



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

*Planning for Growth and Change*

# ISSUES AND OPTIONS: **CONSULTATION REPORT**

AUGUST 2019



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# INTRODUCTION

This report provides an overview of the public consultation undertaken on the Local Plan Issues and Options report and a summary of the comments that were submitted to the Council. These comments were submitted through formal representations on our website, email and by post. A number of comments were also received at various events and these are summarised in our full Consultation Report, available on the Council's website.

Consultation on the Southend New Local Plan Issues & Options document was undertaken between February and April 2019. This was the first stage of public consultation which will help inform the preparation of the local plan and ultimately influence how the town will grow and develop over the next twenty years.

The purpose of this early stage of consultation was to invite comments from interested parties on the proposed vision and spatial strategy options for the Plan and on a range of issues including housing, the economy, tourism, transport and the environment. Receiving comments at this stage helps to ensure that people living, working or who have a stake in the future of Southend have a say in how these issues are addressed.

Details of the Local Plan consultation were also raised at various Essex and South Essex planning officer and councillor meetings.

Consultation also helps to ensure that the plan will include all the things it needs to cover and is based on up to date, robust evidence. It is important to point out that the consultation was a starting point and the Council is not, at this stage, proposing any policies or setting out which sites should be allocated for development.

**The full version of all representations received are available to view on the Council's website, or by contacting the planning policy team by email [planningpolicy@southend.gov.uk](mailto:planningpolicy@southend.gov.uk) or telephone 01702 215408.**

# SCOPE AND REACH OF **ENGAGEMENT**

Consultation was held on the Issues and Options document from Tuesday 5th February to Tuesday 2nd April 2019

## February 2019

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 28 | 29 | 30 | 31 | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 |    |    |    |

## March 2019

| Mo | Tu | We | Th | Fr | Sa | Su |
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|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
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| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

## April 2019

| Mo | Tu | We | Th | Fr | Sa | Su |
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| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |    |    |    |



**1,700**



people responded on social media

We engaged with

**532 people**

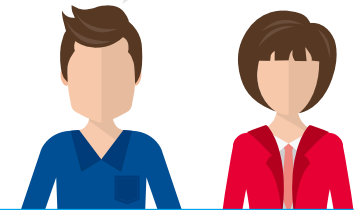
at face to face

events who made

**712 comments**

**532**  
engaged

**712**  
comments

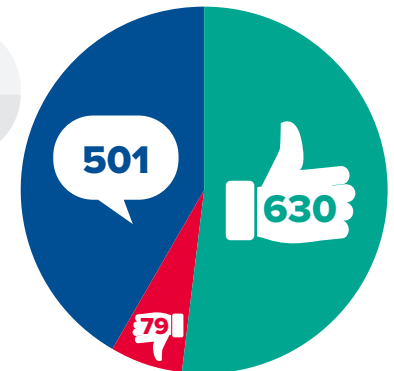


**1,210 comments** in total through formal representation on Issues and Options document were submitted on the website, post or email by **92** individuals or organisations:

- **630** representations in support of the vision or question,
- **79** representations objected to the vision or question and
- **501** representations were comments

**1,210**  
comments

**92**  
individuals





# WHAT PEOPLE TOLD US THEY WANT FOR **SOUTHEND'S FUTURE**

This Issues and Options Consultation was divided into 12 issues

The responses to the issues are summarised on the following pages and are not intended to be exhaustive.

These are based on the 'Formal Representations' submitted online, by post or email. To view the full representations and comments made at the consultation events please refer to our full Consultation Report, available on the Council's website.

We will have regard to all the comments received when preparing the next iteration of the Local Plan.

- Issue 1** Our Vision & Strategy for the Future – Including the overall vision for Southend and strategy for where new development is allowed.
- Issue 2** Housing – Including new housing, conversions, affordable housing, self-build.
- Issue 3** Securing a Thriving Local Economy – Including job numbers, business premises and employment sites.
- Issue 4** Promoting Southend as a Major Resort – Including visitor attractions and enhancing tourism
- Issue 5** Providing for Vibrant and Attractive Town Centres – Including shops, leisure facilities and the future of our high streets
- Issue 6** Providing for a Sustainable Transport System – Including transport, access and parking
- Issue 7** Facilitating Good Design, Healthy Living and Built Heritage – Including design issues, amenity, heritage and conservation
- Issue 8** Providing Community Services and Infrastructure – Including utility, health, education, sports and leisure facilities and digital infrastructure
- Issue 9** Enhancing our Natural Environment – Including green space, habitats and wildlife, landscape
- Issue 10** Planning for Climate Change – Including energy efficiency, flooding and coastal change, agricultural land
- Issue 11** Southend's Neighbourhoods – Including a description of Southend's neighbourhoods
- Issue 12** Ensuring that the New Local Plan is Delivered – Including priorities for delivery, infrastructure delivery, community infrastructure levy

# OUR VISION AND STRATEGY FOR **THE FUTURE**

**“Would love for the vision to become a reality.”**

Broad agreement with the key messages of the Southend 2050 vision, particularly around:

- joint working with partners including across South Essex
- a strong community, safety and inclusivity
- opportunities for young people, education
- meeting housing need and providing more jobs and attractive town centres
- connections and getting around the borough, green and innovative travel
- protecting and enhancing the environment and sea front.

Further emphasis required on:

- protecting and enhancing the environment, including combating climate change, improving urban greening and biodiversity, managing flood risk, cleaner air, sustainable construction and use of minerals
- developing Southend together needs to be supported by officer and members behaviour

- that Southend isn't one place and can be defined in multiple ways
- greater emphasis on supporting infrastructure, particularly regarding access and improved community services including health
- important that it is easy for residents and visitors to be able to get in and around the borough using sustainable means of transport but conflicting views on levels of parking provision and management
- need to incorporate other aims and objectives
- balance aspiration with what is deliverable, especially in terms of infrastructure and delivering affordable housing
- incorporating the United Nations Sustainable Development Goals within policy development

Sustainability Appraisal (SA) of the Local Plan should factor in and align with the SA of the South Essex Joint Strategic Plan, specifically any strategic growth locations and in terms of any cross-boundary options and trans-boundary / cumulative effects.

# SPATIAL OPTIONS

## Spatial Strategy Overview:

The three options presented through consultation to accommodate future growth were:

- **Option 1** – All development within existing built up areas of Southend;
- **Option 2** – Most development within existing built up area, focused in specific locations such as the Town Centre, Airport and main passenger transport corridors, with some development on the edge;
- **Option 3** – Option 2 + working with neighbouring authorities to develop a comprehensive new settlement across Borough boundaries (strategic scale development).

Those respondents favouring **Option 1** focussed on the need to redevelop brownfield sites. Those opposing this Option were concerned that further development in the existing built-up areas would worsen perceived over-crowding and high-density development, increasing traffic problems and placing infrastructure under strain.

Respondents favouring **Option 2** considered this to be the best compromise of the 3 options available, promoting use of brownfield sites whilst also allowing some expansion of the urban area, ensuring that new residents could easily access facilities in the existing urban area. Opposition came from those wishing to see the Green Belt protected and others who considered that this approach would not be sufficient to meet the Borough's needs.

**Option 3 attracted the most support** although those opposing this Option cited the unacceptable loss of green belt land and the loss of open countryside between the current urban fringe and the internationally important estuarine habitats of the River Roach to the north. Those supporting this option viewed it as providing the best opportunity for accommodating the necessary growth. A number of comments noted that other areas assessed and dismissed in the Growth Locations Study might have potential to accommodate development but at a smaller scale than that tested in the Study. Additionally the reasons behind the scale of the potential new settlement (6,000–8,000 dwellings) were queried.



## OPTION 1

"Option 1 would rely on capacity studies to assess potential to increase housing densities. There are many derelict and vacant sites that could be developed. Development should be focussed in town centre, close to existing service and bus routes".

"Option 1 may ruin the character of the town".

"Road links will require a major overhaul".

"Not enough supporting infrastructure".

"Will not meet housing needs or deliver a range of housing types with an over-reliance on flats. Therefore affordability and overcrowding will worsen".

## OPTION 2

"Option 2 is the compromise option which will be needed to support the size of the task. Green space should be enhanced and improved at all costs to avoid the negative consequences on health and management of the environment".

"Option 2 – I am opposed to the loss of greenbelt land".

"Option 2 would deliver the best quality of life for residents in current and new areas".

"I don't mind infilling but it will not meet overall needs".

"Overloads an already busy road network".

"Option 2 does not go far enough in releasing Green Belt land for development to ensure the local housing need is met in Southend, particularly affordable and family housing".

"This is the only option that can realistically meet the growing housing demands in the area. If green belt land is developed on well, then the positives would outweigh the negative of the loss in green belt".

**OPTION 3**  
(attracted the most support)

“I think Option 3 gives the greatest potential, without working with partner authorities we’ll not be able to generate enough space to meet requirements. Any solutions will seem disconnected between boroughs”.

“Option 3 would be my preferred option. Most areas of the town are already heavily congested and would not benefit from further housing. Outer lying housing developments would better meet future need but **MUST** have the appropriate services and infrastructure in place – a Rochford ring road would be a necessity – in reality it already is!”

“I think Option 3 is the better option though I suspect it would be more expensive”

“Option 3 – Building on green belt land should be a last resort: It can increase the likelihood of floods”

“Option 3 – Green belt land should be conserved at all costs”.

“Option 3 – using a certain amount of green belt land, whilst regrettable, would allow you to build housing to suit all people together with the required infrastructure to support it. At some point this would be necessary anyway. Do it now instead of ruining the landscape of the Borough”.

Option 3 will decrease the amount of open space, and will reduce local agriculture, which is a national issue, leading to higher food miles, potential shortages and high prices”.

“Consider that of the options presented, Option 3 represents the most appropriate approach to development in the Borough as it is the only one to meet identified needs”.

## OTHER OPTIONS

“Option 3 will need a significant lead-in time and will likely deliver the majority of its housing requirement towards the end of the next plan period and even into the following plan period beyond 2038. As such, a 4th spatial option should include implementation of all 3 spatial options plus all suitable and deliverable/ developable sites beyond Southend’s boundaries, including Land South of Great Wakering to meet its unmet needs”

“Utilise Ministry of Defence land to east adjacent to Foulness Island with smart connected travel links.”

“More innovative, greener, sustainable and affordable (in line with local average income) housing within current residential built environment areas. As low level as possible... No development whatsoever on green sites and Greenbelt land”.

# HOUSING

Vacant properties and empty homes should be brought back into use.

Development viability, market conditions and availability of infrastructure can all be barriers to significantly higher densities and therefore delivery expectations on sites in the urban area should not be over-estimated.

There needs to be an array of new housing types that are inclusive and adaptable for all people – young and old and support family cohesion.

Impact e.g. on electricity grid and water supply needs to be examined carefully, and policy should require (greater) water and energy efficiency per dwelling.

Support for more affordable homes, although there is a danger of setting affordable housing policy requirements too close to the margins of viability

Strong support for investigating potential use of poorer quality employment sites for residential development, particularly where existing uses are heavy industry located near residential areas, or where sites have been derelict for 5+ years.

New housing on agricultural land / greenfield land supported to a degree, provided some land is retained for food growing, and transport connections area provided BUT some objections to any development on agricultural land, greenfield or Green Belt land.

Densities, particularly close to town centres and public transport nodes, should be expected to be higher, whilst sites for lower density schemes more suited to the provision of family housing should be found, where possible within the borough or outside in the neighbouring authorities' areas.

Importance of housing provision to economic performance through the provision of the right housing in the right place, attracting a wide skills base that then encourages inward investment and thus helping to reduce the current levels of deprivation in the Borough.

Southend (and South East Essex) already overcrowded  
- congestion will get worse with more people moving into the town. Will other areas be required to accommodate their 'share'?

Need for greater residential intensification within key central area including High Street and diversification away from A1 retail.

Densification of existing built up area is unlikely to be able to deliver both the required amount and mix of dwellings, whereas allocating a new garden community on greenfield land would enable a comprehensively and positively planned scheme that could deliver against all of the emerging Plan targets and objectives.



# SECURING A THRIVING **LOCAL ECONOMY**

Support for concentrating on promoting digital, cultural and creative industries; healthcare technology; advanced manufacturing and engineering; and tourism sectors. Should include aviation related sectors. Local fishing industry should be supported.

General support in focussing new jobs around the airport, town centre and Temple Farm and Stock Road, however, other areas of the borough should play a role, particularly Leigh Old Town, Fossetts Farm and Shoeburyness, potentially in association with a new marina.

Promote identified growth clusters but need to ensure all employment opportunities are embraced by the new local plan.

Comprehensive policies needed for Fossetts Farm area to ensure an integrated approach.



Need to ensure transport and employment policies are closely linked to ensure viability of businesses.

Support redevelopment of poorest quality employment sites provided this takes into account all environmental factors and does not result in job losses.

Support development of SME's through package of measures relating to rents etc. to encourage growth. Consider zoning. Employment opportunities need to be developed within a quality environment to ensure that businesses can flourish.

General support for promoting new office development in town centre provided there is the demand and it is viable, benefits regeneration and does not result in office ghettos which are devoid of people at night. Smaller scale office developments may be appropriate in other sustainable locations in the borough.

# PROMOTING SOUTHEND AS A **MAJOR RESORT**

Tourism proposals need to ensure that they adequately protect the environment and habitat of the foreshore.

Need for improved tidal defences which present opportunities for enhanced tourism facilities, landscaping/public realm.

Need to allocate and promote new tourism facilities whilst making the most of our current assets, particularly the Pier. Tourism/cultural offer should be Borough wide.

Leisure, culture and tourism offer should be borough wide, building on the central seafront offer. The town has potential opportunities to encourage visitors to experience more of the town and to stay for more than a day.



Support to safeguard key visitor parking and need to complement this with other complementary transport measures to support and enhance the tourism offer.

General support for hotel development and tourist accommodation to be focussed on town centre, seafront, and airport areas with need to identify potential at Leigh. Tourist accommodation should offer the full range of facilities from quality hotels, to caravan and camping facilities.

Enhance links between the seafront and town centre supported. Identified need to revitalise town centre through tourism facilities such as events, street theatre, café culture etc. Need to improve landscaping/streetscape, signage, pier lift, outside the Royals etc.

Improved accessibility to the tourism areas seen as essential to the successful promotion of Southend as a major resort. A range of possible solutions identified including the need for improved and enhanced car parking facilities, improved and co-ordinated themed signage, park and ride/rail facilities, integrated sustainable transport solutions, shuttle bus services and land train.

Support for extension of 'City Beach' regeneration scheme with most respondents supporting the extension of the scheme east of the Pier beyond the Kursaal.

# PROVIDING FOR VIBRANT AND ATTRACTIVE TOWN CENTRES

Need to break up the concrete mass within the High Street area, with more soft landscaping, street trees, green roofs and sustainable drainage measures.

Future of retailing in high streets means that a flexible approach is needed. Still a need for convenience retailing in Southend Town Centre, but diversification away from retail should be encouraged with whatever uses enable it to remain viable and attractive for people to visit. Role for click and collect, community hubs, cultural and leisure uses.

Don't be too rigid in creating exclusive zones for one type of use, but do need to break up the linear nature of High Street, cover parts, street cafe scene, outdoor eatery areas etc.

The Retail Study should use 2018 health check data - town centre more fragile than set out in study.

Out of centre retailing (proposed at Fossetts Farm) has created uncertainty for the future, and considered that any retail at Seaway would also have an impact on the High Street.

Need to retain and improve passenger transport infrastructure in town centre, and make pedestrian access to the High Street easier to navigate - the New Look store acts as a barrier from Southend Victoria rail station.

Broad support for intensification of the town centre with additional residential development on edge of centre and upper floors of shops, including for social housing. Need to be more creative to support urban living.



Review of primary and secondary retail designations (length of frontage and uses) and town centre boundary is supported.

Improvements to public realm within Southend High Street have been piecemeal to date. Need a comprehensive approach with quality design and materials, and extending principles of adjacent Conservation Areas into the High Street. London Road from High Street to Sainsbury's is a priority.

Vacant and derelict buildings in town and district centres that look tatty do not promote the town for visitors. Middle part of Southend High Street and top of Hamlet Court Road in particular contain clusters of vacant properties that give a run-down image and deter visitors. Need a strategy to encourage re-use/refurbishment of these properties to attract investment. Retail centres in Southchurch and Shoebury also need improvements including tree planting/landscaping etc.



# PROVIDING FOR A SUSTAINABLE TRANSPORT SYSTEM

Strategic road investment required especially on A127 corridor and to Shoeburyness. Road should be 3 lanes where possible, particularly beyond the borough boundary.

Need to be able to respond to changes in transport technology, e.g. driverless cars.

Need infrastructure for electric cars

Conflicting response on being car friendly versus prioritising more sustainable forms of transport. Need to find the right balance.

Conflicting view on parking provision - lots more or manage demand?

Strategic scale growth should be supported by an outer link road. This should be part of an integrated transport solution to minimise private car travel and which relates well to the existing urban area and town centre.



Southend Airport-address bus access; air quality and noise issues if it expands.

Use of the River Thames as a transport link should be investigated.

Need for strategic rail investment (signalling improvement on C2C; Crossrail2 extension etc).

Buses-replace existing Travel Centre with a new facility; address gaps in service provision, particularly gaps in north-south connectivity.

Park and Ride-generally supported but challenging to deliver bus priority. Potential use of rail stations for this purpose. Could also be part of a broader solution if a new link road is built.

Enhance the cycle and Public Right of Way network - address current gaps.

# FACILITATING GOOD DESIGN AND HEALTHY LIVING AND **BUILT HERITAGE**

Active Design should be embedded throughout the plan and applied at a strategic and local scale.

Support for the focus on facilitating good design and healthy living.

Require Health Impact Assessments to be submitted as part of large/sensitive applications and give policy weight to them.

Air pollution is a key issue, particularly for children, restricting cars from the seafront would be a great start.

Our streets need to be active and inviting, and consider food outlets to be part of this offer, limiting junk food outlets close to locations where children congregate including the sale of sweets, crisps and high sugar drinks. Encourage mixed use outlets that engage with the community and offer a range of activities and healthy on the go food.

History and character are important but it's also essential that these areas are able to evolve and meet the changing needs of communities, therefore additional conservation areas may not be of benefit to the town.

Include a requirement for consideration of the historic environment within design policies.

Support for consideration to be given to the designation of new conservation areas, including in areas such as Westcliff, Leigh, and Thorpe Bay.

Support for limiting fast food outlets close to locations where children congregate.

Increase green space and reduce run-off levels significantly through SuDS to benefit health and resilience of the Borough to flood, air quality, heat and climate change.

Any new large scale development within a greenfield site should include opportunities for access for all user groups, including equestrians.

Southend must be progressive in the pursuit of a healthier vision for the town or risk failing in delivery of UN Sustainable Development Goals.

Easy access to good quality public realm is important to health and wellbeing. Priority should be given to creating new public realm, including green spaces, in areas that are deficient.

Pressure for high density development shouldn't detract from an aspiration to include SuDS, landscape and public open space.

There should be a policy focus on the design of development along the London Road.



# PROVIDING COMMUNITY SERVICES AND INFRASTRUCTURE

Crucial that allocations are supported by appropriate infrastructure (Infrastructure Delivery Plan to accompany Local Plan).

Support for Playing Pitch Strategy and need to ensure that adequate sports facility provision for community use.

Essex County Council consider infrastructure a cross-boundary issue e.g. education, roads, skills, libraries, etc. New settlements should provide an appropriate level of new infrastructure.

Water infrastructure upgrades required will depend on specific local circumstances-there is an overall Anglian Water Strategy on this-needs liaison with SBC.

New approach to sustainable energy provision is required.

Universal support for provision of high quality broadband and connectivity.

Support for new development providing new open space or having easy access to it. Comments also made that this should not be piecemeal, but rather look to create a new country park as part of Option 3.

More Green spaces and outdoor gyms in easily accessible locations.

Enhanced pedestrian and cycle links forming a joined up network, especially to Garons and as part of major development proposals.

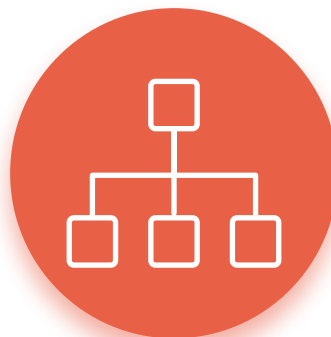
Strong support for more community facilities.

Health and well-being is a key infrastructure issue and needs to be dealt with collaboratively and embedded into the plan.

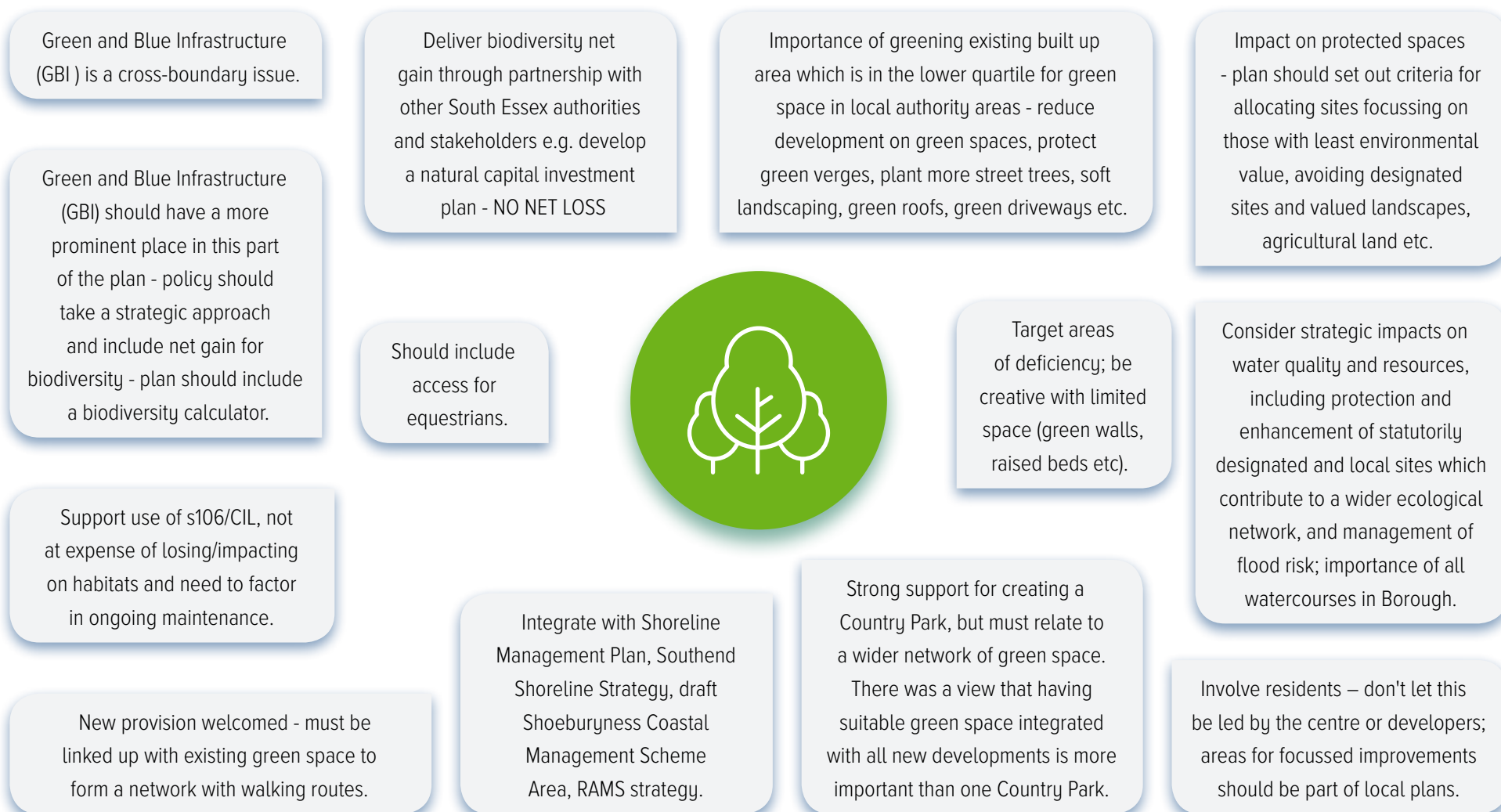
Need an energy from waste plant.

Need for new Primary and secondary schools, e.g. in Leigh on Sea and in new settlements.

School catchment areas aren't ideal for sustainability.



# ENHANCING OUR NATURAL **ENVIRONMENT**



# PLANNING FOR **CLIMATE CHANGE**

Support the inclusion of the renewal and replacement of sea defences. Take account of long term implications on C2C railway line of maintaining sea defences at current height (as set out in TE2100 strategy).

Flood Risk is a cross boundary matter.

Include the use of green and nature based solutions (NBS) - flood risk management has a key role in providing Green and Blue infrastructure corridors throughout Southend.

Significant challenge of surface water flooding (from urban drainage systems) and fluvial flooding (from watercourses) should be managed to ensure that, as a minimum requirement, flooding doesn't get worse, and where possible, betterment is sought.

Issues and Options largely silent on minerals planning issues and no explanation for excluding these statutory obligations from consideration.

Sustainability should be designed into new development as standard to meet UN Sustainable Development Goals including on climate change.

Any new settlement should be energy self-sufficient (renewables/heat network). All development should include onsite renewable and energy efficiency ahead of national requirements.

General support for keeping the best agricultural land for food production. The trade-off between agricultural land and housing should take place at a more strategic level for the greater good.



New developments should have capability for installation of EV points (pre-wiring).

Local standards for decentralised energy - in seeking to become a Green City the Local Plan should be more challenging in its requirement of developers than national targets

Development should be phased to ensure water supply demands are met, and water efficiency/conservation measures required in new developments, reflecting the location of the Borough within an area of water stress.

Improve passenger and public transport as part of encouraging a modal shift in transport.

Demonstrate that adequate foul drainage infrastructure can be provided in a timely manner ahead of occupation of new properties and that proposed development can be delivered without causing a breach of environmental legislation.

Support for green planting but must be suitable, sustainable and maintainable - Increased green space should be required in all new developments along with improved surface water run-off using SuDS.

# SOUTHEND'S NEIGHBOURHOODS

These are simple definitions of our neighbourhoods – local plan should identify others such as seafront, historic areas, high streets, parks, residential areas; changing the emphasis from what a place is called to what it is. Celebrate unique identity of each place.

Although tourists are important for the town, there must be a balance and schemes to encourage people away from car use must be considered. Infrastructure must be put in place along with new housing.

The introduction of more parish councils could have a positive effect on the communities in Westcliff, Shoebury, Eastwood and Thorpe Bay which in turn to lead to devolution of facilities and services to benefit those communities.

Southend and Shoeburyness – More protection and management for wildlife.

Westcliff is run down and needs investment both in Hamlet Court Road and the surrounding area, including public toilets (unsafe and unsightly). If Council supported Hamlet Court Road it could attract shoppers away from Leigh which is overly congested. Limited scope for further intensification given number of existing properties subdivided into multiple dwellings or houses in multiple occupation which has an adverse impact on street scene, on-street parking availability and further erosion of green space.



Leigh/Chalkwell – overdevelopment and parking stress in parts, particularly close to the seafront. This area should have a local plan developed by local residents and businesses which is applied consistently when considering proposals for residential, commercial, education and entertainment.

Southend suffers from social issues including drug dependency and crime related issues, and there is a lack of support for SEN pupils in schools (lack of specialism Years 2 to 6) as schools not equipped to meet the complex needs we have in the community now. Support services must be properly resourced.

Leigh is the neighbourhood most impacted by the air and noise pollution from Southend Airport. Suggest varying take off path and requiring quieter aircraft and more fuel efficient jets. Also air quality problems around schools arising from traffic congestion. Leigh suffers from parking stress (conflict between residents and shoppers). Need smart residents parking south of London Road (residents get a permit, visitors pay to park in streets) to help disperse the parking problem.



# ENSURING THAT THE **NEW LOCAL PLAN** IS DELIVERED

Support for increase in Community Infrastructure Levy rate apart from one development industry representative.

Infrastructure funding for new development is supported but should not compromise delivery of other objectives including affordable housing.

New settlements - infrastructure should be front loaded.

Ensuring that critical infrastructure is protected including sea defences, drainage, railway line, power grid, water supply and treatment, to ensure climate change resilience.

Significant support for partnership working.

Need to engage with the community and listen.

All costs placed on development must be justified through a viability assessment.



Ensure adequate social infrastructure to deliver the Council's health and wellbeing and community cohesion aspirations and 2050 ambition.

The Borough wide local plan should be underpinned by "locality plans" involving key stakeholders, residents and members.

There were diverse views on priorities for infrastructure delivery. These included improvements to the A127; creation of a link road to the urban extension; airport enhancements/development; more parking; expanded/enhanced cycle paths; electrical and heating infrastructure; skills training; improving the town centre and addressing the issues around vacant sites.

# WHAT YOU SAID AND WHAT **WE WILL DO**

This list is not intended to be exhaustive, it rather catches some of the feedback we received. Please refer to full consultation report for more details.

| You Said   | We'll Do  |
|--|---|
| Favoured Spatial Option 3.   | Collect more evidence in collaboration with neighbouring local authorities and prepare joint planning documents if appropriate.   |
| Feature climate change mitigation and adaptation more prominently in the plan.   | Work with other Council services and external partners to develop plan policies about (but not exclusively) low carbon development, sustainable transport modes, water and energy efficiency, sustainable urban drainage, sea defences and flood risk management. |
| Importance of housing in sustainable locations.  | Prepare an urban living study to establish optimum capacity for additional housing and supporting infrastructure within built up areas.   |
| Provide sufficient community infrastructure to meet existing and future needs.   | Protect important existing facilities and identify sites to meet future requirements for community use, based on local needs.   |
| Importance of town centre growth and regeneration – reducing reliance on retail.   | Work with other Council services and external partners to develop plan policies for town centre that support its long term prosperity and regeneration.   |
| Support promotion of key economic sectors but need to ensure all employment opportunities are embraced by the new local plan, including local skills training. | Continue to protect the best quality sites for employment use, and consider potential for poorer quality sites for improvement or redevelopment for mixed use.  |

| You Said  | We'll Do  |
|---|---|
| The leisure, culture and tourism offer should be borough wide building on the Central Seafront offer.   | Integrate the tourism and cultural strategies of the Council and its partners into planning policies.   |
| Importance of improving transport networks within and to and from the borough.  | Develop a new multi modal transport model jointly with Rochford District Council and ensure a robust evidence base.   |
| Need to protect Green Belt land from development unless there are exceptional circumstances that warrant its use for other purposes.                    | Prepare a Green Belt study jointly with Rochford District Council to examine the performance of the green belt in line with national policy and explore the case for exceptional circumstances through the plan making process. |
| Importance of town centre growth and regeneration – reducing reliance on retail.  | Work with other Council services and external partners to develop plan policies for town centre that support its long term prosperity and regeneration.   |
| Protect and enhance the natural environment.  | Develop policies for protected species, public open space, biodiversity and landscape.  |
| Importance of heritage and design in creating a quality place that supports health and wellbeing.   | Build health into all areas of planning policy.<br>Consider scope for new Conservation Areas.<br>Develop design guidance for new development.   |
| Importance of Neighbourhoods.   | Recognise the special qualities of different areas in planning for future needs.  |
| Significant support for partnership working in delivery of planning proposals; infrastructure delivery should be front loaded and viability considered. | Undertake a viability assessment of plan policies. Update the Council's Infrastructure Delivery Plan and potentially review the Community Infrastructure Levy rate.   |

# TIMETABLE FOR REVIEWING THE **LOCAL PLAN**\*



\*subject to on-going monitoring

# APPENDIX 1: CONSULTATION METHODS CARRIED OUT DURING ISSUES AND OPTIONS CONSULTATION

## Workshops

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

## Drop-in sessions

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

## Shopping Centre Exhibition

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

## Local Plan website

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

## Press advertisements

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

## Bus Stop Digital Advertisements

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

## Social Media

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

## Postcards

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

## News on Sea email for all staff

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

## Views on Sea Blog

Staff Blog to raise awareness of the public consultation.

## APPENDIX 2: DETAILS OF CONSULTATION EVENTS

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

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



## APPENDIX 3: OVERVIEW OF CONSULTATION ACTIVITY



Five bespoke Local Plan workshops were held for councillors, SBC staff, residents and various interest groups including developers and amenity groups.

Three Neighbourhood Events were held in Leigh, Town Centre and Thorpe Bay.

Six drop-in sessions with the Local Plan Exhibition Boards were held at Victoria Plaza Shopping Centre and the Royals Shopping Centre during February and March where team members were on hand to explain and advise on the public consultation.



The Local Plan team also provided information on the consultation and answered queries on the consultation at other regular events and meetings including the Southend Business Partnership, Southend Homeless Action Network, Active Southend Partnership, Southend Youth Council and public health partners.

**712**  
individual  
comments

A total of **712** individual comments were submitted at these events on 'post it notes'



An advertisement relating to the Local Plan consultation and workshop dates was displayed on **120** digital screens around the Borough including at bus stops in Southend Town Centre, along the A13, Southend Airport, Rayleigh Road, Southend Hospital, Leigh Broadway/Station and other residential areas across Southend, between 5th Feb and the end of March 2019.



**500** postcards were distributed at shopping centres, cafés, libraries and events around the Borough advising of the consultation and details of public drop-in sessions



Targeted advertisements about the Local Plan consultation, including details of public drop-in events were shown on social media **62,313** times, and were seen by **34,183** people



**1,700** people clicked onto the Local Plan website as a result of viewing the social media posts

**92**  
individuals

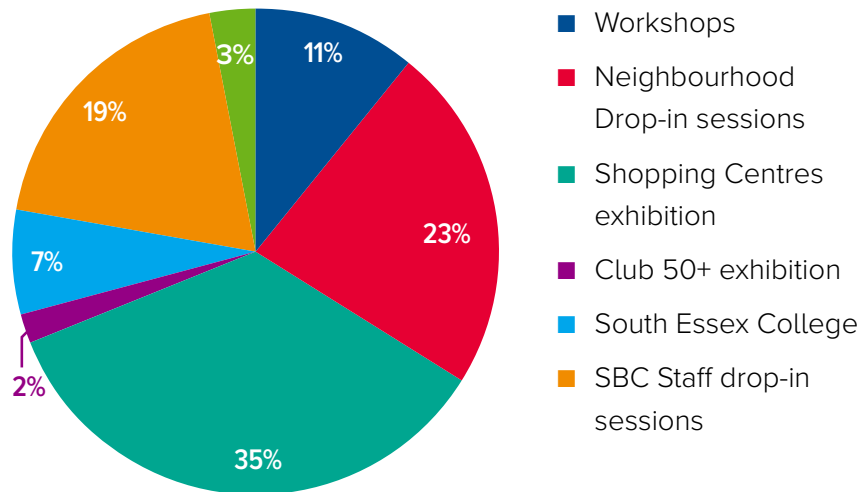
**1,210**  
comments

**1,210** individual comments provided through formal representation by **92** individuals or organisations who submitted responses to the consultation on the Local Plan website, emailed or sent by post.

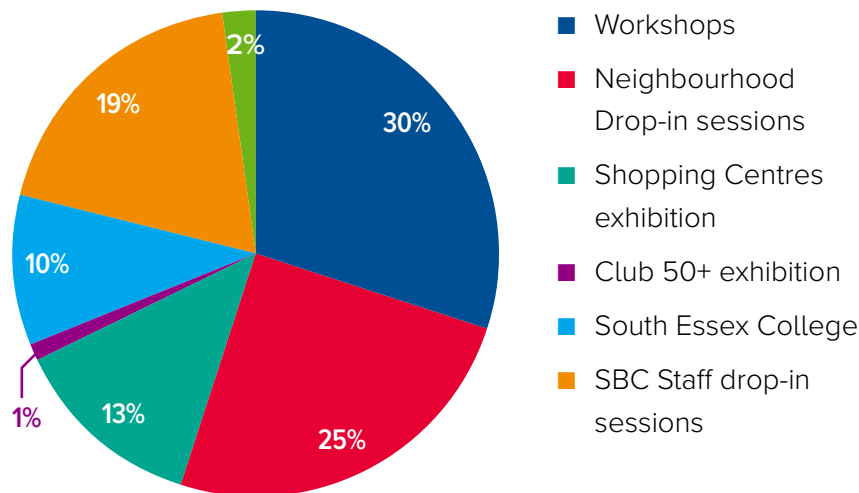
### Scope and Reach of consultation – events

We reached out to **532** people at **22** different events who made **712** individual comments. To view the comments made please refer to our full Consultation Report, available on the Council’s website.

▼ % of people attending each type of event



▼ % of responses received by event type



The exhibitions at the Royals Shopping Centre and Victoria Plaza Shopping Centre were successful in gaining the most visitors due to their location.

The most comments were made at the workshops and drop-in events where people were able to spend more time and discuss issues within groups.

| Social media  | Engagement |
|---|------------|
| Impressions (number of times the ads were shown)      | 62,313     |
| Reach (number of people who saw the ads)              | 34,183     |
| Total clicks (including likes, clicks on picture etc) | 4,829      |
| Link clicks (clicks through to the LP website)        | 1,740      |
| Facebook comments                                     | 150        |



# APPENDIX 4: SOUTHEND LOCAL PLAN DESIGN YOUR NEIGHBOURHOOD COMPETITION 2019

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

An exhibition stand at the 'A Better Start Southend' conference provided information about the competition for parents living in the Borough and opportunities to take part. In addition, during the Easter break the Strategic Planning team visited various play settings including a holiday club for pre-school and primary school children at St Marks Church, run by the Milton Community Partnership, and youth groups for young people aged 11 to 18 at The Hub, Cluny Square, and Trust Links Growing Together Garden in Westcliff, to inform young people about planning and to encourage their involvement.

The team also visited Year 4 pupils at Heycroft Primary School in Eastwood who were working on an 'Eco Warriors' theme as part of their curriculum. This provided opportunities for them to ask questions about planning in Southend and to hear how they would like to see their neighbourhood develop in the future.

A selection of competition entries were also displayed on the large screen outside the Forum on Sunday 12 May as part of the National Children's Day activities in Southend.

During May 2019 an exhibition of entries was held at the Forum, with prizes awarded by the Mayor of Southend and Youth Mayor to the best entries.







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A summary can be provided in alternative formats such as Braille,  
audio-tape or in large print.

Translations of this document in alternative languages are also  
available upon request.

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