



Southend New Local Plan

Preferred Approach with Options
Public Consultation
Non-technical Summary – July 2025

Comments
should be
submitted by
30th September
2025 at 5pm



Southend-on-Sea
City Council



Looking ahead towards 2040

Make your views known

**Please make your views and comments by
by 30th September 2025 at 5pm.**

The ways you can do this are detailed in the back of this summary document.

How should we plan for the future?

The past few years have witnessed a period of unprecedented change and uncertainty which have all significantly impacted upon the preparation of a new Local Plan for Southend.

Looking forward, it is important that we now plan positively to address the significant challenges of climate change and meet our future housing, economic and community needs and how we want our city to develop and look over the next 20 years. With limited land resources and predominately urban in character, harnessing Southend's potential for growth and meeting the needs of its resident and business community is a major challenge and requires careful planning. The Local Plan sets out a policy framework to assist in meeting this challenge and to ensure a sustainable future.

We first consulted on an 'Issues and Options' document in early 2019. Building on the feedback received we then published a 'Refining the Plan

Options' document in 2021 for further public comment. The feedback received on these documents has provided the foundation for preparing the latest version of the local plan, the 'Preferred Approach with Options'.

Once again, we are now seeking your comments and views on this document which sets out a draft strategy, identifies specific sites that could contribute to meeting future development needs, and poses the question of whether to include the option of a new neighbourhood on land north of Southend.

Your input will be invaluable in contributing to a final version of the Local Plan to be prepared following this consultation.

Having an up-to-date Local Plan – shaped by input from our community – is essential.

It gives us the tools to guide where and how new development happens in Southend.

Without it, decisions about the type, scale, and location of future developments could be made without local policies to steer them in the right direction.

Preferred Approach with Options

The Preferred Approach with Options represents the third stage in preparing a new Local Plan for Southend. For the first time it contains draft planning policies and proposals to promote and guide future development proposals, meet identified community needs and protect and enhance our natural and historic environment. It also includes more detail about the option to provide a comprehensive new neighbourhood on the edge of Southend on green belt land to the north of the City.

The new Local Plan will identify land for housing, jobs, local services and supporting infrastructure and set out a planning framework to 2040 and beyond. A common theme has emerged to ensure that timely infrastructure is provided to support new development and growth, particularly in relation to highways, health and education facilities and access to open space provision. This 'infrastructure-led' theme has been enshrined throughout this version of the Southend New Local Plan.

The Southend New Local Plan will be a key document in guiding and facilitating new development and growth in the City, helping to deliver some of the key aspirations of the City Vision developed in partnership with the local community, and acting as a catalyst to assist economic regeneration. When adopted, the new Local Plan will replace the existing suite of documents that currently comprise the Local Planning Framework, including the Southend Core Strategy (2007), Development Management Document (2015) and Southend Central Area Action Plan (2018).

Since we began preparing the new Local Plan for Southend there have been significant changes proposed by Government to planning legislation and guidance. Central among them is a mandatory housing need figure (Standard Method), assigned to every local authority in the country to meet the Government's target of delivering 1.5 million homes over the next five years. Other important provisions include changes to Green Belt rules, biodiversity net gain laws and radical changes to the Use Classes Order which allow greater freedoms for changing retail and employment use to other uses without the need to apply for planning permission.

All these considerations together with the comments made on previous iterations of the Local Plan have been taken into account in preparing the Preferred Approach with Options. Comments and views made at this stage will help shape the publication of a final Local Plan which will be subject to further public consultation next year before the Plan is submitted to be examined by an independent Inspector.

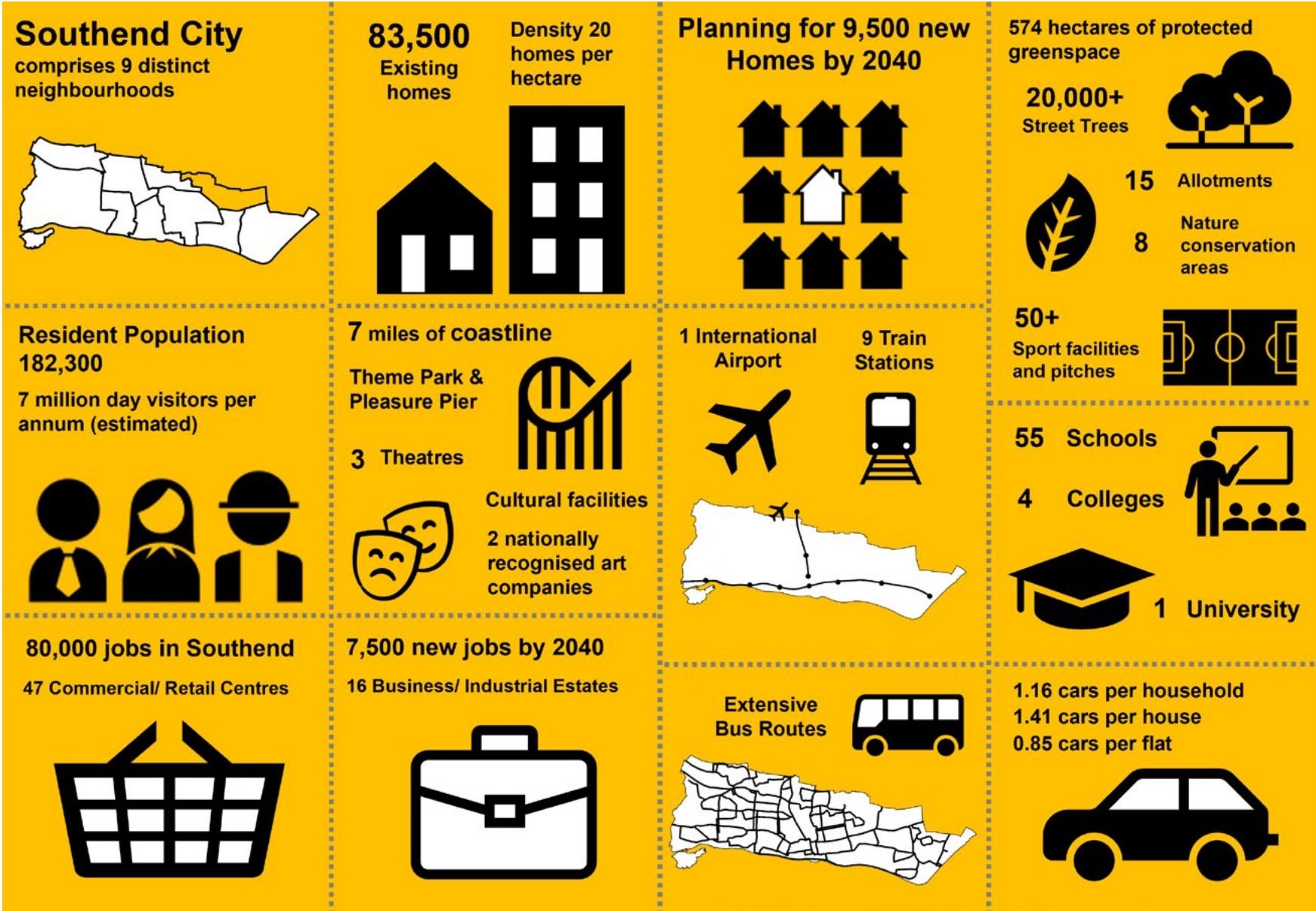
Sustainability Appraisal – sets out the potential impacts of the draft strategy and planning policies from an environmental, social and economic perspective and is published at each stage of consultation to ensure the full range of sustainability considerations have been taken into account in developing the Local Plan options.

The full version of the Preferred Approach with Options can be viewed at localplan.southend.gov.uk
Its contents are summarised in the following pages.

Local Plan Preparation Timetable



Southend at a Glance



Strengths and opportunities

7 miles of coastline



36 parks **39** play areas



Strong entrepreneurial culture.

86%

of companies employ 10 staff or fewer



Employment Growth Sectors – digital, cultural and creative; health care technology; advanced manufacturing and engineering; and tourism

Visitor economy.

7m

visitors per year



London Southend Airport passenger numbers increasing and Business Park expanding



Hub for culture and higher education



Low car ownership.

1 car per household on average.



9 Railway lines and frequent bus routes



16 conservation areas
150 listed buildings



Expanding cycle network



99% of all development in last 20 years on brownfield land



Challenges

Housing in Southend-on-Sea has become less affordable compared to the national average



Need for new and improved infrastructure



Deliver more family housing and affordable accommodation



Need to improve north-south connectivity and incentivise sustainable transport



Traffic congestion on major routes in the AM/PM peak



Facilitate job growth and address low wage economy



Adapt to and mitigate climate change



Need to re-imagine City Centre and safeguard resort status



Improve skills and provide local job opportunities



Address health inequalities and facilitate active travel and exercise



High density urban area with limited open space and land resources



Enhance the built and natural environment



Summary of contents

The Local Plan is divided into 13 chapters covering 8 themed sections. Appendices provide more detailed information and guidance. The Plan has drawn upon an extensive evidence base which is referenced throughout, and is accompanied by a draft Integrated Assessment comprising Sustainability Appraisal, and Infrastructure Delivery Plan (IDP).

Preferred Approach with Options – themed sections

A City by the Sea

A City that is Healthy and Safe

A City of Opportunity

A City to be Proud Of

A City that is Green and Sustainable

A City that is Connected and Smart

The Neighbourhoods of Southend

A City that Delivers

The consultation is seeking views on the draft Spatial Vision, Strategic Objectives, Spatial Strategy, the plan's strategic and development management policies, and the option of a potential new neighbourhood on Green Belt land north of Southend. The Neighbourhood sections set out the draft proposals in more detail for those wishing to focus on certain areas of the City, or where they live.

Vision and Strategic Objectives

A draft long-term Vision is linked to the Southend's corporate 'City Vision' ambition. The document also contains 24 draft Strategic Objectives.

Spatial Strategy

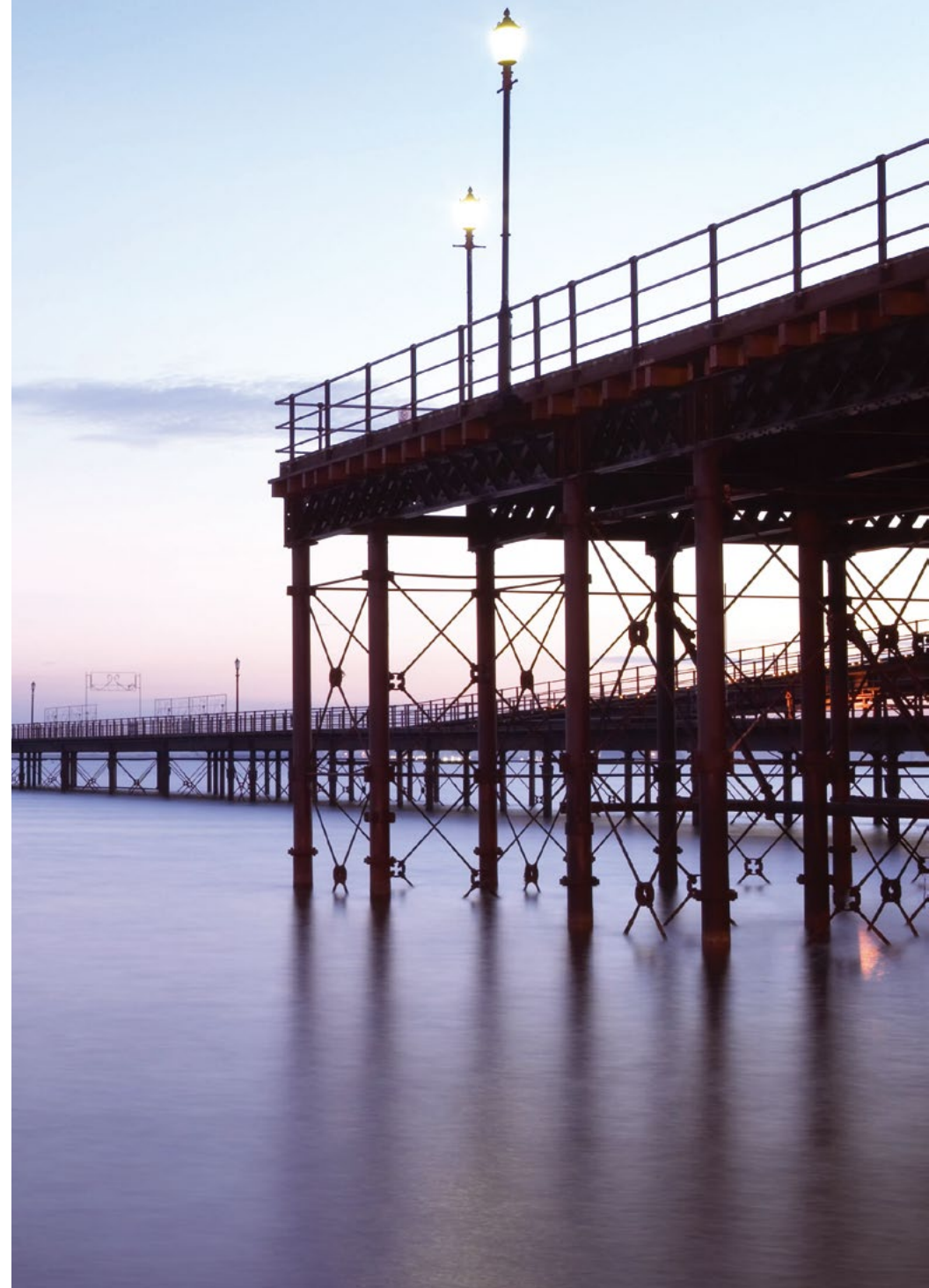
The Local Plan must set out a positive strategy for the pattern, scale and quantity of future development. This draft strategy seeks to accommodate future development needs, including new homes, jobs and supporting infrastructure and services, whilst safeguarding the character and amenities of areas and the natural environment.

The primary focus of regeneration and growth within Southend is identified as being Southend Central Area (including City Centre), the Seafront, Fossetts, Shoeburyness, London Southend Airport, and the Priority Urban areas (comprising the District Centres of Leigh and Westcliff, other Neighbourhood Centres, the A13 Key Passenger Transport Corridor and the main employment areas). See Key Diagram on next page.

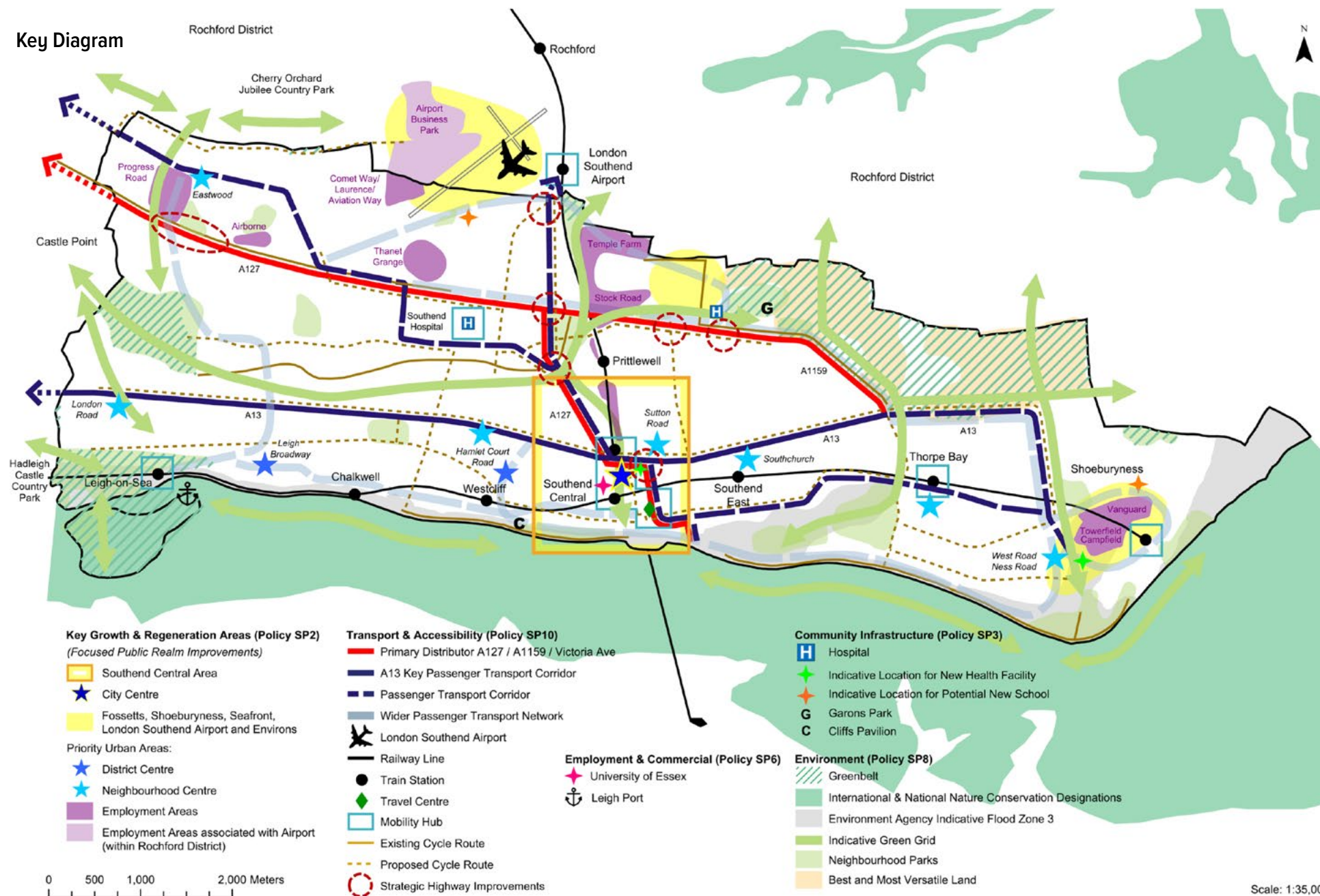
Draft Strategic Policy SP1: Spatial Principles – sets out development principles.

Draft Strategic Policy SP2: Spatial Strategy – identifies strategy for growth including the provision for 9,500 new homes and 7,500 additional jobs to 2040.

Draft Strategic Policy SP3: Securing and Improving Infrastructure – sets out infrastructure requirements through an ‘Infrastructure Led Approach’.



Key Diagram



Strategic Policy Option:

A potential new Neighbourhood on Land North of Southend

The 'Preferred Approach with Options' document poses a question on whether to develop a new comprehensive neighbourhood on agricultural land north of Southend, designated as Green Belt. It is identified as an 'option' and further comments are invited as part of the consultation process as to whether the land should be allocated for mixed use development purposes, or retained within the Green Belt in the next stage of local plan consultation due to take place in 2026.

To support the Government's objective of significantly boosting the supply of homes it is important that sufficient land is identified where it is needed through the plan making process.

Draft Strategic Policy SP2 (Spatial Strategy) makes provision for at least 9,500 homes (around 550 homes per annum) that could be sustainably accommodated within the existing urban area of Southend outside the Green Belt, and at Fossetts Farm by 2040. However, this results in a shortfall of over 14,000 new homes when compared to the national Standard Method for calculating housing need for Southend.

Due to this significant under-provision in new homes, the Local Plan must consider the possible designation of land designated as Green Belt for development in line with national planning policy. Land within the Green Belt to the north of Southend straddling the administrative boundary with Rochford District is being promoted by developers. Such development could provide for a mix of new homes, commercial floorspace, strategic

parkland and new infrastructure and services to support a new neighbourhood. However, it would still not meet all housing need for Southend as calculated by the national Standard Method.

National planning policy sets out that Green Belt can be a reason for restricting the amount of development in the area. However, it also states that exceptional circumstances for altering Green Belt boundaries include instances where an authority cannot meet its identified housing needs, as is the case in Southend. As such, local authorities should review Green Belt boundaries and propose alterations to meet needs in full, unless the review provides clear evidence that doing so would fundamentally undermine the purposes of the remaining Green Belt.

The 'Rochford District and Southend on Sea Joint Green Belt Study' undertaken in 2020 identifies the majority of Green Belt land to the north of Southend as continuing to serve the stated purposes of the Green Belt well, in particular by maintaining the openness of the countryside. The majority of the land to the north of Southend is open fields.

Having regard to the above considerations, the main issue concerning the future designation of land north of Southend in the Local Plan is whether:

- the land north of Southend performs its Green Belt function well, in accordance with the stated purposes of the Green Belt as set out in the national planning guidance, and alterations would fundamentally undermine the purposes of the remaining Green Belt; or
- the outstanding identified housing need in Southend is such that it justifies exceptional circumstances to be applied in reviewing the Green Belt boundaries and that land north of Southend be designated for development purposes.

If the latter is considered appropriate, it is important that transport impacts arising from the development can be successfully mitigated, and along

with other infrastructure requirements be funded and delivered at pace to ensure any new development is sustainable and its community can thrive.

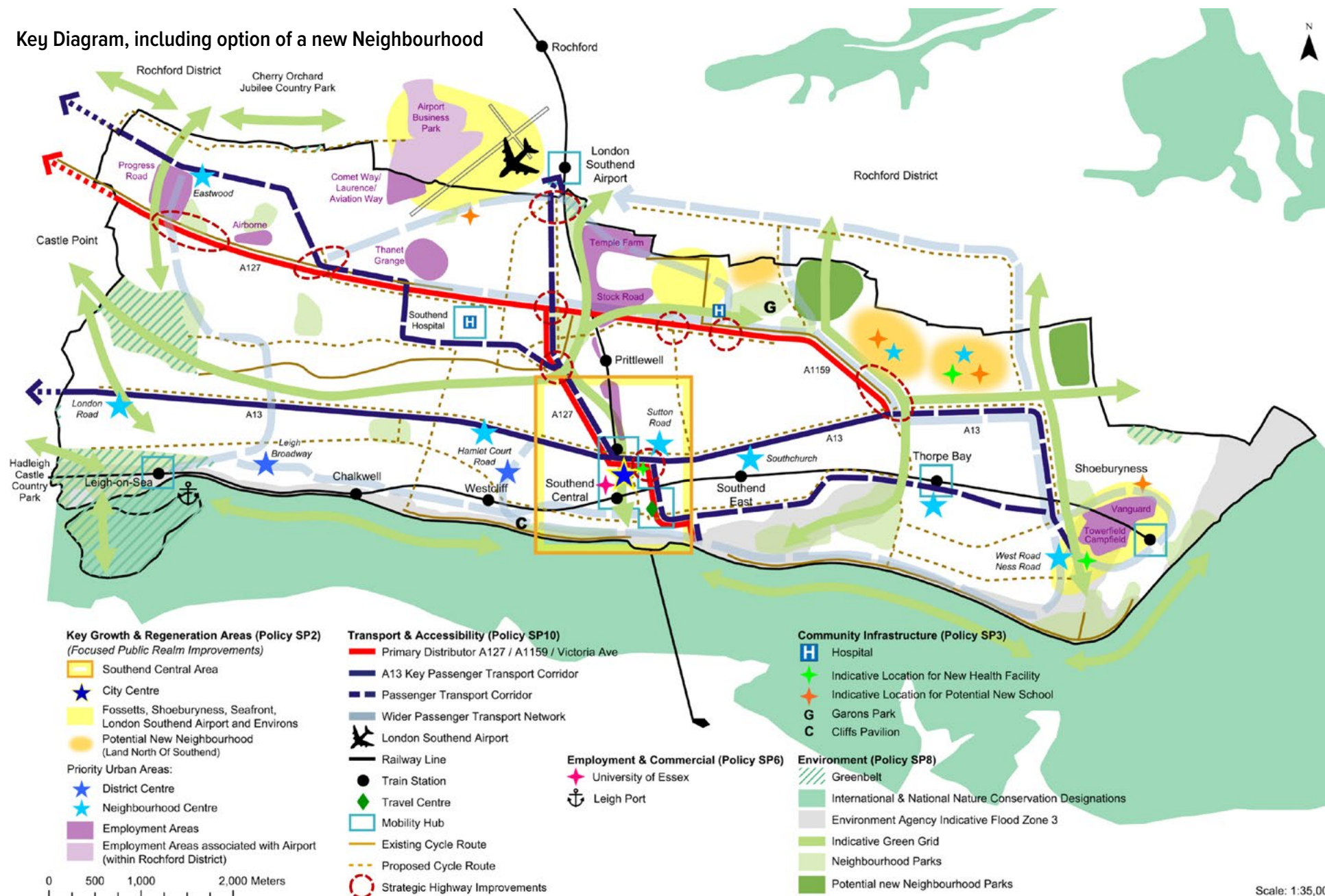
A draft strategic policy option for comment has been provided to guide

development should it be deemed appropriate to pursue the provision of a new neighbourhood on Green Belt land north of Southend. Comments are sought on this possible option and the feedback will be used to guide the way forward in the next stage of Local Plan preparation.

Potential Positive Impacts	Potential Harm
Provision of a thriving new community on land to the north of Southend providing a significant number of new homes (4,000 – 5,000 homes) within Southend* that could help ease local housing pressure.	Loss of Green Belt, countryside and openness around Southend. Potentially weaken remaining Green Belt to the north of Southend and ability to check urban sprawl.
Provide new education, health and community services and facilities within easy reach of new homes.	Would still not meet Southend housing needs in full over the plan period.
Provision of new transport corridor and other connections for walking and cycling, public transport and private motor vehicles.	Delivery of requisite transport corridor and link road needs to be provided upfront and reliant on land within Rochford District and the support of Rochford District Council and Essex County Council.
Provision of new public open spaces and new Country Park. Enhance biodiversity across the area through planting and establishing new and improved green spaces.	The extent of a new Country Park would be dependent on land within Rochford District.
Will comprise a high proportion of new affordable homes.	Would result in the permanent loss of agricultural land.
Provision of a high proportion of much needed family housing.	Could result in the sterilisation of mineral deposits, subject to prior subtraction.
Attract investment and new jobs to Southend during construction phase.	May direct investment away from the existing urban area and undermine regeneration, particularly in Southend City Centre.
Provision of new local centres and commercial premises.	Delivery would take many years and may disrupt existing communities.
Capacity for development to provide a more cohesive landscape character, particularly around Fossetts Way/ Garon Park.	Risk of reducing clear separation between distinct characters of urban Southend and village of Great Wakering and ability to prevent their mergeance.

**A similar amount of development could be provided within Rochford, subject to the preparation of the Rochford Local Plan.*

Key Diagram, including option of a new Neighbourhood



Enabling Healthy Lifestyles and Wellbeing

The Plan seeks to improve health and wellbeing by ensuring developments are located to support active lifestyles, providing homes to meet people's needs, encouraging local jobs and services within easy reach of homes, and requiring the layout and design of buildings and spaces to support good health and wellbeing. It also seeks to provide and protect community facilities and remedy deficiencies in sports provision and safeguard existing facilities.

Draft Strategic Policy SP4: Enabling Healthy Lifestyles and Wellbeing – sets out criteria to ensure new development contributes to healthy lifestyles and wellbeing.

Draft Development Management Policies:

Policy DM4.1: Providing and Protecting Community Facilities

Policy DM4.2: Sport and Recreation



Providing New Homes

In relation to housing, Local Authorities must seek to meet their need in full as identified by the national planning policy framework in its 'standard methodology' for calculating housing need. For Southend this identifies a need for nearly 24,000 new homes to 2040 (1,405 homes per annum) which represents a significant increase on past development rates.

The Preferred Approach with Options builds on the options put forward in previous iterations of the Local Plan to meet local housing needs by increasing urban capacity within the existing urban area of Southend and at Fossetts to provide for 9,500 new homes.

As this provision does not meet the standard methodology target for Southend, the plan considers the option of releasing Green Belt land north of Southend to provide for a new neighbourhood, including residential development.

In providing for new housing, the plan seeks to provide for a proportion of affordable housing and to provide a mix of housing types at specified standards to meet a variety of needs. It also aims to safeguard the existing stock and small family housing, control the provision of houses in multiple occupation and to provide housing suitable for older people and those with specialist needs.

Draft Strategic Policy SP5: Homes – provides for 9,500 new homes with 4,000 in the City Centre and Central Seafront area; 1,200 in a new community at Fossetts Farm; 1,900 in other neighbourhoods; and 2,400 across the City in the form of intensification and windfall sites.

Draft Development Management Policies:

Policy DM5.1: Affordable Housing

Policy DM5.2: Mix and Quality of Homes

Policy DM5.3: Safeguarding Existing Housing Stock

Policy DM5.4: Residential Conversions and Retention of Family Housing

Policy DM5.5: Residential Standards

Policy DM5.6: Houses in Multiple Occupation

Policy DM5.7: Housing and Accommodation for Older People

Policy DM5.8: Supported Accommodation (Specialist and Vulnerable Needs)

Securing a Thriving Local Economy

The document notes that the city will need to plan for around 7,500 new jobs to 2040 and identifies priority growth sectors which include aviation, construction/ specialist construction, health and medical industries, business and professional services, tourism, food and beverage services, cultural and creative industries. The plan seeks to promote the City Centre, Central Seafront, existing designated employment areas and district and neighbourhood centres. It also aims to promote and enhance the city's role as a major resort and cultural hub and centre of education excellence.

The plan seeks to safeguard important employment areas and identifies land for additional employment provision to meet future needs. It also considers the de-designation of a limited number of underutilised areas of employment land to other uses, principally residential use.

The changing nature of the 'High Street', facing competition from online shopping, changing shopping patterns and habits, the impact of the Covid-19 pandemic and economic downturn, together with competition from retail parks and centres outside of the city, has impacted upon the level of trading in Southend City Centre, and the quality of provision. The plan recognises the need to upgrade, enhance and broaden its offer and function, with potential to include more complementary uses that help to drive footfall and bring about regeneration throughout the day and evening economies.

To ensure the provision of healthy, complete neighbourhoods and encourage local employment opportunities, the document identifies a hierarchy of Centres and the need to promote a mix of active retail and commercial uses.

Draft Strategic Policy SP6: Securing a Thriving Local Economy and Visitor Destination – supports the provision of new jobs, promotes economic regeneration, safeguards employment land and promotes tourism and culture.

Draft Development Management Policies:

Policy DM6.1: Employment Sectors

Policy DM6.2: Employment and Skills

Policy DM6.3: Employment Areas

Policy DM6.4: Retail/Commercial Centres and Frontages

Policy DM6.5: Tourism and Visitor Accommodation

Urban Design, Character and Heritage

The plan seeks to ensure that buildings and places are well designed and respect and enhance local character and heritage and make optimum sustainable use of land resources. The plan also puts in place policies to effectively control the provision of tall buildings and advertisements, refuse and recycling, in the interest of protecting local character, visual amenity and distinctiveness.

Draft Strategic Policy SP7: Urban Design, Character and Heritage – sets out provisions for the effective control of the design of buildings and places to protect and enhance the city’s character and heritage.

Draft Development Management Policies:

Policy DM7.1: Design Quality and Public Realm

Policy DM7.2: Efficient and Effective Use of Land

Policy DM7.3: Tall Buildings

Policy DM7.4: Advertisements and Shopfronts

Policy DM7.5: Refuse and Recycling

Policy DM7.6: Heritage



Environment

The plan aims to protect and enhance Southend's green and blue spaces and creating a multi-functional green infrastructure network with spaces for nature, recreation and social interaction. This includes protecting and enhancing the Southend Foreshore. Active travel between and within our parks and open spaces will be promoted through improved walking and cycling routes, linked to the priorities in the Local Walking and Cycling Strategy.

It introduces the concept of the 'Urban Greening Factor'. This is a tool that evaluates the quantity and quality of urban greening provided by a development proposal and aims to accelerate the greening of urban areas. Urban greening can provide well planned and high-quality environments and support climate change resilience through an increase in green and blue spaces which can better accommodate surface water drainage, and a reduction in impermeable surfaces such as concrete and tarmac.

The plan includes provision (under the Environment Act 2021) for at least 10% biodiversity net gain to be achieved for most developments which require planning permission. Biodiversity Net Gain aims to create new habitat as well as enhancing existing habitat where new development occurs. Biodiversity net gain can help mitigate climate change using nature-based solutions.

Draft policy seeks to protect the existing stock of trees within the city and increase the tree canopy cover as opportunities arise, with a target to increase the tree canopy in the city from 12% to 15% by 2030.

Draft Strategic Policy SP8: Enhancing Our Natural Environment – seeks to manage and enhance the natural environment

Draft Development Management Policies:

Policy DM8.1: The Metropolitan Green Belt

Policy DM8.2: Green Infrastructure Network

Policy DM8.3: Urban Greening Factor

Policy DM8.4: Southend Foreshore

Policy DM8.5: Biodiversity and Net Gain

Policy DM8.6: Trees

Climate Change, Sustainable Design and Environmental Protection

Planning must ensure that the development and use of land contributes to the mitigation and adaptation to climate change. Climate resilient development can significantly increase the adaptive capacity of places. The Southend Corporate Plan (2024-2028) highlights some of the environmental challenges Southend faces in the future, including an ageing built environment, air quality and risks of natural flooding and coastal erosion.

The local plan seeks to embrace these challenges in its draft policies and sets out approaches to adapt and mitigate climate change, including those relating to sustainable design and construction and zero and/ or low carbon building standards.

Draft Strategic Policy SP9: Climate Change and Environmental Protection

– aims to ensure development is resilient to the impacts of climate change and providing for sustainable design and construction and environmental protection.

Draft Development Management Policies:

Policy DM9.1: Sustainable Design and Construction

Policy DM9.2: Energy

Policy DM9.3: Environmental Protection

Policy DM9.4: Flood Risk and Sustainable Drainage

Policy DM9.5: Minerals

Transport and Connectivity

The document identifies draft priorities for transport provision and considers accessibility to town and neighbourhood centres and tourism attractions. It promotes all forms of travel, including sustainable transport with improved bus provision, rail interchanges and cycling and walking facilities. It reflects the approach that developments which generate a significant amount of movement should be situated in sustainable locations.

The plan seeks to embrace technological innovation in terms of traffic management and the provision of appropriate on and off-street infrastructure to facilitate electric/ hydrogen powered vehicles as part of a move towards a low carbon transport network.

The document seeks views on the principle of creating new transport corridors from the A127 to Shoeburyness to facilitate the option of possibly developing a new neighbourhood to the north of Southend.

Draft Strategic Policy SP10: Transport and Connectivity – promotes improvements to the local transport system and sustainable transport to support economic growth and reduce carbon emissions.

Draft Development Management Policies:

Policy DM10.1: Promoting Sustainable Transport and Reducing Congestion

Policy DM10.2: Ensuring the Highway Network is Safe and Effective

Policy DM10.3: Parking Standards

Policy DM10.4: Improving Railway Stations

Policy DM10.5: Telecommunications

London Southend Airport

The plan sets out draft policy provisions relating to the airport, its capacity, environmental and noise issues together with transport provisions and links to the airport.

The Council will continue to work with Rochford District Council to deliver the existing Joint Area Action Plan (JAAP – covering the period to 2031) for the Airport and environs. It also includes a policy to manage any further growth associated with the airport operations; development of employment sites surrounding the airport within the JAAP boundaries; and promotion and monitoring of sustainable travel opportunities for both staff and visitors.

Draft Strategic Policy SP11: London Southend Airport – sets out provisions relating to airport operations, airport safeguarding and its potential expansion.



The Neighbourhoods of Southend

The plan sets out a range of issues affecting the city's nine defined neighbourhoods, namely: Eastwood, Leigh, Prittlewell, Westcliff, Southend Central, Fossetts, Southchurch, Thorpe Bay and Shoeburyness. It considers how 'complete' each neighbourhood is in terms of accessibility to a range of everyday services including education, health, civic and town centre uses, sports and leisure facilities and open spaces, and identifies specific sites for various uses to meet local needs.

For the Southend Central Neighbourhood, the area is sub-divided into the City Centre, Central Seafront and the residential areas surrounding the city centre, with specific policy objectives for each of these. Draft Policy N5d sets out car parking provisions for Southend Central Area, aimed at protecting the vitality and viability of the local tourism industry. The draft policy seeks to ensure that parking capacity within the Central Area is at a level that supports vitality and viability and does not undermine the areas' ability to accommodate visitor trips.

Draft Neighbourhood Policies:

Policy N1: Eastwood

Policy N2: Leigh

Policy N3: Prittlewell

Policy N4: Westcliff

Southend Central:

- Policy N5a: City Centre
- Policy N5b: Central Seafront
- Policy N5c: Central Area and surrounding residential areas
- Policy N5d: Central Area Car Parking

Policy N6: Southchurch

Policy N7: Fossetts

Policy N8: Thorpe Bay

Policy N9: Shoeburyness

Delivery and Monitoring

The Preferred Approach with Options proposed objectives, policies and proposals will be delivered and monitored. This will be done through the monitoring of draft indicators set out in the plan. These will be monitored on an annual basis and be published through the Authority's Monitoring Report (AMR). Delivery will be closely linked to the emerging Infrastructure Delivery Plan which accompanies the local plan and forms a key part of the supporting evidence.

Draft Development Management Policy DM13.1: Monitoring and Review – criteria to measure the effectiveness of the plans policies and proposals.



List of Questions on Draft Policies

QSA	Sustainability Appraisal	Q7.5	Policy DM7.5 – Refuse & Recycling
QSO1	Vision & Strategic Objectives	Q7.6	Policy DM7.6 – Heritage
QSP123	Strategic Policies SP1: Spatial Principles; SP2: Spatial Strategy; SP3: Infrastructure	QSP8	Strategic Policy SP8 – Enhancing our natural environment
Q3b.1a/b / Q3b.2a/b	Strategic Policy Option 3b	Q8.1	Policy DM8.1 – The Metropolitan Green Belt
Q3b.3/Q3b.4	Strategic Policy Option 3b – Guiding Principles & Expectations	Q8.2	Policy DM8.2 – Green Infrastructure Network
QSP4	Strategic Policy SP4 – Enabling Healthy Lifestyles & Wellbeing	Q8.3i/ii	Policy DM8.3 – Urban Greening Factor
Q4.1	Policy DM4.1 – Providing & Protecting Community Facilities	Q8.4	Policy DM8.4 – Southend Foreshore
Q4.2	Policy DM4.2 – Sport & Recreation	Q8.5	Policy DM8.5 – Biodiversity & Net Gain
QSP5	Strategic Policy SP5 – Homes	Q8.6	Policy DM8.6 – Trees
Q5.1	Policy DM5.1 – Affordable Housing	QSP9	Strategic Policy SP9 – Climate Change & Environmental Protection
Q5.2	Policy DM5.2 – Mix & Quality of Homes	Q9.1a/b	Policy DM9.1 – Sustainable Design & Construction
Q5.3	Policy DM5.3 – Safeguarding Existing Housing Stock	Q9.2	Policy DM9.2 – Energy
Q5.4	Policy DM5.4 – Residential Conversions & Retention of Family Housing	Q9.3	Policy DM9.3 – Environmental Protection
Q5.5	Policy DM5.5 – Residential Standards	Q9.4	Policy DM9.4 – Flood Risk & Sustainable Drainage
Q5.6	Policy DM5.6 – Houses in Multiple Occupation	Q9.5	Policy DM9.5 – Minerals
Q5.7	Policy DM5.7 – Housing & Accommodation for Older People	QSP10	Strategic Policy SP10 – Transport & Connectivity
Q5.8	Policy DM5.8 – Specialist Accommodation	Q10.1	Policy DM10.1 – Promoting Sustainable Transport & Reducing Congestion
QSP6	Strategic Policy SP6 – Securing a Thriving Economy & Visitor Destination	Q10.2	Policy DM10.2 – Ensuring the highway network is safe & effective
Q6.1	Policy DM6.1 – Employment Sectors	Q10.3	Policy DM10.3 – Parking Standards
Q6.2i/ii	Policy DM6.2 – Employment & Skills	Q10.4	Policy DM10.4 – Improving Railway Stations
Q6.3	Policy DM6.3 – Employment Areas	Q10.5	Policy DM10.5 – Telecommunications
Q6.4i/ii/iii	Policy DM6.4 – Retail/ Commercial Centres & Frontages	QSP11	Draft Strategic Policy SP11 – London Southend Airport
Q6.5	Policy DM6.5 – Tourism and Visitor Accommodation	QN1a/b/c	Eastwood Neighbourhood
QSP7	Draft Strategic Policy SP7 – Urban Design, Character and Heritage	QN2a/b/c	Leigh Neighbourhood
Q7.1	Policy DM7.1 – Design Quality & Public Realm	QN3a/b/c	Prittlewell Neighbourhood
Q7.2	Policy DM7.2 – Efficient & Effective Use of Land	QN4a/b/c	Westcliff Neighbourhood
Q7.3	Policy DM7.3 – Tall Buildings	QN5a/ai/b/bi/c/ci/d	Southend Central Neighbourhood
Q7.4	Policy DM7.4 – Advertisements & Shopfronts	QN6a/b/c	Southchurch Neighbourhood
		QN7a/b/c	Fossetts Neighbourhood
		QN8a/b	Thorpe Bay Neighbourhood
		QN9a/b/c	Shoeburyness Neighbourhood
		Q13.1	Draft Policy DM13.1 – Monitoring and Review

Making your views known

It is important to tell us what you think is the best approach to take in developing Southend and its different places.

To guide your response to the Preferred Approach with Options, the document sets out a number of questions, many of which relate to specific sites in the city.

You do not need to respond to all the sections and suggested questions; you can focus on what interests you. For instance, you may wish to focus on the neighbourhood you live in.

You can view and comment on the main document online at:
localplan.southend.gov.uk

If you have any questions about the consultation or would like to discuss some of the issues, please do contact us.

How to Contact Us

You can email us at:

planningpolicy@southend.gov.uk

Or write to us at:

✉ Planning Policy,
Southend-on-Sea City Council,
PO Box 6, Civic Centre,
Victoria Avenue,
Southend-on-Sea
SS2 6ER

You can also follow us on social media:

@PlanSouthend and @SouthendBCOfficial



If you would like to be notified of future planning policy consultations you can sign up to our planning policy consultation database.

Please contact

✉ planningpolicy@southend.gov.uk

or telephone ☎ [01702 215000](tel:01702215000).



Published July 2025

This document is published by Southend-on-Sea City Council. 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.

All hyperlinks up-to-date at date of publication.



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