

Rochford and Southend-on-Sea Housing and Employment Land Availability Assessment

Appendix 5: Site Viability Assessments

Rochford District Council and Southend-on-Sea Borough Council

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1.0 Introduction

- 1.1 This report supports the Southend and Rochford Housing and Employment Land Availability Assessment (HELAA) Update. It provides a high-level assessment of the viability of residential sites assessed within the HELAA to inform the ‘achievability’ test within the HELAA site assessment.

Purpose and scope of viability testing in the HELAA

- 1.2 The purpose of viability testing as part of the HELAA process is to inform the assessment of achievability. PPG ID3-020 sets out *“A site is considered achievable for development where there is a reasonable prospect that the particular type of development will be developed on the site at a particular point in time. This is essentially a judgement about the economic viability of a site...”* Crucially, the viability component is to inform whether a site is likely to be achievable based on some standard parameters, or whether further investigation or consideration would be necessary before such a site was taken forward to allocation. In particular the HELAA viability process will not reflect the detailed development economics and delivery parameters of each individual site, nor does it factor in the costs which future policies adopted through any Plan review may place on any given development (the HELAA is primarily a local policy-agnostic review of deliverability, reflecting potential for policy choices through any potential allocation). Therefore, the HELAA viability evidence does not replace or replicate the role of whole plan viability evidence which will be needed to support the respective Local Plans. It simply seeks to inform whether, at its simplest, a site could be viable and achievable now or in the future all other things being equal.
- 1.3 Furthermore, it should be noted that the PPG sets out in respect of viability testing (ID10-003) that *“Assessing the viability of plans does not require individual testing of every site or assurance that individual sites are viable. Plan makers can use site typologies to determine viability at the plan making stage. Assessment of samples of sites may be helpful to support evidence. In some circumstances more detailed assessment may be necessary for particular areas or key sites on which the delivery of the plan relies.”* (our emphasis). The viability testing of individual sites set out in this report is intended to inform a judgement of achievability. It is not intended, nor required, to assure that the individual site is viable, simply that it could be. Similarly, sites that are assessed as not viable does not mean that they could not come forward or made to be viable if delivered in a different way from that tested. In that context, further sensitivity analysis, a different policy approach, or simply a different model of delivery (e.g. on estate regeneration projects) may give different results.¹

Existing evidence

- 1.4 This joint HELAA update brings together and provides an update, with new site assessments, of the existing evidence contained within the Rochford SHELAA 2017 and the Southend-on-Sea HELAA 2018. Both original assessments are supported by respective evidence testing, in high-level terms, the viability of all sites for residential development as follows:

- 1 In Rochford, the Rochford SHELAA Residential Viability Study (July 2017) prepared by PBA; and

¹ No part of this report constitutes a valuation and this report should not be relied upon as such. The conclusions and recommendations of this report are based upon a range of information, estimates and figures drawn from several sources and based on reasonable assumptions, as set out. Uncertainty and risks mean outcomes may differ and Nathaniel Lichfield & Partners Ltd (Lichfields) does not guarantee or warrant any estimates or projections contained in this report.

2 In Southend, the Southend-on-Sea HELAA Development Viability Appraisals (November 2018) prepared by Porter Planning Economics and MED Planning.

1.5 Both follow the same methodology², using a simple residual land value approach, but with slightly different assumptions adopted; some reflecting different circumstances in the two areas, some reflecting the different point in time, and some applying different approaches to assumptions.

1.6 In general, our approach is to seek to build on the two existing studies and adopt the same method, approach, and - insofar as possible - assumptions (or sources of assumptions). These approaches and assumptions were tested at the time and were subject to input from stakeholders (through workshops) and so form a well evidenced starting point for this update. Where appropriate we have updated the assumptions for the two areas, such that they are up-to-date and consistent on a comparative basis. To do this we have used the same viability appraisal and have recreated the model used in the two previous studies for the purposes of testing new sites in this update.

1.7 In that context, this update should be read alongside the viability studies which informed the original HELAA reports. The approach and assumptions are comparable, and the context and caveats that applied to those assessments continue to apply to this assessment.

A proportionate approach to the update

1.8 In line with the above, the proposed approach seeks to be proportionate by striking a balance between using the existing information from the two existing studies and presenting an up-to-date assessment of, and conclusion on, achievability for the new sites being tested. This means we have:

- 1 Tested all new sites in a manner consistent with how sites in the existing two studies were tested, to arrive at a conclusion on economic viability to inform the HELAA assessment of achievability;
- 2 Not tested sites with full/implementable planning permissions (where in-line with policy and guidance these are assumed to be achievable);
- 3 Used the same model, method and approach as used previously; and
- 4 Only updated assumptions where it is necessary either to:
 - a Bring them up-to-date due to the passage of time (e.g. sale values or build costs); or
 - b Ensure consistency across the two studies on assumptions that should otherwise now be the same across both areas (e.g. assumptions that are not geographically specific). In such instances we propose generally using the Southend-on-Sea November 2018 study as the starting point being more recent (see Section 2.0 below).

1.9 This provides outcomes on a site by site which are suitable for the purposes of testing achievability.

Approach to re-appraising existing sites

1.10 Given the previous studies have already tested the viability of all their respective sites, and this update seeks to follow the broad approach already established, it is not considered proportionate to re-test viability on all of those sites. However, it is important that the conclusions can be read across between the original studies and this update on a consistent

² n.b. it was the same individual (but at two different companies) that led each report, meaning the approach is largely consistent.

basis. Therefore, it is important to understand whether conclusions on economic viability and achievability could have changed for those sites. To address this the HELAA Update has sought to ‘stress-test’ the conclusions of the previous studies on site achievability to ratify them as still appropriate and/or come to a view on whether they likely need amending.

- 1.11 Our approach for this has been to initially select a small sample of existing sites (10 in each authority area), covering a range of different types, within each area to re-test their viability. This mainly focuses on sites which are closer to the margins of viability (i.e. where either an improvement or worsening in viability is likely to most affect the conclusion on achievability) and captures whether in general the balance of viability has improved or worsened, such that we can conclude the degree to which the previous conclusions remain applicable. This seeks to cover sites that are both large and small, greenfield and brownfield and in relatively higher and relatively lower value areas.

2.0 Approach and assumptions

- 2.1 This update uses the same residual land value approach as utilised for the original HELAA studies. An example site appraisal sheet is included at Annex 1. The base date for the appraisal is assumed to be Q1 2020. All assumptions that feed into the appraisal have been reviewed to come to a view on whether they remain applicable and appropriate for testing, or whether they require updating. Where different approaches were adopted in each area, this considered whether assumptions should remain different across the two local authority areas (e.g. reflecting district specific circumstances or spatial differences, of which there legitimately are many) or whether there was a benefit or requirement to standardise assumptions across the two areas. The outcomes of that review were then shared with the Council for consideration before the appraisals were undertaken.
- 2.2 The following table sets out the outcomes of that process, split by the assumptions that remain unchanged and the assumptions which have been updated. Where assumptions remain unchanged in this update, the assessment, analysis and justification given in the previous studies remain relevant and should be read alongside the following.

Table 2.1 Review of viability assumptions

Assumption	RDC 2017 SHELAA Viability Study	SBC 2018 HELAA Viability Study	Lichfields 2020 Review
Development Assumptions			
Affordable Housing	35% AH on sites 15+ units 80% social; 20% intermediate	0% on sites <10 units 20% on sites 10-49 units or 0.3-1.99ha 30% on sites 50+ units or 2ha+ 60% affordable rent; 40% intermediate	Unchanged for each area.

Assumption	RDC 2017 SHELAA Viability Study	SBC 2018 HELAA Viability Study	Lichfields 2020 Review
Housing mix (% flats)	15% flats if net density >40dph; 0% flats if net density <40dph Mix split by bedroom size	20% flats. No size mix applied, but implicit within average unit size applied below.	Unchanged for % flats in Rochford and in Rochford an average unit size based on blended house-types, rather detailed mix (see below), is adopted. In Southend further mix bandings are adopted to reflect densities/capacities applied: 20% flats if net density <80dph 75% if density is 80-150dph 100% if net density >150dph
Unit size	Flat: 71sqm GIA; 60sqm NIA Houses: 2-bed 83sqm; 3-bed 105sqm; 4-bed 130sqm (blended ave. 103sqm)	Flat: 66sqm GIA; 56sqm NIA House: 108sqm	Unchanged in each area – but for Rochford houses, blended average of 103sqm used (reflecting housing mix assumption).
Timescales/ build profile.	Not made explicit.	Not made explicit.	Rule of thumb assumptions for the speed of build out are applied, including lead-in time (start to 1 st sale) of 6-12 months depending on site size and average build rate of 1-per-week per assumed outlet.
Values			
Market Sales	£/sqm based on land registry price paid data set. Split by West and East of District.	£/sqm based on land registry price paid dataset. Split by neighbourhood value area: Chalkwell & West of Central; East Southend & Shoeburyness; Eastwood; Leigh on Sea; North of Centre	Updated based on same approach using Land Registry Price Paid datasets and house price indices. See below note.
Values for Affordable	Social Rent: 40% of OMV Intermediate: 65% of OMV	Affordable Rent: 47.5% of OMV Intermediate: 67.5% of OMV	Social Rent: 40% of OMV Affordable Rent: 47.5% of OMV Intermediate: 67.5% of OMV Assumptions applied to both.
Costs			
Base Build Costs	BCIS Median build costs (Essex Index Adjustment). Split by Small, SME and Large Housebuilder.	BCIS Median build costs (Southend Index Adjustment). Split by new build, refurbishment and mix.	Same approach based on same BCIS datapoints (and index adjustments), but updated to current tender prices (see below)
Externals	Houses: 10% of build costs Flats: 10% of build costs	Houses: 15% of build costs Flats: 10% of build costs	Unchanged for each area.
Professional Fees	8% of build costs plus externals	8% of build costs plus externals	Unchanged
Contingency	4% of build costs plus externals	4% of build costs plus externals	Unchanged
Sales fees	3% of open market GDV	3% of open market GDV £600 legal cost per affordable unit	Applied to both for consistency: 3% of open market GDV £600 legal cost per affordable unit
Finance Costs	6.5% rate (all-in)	5.0% rate (all-in)	Applied 5.0% to both based on more recent Southend study

Assumption	RDC 2017 SHELAA Viability Study	SBC 2018 HELAA Viability Study	Lichfields 2020 Review
Opening Up-Costs	Sites 0-49 units £5,000 Sites 50-199 units £5,000 Sites 200-499 units £10,000 Sites 500+ units £17,000	Sites 0-49 units £0* Sites 50-199 units £5,000 Sites 200-499 units £12,000 Sites 500+ units £20,000 * Study assumes covered in externals.	Applied as per Southend assumptions as more recent study, to both areas for consistency.
Site Abnormal Costs	Brownfield: £300,000 per net ha for demolition/clearance Mixed: £150,000 per net ha for demolition/clearance <u>Risk Rating:</u> >20% FZ2: 1 point Any part FZ3: 2 points Other constraint: 1 point per constraint 1 pt: 1% extra-over build cost 2 pt: 2% extra-over build cost 3 pt: 4% extra-over build cost 4 pt: 8% extra-over build cost 5 pt: 15% extra-over build cost	Demolition clearance: £150,000 per net ha TPOs on site: 0.5% extra-over build cost (“eobc”) In conservation area: 1% eobc Listed building curtilage: 2% eobc Partial (potential) contamination: 1% eobc Full (potential) contamination: 2% eobc FZ2 part: 1% eobc FZ2 full: 2% eobc FZ3 partially: 3% eobc FZ3 fully: 4% eobc	Applied as per Southend assumptions to both areas for consistency. Both adopt a ‘points’ type system whereby abnormal costs increase with identified constraints on a site. Adopting Southend approach rationalises methodology for Site Abnormal cost and ensures it is consistent between the two studies.
Policy, s106 and CIL costs	S106: £3,400 per unit	S106: £1,400 CIL at prevailing rate	Unchanged for both. (Southend CIL rates now Z1: £25.69, Z2 £38.54, Z3 £77.08) Additional cost of £122.30 to be included for Essex RAMS contribution (2019/20 price).
Stamp Duty	At prevailing rate	At prevailing rate	Unchanged
Purchaser costs	1.75% on land costs	1.75% on land costs	Unchanged
Benchmark Land Values	<u>West Rochford</u> Brownfield £1.4m/ha Semi/Mixed: £1.05m/ha Greenfield £0.7m/ha <u>East Rochford</u> Brownfield £0.9m/ha Semi/Mixed: £0.7m/ha Greenfield £0.5m/ha	Greenfield: £375,000/ha Brownfield Existing Commercial (Non-Resi): £850,000/ha Brownfield Existing Resi: Based on Average House Price, less 25% obsolescence = Benchmark Land Value (by value area) limited to £5m/ha	Greenfield: Simplified to both areas as £375,000/ha representing EUV+ Brownfield: As per existing benchmarks for commercial (brownfield land); as follows: Southend: £850,000/ha West Rochford £1.4m/ha East Rochford £0.9m/ha Brownfield resi to be updated to current prices in each value area (still capped at £5m). See below

Source: RDC 2017 SHELAA Viability Study (PBA) and SBC 2018 HELAA Viability Study (Porter Planning Economics)

Updated build costs

2.3

Updated construction costs have been sourced from BCIS (Building Cost Information Service). These are based on the same parameters, datapoints (median figures) and development typologies, used in the previous studies but are simply updated to Q1 2020 prices. BCIS costs are based on aggregated national data that is then index adjusted to an individual area (to reflect construction cost differences across the country). As previously, in Southend BCIS index adjustments to Southend have been used, but in Rochford, due to small sample sizes and other

likely factors explained in the 2017 report, an index adjustment to Essex has been used as a reasonable proxy. This means the following construction costs have been adopted:

- 1 In Southend:
 - a New build houses: £1,279/sqm
 - b New build flats: £1,482/sqm
- 2 In Rochford:
 - a For small schemes/housebuilders – sites of 4-14 new build houses: £1,668/sqm
 - b For large schemes/housebuilders – sites of 15+ new build houses: £1,304/sqm
 - c New build flats: £1,511/sqm

2.4 These base BCIS cost exclude externals (off plot works such as roads, landscaping and servicing), which are separately added as per the above assumptions.

Updated market values

2.5 The new build house prices in the existing studies are split by value area (two in Rochford and five in Southend). In order to update these to 2020 values we have used two different approaches, to arrive at a reasonable assumption which reflects current values:

- 1 Indexed the house prices (£/sqm) used in the respective original HELAA viability studies using the Land Registry UK house price index³ to update these to January 2020 figures; and
- 2 Compared and sense checked these against average £/sqm sales values achieved on new build full market sale properties since those studies, using land registry price paid data cross referenced against Energy Performance Certificates (EPC) data which provides the size of each home (sqm). This was done initially for just the year to April 2020, but where this didn't provide a sufficient sample size, values from further back were looked at.

2.6 The house price data is appended at Annex 3. The findings of this are set out in the following table:

³ <https://landregistry.data.gov.uk/app/ukhpi>

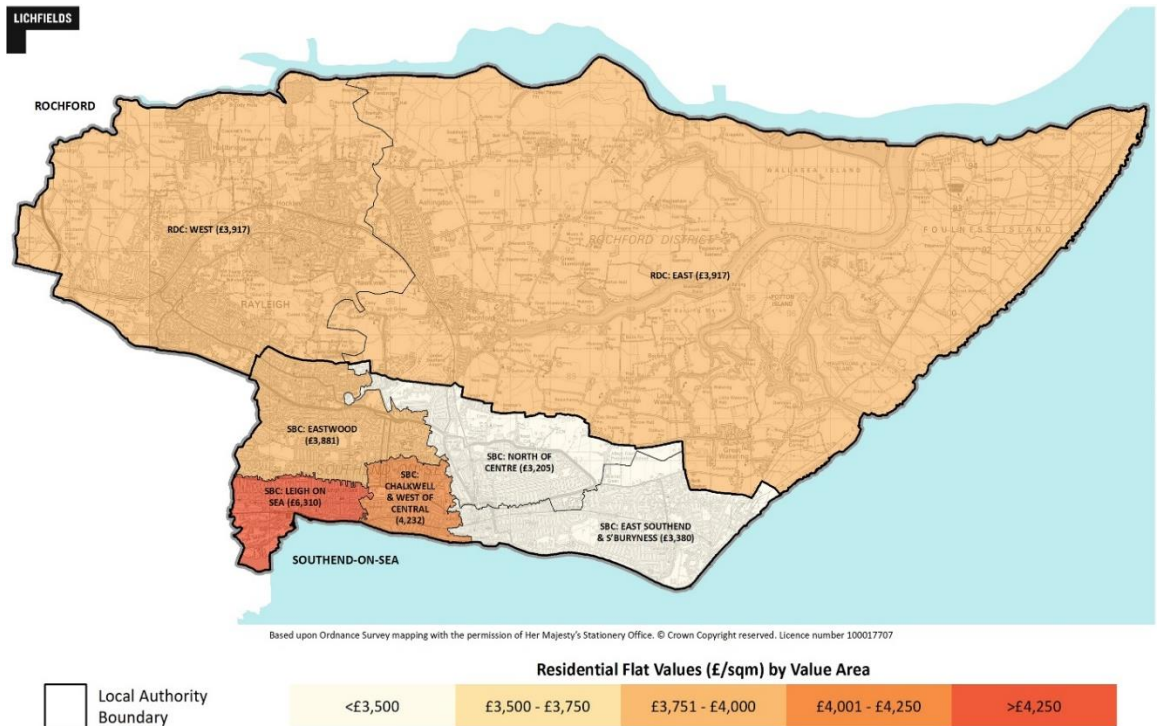
Table 2.2 Analysis of new build sales values for Q1 2020

Value Area	Value in Original Study (£/sqm)	Value Q1 2020 based on indexing	Value Q1 2020 based median ave. sales over year to Apr 20 (sample size)	Value based on median ave. sales since previous study (sample size)	Value adopted
Houses					
SBC: Chalkwell & west of Central	£3,325	£3,403	n/a (ss. 0)	£3,625 (ss. 2)	£3,403
SBC: East Southend & S'buryness	£3,900	£3,991	n/a (ss. 0)	£2,562 (ss. 3)	£3,991
SBC: Eastwood	£4,300	£4,401	n/a (ss. 0)	n/a (ss. 0)	£4,401
SBC: Leigh on Sea	£4,125	£4,222	n/a (ss. 0)	n/a (ss. 0)	£4,222
SBC: North of Centre	£3,650	£3,736	n/a (ss. 0)	£3,709 (ss. 29)	£3,736
RDC: West	£3,200	£3,633	£3,871 (ss. 9)	~	£3,871
RDC: East	£2,800	£3,179	£3,863 (ss. 114)	~	£3,863
Flats					
SBC: Chalkwell & west of Central	£4,225	£4,232	£4,210 (ss. 12)	~	£4,232
SBC: East Southend & S'buryness	£3,375	£3,380	n/a (ss.0)	~	£3,380
SBC: Eastwood	£3,875	£3,881	n/a (ss.0)	~	£3,881
SBC: Leigh on Sea	£6,300	£6,310	£5,952 (ss. 4)	~	£6,310
SBC: North of Centre	£3,200	£3,205	£3,571 (ss. 28)	~	£3,205
RDC: West	£3,275	£3,542	£3,917 (ss. 15)	~	£3,917
RDC: East				~	

Source: Land registry UK house price index, Land registry price paid series and Energy Performance Certificate (EPC) data. (note: ss = sample size)

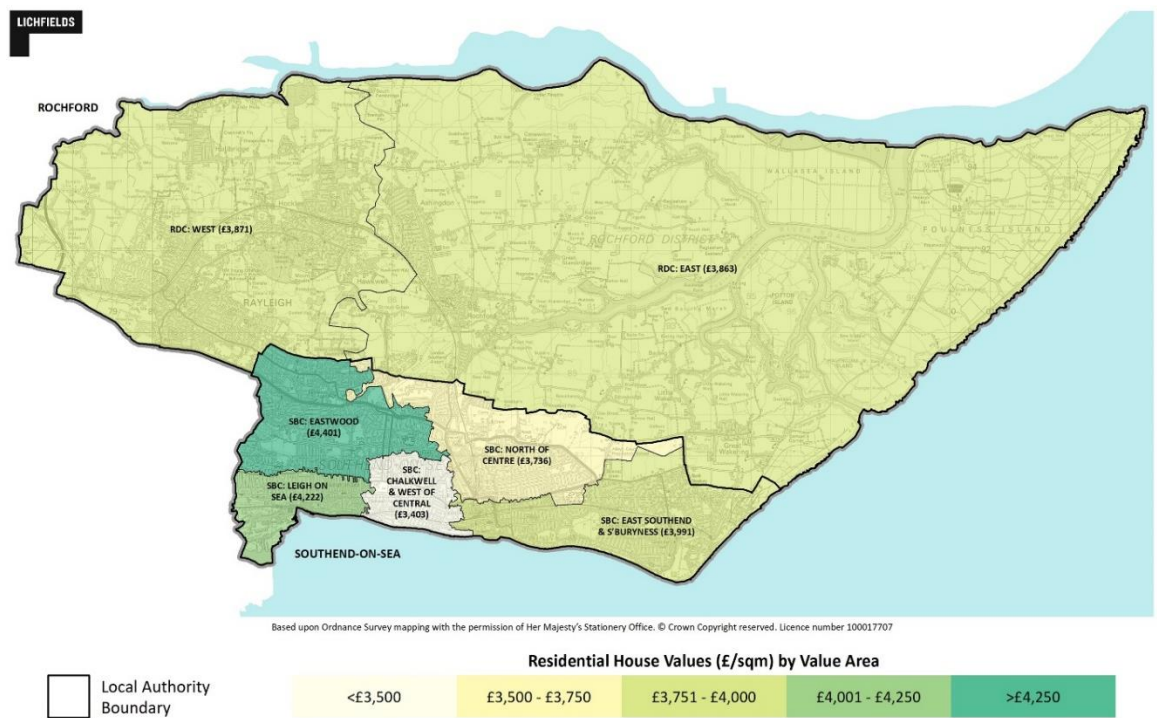
- 2.7 In Southend, the small sample sizes on recent house sales make it difficult to come to a conclusion, but the data for North of Centre (where the sample size is healthy) suggests the indexed approach is correct, which we have then extrapolated across to the other value areas. For flats, sales in the previous 12 months indicate a mixed picture, with values up in some areas (North of Centre) but down in others (Leigh), albeit again based on limited sample sizes (the 28 units in North of Centre all relate to a single development; Beaumont Court, which may or may not be reflective of wider values in the area). Similar to houses, this appears to broadly support the indexed approach.
- 2.8 In Rochford, the base values from the original study are older than the equivalent in Southend, so these are now significantly out of date. The indexed values for both houses and flats in Rochford are significantly lower than what new build homes have actually been selling for (with reasonably good sample sizes). Furthermore, looking at sales values it appears the degree of disparity between east and west areas, at least for new build products, has significantly reduced. On this basis for Rochford the median values for sale prices over the last year have been adopted as a reasonable assumption for an updated value.
- 2.9 The values adopted (£/sqm) for each of the value areas is illustrated on the following maps showing the value disparities across different parts of the study area. It should be noted that there will be localised variations within each area. More detailed work is being undertaken to inform policy development.

Figure 2.1 Value of New Build Flats in Rochford and Southend value areas (£/sqm)



Source: Lichfields using Land Registry Data

Figure 2.2 Value of New Build Houses in Rochford and Southend value areas (£/sqm)



Source: Lichfields using Land Registry Data

Benchmark land values

- 2.10 This update has continued to adopt the same approach to benchmark land value (BLV) as in the original studies, albeit with two minor amendments to assumptions and how BLV has been defined in specific circumstances:
- 1 For Greenfield sites in Rochford, these have been brought into line with the approach adopted in Southend; an existing use value, based on agricultural land values, with a 15 times premium attached.
 - 2 For sites where there is an existing residential use (e.g. an existing house and curtilage or potential redevelopment of an existing estate/residential building), a similar approach has been adopted. However, instead of basing these on average price paid per unit in a given area plus a 25% discount for obsolescence as in the original Southend study - which may fail a) to reflect the actual existing residential units which may be all flats, or may be a mansion, and as such well above or below such averages and b) reflect instances where there is no obsolescence - these are based on an approach which:
 - a adopts either a specific house price estimate for those units⁴ or an average house price by type/location applied to those units;
 - b only applies obsolescence at 25% where applicable based on likely condition; and
 - c applies a landowner premium of 20% to ensure a premium is reflected over purely EUV.
 - d Continues to adopt the £5m/ha ceiling.
- 2.11 Whilst overall the implications for the balance of viability of these changes is likely to be minimal, they standardise the approach and reflect the nuance that may arise within existing use value at many sites in existing residential use. In summary this means the benchmark land values for sites, by their existing use, are as follows:
- Southend/Rochford agricultural or greenfield sites: £375,000/ha
 - Southend brownfield non-residential (e.g. commercial) sites: £850,000/ha
 - Rochford west area brownfield non-residential (e.g. commercial) sites: £1.4m/ha
 - Rochford east area brownfield non-residential (e.g. commercial) sites: £900,000/ha
 - Southend/Rochford residential development sites (defined as 'brownfield – residential' but includes sites where the area may incorporate greenfield elements within the wider residential curtilage): estimated existing use value (including obsolescence discount where applicable) plus 20% premium, to a fixed ceiling of £5m/ha
 - Where sites are mixed (i.e. contain more than one of the above typologies) a proportionate combination of the applicable above benchmark land values.

Market conditions

- 2.12 It should be explicitly noted that all assumptions are based on 'normal' economic conditions. The impact of Covid-19 and likely consequent (recession and) impact on development economics at the time of writing are not yet known or understood. For example, it is unknown whether there will be an adjustment to house prices or whether there will be long-term

⁴ E.g. as available drawn from Zoopla house price estimates – which provide estimated ranges and central figures for most individual properties – they are not however estate agent valuations but proxy benchmarks. These are as retrieved in May/June 2020 and are explained here <https://help.zoopla.co.uk/hc/en-gb/articles/360005677897-Where-does-the-Zoopla-Estimate-data-come-from->.

construction cost increases associated with new working practices in the sector. The appraisal assumptions utilised represent the position at the appraisal base date of Q1 2020 and it is considered these represented reasonable market conditions which could be replicated over the longer-term horizons of the Local Plan. The Councils may wish to keep the balance of viability under review as changes occur in the market. It is anticipated that subsequent plan viability work would undertake the appropriate range of sensitivity testing to consider how changes to market conditions could affect the viability and deliverability of any sites and policies contained in future Local Plans.

3.0 **Development appraisal results**

3.1 Each of the potentially suitable sites in the HELAA have been tested and appraised using the above approach, including a cashflow analysis, to arrive at a high-level and notional viability appraisal. The development appraisal results are summarised within Annex 2 as present a snapshot of current likely viability. This provides the output residual land value (RLV) from the above assumptions, set against the benchmark land value (BLV). The results categorise sites into one of three categories:

- 1 Likely viable sites – those sites where the RLV exceeds BLV by more than 10%
- 2 Marginal sites – those sites where the RLV is within 10% (either above or below) BLV. In such instances small adjustments to schemes may lead to viable schemes.
- 3 Unviable sites – those sites where RLV is 10% or more below BLV.

3.2 We set out aggregated findings for the two authority areas and the overall position below, alongside some commentary on the results and how to interpret the findings for the purposes of the HELAA.

Rochford

3.3 In Rochford, of 105 sites appraised in the viability assessment:

- 6 sites (5.7%) are appraised as not currently viable.
- 2 sites (1.9%) are appraised as currently marginal.
- 97 sites (92.4%) are appraised as viable.

3.4 For all sites in Rochford appraised as not currently viable or with marginal viability there are common characteristics. These tend to be small sites where an existing dwelling or dwellings and curtilage are proposed to be redeveloped for a small number of new units. In a number of these cases the existing use value (i.e. the value of the house that already sits on the land) exceeds the notional land value of the site as a development opportunity. It may be that either more dense or alternative forms of development (e.g. that might retain the existing home, but build on the curtilage, or a different mix of homes) could deliver a viable scheme, but this would be subject to further testing should such sites be ones the Council choose to investigate further.

3.5 Overall, most sites in Rochford would present an, in principle, likely viable proposition.

Southend

3.6 In Southend, of 67 sites appraised in the viability:

- 21 sites (31.3%) are appraised as not currently viable.
- 7 sites (10.4%) are appraised as currently marginal.

- 39 sites (58.2%) are appraised as viable.

- 3.7 In Southend almost all sites appraised as unviable or with marginal viability are potential regeneration sites currently owned by Southend Borough Council. This includes several sites where there are already dense forms of development on them (e.g. tower blocks) and several sites where the existing use is care, with high numbers of small units (e.g. single bedroom flats) accommodated for the site size. In general, there are several reasons, which cumulatively, are leading to the current conclusions that such sites may not be economically viable on a conventional basis (acknowledging all such appraisals are only high-level):
- 1 Due to the dense form of existing provision, on many of these sites it is unclear that a net increase in the number of homes on the site could be satisfactorily achieved. Many such regeneration schemes will rely upon densification to ensure they are deliverable;
 - 2 The nature of existing provision means the existing use value of the land is still reasonably high (even if on a unit by unit base, notional monetary value might be modest).
 - 3 The practicalities of redeveloping such sites means they are expensive to deliver (e.g. demolition costs, overcoming constraints, additional costs for high density development etc.)
- 3.8 Notwithstanding, for the purposes the HELAA and considering such sites in the Local Plan, we would caution against assuming such sites could not be developable in the future and could not contribute towards Local Plan strategies. However, further detailed work on individual sites would be needed to establish likely deliverability at any given point in time. Factors that could influence the balance of viability on such sites include:
- 1 As Council-owned sites, it may be entirely legitimate for the Council to forego any land value (or element of profit) in favour of the social value that regeneration of such estates might bring. Only a very few sites in this category have a residual land value output that is negative or close to zero, suggesting such an approach may bring forward otherwise conventionally unviable sites.
 - 2 Detailed feasibility assessment of individual sites will provide greater clarity on likely capacity for change and whether sites could deliver greater net increases in the quantity of homes than assumed through this broad-brush exercise. Or similarly whether certain mix, forms of development or development approaches could maximise viability.
 - 3 Whether an Estate Regeneration, or Care Home consolidation, programme could pool sites together to help realise value across the overall portfolio of Council land.
- 3.9 Whilst the appraisal indicates that on a conventional basis, and on the merits of the individual site, several estate regeneration options will present viability challenges, if further work and assessment indicates an approach and strategy that could deliver such sites (i.e. that there is a “reasonable prospect that they will be available and could be viably developed at the point envisaged” NPPF annex 2), there may be no in principle reason why they could not be considered developable for the purposes of the local plan.
- 3.10 The remaining sites which are assessed as unviable are the Roots Hall Stadium sites (including the adjacent land). It is noted that there is a pending residential full planning application for this site, such that there is a likely viable proposition. In line with the NPPF definitions at Annex 2, if detailed planning permission is granted, the site “*should be considered deliverable until permission expires, unless there is clear evidence that homes will not be delivered within five years*”.
- 3.11 In the above context, where such brownfield regeneration and redevelopment sites are identified as not being viable based on this high-level analysis, we have assessed them within the HELAA

as having “unknown/potential” achievability. This is on the basis that further work is needed to genuinely establish whether there are viable options or strategies for the delivery of such redevelopments.

Overall Conclusions

- 3.12 The overall conclusions from the site assessments present a varied picture on viability from across the study area. The purpose of this appraisal is to inform a judgement on the viability of sites, and therefore their deliverability and developability, for the purposes of the HELAA. Further work will be required via any future Local Plan Viability Study to establish viability on any sites proposed to be taken forward, also in the context of the cumulative costs which any policies within future local plans may place on development.

4.0 Re-testing previous HELAA sites

- 4.1 As set out in the methodology above, a range of sites have been re-appraised to test whether changes in market conditions, or the updated assumptions in this appraisal, have led to a change in the balance of viability on different types of sites. These findings are set out for the two authorities as follows.

Rochford

- 4.2 In Rochford, the previous HELAA viability testing showed buoyant viability across the west of the district, with the only sites in general towards the margins of viability being those in the east value area. The sample of sites re-appraised has therefore focussed on these.

Table 4.1 Rochford District Council - Re-testing previous sites results

Ref#	Area	Net Area (ha)	Total Homes	Type	2017 Report Conclusion: Viable?	Re-appraisal Conclusion: Viable?	
BFR1	RDC: East	1.91	67	Brownfield - Commercial	No	RLV: £2,472,097	Yes
BFR2	RDC: East	3.35	118	Brownfield - Commercial	Marginal	RLV: £2,393,047	Yes
CFS075	RDC: East	4.28	150	Mixed	Marginal	RLV: £2,418,295	Yes
CFS085	RDC: East	2.11	78	Mixed	No	RLV: £2,441,814	Yes
CFS104	RDC: East	1.59	55	Brownfield - Commercial	No	RLV: £2,227,268	Yes
CFS158	RDC: East	1.23	43	Brownfield - Residential	Marginal	RLV: £2,425,619	Marginal
COL21	RDC: East	0.64	23	Brownfield - Commercial	Marginal	RLV: £2,431,572	Yes
EXP04	RDC: East	0.06	3	Brownfield - Commercial	Marginal	RLV: £1,811,532	Yes
CFS147	RDC: West	16.72	586	Greenfield	Yes	RLV: £1,709,243	Yes
CFS116	RDC: East	13.25	464	Greenfield	Yes	RLV: £2,127,612	Yes

- 4.3 Overall the re-appraisal indicates that the balance of viability in Rochford has generally improved; this is to be expected given, as set out above, the market values for new build

properties in east Rochford have increased are now broadly on a par with those seen in west Rochford. The only typology where viability continues to be challenging is those residential brownfield/redevelopment sites where existing use value is already high. This is consistent with the findings on new sites appraised.

- 4.4 These findings suggest that in general, sites previously appraised across Rochford are likely to be economically viable, except for existing brownfield residential sites where viability is squeezed, which are likely to continue to face viability pressures. These findings suggest that the previous findings on overall deliverability and developability of sites are unlikely to be materially affected overall.

Southend

- 4.5 In Southend, the previous viability testing showed several sites where it was concluded development was unviable. A range of sites have been re-appraised including different types of brownfield sites and greenfield sites, including different forms of developments (from lower density to higher density).

Table 4.2 Southend Borough Council - Re-testing previous sites results

Ref#	Area	Net Area (ha)	Total Homes	Type	2017 Report Conclusion: Viable?	Re-appraisal Conclusion: Viable?	
HEA075	North of Centre	0.32	8 (Flats)	Brownfield - Residential	No	RLV: £175,235	No
HEA080	North of Centre	2.47	320 (Flats)	Brownfield - Commercial	No	RLV: -£319,000	No
HEA081	E. Southend & S'buryness	0.10	9	Brownfield - Residential	Marginal	RLV: £4,668,207	Marginal
HEA085	E. Southend & S'buryness	1.57	150	Brownfield - Commercial	No	RLV: £2,512,944	Yes
HEA086	E. Southend & S'buryness	0.35	38	Brownfield - Commercial	Yes	RLV: £3,573,586	Yes
HEA091	Chalkwell & W. of Central	0.14	7	Greenfield	Yes	RLV: £4,028,080	Yes
HEA092	North of Centre	0.13	12	Brownfield - Commercial	Marginal	RLV: £2,246,748	Yes
HEA098	North of Centre	0.24	31	Brownfield - Commercial	No	RLV: £3,076,181	Yes
HEA134	North of Centre	11.80	376	Greenfield	No	RLV: £1,679,237	Yes
HEA136	Eastwood	0.27	7	Greenfield	Yes	RLV: £3,534,022	Yes

Note: *HEA080 is the original appraisal of the Roots Hall Stadium site. This reappraisal is consistent with the new assessment of the revised site area and scheme on this site.

- 4.6 The re-appraisal indicates a different picture across the different development typologies. Several conclusions can be drawn on the change in viability within Southend:

- 1 Viability remains challenging on high density sites where a large proportion (or all) of the units are likely to be flats. This appears to be because flatted developments on a per units basis generate a smaller margin between completed value and the components of costs,

leaving low (or negative) residual land values. This appears to have worsened viability on some sites that were previously already assessed as unviable.

- 2 Viability has generally improved for sites that are less dense (i.e. do not feature as greater proportion of flats). Even introducing an assumption that a modest proportion of houses will be delivered as part of the mix, improves viability on those types of site such that they could be viable (e.g. as seen in sites with densities of around 100dph, which have moved from not viable/marginal to viable).
- 3 Greenfield and other previously viable sites, appear to remain viable based on the re-appraisals.

4.7 Whilst there has been no improvement, and potentially a worsening in viability, on some high density brownfield sites in Southend, it is not considered that this ultimately affects the conclusions arrived at in the previous HELAA assessments.

- Firstly, we note the pattern of viability is similar to the new sites assessed; high density developments on brownfield sites appear challenging in viability terms; the conclusions on deliverability can therefore be drawn on a broadly comparable basis.
- Secondly, similar to the proposed approach above (para 3.11) in respect of redevelopment and regeneration sites, in the original HELAA assessment for Southend, several sites assessed as unviable in the viability analysis are still assumed to be potentially developable at a specific point in the future, by reference to other factors (e.g. HEA080, HEA075, HEA098 etc. which are all appraised as unviable, concluded as potentially economically viable in the future).
- Lastly, it will be open to the Council to enable viable development through development of new policies in the Local Plan.

4.8 Therefore, it is considered the changes in the balance of viability would not, of themselves, likely affect the conclusions on sites arrived at in the 2018 site assessment pro-formas.

Overall Conclusions

4.9 Whilst the re-testing of the sample of previous HELAA sites has highlighted some small changes in the viability of some of the sites, linked to the updated assumptions and values now included, we draw two key conclusions from this:

- 1 The degree of difference would not suggest that sites previously assessed as viable and deliverable would now not be deliverable/viability, subject to further testing at the allocation/plan making stage; and
- 2 The results from the original HELAA studies on viability and deliverability are comparable with the results which are informing this HELAA update. The way the results have been applied through the judgement are also complementary. This means the overall picture can be read together across the original studies and the joint update without any likely inconsistencies in approach.

4.10 How these appraisal results have informed the judgement on achievability within the HELAA for each individual site is explained within the site assessment pro-formas accompanying the main HELAA report.

Annex 1: Example site appraisal

CFS173		Rochford		16 Units				Value Area: RDC: East															
ITEM																							
Net Site Area	0.46	Greenfield	Residual Value		£2,654,221 per net ha		Calculate Residual Land Value		Technical Checks:		Start Month	Finish Month	Months (no.)										
Stamp Duty	Non Residential or Mixed Land		Social rent		Affordable rent		Intermediate		Flats		1	1	1										
AH	RDC: 15+ units		4		0		1		0%		12	12	12										
No. of units	Total 16 Private 10 Affordable 6		4		0		1		0%		12	16	5										
<table border="1"> <tr> <td>Dwgs/ha</td> <td>35</td> <td>Land purchase/draw down</td> </tr> <tr> <td>Delivery rate units/ps</td> <td>38</td> <td>Lead-in time (start to 1st sale)</td> </tr> <tr> <td>Profit on GDV</td> <td>17.2%</td> <td>Completions/sales</td> </tr> <tr> <td>GDV=Total costs</td> <td>-</td> <td>Construction period before sales</td> </tr> </table>												Dwgs/ha	35	Land purchase/draw down	Delivery rate units/ps	38	Lead-in time (start to 1st sale)	Profit on GDV	17.2%	Completions/sales	GDV=Total costs	-	Construction period before sales
Dwgs/ha	35	Land purchase/draw down																					
Delivery rate units/ps	38	Lead-in time (start to 1st sale)																					
Profit on GDV	17.2%	Completions/sales																					
GDV=Total costs	-	Construction period before sales																					
1.0 Development Value																							
1.1 Private units																							
1.1.1	Flats (NIA)	No. of units	Size sq.m	Total sq.m	Epsm	Total Value	Start Month	Finish Month	Months (nr)														
1.1.1.1		0.00	60	0	£3,917	£0	12	16	5														
1.1.1.2	Houses	10.40	103	1,071	£3,863	£4,138,046	12	16	5														
		10.4		1,071																			
1.2 Social rent																							
1.2.1	Flats (NIA)	No. of units	Size sq.m	Total sq.m	Epsm	Total Value	Start Month	Finish Month	Months (nr)														
1.2.1.1		0.00	60	0	£1,567	£0	12	16	5														
1.2.1.2	Houses	4.48	103	461	£1,545	£713,017	12	16	5														
		4.5		461																			
1.3 Affordable rent																							
1.3.1	Flats (NIA)	No. of units	Size sq.m	Total sq.m	Epsm	Total Value	Start Month	Finish Month	Months (nr)														
1.3.1.1		0.00	60	0	£1,861	£0	12	16	5														
1.3.1.2	Houses	0.00	103	0	£1,835	£0	12	16	5														
		0.0		0																			
1.4 Intermediate																							
1.4.1	Flats (NIA)	No. of units	Size sq.m	Total sq.m	Epsm	Total Value	Start Month	Finish Month	Months (nr)														
1.4.1.1		0.00	60	0	£2,644	£0	12	16	5														
1.4.1.2	Houses	1.12	103	115	£2,608	£300,804	12	16	5														
		1.1		115																			
Gross Development value						£5,151,867	£5,151,867																
2.0 Developer's Profit																							
2.1	Private units	20% on OM GDV		£827,609		16	16	1															
2.2	Affordable units	6% on AH transfer values		£60,829		16	16	1															
Total Developer Profit						£888,438	£888,438																
3.0 Development Costs																							
3.1 Build Costs Rochford: Large Housebuilder																							
3.1.1 Private units																							
3.1.1.1	Flats (GIA)	No. of units	Size sq.m	Total sq.m	Cost per sq.m	Total Costs	Start Month	Finish Month	Months (nr)														
3.1.1.1.1		0.00	71	0	£1,511	£0	6	16	11														
3.1.1.1.2	Houses	10.40	103	1,071	£1,304	£1,396,845	6	16	11														
		10.4		1,071																			
3.1.2 Affordable units																							
3.1.2.1	Flats (GIA)	No. of units	Size sq.m	Total sq.m	Cost per sq.m	Total Costs	Start Month	Finish Month	Months (nr)														
3.1.2.1.1		0.00	71	0	£1,511	£0	6	16	11														
3.1.2.1.2	Houses	5.60	103	577	£1,304	£752,147	6	16	11														
		5.6		577																			
Total Build Cost						£2,148,992	£2,148,992																
3.2 Extra Over Construction Costs																							
3.2.1	External works on Houses	10% on build costs		£214,899		6	16	11															
3.2.2	External works on Flats	10% on build costs		£0		6	16	11															
3.2.3	Site abnormalities (demolition)	£150,000 per net brownfield ha		£4,500		1	12	12															
3.2.4	Site opening up costs	£0 per unit		£0		1	12	12															
3.2.5	Site constraints / contamination	1% of build costs		£21,490		1	12	12															
Total Extra Over Construction Costs						£240,889	£240,889																
3.3 Professional Fees																							
3.3.1	as a percentage of build costs and construction costs	8%		£191,190.49		1	16	16															
Total Professional Fees						£191,190	£191,190																
3.4 Contingency																							
3.4.1	as a percentage of build costs	4% on build costs (incl: externals)		£94,555.65		1	16	16															
Total Contingency						£94,556	£94,556																
3.5 Developer contributions																							
3.5.1	≤106/≤278/AH Contribution	£3,400 per unit		£54,400		1	15	15															
3.5.2	RAMS Contribution	£122.30 per unit		£1,957		1	1	1															
3.5.3	SBC CIL n/a	£0.00 per sqm		£0		1	1	1															
Total Developer Contributions						£56,357	£54,481																
3.6 Sales costs																							
3.6.1	Private units	3.00% on Open Market GDV		£124,141		12	16	5															
3.6.2	Affordable units	£600 per AH unit		£3,360		12	16	5															
Total Sales Costs						£127,501	£127,501																
TOTAL DEVELOPMENT COSTS						£2,859,485	£2,857,610																
4.0 Site Acquisition																							
4.1	Net site value (residual land value)			£1,229,544		1	1	1															
4.2	Stamp Duty			£50,977		1	1	1															
4.3	Purchaser costs	1.750% of land value		£21,517		1	1	1															
Total Site Costs						£1,302,038	£1,302,038																
TOTAL PROJECT COSTS [EXCLUDING INTEREST]						£5,049,962	£5,048,086																
TOTAL INCOME - TOTAL COSTS [EXCLUDING INTEREST]						£101,905	£103,781																
5.0 Finance Costs																							
5.1	Finance	APR 5.00% on net costs		PCM 0.407%		-£101,905		Opening Balance		Interest		Net Cashflow in month											
TOTAL PROJECT COSTS [INCLUDING INTEREST]						£5,151,867	Closing Balance																
The purpose of the appraisal is to inform the Council about the impact of planning policy has on viability at a strategic level. This appraisal is not a formal 'Red Book' (RICS Valuation – Professional Standards January 2014) valuation and should not be relied upon as such.																							

Annex 2: Site appraisal results

Viability Summary Key:

Yes: RLV > BLV +10%

Marginal: RLV = BLV +/- 10%

No: RLV < BLV -10%

ID	Value Zone	Net Area (ha)	Homes	Land Type	RLV per net ha	BLV per net ha	Viable?
Rochford							
CFS172	RDC: West	24.70	864	Greenfield	£1,798,567	£375,000	Yes
CFS173	RDC: East	0.46	16	Greenfield	£2,654,221	£375,000	Yes
CFS177	RDC: West	9.27	325	Greenfield	£2,219,602	£375,000	Yes
CFS178	RDC: West	0.16	6	Brownfield - Residential	£3,015,135	£3,990,966	No
CFS180	RDC: East	1.74	61	Greenfield	£2,527,560	£375,000	Yes
CFS181	RDC: West	0.47	16	Greenfield	£2,628,860	£375,000	Yes
CFS182	RDC: West	0.48	17	Greenfield	£2,769,517	£375,000	Yes
CFS187	RDC: East	0.35	12	Brownfield - Commercial (RDC East)	£2,539,728	£900,000	Yes
CFS188	RDC: East	0.40	14	Mixed	£2,709,963	£414,289	Yes
CFS190	RDC: West	8.84	309	Greenfield	£2,220,977	£375,000	Yes
CFS191	RDC: West	0.94	33	Greenfield	£2,753,667	£375,000	Yes
CFS192	RDC: East	12.21	423	Greenfield	£1,910,730	£375,000	Yes
CFS193	RDC: West	4.11	144	Greenfield	£2,428,877	£375,000	Yes
CFS194	RDC: West	15.01	516	Greenfield	£1,672,408	£375,000	Yes
CFS195	RDC: East	0.37	13	Mixed	£2,355,235	£592,251	Yes
CFS197	RDC: West	0.51	18	Brownfield - Residential	£2,675,490	£2,072,959	Yes
CFS198	RDC: West	1.55	54	Brownfield - Residential	£2,669,365	£903,440	Yes
CFS199	RDC: West	1.43	50	Greenfield	£2,515,684	£375,000	Yes
CFS201	RDC: West	0.77	27	Greenfield	£2,661,434	£375,000	Yes
CFS204	RDC: West	0.41	14	Brownfield - Residential	£2,695,380	£1,468,322	Yes
CFS206	RDC: West	0.26	9	Brownfield - Residential	£2,861,220	£2,691,416	Marginal
CFS207	RDC: West	0.16	6	Brownfield - Residential	£2,952,232	£3,746,092	No
CFS212	RDC: West	0.66	23	Brownfield - Commercial (RDC West)	£2,554,359	£1,400,000	Yes
CFS213	RDC: East	1.48	52	Greenfield	£2,492,261	£375,000	Yes
CFS216	RDC: East	13.28	465	Greenfield	£2,147,769	£375,000	Yes
CFS217	RDC: East	4.97	174	Greenfield	£2,432,879	£375,000	Yes
CFS218	RDC: East	0.62	22	Greenfield	£2,771,684	£375,000	Yes
CFS219	RDC: West	0.45	16	Brownfield - Residential	£2,722,257	£1,413,914	Yes
CFS220	RDC: West	0.41	14	Greenfield	£2,740,783	£375,000	Yes
CFS221	RDC: West	1.19	42	Mixed	£2,554,809	£851,649	Yes
CFS222	RDC: West	99.75	3491	Mixed	£2,165,866	£458,214	Yes

CFS223	RDC: West	5.58	195	Greenfield	£2,430,633	£375,000	Yes
CFS224	RDC: West	1.90	66	Greenfield	£2,519,846	£375,000	Yes
CFS225	RDC: West	2.25	79	Greenfield	£2,443,061	£375,000	Yes
CFS226	RDC: West	5.48	192	Greenfield	£2,392,798	£375,000	Yes
CFS227	RDC: West	3.24	104	Greenfield	£2,126,695	£375,000	Yes
CFS228	RDC: West	9.67	321	Greenfield	£1,927,059	£375,000	Yes
CFS229	RDC: West	0.84	29	Greenfield	£2,431,349	£375,000	Yes
CFS230	RDC: West	0.14	5	Greenfield	£14,484,635	£375,000	Yes
CFS231	RDC: West	3.29	115	Greenfield	£2,261,250	£375,000	Yes
CFS232	RDC: West	6.89	226	Greenfield	£1,817,062	£375,000	Yes
CFS233	RDC: West	0.91	32	Greenfield	£2,623,718	£375,000	Yes
CFS234	RDC: West	0.66	23	Mixed	£2,607,088	£1,636,552	Yes
CFS236	RDC: West	0.29	10	Greenfield	£2,582,248	£375,000	Yes
CFS237	RDC: West	1.31	46	Mixed	£2,648,380	£885,395	Yes
CFS238	RDC: West	3.53	123	Greenfield	£2,381,535	£375,000	Yes
CFS239	RDC: West	8.92	312	Greenfield	£2,174,447	£375,000	Yes
CFS240	RDC: West	0.57	20	Brownfield - Residential	£2,648,547	£1,607,272	Yes
CFS242	RDC: West	0.39	14	Brownfield - Residential	£2,754,043	£2,581,704	Marginal
CFS243	RDC: West	0.53	19	Greenfield	£2,828,881	£375,000	Yes
CFS244	RDC: West	0.54	19	Greenfield	£2,783,559	£375,000	Yes
CFS245	RDC: West	0.49	17	Greenfield	£2,717,231	£375,000	Yes
CFS246	RDC: West	0.50	17	Greenfield	£2,683,944	£375,000	Yes
CFS247	RDC: West	0.55	19	Greenfield	£2,713,163	£375,000	Yes
CFS248	RDC: West	0.68	24	Greenfield	£2,770,165	£375,000	Yes
CFS249	RDC: West	0.32	11	Greenfield	£2,804,177	£375,000	Yes
CFS250	RDC: West	0.23	8	Greenfield	£2,672,822	£375,000	Yes
CFS251	RDC: West	0.34	12	Brownfield - Residential	£2,653,299	£3,406,425	No
CFS255	RDC: East	0.85	30	Greenfield	£2,765,160	£375,000	Yes
CFS256	RDC: West	2.98	104	Mixed	£2,669,945	£575,157	Yes
CFS257	RDC: East	Not Suitable					
CFS258	RDC: East	0.31	11	Greenfield	£1,299,222	£375,000	Yes
CFS259	RDC: West	3.45	121	Mixed	£2,647,715	£482,299	Yes
CFS261	RDC: East	127.07	4477	Greenfield	£1,325,682	£375,000	Yes
CFS262	RDC: West	0.97	34	Mixed	£2,586,205	£1,513,468	Yes
CFS263	RDC: West	6.69	234	Greenfield	£2,144,843	£375,000	Yes
CFS264	RDC: West	0.98	34	Brownfield - Commercial (RDC West)	£2,599,714	£1,400,000	Yes
CFS265	RDC: West	19.94	698	Greenfield	£1,866,767	£375,000	Yes
REF01	RDC: West	0.07	5	Brownfield - Residential	£2,553,667	£5,000,000	No
REF02	RDC: West	0.25	9	Brownfield - Residential	£2,937,994	£5,000,000	No
REF03	RDC: West	0.29	10	Brownfield - Commercial (RDC West)	£2,524,923	£1,400,000	Yes
WD01	RDC: East	0.06	5	Brownfield - Commercial (RDC East)	£2,836,496	£900,000	Yes

WD02	RDC: East	0.09	5	Brownfield - Commercial (RDC East)	£1,922,366	£900,000	Yes
WD03	RDC: West	0.43	15	Greenfield	£2,737,302	£375,000	Yes
EX01	RDC: West	0.12	6	Brownfield - Residential	£3,906,224	£5,000,000	No
COL07	RDC: West	0.40	14	Brownfield - Commercial (RDC West)	£2,467,839	£1,400,000	Yes
COL20	RDC: West	0.39	13	Brownfield - Commercial (RDC West)	£2,388,027	£1,400,000	Yes
Southend							
HEA217	SBC: Eastwood	0.24	28	Brownfield - Residential	£6,108,690	£5,000,000	Yes
HEA218	SBC: East Southend & Shoeburyness	0.12	24	Brownfield - Commercial (SBC)	£3,245,964	£850,000	Yes
HEA220	SBC: Leigh on Sea	0.51	87	Brownfield - Residential	£18,434,331	£5,000,000	Yes
HEA221	SBC: Eastwood	0.47	63	Brownfield - Residential	£7,650,811	£5,000,000	Yes
HEA222	SBC: East Southend & Shoeburyness	0.86	74	Brownfield - Residential	£2,607,499	£3,324,474	No
HEA223	SBC: North of Centre	0.13	7	Brownfield - Residential	£5,094,206	£2,593,863	Yes
HEA224	SBC: Chalkwell & West of Central	0.34	68	Brownfield - Residential	£8,180,897	£4,094,082	Yes
HEA225	SBC: North of Centre	0.27	28	Brownfield - Residential	£2,739,894	£5,000,000	No
HEA226	SBC: East Southend & Shoeburyness	0.72	60	Brownfield - Residential	£2,771,471	£4,118,411	No
HEA227	SBC: North of Centre	0.32	32	Brownfield - Residential	£2,639,377	£4,924,375	No
HEA228	SBC: Eastwood	0.27	28	Brownfield - Residential	£5,932,184	£5,000,000	Yes
HEA229	SBC: East Southend & Shoeburyness	0.53	53	Brownfield - Residential	£3,338,446	£4,448,496	No
HEA230	SBC: North of Centre	0.25	57	Brownfield - Residential	£879,627	£5,000,000	No
HEA231	SBC: East Southend & Shoeburyness	0.51	51	Brownfield - Residential	£3,402,279	£4,996,477	No
HEA232	SBC: East Southend & Shoeburyness	0.72	56	Brownfield - Residential	£7,261,494	£3,839,714	Yes
HEA233	SBC: North of Centre	0.32	16	Brownfield - Residential	£3,875,323	£1,703,491	Yes
HEA234	SBC: East Southend & Shoeburyness	0.77	77	Brownfield - Residential	£3,013,082	£3,341,005	Marginal
HEA235	SBC: Eastwood	0.24	21	Brownfield - Residential	£4,771,687	£4,341,875	Marginal
HEA236	SBC: North of Centre	0.43	43	Brownfield - Residential	£2,642,817	£3,099,667	No
HEA237	SBC: East Southend & Shoeburyness	0.85	171	Brownfield - Residential	£811,084	£5,000,000	No
HEA238	SBC: East Southend & Shoeburyness	0.32	63	Brownfield - Residential	£877,926	£4,389,057	No
HEA239	SBC: Eastwood	0.33	28	Brownfield - Residential	£4,801,697	£4,148,868	Yes
HEA240	SBC: East Southend & Shoeburyness	0.27	34	Brownfield - Residential	£4,525,646	£5,000,000	Marginal
HEA241	SBC: North of Centre	0.14	7	Brownfield - Residential	£3,901,444	£2,133,498	Yes
HEA243	SBC: Eastwood	0.74	74	Brownfield - Residential	£5,610,503	£3,866,989	Yes
HEA244	SBC: Leigh on Sea	0.19	20	Brownfield - Residential	£12,945,905	£5,000,000	Yes
HEA253	SBC: North of Centre	1.49	299	Brownfield - Residential	£28,207	£5,000,000	No
HEA245	SBC: North of Centre	0.82	82	Brownfield - Residential	£2,624,892	£2,889,772	Marginal
HEA246	SBC: North of Centre	0.58	115	Brownfield - Residential	-£223,862	£5,000,000	No
CFS2035	SBC: North of Centre	0.39	75	Brownfield - Residential	£729,240	£5,000,000	No
CFS2036	SBC: North of Centre	0.32	75	Brownfield - Residential	£903,190	£5,000,000	No

HEA247	SBC: North of Centre	0.27	39	Brownfield - Residential	£3,832,310	£5,000,000	No
HEA248	SBC: Eastwood	0.28	26	Brownfield - Residential	£4,890,119	£4,610,447	Marginal
HEA249	SBC: North of Centre	0.25	29	Brownfield - Residential	£3,163,274	£5,000,000	No
HEA250	SBC: Eastwood	1.67	117	Brownfield - Residential	£7,616,486	£2,159,483	Yes
HEA251	SBC: Eastwood	0.36	42	Brownfield - Residential	£6,618,909	£5,000,000	Yes
HEA257	SBC: North of Centre	2.87	287	Brownfield - Residential	£1,972,361	£5,000,000	No
HEA258	SBC: North of Centre	3.68	361	Brownfield - Residential	£1,916,954	£5,000,000	No
HEA242	SBC: North of Centre	0.10	5	Brownfield - Residential	£4,716,352	£2,407,240	Yes
HEA256	SBC: North of Centre	0.37	76	Brownfield - Residential	£777,001	£5,000,000	No
HEA252	SBC: North of Centre	0.85	85	Brownfield - Commercial	£1,914,688	£850,000	Yes
HEA254	SBC: Eastwood	1.36	136	Brownfield - Residential	£4,699,120	£5,000,000	Marginal
HEA255	SBC: Chalkwell & West of Central	1.54	309	Brownfield - Residential	£6,930,404	£5,000,000	Yes
CFS2039	SBC: North of Centre	0.09	19	Brownfield - Commercial	£111,056	£850,000	No
HEA259	SBC: North of Centre	3.15	502	Brownfield - Commercial	-£499,707	£850,000	No
HEA260	SBC: North of Centre	Not Suitable					
HEA261	SBC: North of Centre	0.40	14	Greenfield	£2,416,946	£375,000	Yes
HEA262	SBC: North of Centre	5.15	180	Greenfield	£2,171,190	£375,000	Yes
HEA263	SBC: North of Centre	5.84	204	Greenfield	£1,920,093	£375,000	Yes
HEA264	SBC: North of Centre	18.13	635	Greenfield	£1,611,512	£375,000	Yes
HEA265	SBC: East Southend & Shoeburyness	1.49	298	Brownfield - Commercial (SBC)	£799,856	£850,000	Marginal
HEA266	SBC: Eastwood	0.90	32	Brownfield - Commercial (SBC)	£4,133,207	£850,000	Yes
HEA267	SBC: North of Centre	2.76	547	Brownfield - Commercial (SBC)	£2,513,502	£850,000	Yes
HEA268	SBC: East Southend & Shoeburyness	5.23	523	Brownfield - Commercial (SBC)	£1,095,321	£850,000	Yes
HEA269	SBC: East Southend & Shoeburyness	0.54	108	Brownfield - Commercial (SBC)	£1,095,321	£850,000	Yes
HEA006	SBC: East Southend & Shoeburyness	0.30	60	Brownfield - Commercial (SBC)	£1,153,989	£850,000	Yes
HEA013	SBC: East Southend & Shoeburyness	10.69	1069	Brownfield - Commercial (SBC)	£2,538,997	£850,000	Yes
HEA014	SBC: East Southend & Shoeburyness	3.55	355	Brownfield - Commercial (SBC)	£1,975,278	£850,000	Yes
North East Southend - Cross Boundary Area							
HEA219	RDC: East	200.0	4500	Greenfield	£564,182	£375,000	Yes
HEA219/1	RDC: East	7.84	275	Greenfield	£2,122,248	£375,000	Yes
HEA219/2	RDC: East	37.41	1310	Greenfield	£1,541,486	£375,000	Yes
HEA219/3	RDC: East	7.34	286	Greenfield	£2,333,656	£375,000	Yes
HEA219/4	RDC: East	8.18	275	Greenfield	£2,010,737	£375,000	Yes
HEA219/5	SBC: North of Centre	3.34	117	Greenfield	£2,146,953	£375,000	Yes
HEA219/6	RDC: East	3.66	128	Greenfield	£2,425,463	£375,000	Yes
HEA219/7	RDC: East	4.08	143	Greenfield	£2,421,923	£375,000	Yes
HEA219/8	RDC: East	48.94	1713	Greenfield	£1,614,409	£375,000	Yes
HEA219/9	RDC: East	3.49	122	Greenfield	£2,439,352	£375,000	Yes
HEA219/10	RDC: East	3.34	117	Greenfield	£2,454,845	£375,000	Yes

HEA219/11	RDC: East	80.77	2827	Greenfield	£1,554,343	£375,000	Yes
HEA219/12	RDC: East	14.09	493	Greenfield	£2,122,507	£375,000	Yes
HEA219/13	RDC: East	7.91	277	Greenfield	£2,105,943	£375,000	Yes
HEA219/14	RDC: East	1.51	53	Greenfield	£2,530,934	£375,000	Yes
HEA219/15	RDC: East	5.99	210	Greenfield	£636,977	£375,000	Yes
HEA219/16	SBC: North of Centre	61.12	2139	Greenfield	£1,397,085	£375,000	Yes
HEA219/17	SBC: North of Centre	18.81	658	Greenfield	£1,590,839	£375,000	Yes
HEA219/18	SBC: North of Centre	1.41	50	Greenfield	£2,253,175	£375,000	Yes
HEA219/19	SBC: East Southend & Shoeburyness	8.57	300	Greenfield	£2,414,666	£375,000	Yes
HEA219/20	RDC: East	71.24	2493	Greenfield	£1,616,383	£375,000	Yes
HEA219/21	SBC: East Southend & Shoeburyness	28.55	999	Greenfield	£1,997,020	£375,000	Yes
HEA219/22	SBC: East Southend & Shoeburyness	14.94	523	Greenfield	£2,124,811	£375,000	Yes
HEA219/23	RDC: East	24.80	858	Greenfield	£1,647,041	£375,000	Yes
HEA219/24	RDC: East	28.24	988	Greenfield	£1,637,651	£375,000	Yes
HEA219/25	RDC: East	19.14	670	Greenfield	£1,899,003	£375,000	Yes
HEA219/26	RDC: East	37.63	1317	Greenfield	£1,748,536	£375,000	Yes
HEA219/27	RDC: East	3.09	115	Greenfield	£2,459,392	£375,000	Yes
HEA219/28	RDC: East	6.43	225	Greenfield	£2,179,453	£375,000	Yes
HEA219/29	RDC: East	37.16	1301	Greenfield	£1,759,582	£375,000	Yes
HEA219/30	RDC: East	2.15	75	Greenfield	£2,340,043	£375,000	Yes
HEA219/31	SBC: East Southend & Shoeburyness	9.17	321	Greenfield	£2,428,350	£375,000	Yes
HEA219/32	RDC: East	5.26	184	Greenfield	£2,456,481	£375,000	Yes
HEA219/33	RDC: East	5.28	185	Greenfield	£2,464,270	£375,000	Yes
HEA219/34	RDC: East	62.81	2198	Greenfield	£1,694,352	£375,000	Yes
HEA219/35	RDC: East	16.96	594	Greenfield	£1,751,782	£375,000	Yes
HEA219/36	SBC: East Southend & Shoeburyness	58.34	2042	Greenfield	£1,897,184	£375,000	Yes
HEA219/37	RDC: East	1.61	56	Greenfield	£2,544,739	£375,000	Yes
Re-appraised Sites							
HEA075	SBC: North of Centre	0.32	8	Brownfield - Residential	£175,235	£1,675,807	No
HEA080	SBC: North of Centre	2.47	320	Brownfield - Commercial (SBC)	-£319,000	£850,000	No
HEA081	SBC: East Southend & Shoeburyness	0.10	9	Brownfield - Residential	£4,668,207	£5,000,000	Marginal
HEA085	SBC: East Southend & Shoeburyness	1.57	150	Brownfield - Commercial (SBC)	£2,512,944	£850,000	Yes
HEA086	SBC: East Southend & Shoeburyness	0.35	38	Brownfield - Commercial (SBC)	£3,573,586	£850,000	Yes
HEA091	SBC: Chalkwell & West of Central	0.14	7	Greenfield	£4,028,080	£375,000	Yes
HEA092	SBC: North of Centre	0.13	12	Brownfield - Commercial (SBC)	£2,246,748	£850,000	Yes
HEA098	SBC: North of Centre	0.24	31	Brownfield - Commercial (SBC)	£3,076,181	£850,000	Yes
HEA134	SBC: North of Centre	11.80	376	Greenfield	£1,679,237	£375,000	Yes

HEA136	SBC: Eastwood	0.27	7	Greenfield	£3,534,022	£375,000	Yes
BFR1	RDC: East	1.91	67	Brownfield - Commercial (RDC East)	£2,472,097	£900,000	Yes
BFR2	RDC: East	3.35	118	Brownfield - Commercial (RDC East)	£2,393,047	£900,000	Yes
CFS075	RDC: East	4.28	150	Mixed	£2,418,295	£485,981	Yes
CFS085	RDC: East	2.11	78	Mixed	£2,441,814	£910,000	Yes
CFS104	RDC: East	1.59	55	Brownfield - Commercial (RDC East)	£2,227,268	£900,000	Yes
CFS158	RDC: East	1.23	43	Brownfield - Residential	£2,425,619	£2,682,927	Marginal
COL21	RDC: East	0.64	23	Brownfield - Commercial (RDC East)	£2,431,572	£900,000	Yes
EXP04	RDC: East	0.06	3	Brownfield - Commercial (RDC East)	£1,811,532	£900,000	Yes
CFS147	RDC: West	16.72	586	Greenfield	£1,709,243	£375,000	Yes
CFS116	RDC: East	13.25	464	Greenfield	£2,127,612	£375,000	Yes
CFS1904/36	SBC: East Southend & Shoeburyness	58.34	2042	Greenfield	£1,855,343	£375,000	Yes

Annex 3: Land Registry price paid data

Type:

D = Detached S = Semi-Detached T = Terrace F = Flat

Rochford

Date of Transaction	Type	Address	Postcode	Price Paid	SQM	£/SQM	Value Area
20/08/2019	D	18 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£469,995	143	£3,287	East
19/07/2019	D	19 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£349,995	94	£3,723	East
26/07/2019	D	20 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£354,495	147	£2,412	East
12/09/2019	D	21 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£354,995	93	£3,817	East
24/07/2019	D	22 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£359,995	114	£3,158	East
21/08/2019	D	23 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£354,995	93	£3,817	East
22/11/2019	D	24 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£464,995	142	£3,275	East
17/07/2019	D	36 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£339,995	89	£3,820	East
19/08/2019	D	37 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£418,000	130	£3,215	East
20/12/2019	D	51 KINGFISHER STREET GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FS	£439,995	130	£3,385	East
06/09/2019	D	59 KINGFISHER STREET GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FS	£349,995	94	£3,723	East
18/10/2019	D	1 WATERS GROVE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FT	£429,995	130	£3,308	East
18/10/2019	D	2 WATERS GROVE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FT	£339,995	89	£3,820	East
18/11/2019	D	4 WATERS GROVE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FT	£489,995	93	£5,269	East
28/06/2019	D	2 CHARLES CRESCENT ROCHFORD	SS4 1FN	£424,995	100	£4,250	East
28/06/2019	D	4 CHARLES CRESCENT ROCHFORD	SS4 1FN	£579,995	179	£3,240	East
29/03/2019	D	39 ELIZABETH GARDENS ROCHFORD	SS4 1FS	£579,995	156	£3,718	East
29/05/2019	D	7 CHARLES CRESCENT ROCHFORD	SS4 1FT	£409,995	97	£4,227	East
25/06/2019	D	120 ELIZABETH GARDENS ROCHFORD	SS4 1FX	£510,995	134	£3,813	East
21/06/2019	D	122 ELIZABETH GARDENS ROCHFORD	SS4 1FX	£570,995	156	£3,660	East
29/07/2019	D	124 ELIZABETH GARDENS ROCHFORD	SS4 1FX	£631,995	189	£3,344	East
29/07/2019	D	126 ELIZABETH GARDENS ROCHFORD	SS4 1FX	£540,995	134	£4,037	East
13/09/2019	D	128 ELIZABETH GARDENS ROCHFORD	SS4 1FX	£540,995	134	£4,037	East
20/09/2019	D	134 ELIZABETH GARDENS ROCHFORD	SS4 1FX	£631,995	189	£3,344	East
14/06/2019	D	1 VICTORIA GARDENS ROCHFORD	SS4 1UZ	£599,995	179	£3,352	East
22/08/2019	D	3 VICTORIA GARDENS ROCHFORD	SS4 1UZ	£389,995	97	£4,021	East
24/10/2019	D	5 VICTORIA GARDENS ROCHFORD	SS4 1UZ	£394,995	97	£4,072	East
13/09/2019	D	7 VICTORIA GARDENS ROCHFORD	SS4 1UZ	£389,995	97	£4,021	East
31/05/2019	D	9 VICTORIA GARDENS ROCHFORD	SS4 1UZ	£479,995	117	£4,103	East
31/07/2019	D	1 WINDSOR ROAD ROCHFORD	SS4 1XG	£525,995	134	£3,925	East
28/06/2019	D	5 WINDSOR ROAD ROCHFORD	SS4 1XG	£469,995	117	£4,017	East
11/10/2019	D	15 WINDSOR ROAD ROCHFORD	SS4 1XG	£575,995	156	£3,692	East
21/06/2019	D	60 WINDSOR ROAD ROCHFORD	SS4 1XG	£384,995	95	£4,053	East
08/11/2019	D	2 WOODLANDS DRIVE ROCHFORD	SS4 1XH	£510,995	127	£4,024	East
26/07/2019	D	1 MAPLE DRIVE ROCHFORD	SS4 1XN	£469,995	117	£4,017	East
29/07/2019	D	3 MAPLE DRIVE ROCHFORD	SS4 1XN	£469,995	117	£4,017	East

Date of Transaction	Type	Address	Postcode	Price Paid	SQM	£/SQM	Value Area
10/01/2020	D	1 CLOVER GARDENS ROCHFORD	SS4 1XP	£883,995	292	£3,027	East
31/07/2019	D	4 CLOVER GARDENS ROCHFORD	SS4 1XP	£575,995	166	£3,470	East
11/10/2019	D	6 CLOVER GARDENS ROCHFORD	SS4 1XP	£580,995	166	£3,500	East
05/08/2019	D	7 CLOVER GARDENS ROCHFORD	SS4 1XP	£626,995	180	£3,483	East
03/05/2019	F	FLAT 1 GORDONS YARD EAST STREET ROCHFORD	SS4 1DB	£235,000	60	£3,917	East
25/10/2019	F	FLAT 2 GORDONS YARD EAST STREET ROCHFORD	SS4 1DB	£235,000	69	£3,406	East
24/04/2019	F	FLAT 3 GORDONS YARD EAST STREET ROCHFORD	SS4 1DB	£265,000	101	£2,624	East
26/04/2019	F	FLAT 4 GORDONS YARD EAST STREET ROCHFORD	SS4 1DB	£195,000	52	£3,750	East
25/04/2019	F	FLAT 5 GORDONS YARD EAST STREET ROCHFORD	SS4 1DB	£230,000	61	£3,770	East
27/09/2019	F	8 PADDOCKS CLOSE CANEWDON ROCHFORD	SS4 3FA	£210,000	70	£3,000	East
20/12/2019	S	1 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£335,995	89	£3,775	East
20/12/2019	S	3 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£345,995	89	£3,888	East
20/09/2019	S	38 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£329,995	84	£3,929	East
20/09/2019	S	39 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£329,995	84	£3,929	East
29/03/2019	S	1 CHARLES CRESCENT ROCHFORD	SS4 1FT	£417,495	100	£4,175	East
29/08/2019	S	8 GEORGE COURT ROCHFORD	SS4 1FU	£329,995	75	£4,400	East
29/08/2019	S	9 GEORGE COURT ROCHFORD	SS4 1FU	£329,995	127	£2,598	East
27/09/2019	S	10 GEORGE COURT ROCHFORD	SS4 1FU	£414,995	97	£4,278	East
31/07/2019	S	11 GEORGE COURT ROCHFORD	SS4 1FU	£329,995	75	£4,400	East
09/05/2019	S	34 HENRY CRESCENT ROCHFORD	SS4 1GU	£474,995	154	£3,084	East
25/10/2019	S	36 HENRY CRESCENT ROCHFORD	SS4 1GU	£479,995	154	£3,117	East
05/08/2019	S	37 HENRY CRESCENT ROCHFORD	SS4 1GU	£472,495	154	£3,068	East
26/07/2019	S	38 HENRY CRESCENT ROCHFORD	SS4 1GU	£469,995	154	£3,052	East
24/07/2019	S	39 HENRY CRESCENT ROCHFORD	SS4 1GU	£479,995	154	£3,117	East
15/03/2019	S	40 HENRY CRESCENT ROCHFORD	SS4 1GU	£479,995	154	£3,117	East
27/06/2019	S	13 VICTORIA GARDENS ROCHFORD	SS4 1UZ	£319,995	74	£4,324	East
26/06/2019	S	15 VICTORIA GARDENS ROCHFORD	SS4 1UZ	£324,995	74	£4,392	East
21/06/2019	S	2 WINDSOR ROAD ROCHFORD	SS4 1XG	£314,995	74	£4,257	East
12/07/2019	S	4 WINDSOR ROAD ROCHFORD	SS4 1XG	£324,995	74	£4,392	East
26/06/2019	S	7 WINDSOR ROAD ROCHFORD	SS4 1XG	£329,995	74	£4,459	East
19/07/2019	S	8 WINDSOR ROAD ROCHFORD	SS4 1XG	£305,000	74	£4,122	East
26/06/2019	S	9 WINDSOR ROAD ROCHFORD	SS4 1XG	£329,995	74	£4,459	East
26/06/2019	S	11 WINDSOR ROAD ROCHFORD	SS4 1XG	£329,995	74	£4,459	East
15/11/2019	S	6 VICARAGE VIEW CANEWDON ROCHFORD	SS4 3FN	£300,000	135	£2,222	East
09/08/2019	T	35 SHALLOWS AVENUE GREAT WAKERING SOUTHEND-ON-SEA	SS3 0FR	£465,995	142	£3,282	East
13/12/2019	T	3 CHARLES CRESCENT ROCHFORD	SS4 1FT	£399,995	97	£4,124	East
30/08/2019	T	5 CHARLES CRESCENT ROCHFORD	SS4 1FT	£389,995	97	£4,021	East
29/03/2019	T	28 ELIZABETH GARDENS ROCHFORD	SS4 1FX	£394,995	90	£4,389	East
29/07/2019	T	1 HENRY CRESCENT ROCHFORD	SS4 1GU	£439,995	112	£3,929	East
25/07/2019	T	3 HENRY CRESCENT ROCHFORD	SS4 1GU	£429,995	112	£3,839	East
26/07/2019	T	5 HENRY CRESCENT ROCHFORD	SS4 1GU	£324,995	74	£4,392	East
08/11/2019	T	9 HENRY CRESCENT ROCHFORD	SS4 1GU	£379,995	97	£3,917	East
03/01/2020	T	11 HENRY CRESCENT ROCHFORD	SS4 1GU	£459,995	154	£2,987	East

Date of Transaction	Type	Address	Postcode	Price Paid	SQM	£/SQM	Value Area
29/03/2019	T	15 HENRY CRESCENT ROCHFORD	SS4 1GU	£439,995	112	£3,929	East
28/06/2019	D	71 POND CHASE HOCKLEY	SS5 4FS	£580,000	203	£2,857	West
29/03/2019	D	75 POND CHASE HOCKLEY	SS5 4FS	£580,000	155	£3,742	West
29/03/2019	D	74 FOLLY LANE HOCKLEY	SS5 4SJ	£530,000	136	£3,897	West
25/03/2019	D	43 FAIRVIEW CRESCENT RAYLEIGH	SS6 8FH	£352,500	76	£4,638	West
30/04/2019	D	44 FAIRVIEW CRESCENT RAYLEIGH	SS6 8FH	£415,000	91	£4,560	West
21/08/2019	F	FLAT 6 WILLOW COURT, 1 WOODLANDS ROAD HOCKLEY	SS5 4PL	£268,000	65	£4,123	West
29/03/2019	F	FLAT 1 THE SWANS, 289 FERRY ROAD HULLBRIDGE HOCKLEY	SS5 6NA	£300,000	64	£4,688	West
28/03/2019	F	FLAT 10 THE SWANS, 289 FERRY ROAD HULLBRIDGE HOCKLEY	SS5 6NA	£295,000	63	£4,683	West
28/03/2019	F	FLAT 11 THE SWANS, 289 FERRY ROAD HULLBRIDGE HOCKLEY	SS5 6NA	£420,000	111	£3,784	West
31/07/2019	F	FLAT 12 THE SWANS, 289 FERRY ROAD HULLBRIDGE HOCKLEY	SS5 6NA	£395,000	111	£3,559	West
17/05/2019	F	FLAT 4 THE SWANS, 289 FERRY ROAD HULLBRIDGE HOCKLEY	SS5 6NA	£332,500	83	£4,006	West
18/10/2019	F	FLAT 6 THE SWANS, 289 FERRY ROAD HULLBRIDGE HOCKLEY	SS5 6NA	£305,000	69	£4,420	West
28/05/2019	F	FLAT 7 THE SWANS, 289 FERRY ROAD HULLBRIDGE HOCKLEY	SS5 6NA	£325,000	72	£4,514	West
24/04/2019	F	FLAT 8 THE SWANS, 289 FERRY ROAD HULLBRIDGE HOCKLEY	SS5 6NA	£309,000	74	£4,176	West
29/03/2019	S	65 POND CHASE HOCKLEY	SS5 4FS	£390,000	119	£3,277	West
28/06/2019	T	85 POND CHASE HOCKLEY	SS5 4FS	£360,000	93	£3,871	West
27/09/2019	T	87 POND CHASE HOCKLEY	SS5 4FS	£328,000	93	£3,527	West
28/06/2019	T	89 POND CHASE HOCKLEY	SS5 4FS	£365,000	93	£3,925	West

Southend

Date of Transaction	Type	Address	Post Code	Price Paid	SQM	£/SQM	Value Area
March 2019 - April 2020 Data							
09/10/2019	F	FLAT 1 THE OLD STATION CLAREMONT ROAD WESTCLIFF-ON-SEA	SS0 7DX	£260,000	61	£4,262	Chalkwell & West of Central
18/10/2019	F	FLAT 5 THE OLD STATION CLAREMONT ROAD WESTCLIFF-ON-SEA	SS0 7DX	£267,500	70	£3,821	Chalkwell & West of Central
31/07/2019	F	FLAT 10 CHALKWELL PARK HOUSE, 2 CHALKWELL AVENUE WESTCLIFF-ON-SEA	SS0 8NA	£350,000	79	£4,430	Chalkwell & West of Central
08/04/2019	F	FLAT 2 CHALKWELL PARK HOUSE, 2 CHALKWELL AVENUE WESTCLIFF-ON-SEA	SS0 8NA	£250,000	73	£3,425	Chalkwell & West of Central
10/05/2019	F	FLAT 3 CHALKWELL PARK HOUSE, 2 CHALKWELL AVENUE WESTCLIFF-ON-SEA	SS0 8NA	£265,000	83	£3,193	Chalkwell & West of Central
20/03/2019	F	FLAT 5 CHALKWELL PARK HOUSE, 2 CHALKWELL AVENUE WESTCLIFF-ON-SEA	SS0 8NA	£320,000	76	£4,211	Chalkwell & West of Central
07/03/2019	F	FLAT 6 CHALKWELL PARK HOUSE, 2 CHALKWELL AVENUE WESTCLIFF-ON-SEA	SS0 8NA	£260,000	73	£3,562	Chalkwell & West of Central
05/04/2019	F	FLAT 7 CHALKWELL PARK HOUSE, 2 CHALKWELL AVENUE WESTCLIFF-ON-SEA	SS0 8NA	£272,500	83	£3,283	Chalkwell & West of Central
01/03/2019	F	FLAT 9 CHALKWELL PARK HOUSE, 2 CHALKWELL AVENUE WESTCLIFF-ON-SEA	SS0 8NA	£395,000	79	£5,000	Chalkwell & West of Central
18/04/2019	F	FLAT 2 THE OLD STATION, 6 WEST ROAD WESTCLIFF-ON-SEA	SS0 9DA	£245,000	72	£3,403	Chalkwell & West of Central
20/06/2019	F	FLAT 19 THE VIEW, 847 LONDON ROAD WESTCLIFF-ON-SEA	SS0 9FA	£300,000	64	£4,688	Chalkwell & West of Central
20/06/2019	F	FLAT 21 THE VIEW, 847 LONDON ROAD WESTCLIFF-ON-SEA	SS0 9FA	£300,000	64	£4,688	Chalkwell &

Date of Transaction	Type	Address	Post Code	Price Paid	SQM	£/SQM	Value Area
		SEA					West of Central
29/03/2019	F	2 MARINER HOUSE COLE AVENUE SOUTHEND-ON-SEA	SS2 6BT	£199,995	52	£3,846	North of Centre
21/03/2019	F	FLAT 101 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£180,000	53	£3,396	North of Centre
21/03/2019	F	FLAT 102 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£180,000	56	£3,214	North of Centre
21/03/2019	F	FLAT 132 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£235,000	70	£3,357	North of Centre
29/03/2019	F	FLAT 148 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£195,000	55	£3,545	North of Centre
29/03/2019	F	FLAT 173 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£195,000	53	£3,679	North of Centre
29/03/2019	F	FLAT 174 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£195,000	56	£3,482	North of Centre
13/03/2019	F	FLAT 175 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£280,000	102	£2,745	North of Centre
21/03/2019	F	FLAT 178 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£250,000	70	£3,571	North of Centre
13/03/2019	F	FLAT 180 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£250,000	70	£3,571	North of Centre
21/03/2019	F	FLAT 182 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£251,500	79	£3,184	North of Centre
29/03/2019	F	FLAT 189 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£235,000	70	£3,357	North of Centre
21/03/2019	F	FLAT 195 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£200,000	53	£3,774	North of Centre
29/03/2019	F	FLAT 196 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£200,000	56	£3,571	North of Centre
29/03/2019	F	FLAT 197 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£350,000	102	£3,431	North of Centre
29/03/2019	F	FLAT 198 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£310,000	74	£4,189	North of Centre
29/03/2019	F	FLAT 204 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£282,000	79	£3,570	North of Centre
13/03/2019	F	FLAT 205 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£260,000	84	£3,095	North of Centre
29/03/2019	F	FLAT 208 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£285,000	70	£4,071	North of Centre
13/03/2019	F	FLAT 209 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£270,000	71	£3,803	North of Centre
21/03/2019	F	FLAT 210 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£283,500	71	£3,993	North of Centre
29/03/2019	F	FLAT 211 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£283,000	70	£4,043	North of Centre
21/03/2019	F	FLAT 213 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£270,000	53	£5,094	North of Centre
29/03/2019	F	FLAT 217 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£220,000	53	£4,151	North of Centre
29/03/2019	F	FLAT 25 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£165,000	51	£3,235	North of Centre
08/08/2019	F	FLAT 84 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£175,000	70	£2,500	North of Centre
10/09/2019	F	FLAT 86 BEAUMONT COURT, 61 - 71 VICTORIA AVENUE SOUTHEND-ON-SEA	SS2 6EB	£175,000	66	£2,652	North of Centre
29/03/2019	F	FLAT 20 ELMTREE LODGE, 66 CRANLEIGH DRIVE LEIGH-ON-SEA	SS9 1SY	£340,000	61	£5,574	Leigh on Sea

Date of Transaction	Type	Address	Post Code	Price Paid	SQM	£/SQM	Value Area
27/08/2019	F	FLAT 16 THE BILLET BELL SANDS LEIGH-ON-SEA	SS9 2FA	£750,000	126	£5,952	Leigh on Sea
03/05/2019	F	FLAT 19 THE STRAND BELL SANDS LEIGH-ON-SEA	SS9 2FA	£560,000	90	£6,222	Leigh on Sea
01/04/2019	F	FLAT 6 THE VICTORIA BELL SANDS LEIGH-ON-SEA	SS9 2FA	£277,500	52	£5,337	Leigh on Sea
March 2017 - April 2019 Data (Non-Flats)							
13/12/2017	T	1 ST HILDAS MEWS WESTCLIFF-ON-SEA	SS0 8FL	£695,000	184	£3,777	Chalkwell & West of Central
03/08/2018	T	2 ST HILDAS MEWS WESTCLIFF-ON-SEA	SS0 8FL	£685,000	191	£3,586	Chalkwell & West of Central
03/08/2018	T	3 ST HILDAS MEWS WESTCLIFF-ON-SEA	SS0 8FL	£685,000	187	£3,663	Chalkwell & West of Central
11/12/2017	T	4 ST HILDAS MEWS WESTCLIFF-ON-SEA	SS0 8FL	£682,500	187	£3,650	Chalkwell & West of Central
24/08/2018	T	4A HINGUAR STREET SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9AN	£329,000	123	£2,675	E. Southend & Shoeburyness
15/02/2019	T	4C HINGUAR STREET SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9AN	£290,000	117	£2,479	E. Southend & Shoeburyness
23/08/2017	T	4D HINGUAR STREET SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9AN	£265,000	57	£4,649	E. Southend & Shoeburyness
17/03/2017	T	4E HINGUAR STREET SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9AN	£300,000	65	£4,615	E. Southend & Shoeburyness
31/03/2017	T	4F HINGUAR STREET SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9AN	£325,000	117	£2,778	E. Southend & Shoeburyness
24/03/2017	T	4G HINGUAR STREET SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9AN	£250,000	76	£3,289	E. Southend & Shoeburyness
20/07/2018	T	1 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£312,500	122	£2,561	E. Southend & Shoeburyness
15/08/2017	T	3 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£395,000	121	£3,264	E. Southend & Shoeburyness
19/01/2018	T	5 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£295,000	106	£2,783	E. Southend & Shoeburyness
03/05/2018	T	7 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£325,000	117	£2,778	E. Southend & Shoeburyness
13/09/2017	T	9 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£260,000	54	£4,815	E. Southend & Shoeburyness
01/03/2017	T	24 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£309,995	89	£3,483	E. Southend & Shoeburyness
08/03/2017	S	12 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£304,995	86	£3,546	E. Southend & Shoeburyness
20/03/2017	S	13 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£317,495	89	£3,567	E. Southend & Shoeburyness
23/03/2017	S	15 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£319,995	89	£3,595	E. Southend & Shoeburyness
03/03/2017	S	30 OLD SCHOOL COURT SHOEBURYNESS SOUTHEND-ON-SEA	SS3 9DU	£314,995	89	£3,539	E. Southend & Shoeburyness
22/03/2018	S	25 SOMERTON AVENUE WESTCLIFF-ON-SEA	SS0 0ED	£374,845	98	£3,825	Eastwood
16/03/2018	S	27 SOMERTON AVENUE WESTCLIFF-ON-SEA	SS0 0ED	£372,210	96	£3,877	Eastwood
29/03/2018	S	29 SOMERTON AVENUE WESTCLIFF-ON-SEA	SS0 0ED	£370,000	96	£3,854	Eastwood
16/03/2018	S	31 SOMERTON AVENUE WESTCLIFF-ON-SEA	SS0 0ED	£370,000	98	£3,776	Eastwood
14/05/2018	S	524 PRINCE AVENUE WESTCLIFF-ON-SEA	SS0 0ER	£375,000	95	£3,947	Eastwood
29/05/2018	S	524A PRINCE AVENUE WESTCLIFF-ON-SEA	SS0 0ER	£370,000	101	£3,663	Eastwood
28/03/2018	T	520 PRINCE AVENUE WESTCLIFF-ON-SEA	SS0 0ER	£399,995	126	£3,175	Eastwood
16/03/2018	T	520A PRINCE AVENUE WESTCLIFF-ON-SEA	SS0 0ER	£280,000	81	£3,457	Eastwood
31/05/2018	T	522 PRINCE AVENUE WESTCLIFF-ON-SEA	SS0 0ER	£370,000	95	£3,895	Eastwood

Date of Transaction	Type	Address	Post Code	Price Paid	SQM	£/SQM	Value Area
28/01/2019	D	1 RADAR CLOSE SOUTHEND-ON-SEA	SS2 6AS	£439,995	118	£3,729	North of Centre
28/01/2019	D	2 RADAR CLOSE SOUTHEND-ON-SEA	SS2 6AS	£419,995	106	£3,962	North of Centre
31/01/2019	D	3 RADAR CLOSE SOUTHEND-ON-SEA	SS2 6AS	£375,000	91	£4,121	North of Centre
27/07/2018	D	1 GANNET CLOSE SOUTHEND-ON-SEA	SS2 6BE	£389,995	106	£3,679	North of Centre
27/07/2018	D	6 GANNET CLOSE SOUTHEND-ON-SEA	SS2 6BE	£389,995	106	£3,679	North of Centre
20/07/2018	D	7 GANNET CLOSE SOUTHEND-ON-SEA	SS2 6BE	£359,995	95	£3,789	North of Centre
29/06/2018	D	8 GANNET CLOSE SOUTHEND-ON-SEA	SS2 6BE	£409,995	116	£3,534	North of Centre
31/03/2017	D	9 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£354,995	106	£3,349	North of Centre
28/04/2017	D	11 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£389,995	116	£3,362	North of Centre
05/05/2017	D	13 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£329,995	95	£3,474	North of Centre
12/05/2017	D	15 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£429,995	131	£3,282	North of Centre
26/05/2017	D	28 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£464,995	157	£2,962	North of Centre
08/12/2017	D	29 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£434,995	131	£3,321	North of Centre
03/07/2017	D	30 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£464,995	157	£2,962	North of Centre
08/12/2017	D	31 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£354,995	95	£3,737	North of Centre
03/01/2018	D	33 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£394,995	116	£3,405	North of Centre
12/01/2018	D	36 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£474,995	157	£3,025	North of Centre
13/04/2018	D	38 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£499,995	157	£3,185	North of Centre
29/03/2018	D	1 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£359,995	95	£3,789	North of Centre
29/06/2017	D	2 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£349,995	95	£3,684	North of Centre
02/06/2017	D	4 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£349,995	106	£3,302	North of Centre
30/06/2017	D	6 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£349,995	106	£3,302	North of Centre
21/07/2017	D	8 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£349,995	106	£3,302	North of Centre
19/04/2018	D	10 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£404,995	118	£3,432	North of Centre
29/06/2017	D	11 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£351,995	95	£3,705	North of Centre
09/08/2018	D	12 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£469,995	131	£3,588	North of Centre
31/07/2017	D	13 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£474,995	157	£3,025	North of Centre
29/03/2018	D	14 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£504,995	157	£3,217	North of Centre
20/04/2018	D	16 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£364,995	91	£4,011	North of Centre
22/09/2017	D	17 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£419,995	141	£2,979	North of Centre
22/06/2018	D	18 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£364,995	91	£4,011	North of Centre
29/09/2017	D	19 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£394,995	116	£3,405	North of Centre
29/06/2018	D	20 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£359,995	95	£3,789	North of Centre
24/11/2017	D	21 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£459,995	157	£2,930	North of Centre
27/07/2018	D	22 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£409,995	116	£3,534	North of Centre
06/10/2017	D	23 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£399,995	116	£3,448	North of Centre
30/08/2018	D	24 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£414,995	116	£3,578	North of Centre
27/04/2018	D	25 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£514,995	157	£3,280	North of Centre
29/06/2018	D	27 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£454,995	131	£3,473	North of Centre
31/08/2018	D	29 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£424,995	141	£3,014	North of Centre
31/08/2018	D	31 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£424,995	141	£3,014	North of Centre
30/08/2018	D	33 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£424,995	141	£3,014	North of Centre
30/08/2018	D	35 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£424,995	141	£3,014	North of Centre

Date of Transaction	Type	Address	Post Code	Price Paid	SQM	£/SQM	Value Area
14/09/2018	D	37 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£424,995	141	£3,014	North of Centre
14/09/2018	D	39 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£359,995	95	£3,789	North of Centre
15/09/2017	D	1 BRITANNIA CLOSE SOUTHEND-ON-SEA	SS2 6DH	£354,995	92	£3,859	North of Centre
21/07/2017	D	21 BRITANNIA CLOSE SOUTHEND-ON-SEA	SS2 6DH	£344,995	92	£3,750	North of Centre
14/11/2017	D	1 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£444,995	131	£3,397	North of Centre
23/11/2017	D	2 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£439,995	131	£3,359	North of Centre
28/03/2018	D	3 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£349,995	95	£3,684	North of Centre
26/01/2018	D	5 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£359,995	95	£3,789	North of Centre
28/03/2018	D	7 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£359,995	95	£3,789	North of Centre
10/11/2017	D	9 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£354,995	95	£3,737	North of Centre
27/10/2017	D	11 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£434,995	131	£3,321	North of Centre
13/07/2018	S	2 GANNET CLOSE SOUTHEND-ON-SEA	SS2 6BE	£283,995	75	£3,787	North of Centre
13/07/2018	S	3 GANNET CLOSE SOUTHEND-ON-SEA	SS2 6BE	£283,995	75	£3,787	North of Centre
13/07/2018	S	4 GANNET CLOSE SOUTHEND-ON-SEA	SS2 6BE	£364,995	91	£4,011	North of Centre
20/07/2018	S	5 GANNET CLOSE SOUTHEND-ON-SEA	SS2 6BE	£369,995	91	£4,066	North of Centre
23/11/2018	S	17 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£367,995	95	£3,874	North of Centre
06/11/2017	S	19 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£342,496	95	£3,605	North of Centre
19/05/2017	S	20 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£340,495	95	£3,584	North of Centre
27/04/2018	S	21 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£349,995	95	£3,684	North of Centre
19/05/2017	S	22 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£335,495	95	£3,532	North of Centre
20/10/2017	S	23 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£349,995	95	£3,684	North of Centre
23/05/2017	S	24 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£335,495	95	£3,532	North of Centre
20/04/2018	S	25 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£349,995	95	£3,684	North of Centre
16/06/2017	S	26 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£340,995	95	£3,589	North of Centre
05/07/2018	S	27 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£349,995	95	£3,684	North of Centre
13/10/2017	S	32 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£349,995	95	£3,684	North of Centre
20/10/2017	S	34 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£349,995	95	£3,684	North of Centre
31/07/2017	S	3 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£342,496	95	£3,605	North of Centre
18/08/2017	S	5 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£349,995	95	£3,684	North of Centre
31/08/2017	S	7 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£349,995	95	£3,684	North of Centre
28/07/2017	S	9 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£349,995	95	£3,684	North of Centre
13/02/2018	S	15 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£424,995	141	£3,014	North of Centre
14/07/2017	S	2 BRITANNIA CLOSE SOUTHEND-ON-SEA	SS2 6DH	£329,995	92	£3,587	North of Centre
07/07/2017	S	3 BRITANNIA CLOSE SOUTHEND-ON-SEA	SS2 6DH	£324,000	92	£3,522	North of Centre
27/04/2018	S	4 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£349,995	95	£3,684	North of Centre
30/07/2018	S	6 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£349,995	95	£3,684	North of Centre
24/11/2017	S	8 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£342,496	106	£3,231	North of Centre
25/05/2018	S	10 CONCORDE ROAD SOUTHEND-ON-SEA	SS2 6DJ	£349,995	95	£3,684	North of Centre
24/03/2017	T	1 RADIO COURT SOUTHEND-ON-SEA	SS2 6AW	£264,995	75	£3,533	North of Centre
24/03/2017	T	2 RADIO COURT SOUTHEND-ON-SEA	SS2 6AW	£259,995	75	£3,467	North of Centre
31/03/2017	T	3 RADIO COURT SOUTHEND-ON-SEA	SS2 6AW	£259,995	75	£3,467	North of Centre
07/04/2017	T	4 RADIO COURT SOUTHEND-ON-SEA	SS2 6AW	£259,995	75	£3,467	North of Centre
07/04/2017	T	5 RADIO COURT SOUTHEND-ON-SEA	SS2 6AW	£319,995	95	£3,368	North of Centre

Date of Transaction	Type	Address	Post Code	Price Paid	SQM	£/SQM	Value Area
13/04/2017	T	6 RADIO COURT SOUTHEND-ON-SEA	SS2 6AW	£264,995	75	£3,533	North of Centre
21/04/2017	T	7 RADIO COURT SOUTHEND-ON-SEA	SS2 6AW	£259,995	75	£3,467	North of Centre
28/04/2017	T	8 RADIO COURT SOUTHEND-ON-SEA	SS2 6AW	£259,995	75	£3,467	North of Centre
28/04/2017	T	9 RADIO COURT SOUTHEND-ON-SEA	SS2 6AW	£264,995	75	£3,533	North of Centre
18/12/2017	T	1 POOLE WAY SOUTHEND-ON-SEA	SS2 6AX	£267,995	75	£3,573	North of Centre
15/12/2017	T	2 POOLE WAY SOUTHEND-ON-SEA	SS2 6AX	£267,995	75	£3,573	North of Centre
18/01/2018	T	3 POOLE WAY SOUTHEND-ON-SEA	SS2 6AX	£268,995	75	£3,587	North of Centre
19/01/2018	T	4 POOLE WAY SOUTHEND-ON-SEA	SS2 6AX	£268,995	75	£3,587	North of Centre
25/01/2018	T	5 POOLE WAY SOUTHEND-ON-SEA	SS2 6AX	£274,995	75	£3,667	North of Centre
29/01/2018	T	6 POOLE WAY SOUTHEND-ON-SEA	SS2 6AX	£272,995	75	£3,640	North of Centre
25/01/2018	T	7 POOLE WAY SOUTHEND-ON-SEA	SS2 6AX	£272,995	75	£3,640	North of Centre
26/01/2018	T	8 POOLE WAY SOUTHEND-ON-SEA	SS2 6AX	£272,995	75	£3,640	North of Centre
26/01/2018	T	9 POOLE WAY SOUTHEND-ON-SEA	SS2 6AX	£279,995	75	£3,733	North of Centre
25/05/2018	T	1 TRASK WAY SOUTHEND-ON-SEA	SS2 6AY	£287,995	75	£3,840	North of Centre
15/06/2018	T	2 TRASK WAY SOUTHEND-ON-SEA	SS2 6AY	£282,995	75	£3,773	North of Centre
08/06/2018	T	3 TRASK WAY SOUTHEND-ON-SEA	SS2 6AY	£282,995	75	£3,773	North of Centre
18/05/2018	T	4 TRASK WAY SOUTHEND-ON-SEA	SS2 6AY	£287,995	75	£3,840	North of Centre
16/02/2018	T	35 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£279,995	75	£3,733	North of Centre
16/02/2018	T	37 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£279,995	79	£3,544	North of Centre
23/02/2018	T	39 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£278,995	75	£3,720	North of Centre
16/03/2018	T	40 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£284,995	79	£3,608	North of Centre
02/03/2018	T	41 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£281,995	79	£3,570	North of Centre
23/03/2018	T	42 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£277,995	75	£3,707	North of Centre
02/03/2018	T	43 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£278,995	75	£3,720	North of Centre
24/08/2018	T	44 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£289,995	79	£3,671	North of Centre
27/04/2018	T	45 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£292,995	79	£3,709	North of Centre
12/07/2018	T	46 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£283,995	75	£3,787	North of Centre
25/05/2018	T	47 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£287,995	75	£3,840	North of Centre
28/09/2018	T	48 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£292,995	79	£3,709	North of Centre
24/05/2018	T	49 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£289,995	79	£3,671	North of Centre
14/06/2018	T	51 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£284,995	75	£3,800	North of Centre
05/10/2018	T	53 COLE AVENUE SOUTHEND-ON-SEA	SS2 6BH	£292,995	79	£3,709	North of Centre
20/09/2018	T	26 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£288,995	79	£3,658	North of Centre
21/09/2018	T	28 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£279,995	75	£3,733	North of Centre
21/09/2018	T	30 KIRKHAM ROAD SOUTHEND-ON-SEA	SS2 6BY	£294,995	79	£3,734	North of Centre