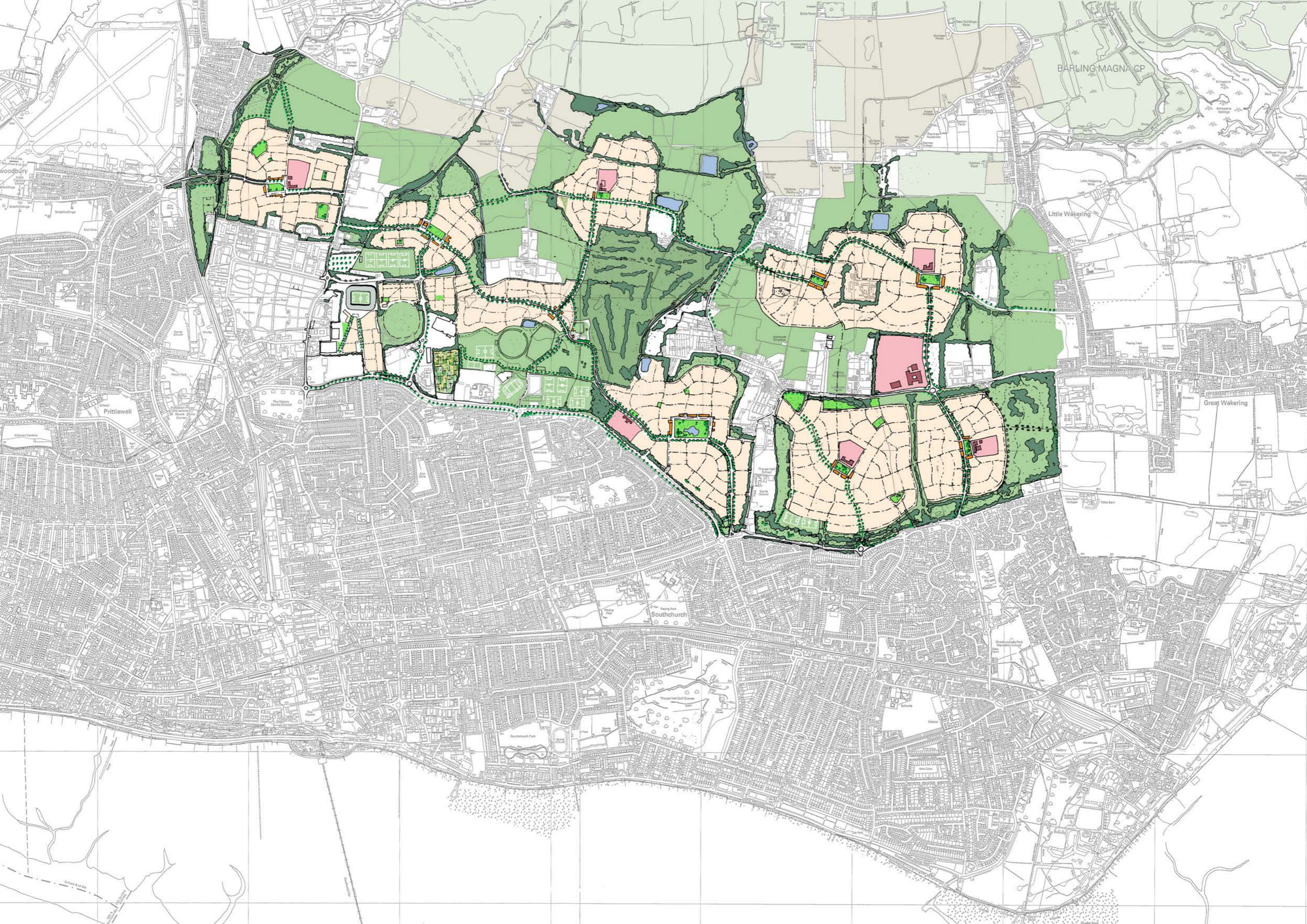
The western village in particular will build on the business setting of the Airport, Temple Farm industrial area whilst being sensitive to the rural setting of Rochford town.

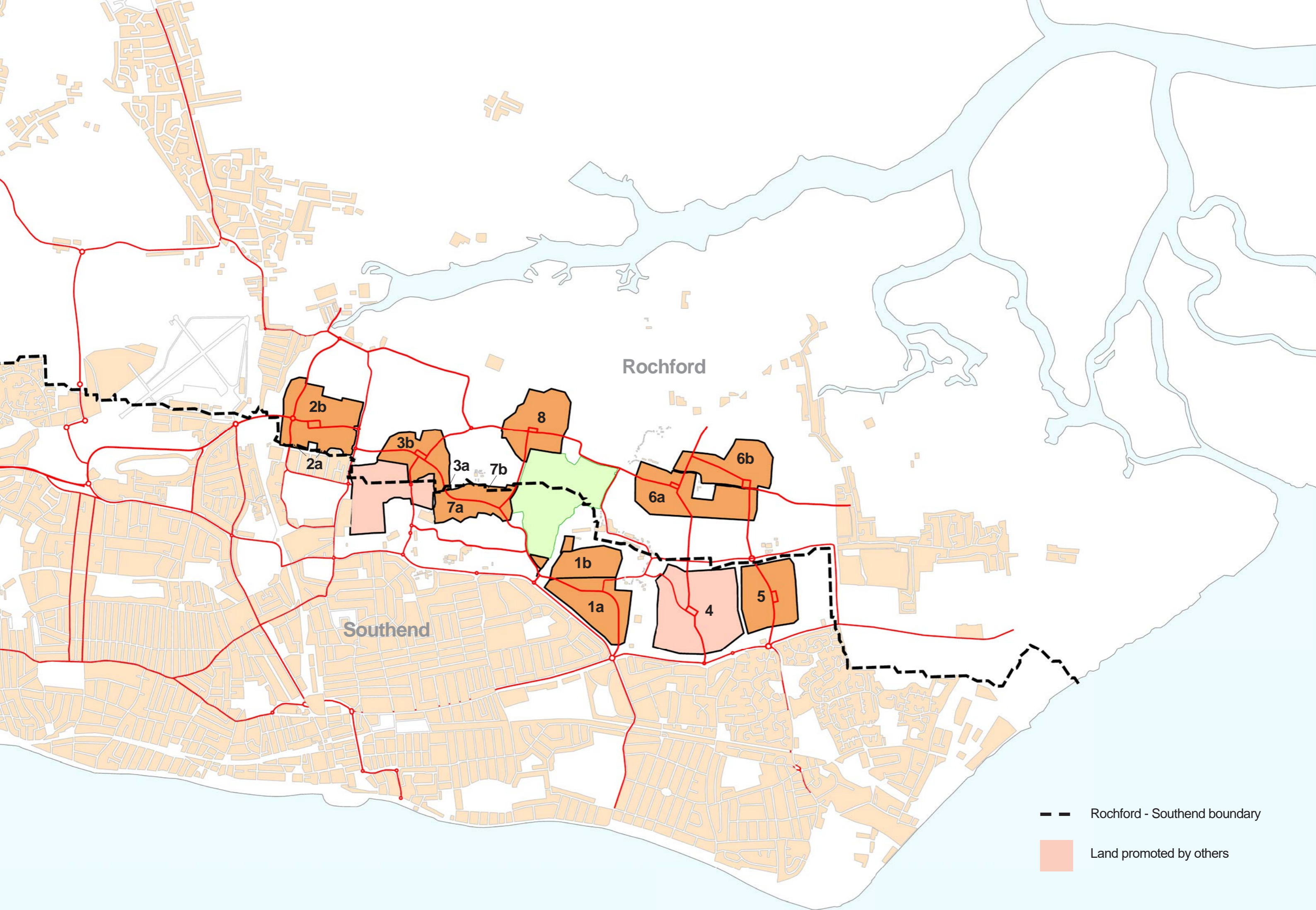
The Fosset's Farm area will be linked to the existing development initiatives of sports and residential expansion.

The Bournes Green area will be closely linked to Thorpe Bay station and the local centre mix of uses.

Garon Park and the northern villages will be more rural in nature and be closely linked to a New Country Park setting with retained leisure uses. Walking and cycling connections will allow access to the Roach valley and relieving congestion.

The Growth area might in the future need to accommodate Southend University Hospital and a new Cemetery. Most of this will be subject to potential timing, funding availability and land area required.





Setting out scenarios - neighbourhood clusters

TOTAL DWELLINGS	9,740-10,235	dwellingss
ROCHFORD	4,630-4,890	dwellingss
SOUTHEND	5,110-5,345	dwellingss

		Net Residential Area (excludes area for SUDs and play)	Dwellings			Schools (ha)		Local Centre	Employment	Health
		Area (ha)	Total	Rochford	Southend	Primary	Secondary	(ha)	(ha)	(ha)
STAGE 1	1a (Southend)	25.03	925-975		925-975	2.1	-	0.52	0.35	0.05
	2b (Rochford)	25.24	1050-1100	1050-1100		2.1	-	0.52	9.74	0.05
	2a (Southend)					-	-	-	0.61	-
	4 (Southend)	50.68	1900-1950		1900-1950	2.1	-	1.04	0.7	0.1
Total				1,050-1,100	2,825-2,925					
STAGE 2	1b (Southend)	17.54	625-675		625-675	-	-	-	-	-
	3b (Rochford)	18.7	700-750	700-750		-	-	0.52	0.35	0.05
	3a (Southend)	0.29	10-20		10-20	-	-	-	-	-
	5 (Southend)	25.69	950-1000		950-1000	2.1	-	0.52	0.35	0.05
	6a (Rochford)	34.59	1200-1250	1200-1250		-	-	0.52	0.35	0.05
	6b (Rochford)	23.15	800-850	800-850		2.1	-	0.52	0.35	0.05
Total				2,700-2,850	1585-1695					
STAGE 3	7a (Southend)	18.72	700-725		700-725	-	-	-	0.35	-
	7b (Rochford)	0.86	30-40	30-40		-	-	-		-
	8 (Rochford)	25.15	850-900	850-900		2.1	-	0.52	0.35	0.05
	Secondary School						9.54			
Total				880-940	700-725					
		9,740-10,235	4,630-4,890	5,110-5,345						

NOTES

1. Population assumption is 2.5 persons per dwelling.
2. A range of densities have been considered across parcels, depending on the site constraints.
3. POS includes SUDs and play; which comprises of allotments ; natural and semi-natural play space and formal outdoor play space.
4. The net residential areas excludes POS, SUDs and play
5. Potential to combine uses, subject to masterplanning eg. local centres may include employment hub and/or health facilities.

Green and blue Infrastructure

The green and blue grid concepts will be applied to the landscape of the growth areas between the urban edge of Southend and the River Roach.

The landscape framework will be set out through the themes of: food production, recreation, nature conservation and eco-tourism. Each of these has its own needs and working with those needs will be at the heart of a sustainable landscape. c. 44% of the land in the growth area will be retained as farmland. However the retention and enhancement of historic woodlands and the identification of locations for new woodland for greater biodiversity and wildlife, rewilding, green infrastructure corridors, private food growing and vertical farming will add to the Biodiversity Net Gain.

The green and blue grid network considers the objectives set out in the South Essex Strategic Green and Blue Infrastructure Study and incorporates a strategy to achieve them. Some of the key aspects of which are:

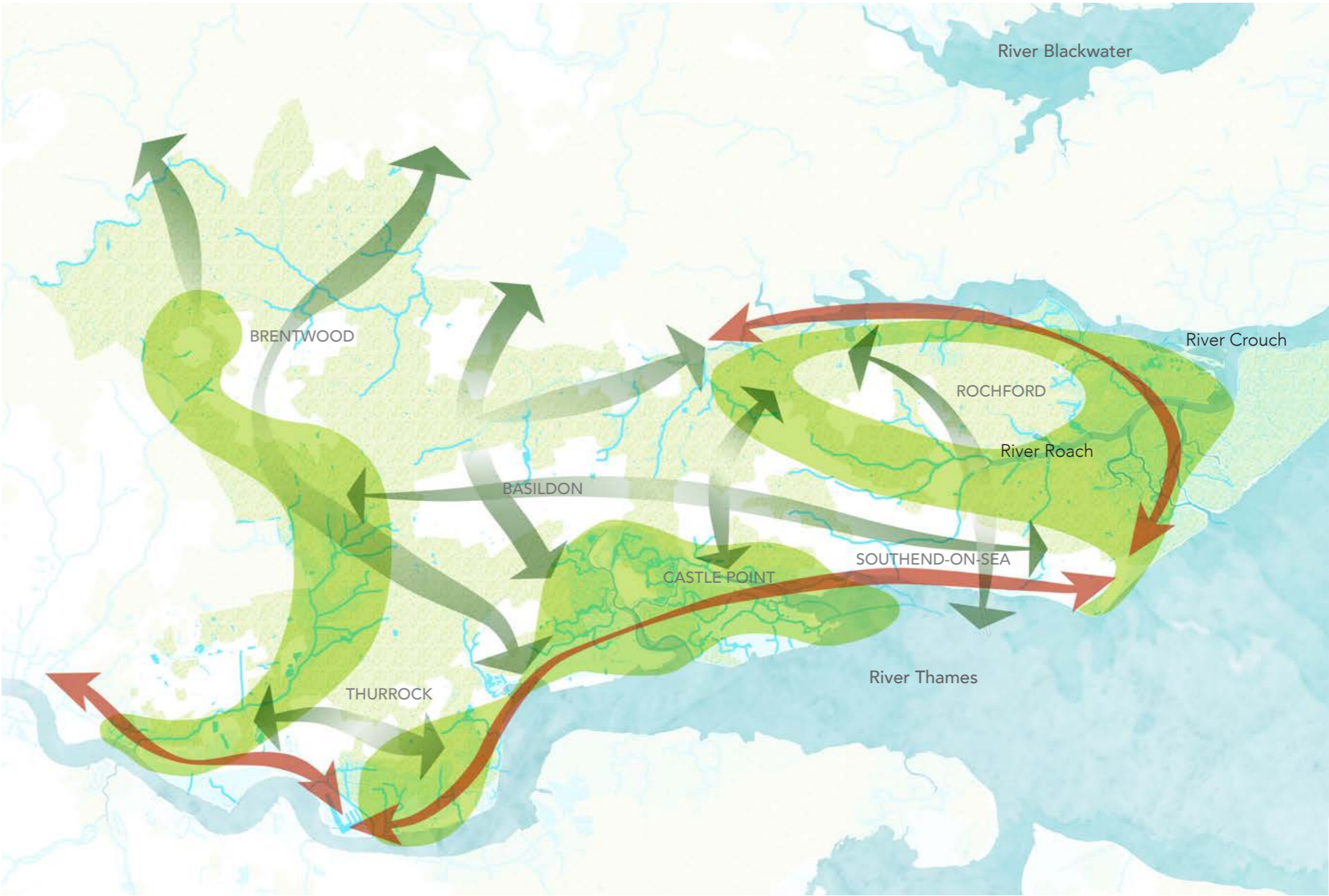
- Create much needed public open space for Southend.
- Maintain food production.
- Enhance and protect the estuary landscape including inter-tidal, saltmarsh and wetland habitat. Excluding people from areas of wintering or nesting birds.
- Respect the setting of farms to facilitate the continuation of farming activity.
- Enhance north-south water courses – create land form that allows them to create biodiversity rich wetlands.

Green grid – three types of landscape

- Relationship to Roach estuary – dominant feature –form – ecology – wetlands – river walks.
- Agriculture – food production – farmsteads.
- Country and community park.

Blue grid

- Land form – the east west flow of the River Roach.
- The northerly flow of streams and brooks that feed into the River Roach.
- The wetlands that align with the flow of streams and brooks.
- The wetlands associated with the newly urbanised area.



Concept Diagram indicating well connected green and blue infrastructure (an extract from the South Essex Strategic Green and Blue Infrastructure Study: Vol 1)

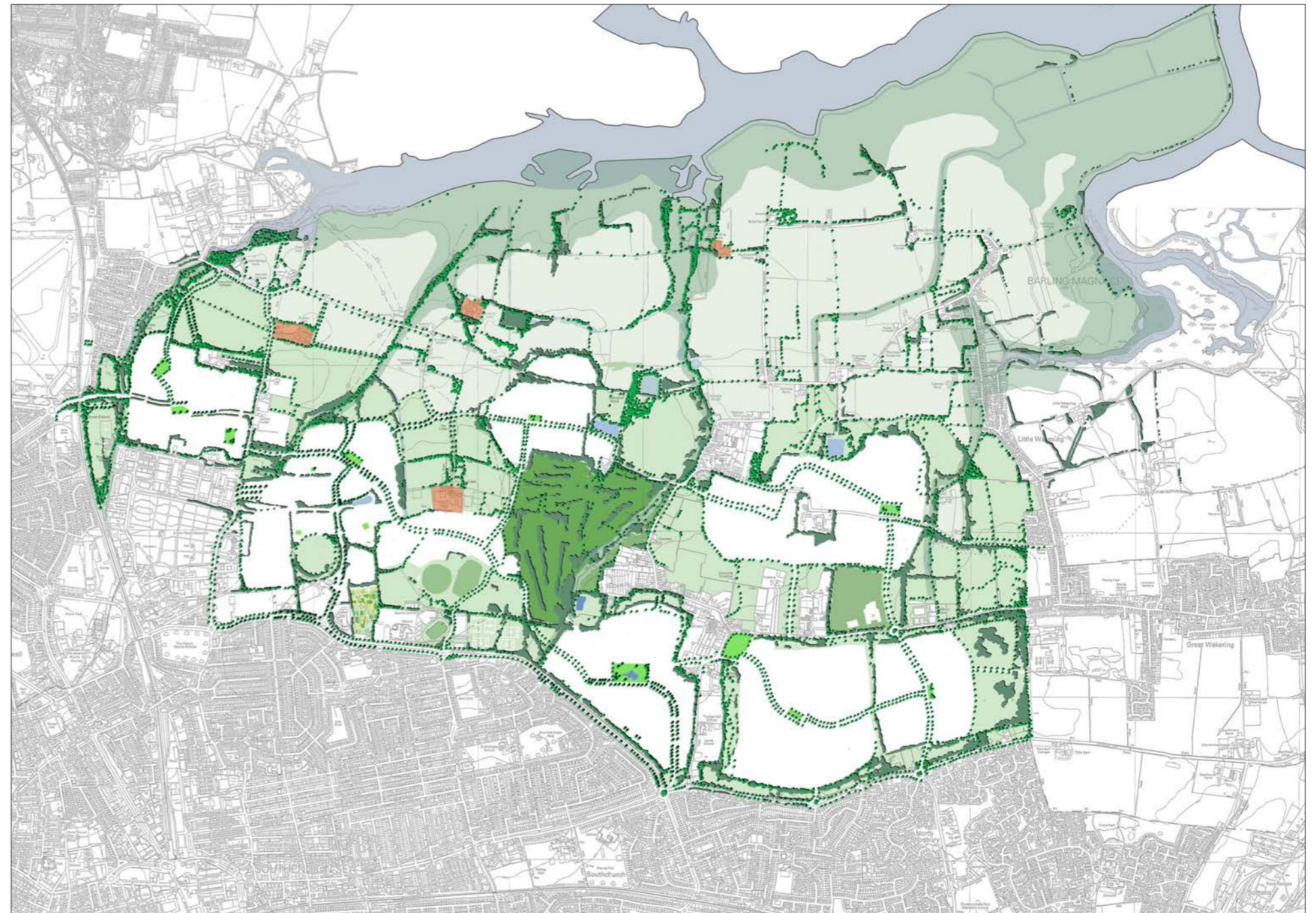
- Indicative Coast Path
- Major Green Ways
- Major Blue Ways
- Indicative Parklands
- Agricultural Lands

Landscape Integration

The landscape and visual opportunities will be used to guide future development proposals and will act to mitigate potential harm by offering landscape opportunities between clusters of multi-use development.

Based on CSA's landscape and visual assessment the development will consider -

- Sensitive integration of clusters within a strong green infrastructure framework which reveals the hydrology of the area, respects its field patterns and links to the rural coastal edge in the north;
- The location of clusters will recognise the character of the urban edges of the existing settlements while being cognisant of and avoiding potential for coalescence;
- Stream corridors will provide biodiversity and recreational opportunities to link the clusters of development to the River Roach, connecting existing public rights of way to new recreational routes;
- Incorporate and enhance waterbodies, woodland ponds and ditches, reflecting the reclaimed marshland character of the area to the north;
- Retention and enhancement of hedgerows and hedgerow trees for stronger landscape structure and greater ecological connectivity;
- Retention and enhancement of Mucking Hall Wood and the identification of locations for new areas of woodland for greater biodiversity and wildlife connectivity in the interior away from the open landscape;
- Retention of historic orchards in the area which could be included in the areas of open space or in the wider area as part of the sustainability strategy for food and farming; and
- The new location of the golf course to have a strong landscape and edge character, to avoid harm to the character of the adjoining area.



existing farmsteads

Food Production

Farming is at the foundation of countryside stewardship. Through sustainable measures, Essex agriculture can produce food while promoting environmental land management. Approaches such as hedgerow protection allows these corridors to mature as a green network and will provide food for pollinators within field margins. Sustainable farming methods will also improve carbon capture through regenerated soil.



Recreation and Open Space

The lack of public open space for the communities of Rochford and Southend will be rectified by including greenways and country parks close to towns and villages. Swathes of open space will connect to existing and new communities allowing access for all.

The open space will be functional and contains opportunities for activity and formal as well as informal recreation, including the retention of a flourishing golf course. The golf course will be retained and reconfigured to integrate into the new development. In so doing there will be no loss of golf course operation, allowing the club house an interrupted ability to service its existing members and community.

Some neighbourhoods will also be designed to accommodate gardens and squares which are a distinct feature of several existing neighbourhoods in the Borough. The network of these spaces will be linked by footpaths and cycleways, which connect to the wider network of public rights of way and enable access to the wider countryside, the estuary and the River Roach.

Alongside meadows, these areas will also contain allotments, community orchards, sports and leisure spaces. They will be managed as separate entities to farming.

All of this will tie in with the South Essex Estuary (SEE) Park plans, ensuring easy access to high quality green space, creating new woodlands, restoring marshlands and completing a huge network of natural landscapes. It will provide access to green spaces, improve health and well-being and air quality, mitigate the effects of climate change including flooding, boost eco-tourism and green job creation, restore biodiversity and help the region achieve a net zero carbon footprint.



Nature Conservation

Protecting the natural world is at the top of the global agenda and the estuary environment of the River Roach has an important role to play.

Care for the landscape through its RAMSAR status can increase species diversity, protect habitat, improve water quality with wetlands, and support the migrating bird population. The integration of mature hedgerows, field margins and water courses will further extend the biodiversity network.

The Essex Coast RAMS strategy will mitigate the impact of recreational disturbance on protected Habitat Sites resulting from new residential developments.

There is also an opportunity to consider complimentary measures in addition to the RAMS Strategy, like the provision of a new country park or other high quality strategic SANG, to attract visitors and the creation of high-quality green spaces.



Eco-tourism

The landscape framework can not only connect local people with the environment of Rochford and Southend, it can encourage those that want to experience nature from further afield. A potential cycle loop from the Airport through the area forming part of new Warner's Bridge, could be considered and its feasibility established.

Eco-tourism can complement day visits to Southend promoting longer stays and greater spend. It would help to establish a focus for the visitor economy in Rochford which is currently under developed. It provides the opportunity for an attractive destination in its own right for those using Southend Airport.

With the refrain 'Take only photo, leave only footprints' people who love to walk and observe the landscape are likely to stay for longer not just overnight; and visit throughout the seasons and not just the peak summer period.

Visitor of this types can:-

- Have low environmental impact;
- Require minimal infrastructure;
- Contribution to the community and local economy;
- Promote the environmental benefits to others through education; and
- Contribution to conservation objectives as a whole.



Delivery

If well-coordinated, there is a good opportunity for a critical mass of development in creating significant community benefit. Defined benefits of quality new housing can elevate the value of existing properties close to the new villages. This has been demonstrated by Poundbury in Dorset. Higher sales values are likely to support the cost of hard infrastructure.

Due to demand and being the largest urban area in South Essex, it should be possible to deliver 250+ new homes per year but it likely to vary across and between each phase. It would also be able to provide a wide range of dwelling and ownership choices. For example, it could include a high rate of open market housing, together with self-build, affordable or rental homes as well as retirement housing. An affordable housing model in the early stages could boost housing delivery in the early phases.

Also the use of Modern Methods of Construction using materials and methods that aim to minimise embodied carbon within the buildings and the use of new technologies ensuring less reliance on carbon or fossil fuels for energy and electricity will need to be considered. Generally, there is the opportunity to incorporate efficient methods aimed at reducing the carbon emissions.

The potential to draw in regional and sub regional support from regional and national Government is possible if properly coordinated and could help to support early delivery of infrastructure which in turn would help support sales rates. Applications for public funds to support development would be possible, such as through Homes England. These bids would have to be well presented, politically supported and contain well-reasoned wish lists to be successful.

A Community Infrastructure Levy may provide a mechanism which enables all development to contribute to prosperity of Southend/ Rochford. There is a good opportunity to open up housing options for local people and gives them reasons to stay local; a local housing for local people approach.



Growth delivery structures

The appropriate delivery structures will need to be determined taking into account the objectives the critical parties are seeking to achieve and their individual decision making structures and processes. There critical parties are those that have statutory control or are funding the process.

For the major schemes being proposed critical decision making parties are currently identified below with indicative critical concerns. This stakeholder list may extend to many other parties.

It is important that the Stakeholders views are represented and taken into account in the design development process however careful consideration will need to be given to the weighting given to stakeholders in the decision making process that the Critical Parties need to perform.

- Public Sector
 - Southend Borough Council (Unitary).
 - Rochford District Council (Tier 2) – Political, LPA
 - Essex District Council (Tier 1) – HA, LEA,
 - Homes England - Potential Funding – housing acceleration and affordability
- Private Sector
 - Landowners – timescales; land value.
 - Development promoters – returns on capital deployed
- Stakeholders that have the capacity to strongly influence/curtail public sector discretionary decision making by critical statutory parties
 - Highways England
 - Environment Agency
 - Natural England
 - Environment Agency
- Stakeholders that have the capacity to influence decision making (political or funding support)
 - ASELA (political/influence funding)
 - SELEP (funding/influence political)
 - Thames Estuary Growth Commission (influence political)
 - Homes England (Funding)
 - Local Community (influence political)
- Private Sector Stakeholders
 - Funding parties
 - Construction Partners
 - Market (Users/occupiers)

Phasing

Given the potential scale of such development, it would be delivered over a number of years and in the interim each new neighbourhood will need to ensure it is both self-sustaining and does not undermined the viability of the wider masterplan.

We have set out in the following pages, the potential for a phased approach. The approach to phasing will be constantly monitored, reviewed and refined. This will allow the planning framework to remain responsive to the needs of the time.

Whilst there some long term variables to be understood, there are short term certainties that will allow the delivery of much needed homes and jobs, particularly for years 1-5.

It can be acknowledged that the growth in the area will be infrastructure-led. This means that along with the creation of new residential neighbourhoods will be the delivery of neighbourhood centres, primary schools, public transport services and health facilities.

Considering the time required from obtaining permission to delivering housing and infrastructure, discussions with the Education Authorities for the expansion of the existing schools may be the preferred option, in the early phases.

The development build out could therefore potentially be:

Early phase : 1-5 years.

It is clear from the analysis that there is ample capability to deliver significant numbers of homes in the early part of the emerging Local Plan.

- (1a) North of Bournes Green Area: 925-975 dwelling, a primary school and a local centre including a small employment hub and health uses
- (2a and 2b) East of Southend Airport: 1050-1100 dwellings, a primary school, a local centre including health uses and 10.35Ha of flexible employment land.
- (4) North east of Bournes Green: 1900-1950, a primary school and a local centre including a small employment hub and health uses.

Middle phase : 6-15 years.

Will build on early foundation, extending social and physical infrastructure

- (1b) North of Bournes Green Area: 550-600 dwelling.
- (3a and 3b) North west of Garon Park: 710-770 dwellings, a local centre including a small employment hub and health uses.
- (5) North east of Bournes Green: 950-1000, a primary school and a local centre including a small employment hub and health uses.
- (6a and 6b) South west of Little Wakering: 2,000 – 2,100, a primary school and a local centre including a small employment hub and health uses.

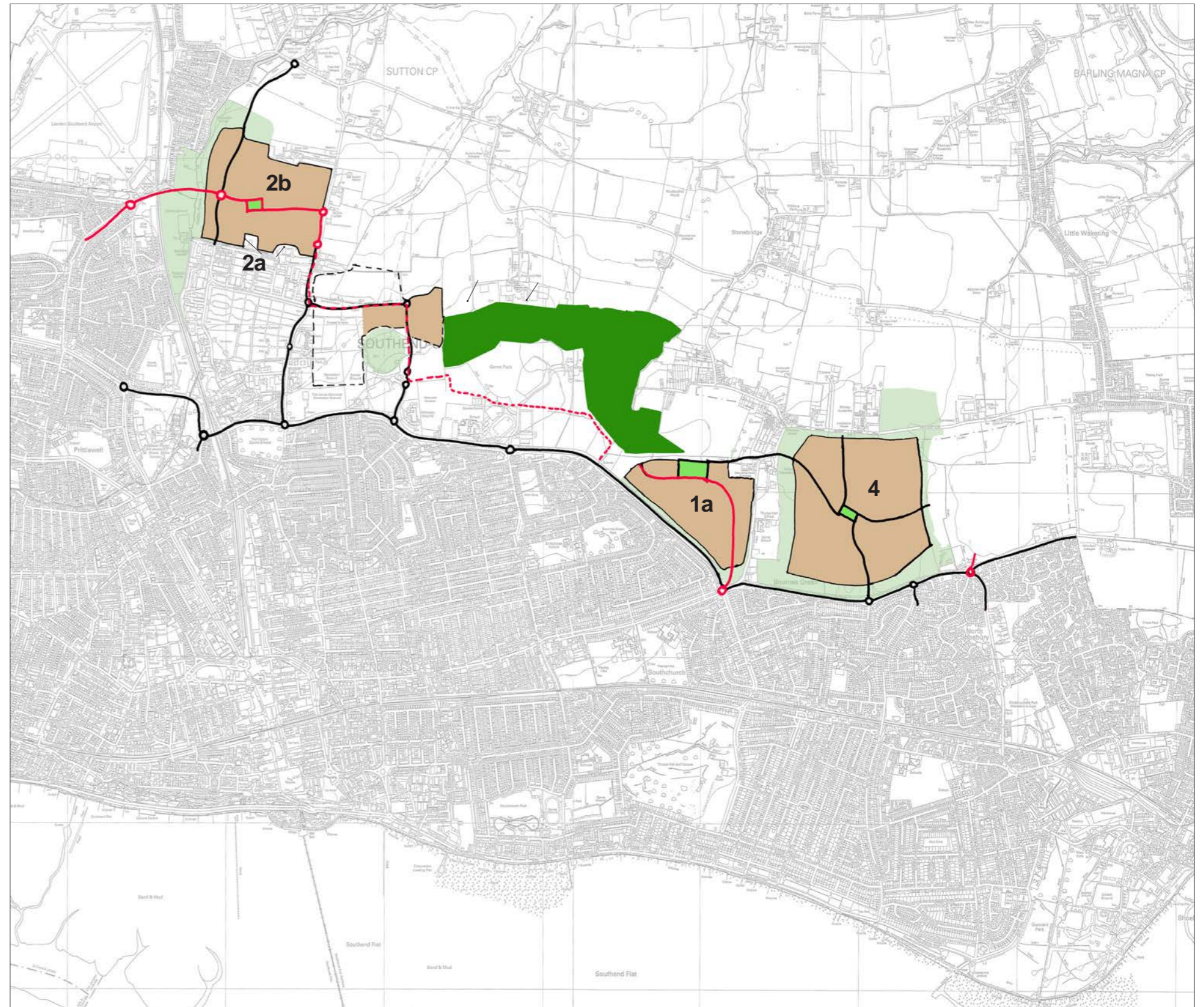
Late phase : 16-30 years

- (8) West of Little Wakering: 850– 900 dwellings, a primary school and a local centre including a small employment hub and health uses.
- (7a and 7b) North of Garon Park: 820 – 880 dwellings, a primary school and a local centre including a small employment hub and health uses.

The secondary school will require a substantial parcel of land. Although these phasing concepts suggest a secondary school in a late phase, there is the potential to prepare a land reserve in an earlier phase in order to meet the social need of existing and emerging communities.

Early phase : 1-5 years

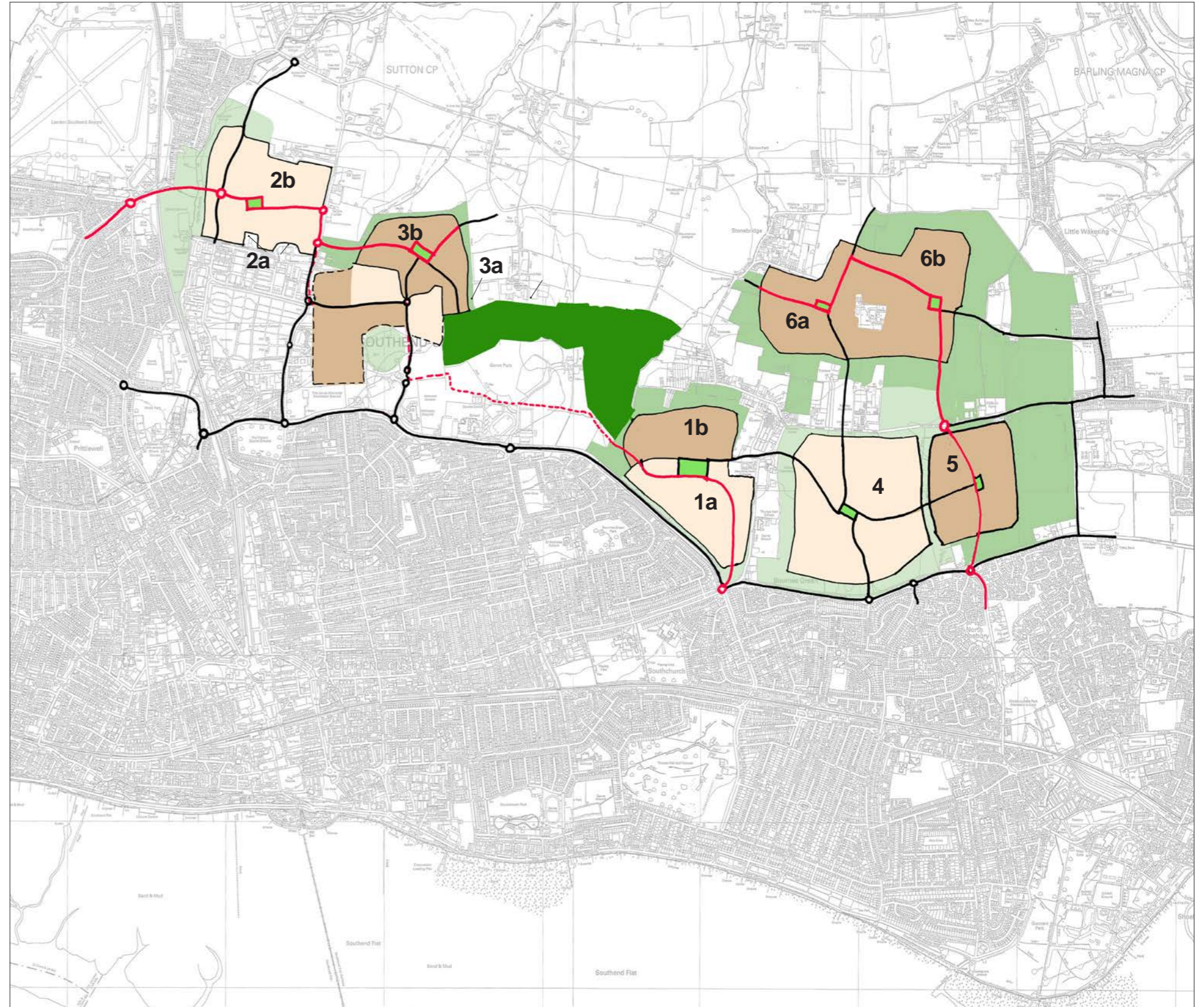
- Meeting immediate housing need (years 1-5; c. 3,750 – 4,250 homes)
- New bridge to replace the existing Warners Bridge across the railway line
- Minimal transport infrastructure changes to the east
- Create pedestrian link to Southend Airport railway station
- Retention of existing golf course at Garon Park
- Delivery of new golf course next to the Wakering's ready for transfer of operation
- Progress existing initiatives at Fossett's Farm
- New mixed employment and housing north of Temple Farm



Phasing

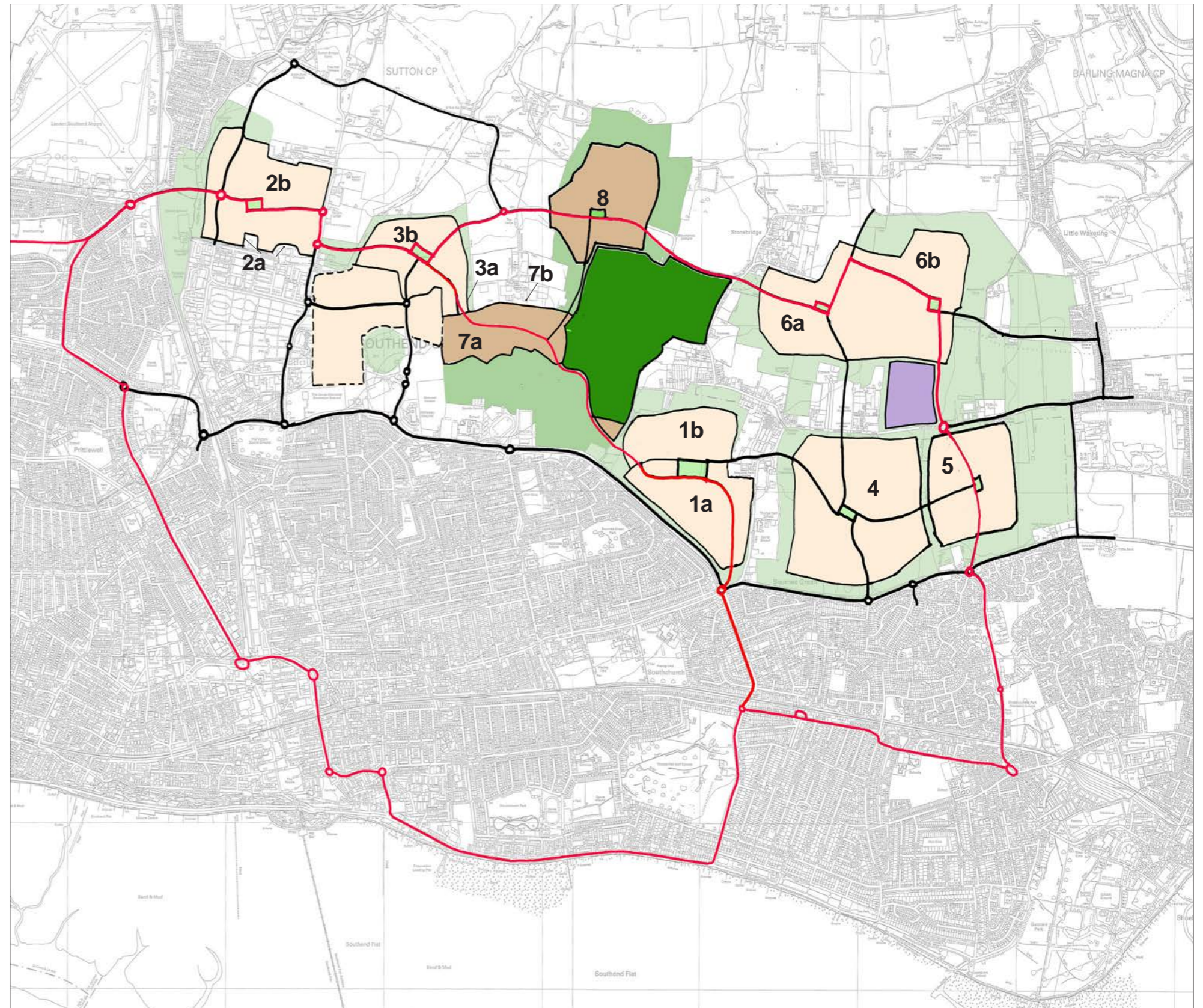
Middle phase : 6-15 years

- Meeting mid term housing need (years 6-15; c. 3,750-4,250 homes)
- Reduce Garon Park by 9 holes to allow for 600 new homes
- Flexible timing over transfer of Garon Golf course to the Woking's location
- Consolidate new village around Fossett's Farm
- Major urban growth east of Shoplands to support fund for sustainable transport corridor
- Deliver sustainable transport corridor
- Connect sustainable transport corridor from Fossett's Farm to North Shoebury Road



Late phase : 16-30 years

- Meeting long term housing need (years 16-30)
- Potential two new villages on Garon and Tobor land (c. 1,500 – 1,800 homes)
- Potential retention of football and tennis clubs at Garon Park
- Inclusion of managed parkland as part of a wider regional park initiative



Economic benefits of potential growth options

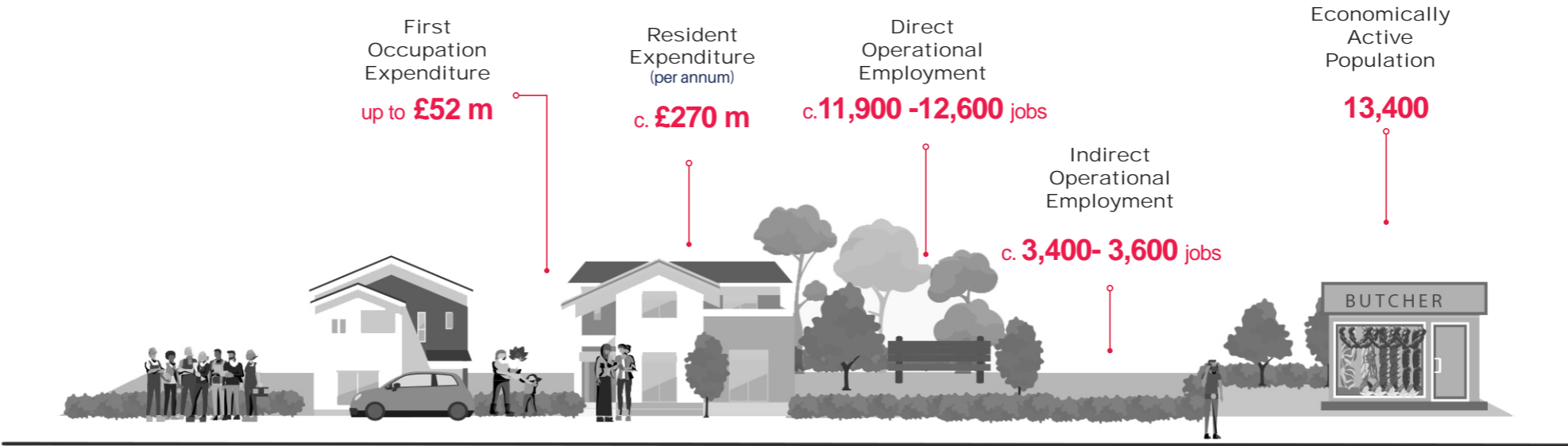
This infographic provides an overview of the economic benefits that could be delivered through the development of up to 10,500 dwellings together with approximately 13ha of employment space, six primary schools and one secondary school and over 5ha of community and healthcare uses at Southend-on-Sea and Rochford.

The proposed expansion is expected to be realised over an extended period of time in line with construction phasing (c.30 years) and is therefore expected to deliver a range of economic benefits over a number of years during both the construction and operational phases which will make a positive contribution to the local economy.

the
construction
phase benefits



the
operational
benefits



the
fiscal
benefits



*Figures rounded

next steps

6

This Proof of Concept document considers potential scenarios for accommodating strategic scale growth on land in Southend and Rochford. It shows that there is potential for strategic development in the area which can deliver new homes, employment opportunities, strategic open space, local services and social infrastructure, and can help address strategic transport infrastructure issues in the area. It can also help to support and diversify the tourism economy.

The masterplanning work undertaken to date tests the capacity of development that can be delivered sustainably in the short, medium and long-term. The work provides a design response to the key influences that exist such as highways capacity strains, environmental constraints, economic objectives, housing needs, supporting infrastructure requirements and delivery mechanisms.

The tested scenarios indicate a potential to deliver around 10,000 homes and 13.18 ha of employment land to meet needs. There is a clear opportunity when planning for growth at this scale to embed principles that future proof development anticipating how changing lifestyles will affect the built environment.

Iceni's initial work indicates that the development can viably support the provision of necessary infrastructure, and can deliver new homes and infrastructure at pace. The early delivery of community infrastructure can help both to create a sense of place, support the pace of delivery and create value.

The scenarios presented are intended to be a starting point and represent one way of delivering growth. In order to progress from this proof of concept, the next steps will include:

- Refining the concept masterplan to respond to stakeholder comments and inputs;
- Test infrastructure trigger assumptions and associated delivery mechanisms;
- Progress engagement with key stakeholders including statutory consultees;
- Develop the delivery strategy;
- Respond to the findings of the emerging Local Plan evidence base; and
- Engage with the Local Plan making process.



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