

Survey of Southend's Retail/ Commercial Centres and Retail Parks

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Contents

1. Overview
2. Context
3. Survey Results
4. Retail Parks
5. Conclusions

Appendix 1: Hierarchy of centres

Appendix 2: Survey results DMD designations

Appendix 3: Local Centre Maps

1. Overview

- 1.1. This report presents the findings of a comprehensive survey of Southend's retail/ commercial centres, as well as retail parks, per the emerging Local Plan designations. Map 1 provides an overview of Southend's retail/ commercial centres and retail parks, showing their location within the city as proposed for the Local Plan. Table 1a sets out the results of the surveys of these centres and their frontages in line with the proposed designations for the Local Plan. Table 1b sets out the survey results for the retail parks. These surveys were undertaken in March 2024. Table 1c provides an overview of use classes. The proposed hierarchy of centres for the Local Plan is provided in Appendix 1, and survey results based on the Development Management Document (2015) designations are set out in Appendix 2.

Map 1: Southend's retail/ commercial centres and retail parks (emerging Local Plan, 2025)

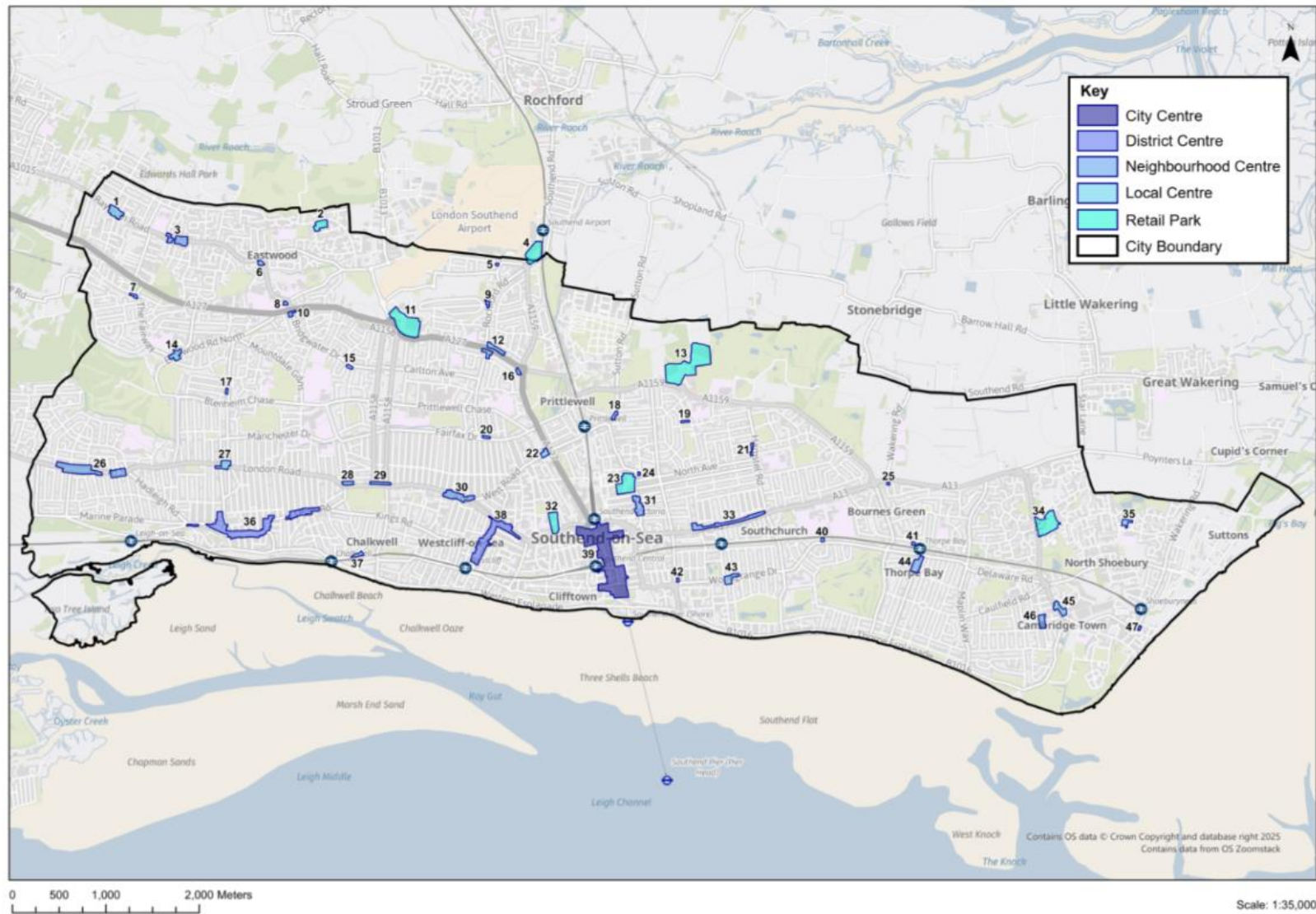


Table 1a: Survey results for Local Plan - Southend's retail/ commercial centres
See Appendix 2 for survey results based on Development Management Document (2015) designations

Map ID	Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C1	C3	Sui	U/C*	Total units	% Vacant
City Centre																
39	City Centre (Primary)	56%	12%	4%	1%	1%	0%	0%	0%	0%	0%	0%	5%	0%	154	21%
39	City Centre (Secondary)	36%	16%	8%	2%	2%	0%	1%	1%	0%	0%	0%	15%	1%	267	16%
39	City Centre (combined)	43.5%	25.7%	15%	1.4%	1.9%	0%	0.7%	0.5%	0%	0.2%	0%	11.2%	1%	421	18.1%
District Centres																
36	Leigh DC	46.2%	19.3%	13.5%	0.9%	2.8%	0.3%	0.9%	1.2%	0.3%	0%	0.9%	7.3%	0.9%	327	5.5%
38	Westcliff DC	45.6%	15.5%	12.6%	1.9%	0.5%	0%	0%	0.5%	0.5%	0.5%	3.4%	8.3%	0%	206	10.7%
Neighbourhood Centres																
3	Eastwood (Rayleigh Road/ The Rodings)	25.7%	8.6%	28.6%	0%	0%	0%	2.9%	0%	0%	0%	0%	25.7%	0%	35	8.6%
26	London Road/ Thames Drive	50.0%	10.7%	10.7%	0.8%	6.6%	0%	1.6%	0.8%	0%	0%	0.8%	10.7%	0%	122	7.4%
30	London Road/ West Road	47.5%	8.5%	18.6%	3.4%	1.7%	0%	0%	0%	0%	0%	0%	15.3%	0%	59	5.1%
31	Sutton Road (South)	45.7%	11.4%	2.9%	0%	0%	0%	0%	0%	0%	0%	2.9%	28.6%	0%	35	8.6%
33	Southchurch Road	58.3%	7.1%	9.5%	0%	3.6%	0%	0%	2.4%	0%	0%	3.6%	11.9%	0%	84	3.6%
44	Thorpe Bay Broadway	45.5%	13.6%	15.9%	4.5%	6.8%	0%	0%	0%	0%	0%	0%	4.5%	0%	44	9.1%
46	West Road Shoebury	57.9%	7.9%	0%	0%	2.6%	0%	0%	0%	0%	0%	15.0%	10.5%	0%	38	7.9%
Local Centres																
1	Rayleigh Road (The Oakwood PH)	39.3%	7.1%	3.6%	3.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	32.1%	0.0%	28	3.6%

6	Rayleigh Road/ Whitehouse Road	57.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	0.0%	7	0.0%
8	Rayleigh Road, Kent Elms Corner	50.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	6	0.0%
10	Bridgewater Drive, Kent Elms Corner	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	6	0.0%
15	Bridgewater Drive South	55.6%	11.1%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	0.0%	9	0.0%
7	Eastwood Old Road/ The Fairway	57.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	0.0%	7	0.0%
14	Eastwood Road North	44.4%	3.7%	3.7%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.9%	0.0%	27	11.1%
17	Elmsleigh Drive	60.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	20.0%	0.0%	10	0.0%
27	London Road, The Elms	41.4%	10.3%	6.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	0.0%	29	13.8%
37	The Ridgeway	40.0%	20.0%	13.3%	0.0%	13.3%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	15	0.0%
28	London Road, Chalkwell School	20.0%	0.0%	30.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	15.0%	20.0%	0.0%	20	10.0%
29	London Road, Chalkwell Park	25.0%	7.1%	32.1%	0.0%	3.6%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	28	17.9%
9	Rochford Road	100%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0%	0.0%	0.0%	3	0.0%
5	Eastwoodbury Crescent	50.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	4	0.0%
12	Prince Avenue (The Bell/ Hobleythick Lane)	46.7%	10.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.7%	0.0%	30	6.7%

16	Earls Hall Parade (Cuckoo Corner)	50.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.0%	0.0%	10	0.0%
20	Fairfax Drive	23.1%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	38.5%	0.0%	13	15.4%
22	Victoria Avenue/ West Street	21.7%	0.0%	13.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	30.4%	0.0%	23	21.7%
18	Sutton Road north	60.0%	13.3%	0.0%	6.7%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	15	0.0%
24	Sutton Road centre	16.7%	16.7%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	6	0.0%
42	Southchurch Avenue	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	6	0.0%
19	Cluny Square	33.3%	22.2%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	22.2%	0.0%	9	0.0%
21	Hamstel Road	57.1%	4.8%	4.8%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	0.0%	21	0.0%
43	Woodgrange Drive	58.6%	3.4%	6.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	29	13.8%
40	Woodgrange Drive (east)	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4	0.0%
25	Shoebury Road	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3	0.0%
41	Barnstaple Road	80.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5	0.0%
45	Ness Road	39.3%	7.1%	17.9%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.1%	0.0%	28	0.0%
35	The Renown	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	6	0.0%
47	High Street, Shoeburyness	57.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	7	14.3%

Table 1b: Southend's Retail Parks

[illegible]

32	London Road Retail Park	80.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5	0.0%
23	Greyhound Retail Park	62.5%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	8	0.0%
13	Fossetts Retail Park	66.7%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	6	0.0%
34	North Shoebury Retail Park	75.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	12	0.0%

*A small section of Airport Retail Park is located within Southend, the rest of the park is within Rochford, for completeness it has all been surveyed.

Table 1c: Use Classes

Class E Commercial, Business and Service Use, or part use, for all or any of the following: a) Shop other than for the sale of hot food b) Food and drink which is mostly consumed on the premises c) services principally to visiting members of the public i) financial services, ii) professional services (other than medical services, iii) any other services appropriate to provide in a commercial, business or service locality d) indoor sport and recreation (not swimming pools, ice rinks, or motorised vehicles or firearms) e) medical services not attached to the residence of a practitioner f) non-residential creche, day centre or nursery g) i) office, ii) the research and development of products or processes, or iii) any industrial processes which can be carried out in any residential area without causing detriment to the amenity of the area.	Class F1 Learning and non-residential institutions Any use not including residential use: a) for the provision of education b) for the display of artwork – not for sale or hire c) as a museum d) as a public library or public reading room e) as a public hall or exhibition hall f) for or in connection with public worship or religious instruction g) as a law court
Class F2 Local Community Uses a) shop of not more than 280 sqm mostly selling essential goods, including food, where there is no other such facility with 1,000m radius of the shop's location b) community halls and meeting places c) outdoor sport or recreation (not involving motorised vehicles or firearms)	Class C1 Hotels Hotels, boarding and guest houses (where no significant element of care is provided)
Class C2a Residential Institutions Residential accommodation and care to people in need of care, residential schools, colleges or training centres, hospitals, nursing homes	Class C3 Dwelling-houses
Class C4 Houses in Multiple Occupation	Class B2 General Industry

Use of a dwelling-house by 3-6 residents as a house in multiple occupation.	Industrial processes other than one falling within the uses described in Class E (g)
Class B8 Storage and Distribution	Sui Generis Uses which do not fall within the specified use classes including those identified within Article 3(6) of The Town and Country Planning (Use Classes) Order 1987.

1.2. This report presents a snapshot in time, providing a health check of the centres and frontages, examining the use classes and vacancy rates within each, providing evidence to support the production of the Southend Local Plan. On this basis, this report makes recommendations relating to the centres to ensure that their boundaries remain effective, defining active retail/ commercial centres (and in the case of the City Centre, a primary shopping area, and primary and secondary frontages), and identifying where there may be benefits from releasing/ amending a centre's boundary, or where its classification in the hierarchy could be amended. This report also provides a review of the City's retail parks.

2. Context

2.1. The National Planning Policy Framework (NPPF) sets out the Government's policy approach to ensuring the vitality of town centres. Planning policies and decisions should support the role that town centres play at the heart of communities, by taking a positive approach to their growth, management and adaptation. Planning policies should define a network and hierarchy of town centres and promote their long-term vitality and viability by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allowing a suitable mix of uses (including housing), and reflects their distinctive characters. It also sets out that planning policies should define the extent of town centres and primary shopping areas and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre.

Use Classes

2.2. The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020, and further amendments to the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended), set out an updated approach to use classes in England. Previous surveys of centres and frontages within Southend have been based on the former use class order, and as such the results of the 2024 surveys may identify some differences in terms of a units use class. For this report, the updated use classes were surveyed and are reported on (see Table 1c for use classes).

2.3. The Town and Country Planning (General Permitted Development etc.) (England) (Amendment) Order 2021, introduced a new class MA into the GPDO, granting deemed planning permission for change of use from commercial and business use (class E) to residential (class C3) from 1st August 2021. Subject to limitations and conditions, this affects former use classes A1 (shops), A2 (financial and professional services), A3 (food and drink), B1 (business), D1(a) (non-residential institutions – medical or health services), and D2(e) (assembly and leisure – indoor and outdoor sports), other than use as an indoor swimming pool or skating rink.

2.4. The permitted development rights include several national safeguards, i.e. all new residential delivered through the permitted development right must meet nationally described space standards (the rights do not apply where the cumulative floor space of the building changing use exceeds 1,500 square metres) and the building must have been vacant for at least 3 months, and there are prior approval process in place, e.g. where a proposal involves the change of use of a ground floor of a building in a Conservation Areas prior approval would be required.

2.5. This means that there is potential that residential uses could be introduced to retail/ commercial frontages. This could have an impact on the vitality of a centre and the way in which it functions, for example by creating a length of 'inactive' frontage through the introduction of residential ground floor uses, taking out window/ shop displays, and providing fewer shops and services for residents and visitors.

Article 4 Directions

- 2.6. The NPPF sets out the provisions for using Article 4 directions. Article 4 Directions remove national permitted development rights. They should only be used where they relate to change from non-residential use to residential use, be limited to situations where an Article 4 direction is necessary to avoid wholly unacceptable adverse impacts (this could include the loss of the essential core of a primary shopping area which would seriously undermine its vitality and viability, but would be very unlikely to extend to the whole of a town centre); in other cases, be limited to situations where an Article 4 direction is necessary to protect local amenity or the well-being of the area (this could include the use of Article 4 Directions to require planning permission for the demolition of local facilities); in all cases, be based on robust evidence, and apply to the smallest geographical area possible.
- 2.7. Given the introduction of use class MA and the permitted development rights associated with change of use to residential, and the impact this could have on vitality and viability, further consideration could be given to the introduction of an Article 4 direction at an appropriate scale, based on evidence, within the City Centre primary shopping area for areas of primary shopping frontage (the City Centre being at the top of the retail hierarchy for Southend) and resisted more widely across the primary shopping area. The district centres of Leigh and Westcliff both have Conservation Areas within their boundaries, and it is suggested that the boundary of these historic commercial areas within the District Centres could form a 'Primary Commercial Area' where ground floor residential conversions are not supported in principle (and resisted within the district centres more widely). If deemed appropriate, consideration could also be given to the use of Article 4 Directions within the Neighbourhood Centres, to help maintain the function these play in offering accessible shops and services for the City's neighbourhoods.

Function of Retail/ Commercial Centres and Frontages

- 2.8. The main function of a retail/ commercial centre is to provide for the needs of residents and visitors, and a proper balance is needed between shops and other services. The vitality and viability of retail centres, particularly in smaller centres, would be threatened if prime shopfronts were taken over by non-retail/ non-E class activities. Designating shopping frontages or retail/ commercial centres can help to ensure that centres retain a reasonable number of retail outlets and other complementary town centre uses to provide healthy, inclusive, and safe places for shopping and social interaction, and for supporting healthy lifestyles. It is therefore important to ensure that the success and justification is evidenced by their regular review. The importance of providing such shops and services across the city is further emphasised in the Southend Settlement Role and Hierarchy Study¹.
- 2.9. The existing development plan for Southend has identified primary and secondary shopping frontages across the city within different centres. The focus of development plan policies has been ensuring that the character and function of the Primary Shopping Frontages

¹ https://localplan.southend.gov.uk/sites/localplan.southend/files/2021-08/Final%20Report%20_HighRes.pdf

(PSFs) is not eroded by an over-concentration of non-retail uses. Monitoring and managing the shopping function of centres enables the Council to ensure their vitality and viability is not significantly harmed. Secondary Shopping Frontages (SSFs) often comprise of retail uses but can also offer a greater diversity of other business uses that provide important services for the areas that they serve. Monitoring the role and function of the primary and secondary frontages through regular surveys has enabled the Council to ascertain the range of goods and services available to shoppers and visitors, and to identify any significant and long-term trends.

Local Context

- 2.10. Policy CP2 of the Southend Core Strategy DPD (2007) set out the retail hierarchy and network of centres within the City which established Southend City Centre's role as a regional centre that will remain the first preference for all forms of retail development and for other town centre uses attracting large numbers of people. The SCAAP (2018) reaffirmed the City Centre's role as the main retail centre in the City.
- 2.11. Policy DS1 of the SCAAP sets out the approach to the management of primary and secondary shopping frontages in the City Centre, and these frontages (including the primary shopping area) are defined on the SCAAP policies map. This policy was produced following a review of the retail frontages within the City Centre and of Policy S5 of the former Borough Local Plan (1994), which it replaced. Outside of the City Centre, Policy DM13 of the DMD sets out the approach to shopping frontage management, including primary and secondary shopping frontages, and defined these frontages on the Development Management Document Policies Map.
- 2.12. SCAAP Policy DS1 seeks to manage the designated primary shopping frontages (PSF) so that the proportion of A1 retail use does not decrease below 60%, allowing for a diversification of uses while maintaining a retail function. The PSF of the City Centre comprises three inter-related and distinct zones, the High Street, The Victorias and The Royals. It also recognises that these primary frontages are crucially supported by adjacent secondary frontages, which do not include a retail percentage target, therefore allowing for further diversification of Southend City Centre and its offer to further sustain its role as a retail, leisure and lifestyle destination.
- 2.13. In 2013, the Council produced a technical report, '*The Management of Designated Shopping Frontages in Southend-on-Sea*²' which looked at the appropriateness and extent of Primary and Secondary Shopping Frontage designations, supplemented with an Addendum³, published in 2014.
- 2.14. The 2013 report recommended that a minimum target for retail (Class A1) uses within the City Centre primary shopping frontage should be continued, it noted the higher level of vacancies within the primary frontage within The Victoria's and recommended that this

² <https://www.southend.gov.uk/downloads/file/2905/technical-report-shopping-management-2013-including-appendix-a-and-b->

³ <https://www.southend.gov.uk/downloads/file/2904/addendum-to-the-management-of-designated-shopping-frontages-july-2014>

continue to be monitored. Outside of the City Centre, it recommended achieving a minimum target threshold of 60% of A1 uses within the primary frontage. Furthermore, it recommended some amendments to the secondary shopping frontages to ensure they remained appropriate and justified. The 2014 report provided an updated review of the secondary frontages outside of the City Centre, providing evidence to support the production of the DMD.

- 2.15. Policy DM13 of the DMD sets out the approach to managing primary and secondary frontages within Southend, outside of the City Centre, as well as defining discrete areas of primary and secondary retail frontage. For the primary frontages, it sets a 60% threshold for the retention of A1 retail use, to ensure a significant proportion of the centres/ frontages remain in retail use. Within the secondary shopping frontages, it requires development proposals to maintain or provide an active frontage and provide a direct service to visiting members of the public. It also seeks to ensure all new shop frontages are of a high standard of design and seeks to encourage the display of art in windows of vacant shopfronts to create visual interest. The DMD was adopted in 2015.
- 2.16. Following this, in 2016, the Council produced a technical report, *The Management of Designated Shopping Frontages in Southend-on-Sea – Technical Report⁴⁴*, which presented the findings of a use class survey for the primary and secondary shopping frontages in Southend City Centre. This was used to support the production of the SCAAP and Policy DS1.
- 2.17. The report indicated that, based on the results of a retail survey undertaken in July 2016, there were a good range of uses within Southend City Centre, with approximately 67% of the combined frontage in retail use (A1) and 17% of the length of frontage in use for eating and drinking (A3-A5). It reported that the vacancy rates within the town centre were 13%, which were higher than the national average of 10.1%. A large proportion of these vacancies were noted however to be within the Victoria's Shopping Centre, which was extensively refurbished creating several new units and additional floorspace in 2008, the year that marked the onset of economic recession in the UK. The vacancy rate of the town centre - minus those frontages in the Victoria's Shopping Centre - were reported to be 8%, below the national average.
- 2.18. All primary frontages not on the High Street or within the ground floor of the Royals or the Victoria's Shopping Centres were replaced by secondary frontage designations. Where lengths of frontage were no longer active, where the frontage no longer offered a service that contributes to the vitality of the area, and/ or where the frontage was in an area close to and well served by shops and services within other secondary or primary shopping frontages. It recommended a 60% target for A1 retail uses within the primary frontages, which it considered would allow for a greater degree of flexibility within the town centre zones. These revisions were enacted when the SCAAP was adopted.

⁴⁴ <https://ca1-spp.edcdn.com/documents/The-Management-of-Town-Centre-Shopping-Frontage-2016.pdf?v=1559310757>

Emerging policy approach – Local Plan

- 2.19. All centres (and frontages) were surveyed for the emerging local plan in March 2024 and reviewed in the context of changes to national policy and changes to the use class order. This was based on the approach proposed in the Refining the Plan Options consultation on the emerging Local Plan (2021), which reviewed existing retail centres and frontages as designated on the DMD and SCAAP policies maps.
- 2.20. The existing local planning policy approach has been to define areas of primary and secondary shopping frontage, and apply a retail percentage threshold, aimed at controlling non-A1 uses. The evidence to support the emerging Local Plan, as presented in this report and as consulted on in the 2021 Refining the Plan Options Local Plan document, considered each of these centres (and frontages within them) and proposed a hierarchy of centres within the city. This hierarchy comprises: City Centre, District Centres, Neighbourhood Centres, and Local Centres. The Local Plan seeks to designate these areas as retail/ commercial centres, thereby recognising the important role they play in providing a range of shops and services to the local community (and beyond). See Map 1 and Table 1a. Retail Parks were also surveyed, although not forming part of the hierarchy of centres, the emerging Local Plan recognises the potential to enhance the public realm and access to these areas, and development proposals should be considered on a case-by-case basis.
- 2.21. The surveys helped to determine whether the boundaries of the retail/ commercial areas, and their frontages, remain appropriate and grouped them in accordance with the hierarchy.

3.Results of the Surveys

Southend City Centre

- 3.1 Southend City Centre is a sub-regional centre and the main retail/ commercial centre within the city, consisting of over 400 units. The centre is focussed on a linear High Street, which is anchored to the north by The Victorias and to the south by The Royals shopping centre. The High Street measures approximately 0.5 miles in length, a considerable distance for a high street, joining the north of the city centre through to the edge of the seafront. The City Centre will remain the first preference for all forms of retail development and for other town centre uses occurring in the city.
- 3.2 The City Centre was surveyed in March 2024 (see Tables 2a-2c). The percentage of Class E(a) retail uses within the City Centre PSF (which comprises PSF within the High Street, The Victoria's and The Royals PSF) was 56%. This was comprised of 39% of units in Class E(a) use on the High Street, 9% within The Royals, and 8% within The Victorias. In total however, 74% of the PSF was in Class E retail/ other commercial use.
- 3.3 Within the SSF, the percentage of Class E(a) retail uses was 36%. This was comprised of 37% of units on the High Street, 29% in The Royals and 35% in The Victorias. In total however, 65% of the SSF was in Class E retail/ other commercial use.
- 3.4 The SSF showed more diversity in uses than the PSF, providing an important complementary function. This reflects previous trends, and the introduction of Class E appears to have further enabled diversification of commercial uses across the centre within both the PSF and SSF. Going forward, it is recommended that the City Centre embraces its retail/ commercial role while moving away from a percentage retail threshold (given the potential for change of use within Class E), recognising the opportunities for diversification, and for attracting shoppers and visitors with a complementary range of retail, commercial, leisure, and business uses suitable for a sub-regional City Centre. The Primary Shopping Area provides an important focus for the City Centre and should continue to be retained, continuing to define Primary and Secondary shopping frontages given the scale and prominence of the centre.
- 3.5 There were several vacancies across the City Centre at the time of survey, notably within The Royals and The Victorias⁵. Overall, average vacancy rates within the City Centre PSF were 21% (comprising 16% across the High Street, 30% in The Royals, and 34% in The Victorias). Vacancy rates within the SSF were on average 16% (comprising 37% of units in The Victoria's, 29% in The Royals),

⁵ The Royals has seen the loss of several anchor Class E(a) national retail tenants, including Debenhams, which closed stores nationally, and H&M and Primark, both of which are now represented elsewhere on the High Street, The Victorias has also seen the loss of national retailers, coupled with a number of historic vacancies at ground floor.

some of which are historic vacancies, and others have been vacated in recent years.

- 3.6 The High Street, which comprises the largest area of PSF and SSF within the City Centre, saw lower vacancy rates although has also been impacted by the loss of national retailers in recent years, including Dorothy Perkins and Top Shop. There were some gains to the High Street, including the occupation of the former BHS store by Primark, and the retention of household names such as M&S, H&M, Holland and Barrett, River Island, and Clarks.
- 3.7 Vacancy levels are somewhat reflective of trends nationally. Town and City centres nationally have been affected by store closures, particularly following the Covid pandemic, including retail companies with multiple stores who ceased trading in this period. Nationally, the retail sector was facing challenges prior to this following the 2008 financial crisis (around the time The Victoria's was renovated), and the growth of online retailing, now exacerbated by the Covid pandemic and cost of living crisis which has seen retailers losing their share of consumer spending to spending on other goods and services, including leisure and tourism, eating out, and gym memberships⁶. In Q4 of 2023, both shopping centre and high street vacancy rates were reported to have fallen from post-Covid peaks, but remain historically high at around 14%, although vacancy rates are recognised to vary considerably depending on the type of location – with high streets tending to be closer to the national average and shopping centres tending to have must higher vacancy rates. This is reflective of the Southend situation.
- 3.8 The City Centre has however benefitted from the introduction of leisure uses, particularly within The Victorias, which has diversified with a mix of retail, health (including NHS and Family Planning clinics), community and leisure uses (including Indi Rock climbing centre and Battle Bar). The tower block element of The Victorias has also largely been converted from office to residential uses, with a residential entrance now at ground floor. Several national retailers remain within The Victorias, including Next, Boots and New Look, as well as TK Maxx and Boots within The Royals.
- 3.9 At the time of survey several betting shops and pawn shops⁷, or similar uses, were recorded within the City Centre (notably on the High Street). Consideration should be given to whether a policy approach focusing on the management of these types of uses should be brought forward through the Local Plan, to avoid clustering/ over concentration.
- 3.10 The approach to managing the City Centre and its retail frontages has retained a higher proportion of Class E(a) retail uses, together with Class E uses that enhance its offer. While the High Street is experiencing vacancies, these are generally in line with national averages, and it continues to provide an important retail and commercial function as reflected in the proportion of Class E uses (including

⁶ Retail Sector in the UK, Commons Library Research Briefing, 23 April 2024.

⁷ At the time of the 2024 surveys, there were seven betting shops and nine pawn shops within the City Centre.

retail) here.

- 3.11 The diversification of frontages (reduction in the length of the PSF, as introduced by the SCAAP) within The Victoria's has allowed for a greater mix of uses here. There continues to be vacancies, largely comprised of smaller units within the PSF and SSF, however the centre performs an important function and now includes several other uses that attract footfall, including health and leisure facilities, and recently completed residential units to the tower block element (this does not form part of the PSF). Within the PSF and SSF (Table 2c), where units are occupied, the majority are in Class E(a) retail use. Vacancy rates will need to be continued to be monitored, and the centre may provide opportunity for continued diversification of offer, building on its successes to date, particularly with leisure and health uses, and opportunities for offices/ professional services/ health and leisure to locate here.
- 3.12 It was noted at the time of survey that the city centre boundary cuts across Tylers Avenue car park, it is proposed to rectify this anomaly and include all of this within the City Centre primary shopping area boundary in the emerging Local Plan (see Map 2).
- 3.13 The Royals has been impacted by several anchor tenants vacating the centre, and there are some large expanses of vacant PSF and SSF here. Its areas of PSF, where occupied, are all in Class E uses and most of these units are in retail use (Table 2b). This is the same of the SSF, with most units that are not vacant in retail use (Table 2c). It is recognised therefore that The Royals, as with The Victoria's, may provide opportunity to diversify its offer, and given its position to the southern end of the High Street, adjacent to the central seafront, has potential to strengthen its position – utilising spaces so that estuary views can be benefitted from and the potential for restaurants/ cafés, leisure, and other commercial uses. As with The Victoria's, vacancy levels should continue to be monitored.
- 3.14 The challenge is to deliver a successful City Centre which is accessible, with a quality environment, and a good range of retail and other commercial Class E uses, such as cafes and restaurants, professional services, as well as other uses suitable for a city centre and the local residential population, such as healthcare and leisure. Opportunities for regeneration, including existing units and public realm enhancements, and improving connections between to the central seafront/ neighbouring residential/ and railway stations and bus interchanges, could help to achieve this.

Map 2: Southend City Centre PSA and Frontages (for Local Plan)

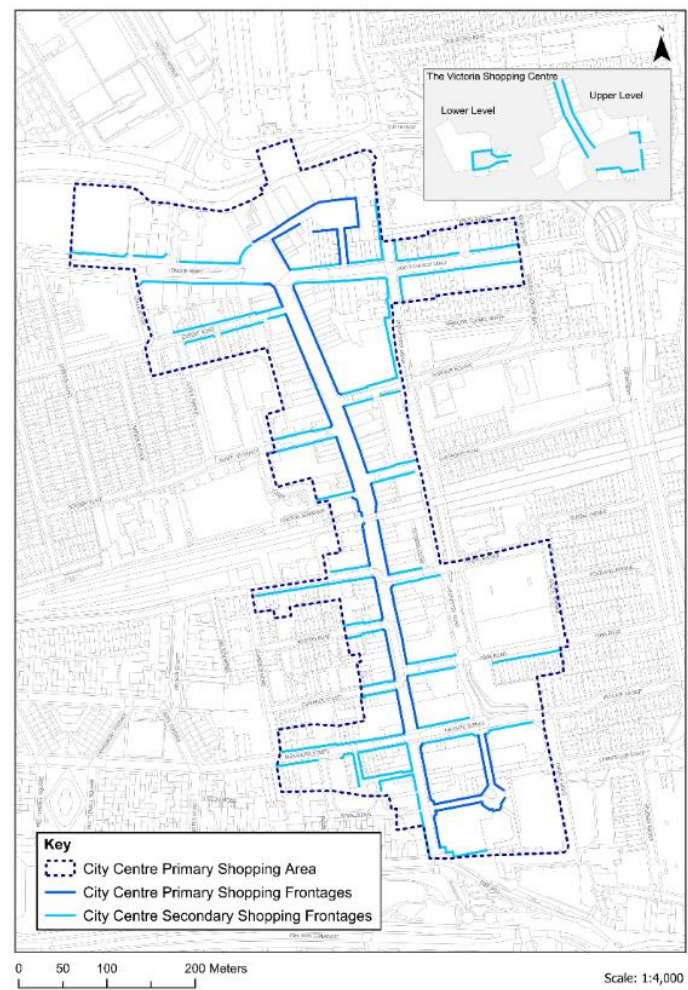


Table 2a: Southend Town Centre PSF and SSF Frontages, % of units within each use class

Name	Frontage Type	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	C3	Sui	U/C*	Total units	% Vacant
City Centre	Primary	56%	12%	4%	1%	1%	0%	0%	0%	0%	5%	0%	154	21%
City Centre	Secondary	36%	16%	8%	2%	2%	0%	1%	1%	0%	15%	1%	267	16%

*U/C = under construction

Table 2b: Results of Surveys in Southend Town Centre PSF 'zones', % of units within each use class

City Centre PSF 'Zone'	Frontage Type	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C3	Sui	Total units	% Vacant
High Street	Primary	39%	10%	3%	1%	1%	0%	0%	0%	0%	0%	3%	102	16%
The Royals	Primary	9%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	23	30%
The Victorias	Primary	8%	1%	1%	0%	1%	0%	0%	0%	0%	0%	2%	29	34%

Table 2c: Results of Surveys in Southend Town Centre SSF 'zones', % of units within each use class

City Centre SSF 'Zone'	Frontage Type	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	C3	Sui	U/C*	Total units	% Vacant
High Street	Secondary	37%	14%	6%	1%	2%	0%	1%	1%	0%	15%	1%	209	11%
The Royals	Secondary	29%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7	29%
The Victorias	Secondary	35%	1%	2%	1%	0%	0%	0%	0%	0%	0%	0%	51	37%

*U/C = under construction

3.15 Going forward, it is recommended that:

- a. The Primary Shopping Area should continue to be retained and designated, ensuring that this core provides a strong retail and complementary commercial focus subject to minor boundary changes at Tylers/ York Road to address a previous anomaly (see Map

- 2);
- b. The emerging Local Plan should seek to introduce an Article 4 Direction to ensure that Class E retail and commercial functions are retained, particularly within the Primary Shopping Area, to protect and enhance the retail and commercial offer of the centre and its vitality and viability;
 - c. Consideration should be given to Local Plan policies focussed on managing Sui Generis uses, including betting shops/ pay day loan shops/ adult gaming centres, to retain the vitality of the High Street, and to avoid a clustering of such uses.

Centres outside of the City Centre

- 3.16 The centres and frontages within Southend (outside of the City Centre) were surveyed in March 2024, and the perceived use class of each premises/ unit was recorded, and any vacancies noted.
- 3.17 A review of each centre is set out below, starting with the District Centres of Leigh and Westcliff followed by a review of neighbourhood centres and local centres. Woodgrange Drive (east) was also surveyed as part of this, identified as a local centre in the Local Plan, but not forming part of the existing retail designations as defined by the Development Management Document (2015). Survey results, based on the Development Management Document designations, are set out in Appendix 2.

District Centres

Leigh District Centre

- 3.18 Leigh District Centre is 5km west of Southend City Centre. Leigh is an attractive historic centre and a proportion of it is within two Conservation Areas (Leigh and Leigh Cliff). The main focus of retail and commercial provision is focussed to Leigh Broadway, and the centre extends along Leigh Road, Broadway West, Elm Road, and Rectory Grove, which provide further offer.
- 3.19 The District Centre as defined by the DMD (2015)⁸ comprised PSF focused to Leigh Broadway, and SSF to Elm Road and the eastern extent of Leigh Broadway. Two areas of SSF on Rectory Grove and Leigh Road were recognised as retail frontages but were not included in the District Centre boundary (see Appendix 2).
- 3.20 However, the Southend Local Plan 'Refining the Plan Options' consultation document (2021) considered that the Leigh Road and Rectory Grove SSFs form part of the district centre given their proximity to and relationship with the other parts of the centre. This was

⁸ Appendix 7 & 8 <https://ca1-spp.edcdn.com/documents/Southend-Development-Management-Document-2015.pdf>

delineated as such on associated maps (see Map 3). These frontages have therefore also been included here, to ascertain the health of the centre and to ensure an appropriate boundary is drawn. These results are presented in Table 3, and it is recommended that the Local Plan continues to present the Leigh District Centre as incorporating Leigh Road and Rectory Grove, as these frontages are well connected with the rest of the District Centre and provide a linear centre through the Leigh neighbourhood.

- 3.21 While undertaking the surveys, it was noted that there was a small collection of units on Leigh Road that weren't previously included in any of the centres, and it is therefore recommended that these four units be added to the district centre boundary for completeness (all were occupied and predominantly in Class E use at the time of survey). Map 3 shows the proposed boundary for the Local Plan, which includes these units, and they have been included within Table 3.
- 3.22 At the time of survey, vacancy rates were generally low across the centre although these should continue to be monitored. A small proportion of residential frontages were noted within the centre (at Elm Road and Broadway East in particular). Although at present the impact is limited, this should continue to be monitored. Given the historic commercial character of Leigh District Centre, particularly Leigh Broadway, and the Conservation Area designations here, further consideration should be given to defining a core 'primary commercial area' within the district centre, which it is suggested could follow the boundaries of the conservation areas. Ground floor residential conversions should be resisted across the centre, and consideration given to the use of Article 4 Directions – focussed to the primary commercial area for example, to conserve the historic commercial character.
- 3.23 There are over 300 units within the district centre, with a strong provision of Class E(a) retail, together with other Class E uses (predominantly in Class E(b) with numerous food and drink establishments, and Class E(c) with a range of financial and professional services). These all add to the centre's diversity, and the quality and range of the independent retail and commercial offer is strong, and this is a key attribute.
- 3.24 There are three large sites within the centre that were under construction and nearing completion at the time of survey, each with new commercial frontage opportunities at ground floor. This includes The Grand Hotel, a former car wash site, and a former car park/ vacant site. Once completed, with the ground floor commercial uses, these sites will continue to contribute to the retail and commercial offer of the district centre. They have been counted as being under construction rather than vacant. Overall, the centre is performing well, providing a good mix of shops and services.
- 3.25 Having regard to these considerations, it is recommended that the Local Plan:
- a. Retains and recognises the role and function of Leigh as a District Centre, sitting below the City Centre in the retail hierarchy, providing a range of shops and services for the local population, including convenience and comparison retail;

- b. Defines a 'Primary Commercial Area' mirroring parts of the centre with Conservation Area status (which largely comprises much of the existing PSF at Leigh Broadway and Broadway West), moving away from PSF and SSFs, allowing for diversification (Class E) uses whilst recognising the important role the centre plays;
- c. Resisting change of use to residential at ground floor level across the District Centre, particularly within the primary commercial area/ conservation area where this would be contrary to the historic retail/ commercial character of the area, to ensure the vitality and viability of the centre is retained, including further consideration given to pursuing an Article 4 Direction;
- d. Recognises the extent of the district centre, including Leigh Road and Rectory Grove frontages, and including the four units on Leigh Road, as surveyed, within the District Centre boundary. See Appendix 2 for survey results based on Development Management Document (2015).

Map 3: Leigh District Centre – Proposed Local Plan boundary

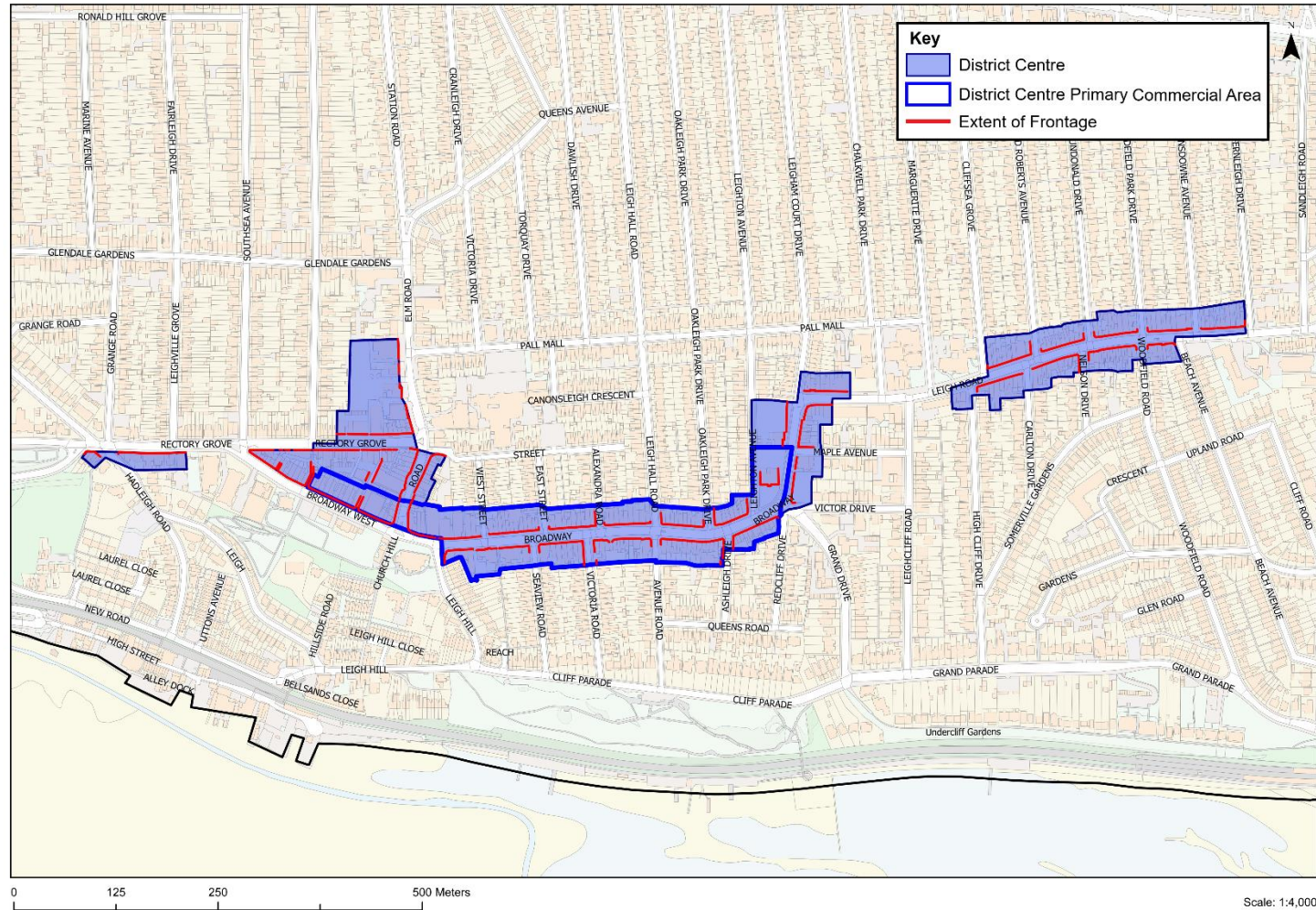


Table 3: Leigh District Centre Use Classes and Vacancies (2024)

Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C3	Sui	U/C	Total units	% Vacant
Leigh District Centre	46.2%	19.3%	13.5%	0.9%	2.8%	0.3%	0.5%	1.2%	0.3%	0.9%	7.3%	0.9%	327	5.5%

Westcliff District Centre

- 3.26 The Westcliff District Centre is located approximately 3km west of Southend City Centre. The main core of the centre forms the Hamlet Court Road Conservation Area. Surveys were undertaken in March 2024.
- 3.27 As defined by the Development Management Document⁹, the district centre comprised an area of PSF on Hamlet Court Road, complemented by two areas of SSF to the south and on London Road.
- 3.28 Given the proximity of these three areas of frontage, it is considered for the Local Plan the district centre boundary includes all these frontages, and all have been surveyed (see Map 4). As with Leigh District Centre, it is recommended therefore that a Primary Commercial Area is delineated within the District Centre reflecting the Conservation Area boundary, highlighting the core for retail and associated Class E commercial activity, whilst allowing for the centre to diversify. Residential uses (Class C3) should be resisted at ground floor within the centre, particularly within the primary commercial area to ensure the vitality and viability of the centre is maintained, and its historic commercial character conserved.
- 3.29 At the time of survey, vacancy rates were low relatively in parts of the centre, including within the area of primary shopping frontage (as defined by the DMD on Hamlet Court Road, see Appendix 2 for survey results based on these existing designations) and a strong retail, service and food sector representation were noted, complemented by Sui Generis uses including bars/ pubs and beauty clinics. Vacancy rates were higher in the London Road frontage where it joins Hamlet Court Road however, and there were a notable number of ground floor residential conversions located to the southern section of Hamlet Court Road, detracting from its commercial function. While a good representation of service sector (E(g) class) uses would be expected in a District Centre, at the time of survey there were only a small number of such uses recorded, there were also a small proportion of medical services recorded at the time of survey (Class E(e)). Vacancies and conversions should be kept under review although at this time no further amendments to the boundary

⁹ Appendix 7 & 8 <https://ca1-spp.edcdn.com/documents/Southend-Development-Management-Document-2015.pdf>

are proposed.

3.30 Within Westcliff District Centre it is recommended that the next iteration of the Local Plan:

- a. Retains and recognises the role and function of Westcliff as a District Centre sitting below the City Centre in the retail hierarchy, providing for a range of shops and services for the local population, including convenience and comparison retail;
- b. Delineates a Primary Commercial Area within the District Centre reflecting the Conservation Area boundary and the core retail and commercial activity in the centre;
- c. Resisting change of use to residential at ground floor level across the District Centre, particularly within the primary commercial area/ conservation area where this would be contrary to the historic retail/ commercial character of the area, to ensure the vitality and viability of the centre is retained, including further consideration given to pursuing an Article 4 Direction;
- d. Amends the Westcliff District Centre boundary to the existing areas of primary and secondary shopping frontage at Hamlet Court Road and London Road not previously included (see Map 4).

Map 4 – Westcliff District Centre Boundary – Proposed for Local Plan

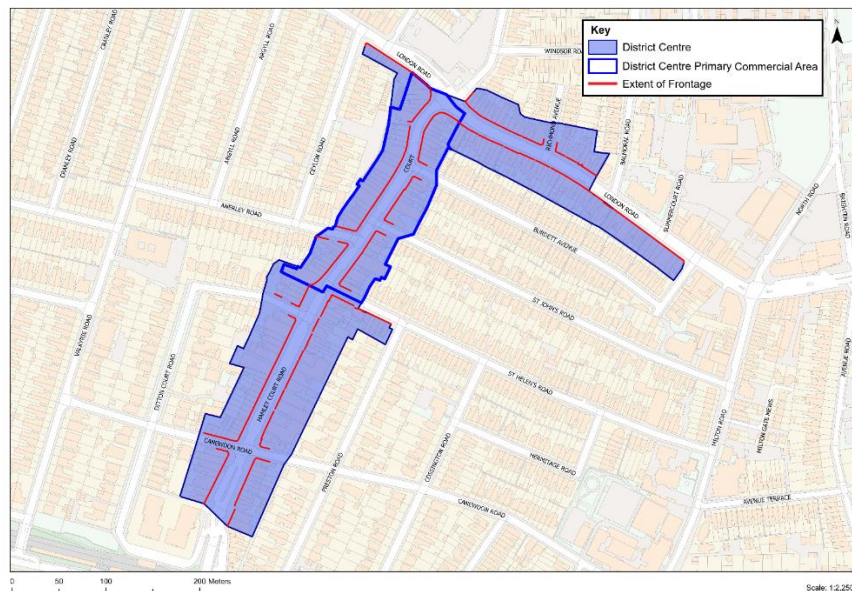


Table 4: Westcliff District Centre Use Classes and Vacancies (2024)

Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C1	C3	Sui	Total Units	% vacant
Westcliff District Centre	45.6%	15.5%	12.6%	1.9%	0.5%	0%	0%	0.5%	0.5%	0.5%	3.4%	8.3%	206	10.7%

Neighbourhood Centres

- 3.31 The following section provides a review of the Neighbourhood Centres. One boundary amendment is proposed as part of this review, to West Road (Shoebury) Neighbourhood Centre to address non-retail/ commercial uses in the centre. Further details are also provided within Chapter 4, Map 12.

Eastwood Neighbourhood Centre (Rayleigh Road, The Rodings)

- 3.32 The Eastwood Neighbourhood Centre (Rayleigh Road, The Rodings) (Map 5 shows the boundary of the centre proposed for the Local Plan) is in the north-west of the City, with Progress Road to the west and Bellhouse Road to the east. It provides a linear centre, focused close to The Rodings. It includes a mix of retail, professional services, food and drink uses as well as several complementary Sui Generis Uses including a pub and takeaways (see Table 5). Vacancies were limited at the time of survey and the centre generally appeared to be in good health, providing local shops and services for residents.
- 3.33 No amendments to the boundary are proposed and given the number of units and mix of uses here, it is considered appropriate to recognise this as a Neighbourhood Centre.

Map 5: Eastwood Neighbourhood Centre (Rayleigh Road, The Rodings)

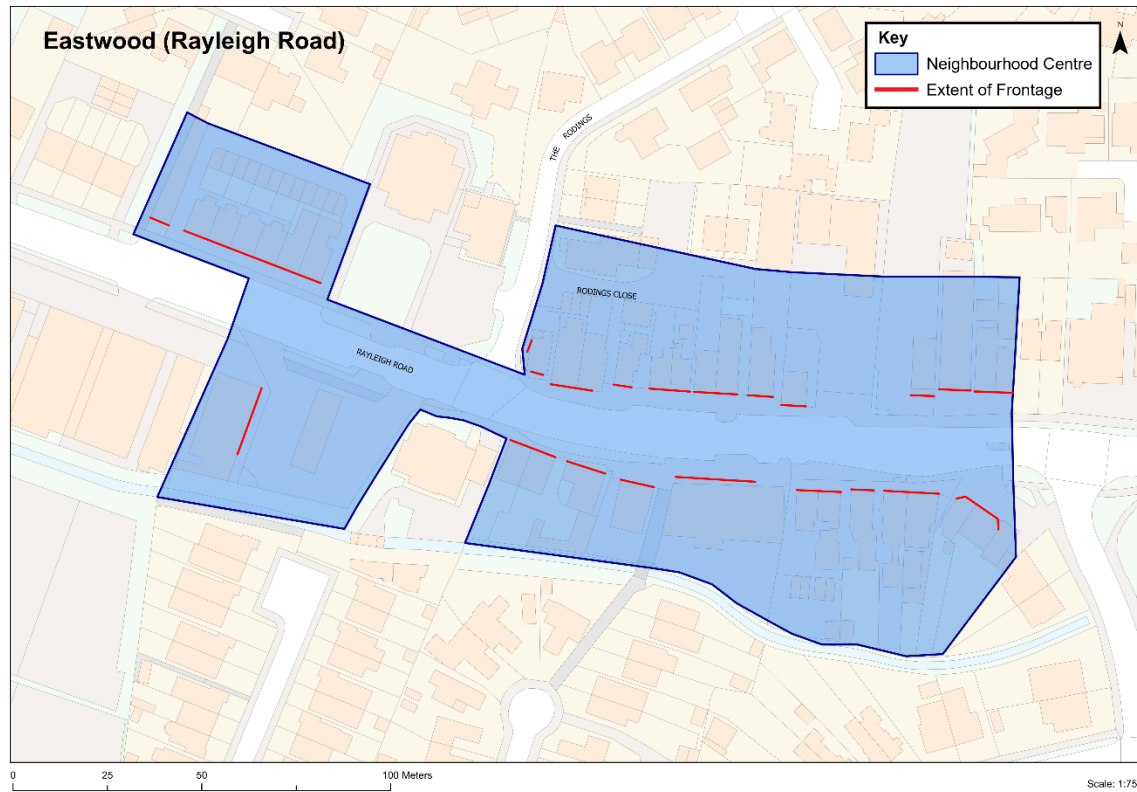


Table 5: Eastwood (Rayleigh Road, The Rodings) Neighbourhood Centre

Map ID	Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C1	C3	Sui	U/C*	Total units	% Vacant
3	Eastwood (Rayleigh Road/ The Rodings)	25.7%	8.6%	28.6%	0%	0%	0%	2.9%	0%	0%	0%	0%	25.7%	0%	35	8.6%

London Road/ Thames Drive (Thames Drive to Hadleigh Road, Leigh): Neighbourhood Centre

- 3.34 The emerging Local Plan considered the London Road/ Thames Drive as a neighbourhood centre (Map 6 shows the boundary of the centre proposed for the Local Plan), providing a range of day-to-day shops and services for local residents. The area consists of areas of frontage stretching along either side of the A13 London Road, focussed between the junction with Thames Drive/ Sutherland Boulevard to its western extent, and Medway Crescent/ Stirling Avenue to the east, which adjoins an area of frontage to the west of Thames Drive, and another area of frontage adjoining it to the east, running on the south side to the junction with Park Road. Beyond this, there is another area of frontage that runs from Canvey Road to Hadleigh Road. All these frontages were surveyed and are considered to collectively form part of the neighbourhood centre (Table 6).
- 3.35 The centre is performing well, within limited vacancies and good representation from retail, food, and professional services, with complementary Sui Generis uses including takeaways.
- 3.36 No amendments to the London Road/ Thames Drive boundary are proposed and given the number of units and mix of uses here, it is considered appropriate to recognise this as a Neighbourhood Centre.

Map 6: London Road (Thames Drive/ Hadleigh Road) Neighbourhood Centre

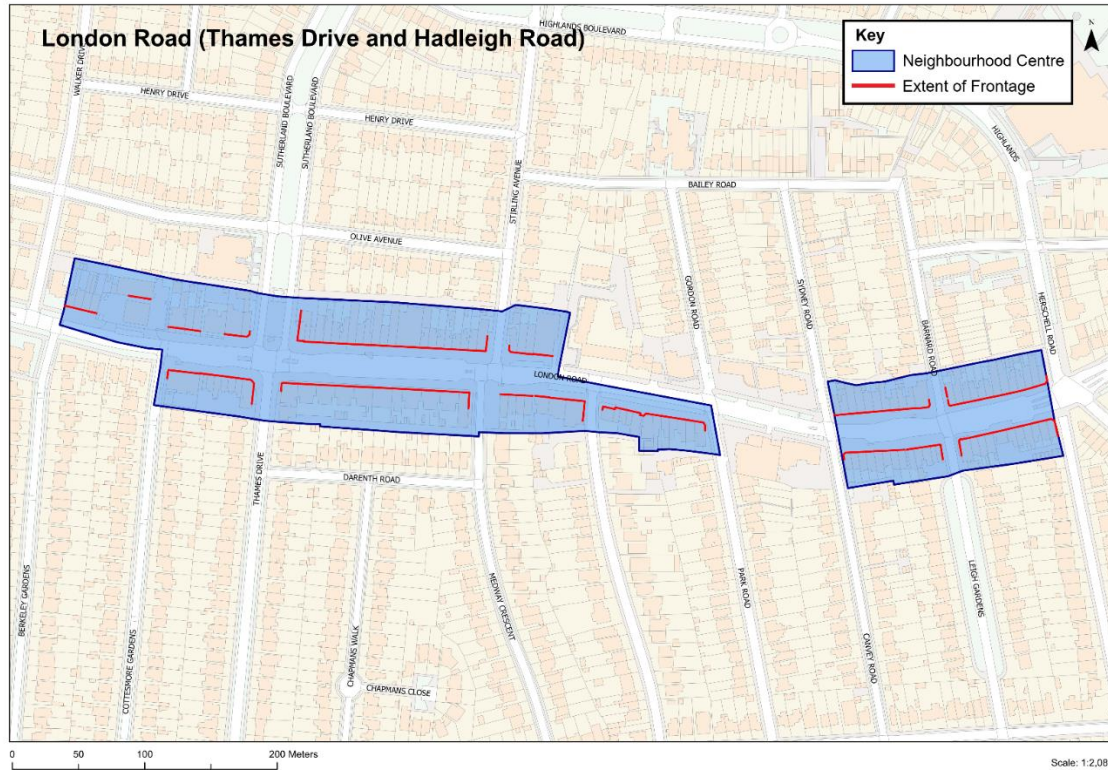


Table 6: London Road/ Thames Drive Neighbourhood Centre (2024)

Map ID	Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C1	C3	Sui	U/C*	Total units	% Vacant
26	London Road/ Thames Drive	50.0%	10.7%	10.7%	0.8%	6.6%	0%	1.6%	0.8%	0%	0%	0.8%	10.7%	0%	122	7.4%

London Road/ West Road, Westcliff: Neighbourhood Centre

- 3.37 The London Road/ West Road Neighbourhood Centre serves the Westcliff neighbourhood (Map 7 shows the boundary of the centre proposed for the Local Plan). The survey results show that the centre continues to provide a good mix of uses for local residents, including retail uses, professional services, and a range of restaurants/ cafes. There were also a strong proportion of Sui Generis uses, including several takeaways. Vacancy rates are generally low within the centre, and no amendments are suggested (Table 7).
- 3.38 Given the number of units, mix of retail and Class E commercial uses, it is considered appropriate to recognise London Road/ West Road, Westcliff as a Neighbourhood Centre.

Map 7: London Road/ West Road Neighbourhood Centre (2024)

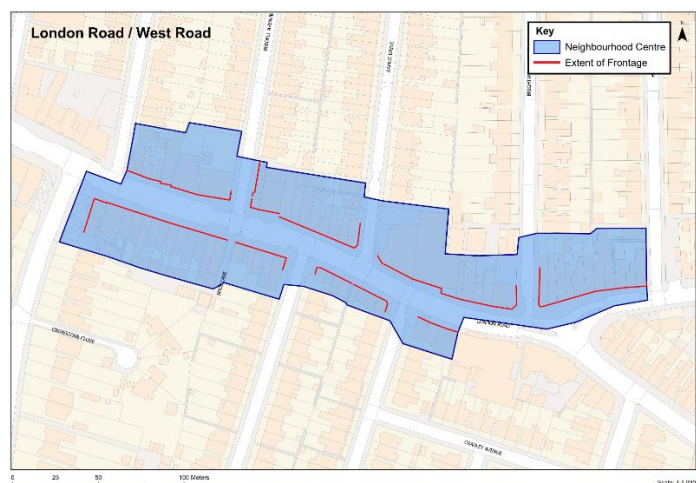


Table 7: London Road/ West Road Neighbourhood Centre (2024)

Map ID	Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C1	C3	Sui	U/C*	Total units	% Vacant
30	London Road/ West Road	47.5%	8.5%	18.6%	3.4%	1.7%	0%	0%	0%	0%	0%	0%	15.3%	0%	59	5.1%

Sutton Road (South): Neighbourhood Centre

- 3.39 Sutton Road (South) neighbourhood centre (Map 8 shows the boundary of the centre proposed for the Local Plan) provides a range of shops and services to the local area, with low vacancy rates at the time of survey. The proportion of Class E(a) retail uses was good within the centre at the time of survey together with a range of food uses within Class E(b) and Sui Generis uses (including takeaways, pub, betting shop, and tattoo studio) making up a significant proportion of the remainder of the centre. A small proportion of the centre was in residential use at the time of survey, although did not constitute a large area of frontage and as such did not detract significantly from its vibrancy. No adjustments to the frontage are therefore recommended, but it should continue to be monitored (Table 8).
- 3.40 Given the number of units, mix of commercial uses, it is considered appropriate to recognise Sutton Road (South) as a Neighbourhood Centre.

Map 8: Sutton Road (South) Neighbourhood Centre

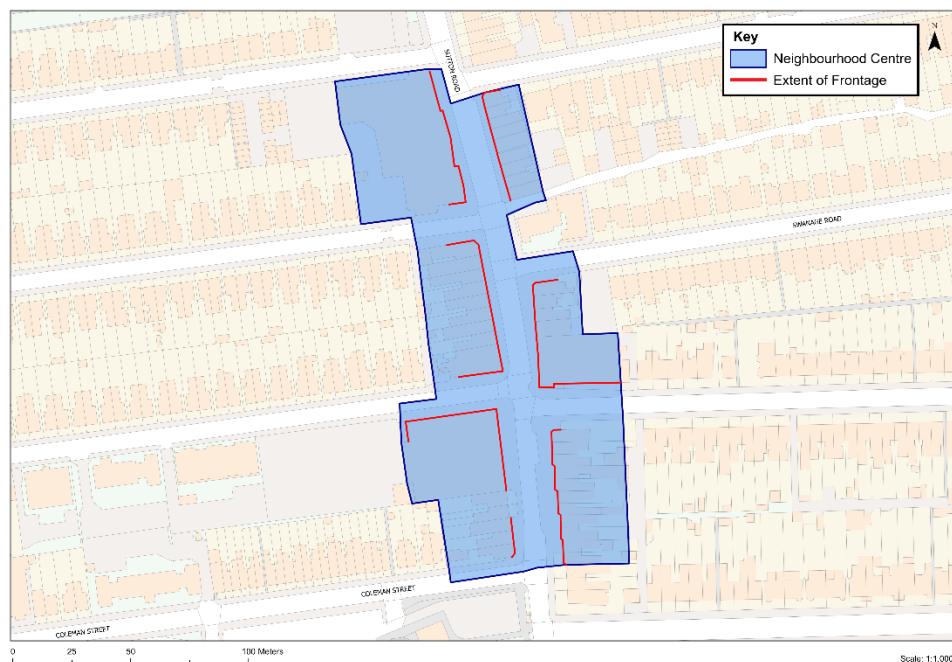


Table 8: Sutton Road (South) Neighbourhood Centre (2024)

Map ID	Name	E(a)	E(b)	E(c)i- iii	E(d)	E(e)	E(f)	E(g)i- iii	F1	F2	C1	C3	Sui	U/C*	Total units	% Vacant
31	Sutton Road (South)	45.7%	11.4%	2.9%	0%	0%	0%	0%	0%	0%	0%	2.9%	28.6%	0%	35	8.6%

Southchurch Road: Neighbourhood Centre

- 3.41 The Southchurch Road Neighbourhood Centre comprises 84 units along a long, linear road (Map 9 shows the boundary of the centre proposed for the Local Plan). The centre was in good health at the time of survey, with over 50% of the centre comprising retail uses, complemented by cafes and restaurants and professional services, and low vacancy rates. There were several Sui Generis uses recorded, including hot food takeaways, pub, car showroom, and tattoo studio (Table 9). While there are some Class C3 residential uses recorded, these comprised a very small number within the heart of the centre, with commercial uses to the east and west, and it is not recommended that any adjustments are made to the boundary at this time, although the centre should continue to be monitored.
- 3.42 Given the extent of the Southchurch Road centre, the mix of commercial uses, and the well populated surrounding area that it serves, it is considered appropriate to consider this as a Neighbourhood Centre.

Thorpe Bay (Broadway): Neighbourhood Centre

- 3.43 Thorpe Bay (Broadway) Neighbourhood Centre is a moderately sized and compact centre (44 units) c.3km east of Southend City Centre (Map 10 shows the boundary of the centre proposed for the Local Plan). At the time of survey, the majority of its frontage was occupied by retail uses, complemented by food, drink, and professional services. Vacancy rates were relatively low at the time of survey. The centre continues to perform an important function, serving the Thorpe Bay Neighbourhood, and no amendments to the centre boundary are suggested.
- 3.44 Given the extent of the Thorpe Bay (Broadway) centre, the mix of commercial uses, and the role it plays in serving the surrounding area, it is considered appropriate to consider this as a Neighbourhood Centre (see Table 10).

Map 10: Thorpe Bay Neighbourhood Centre

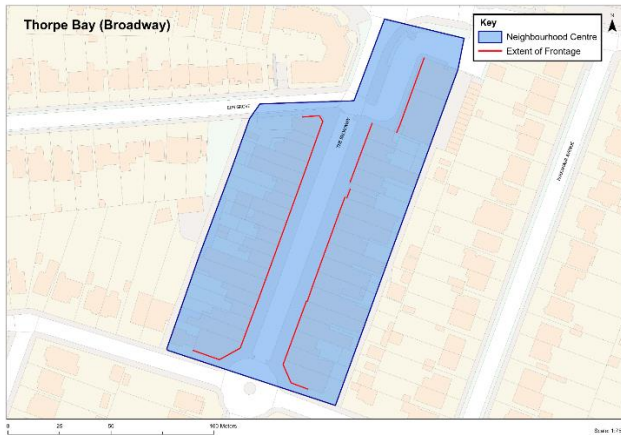


Table 10: Thorpe Bay (Broadway) Neighbourhood Centre survey (2024)

Map ID	Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C1	C3	Sui	U/C*	Total units	% Vacant
44	Thorpe Bay Broadway	45.5%	13.6%	15.9%	4.5%	6.8%	0%	0%	0%	0%	0%	0%	4.5%	0%	44	9.1%

West Road, Shoebury: Neighbourhood Centre

- 3.45 The West Road centre in Shoeburyness (Map 11) is located at the eastern periphery of Southend's urban area and consists of 40 units. At the time of survey, the proportion of the frontage occupied by Class E(a) retail uses was 55%. This was complemented by Class E(b) food offer and Sui Generis uses including takeaways. Vacancy rates were relatively low at the time of survey. It was noted that there were a cluster of residential uses (Class C3) located to the southern part of the centre, on the western side of the street. There is also some disconnect between the main section of the centre and the two units to the south of the junction with St Andrews Road, one of which is in residential use (Table 11).
- 3.46 To ensure a healthy retail/ commercial centre that delivers the required improvements and which functions accordingly, it is recommended that the boundary of the centre is redefined for the Local Plan to exclude the two units to the south of St Andrews Road which are separated from the rest of the centre, allowing for a slightly consolidated retail/ commercial centre. Survey results based on the Development Management Document designations are set out in Appendix 2.
- 3.47 Given the extent of the West Road (Shoebury) centre, the mix of commercial uses, and the area that it serves, it is considered appropriate to consider this as a Neighbourhood Centre, although as with the other centres it should continue to be reviewed particularly given the cluster of residential uses and some vacant units, and a boundary amendment is proposed.

Map 11: West Road, Shoebury – Neighbourhood Centre

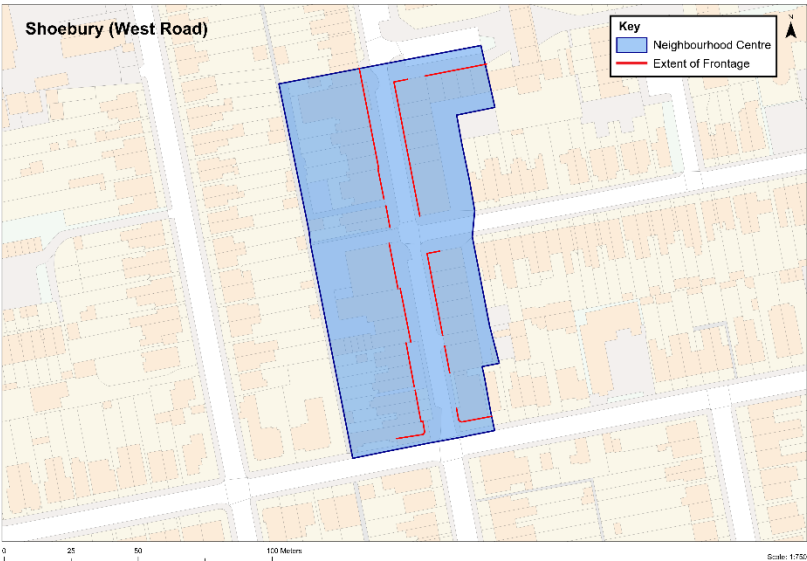


Table 11: Neighbourhood Centre: West Road, Shoebury (2024)

Map ID	Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C1	C3	Sui	U/C*	Total units	% Vacant
46	West Road Shoebury	57.9%	7.9%	0%	0%	2.6%	0%	0%	0%	0%	0%	15.0%	10.5%	0%	38	7.9%

Local Centres

- 3.48 Local Centres are generally smaller areas than the neighbourhood centres but still accommodate local provision of shops/ services to meet some of the day-to-day needs of the local communities that they serve. Woodgrange Drive is considered as a local centre for the purposes of the analysis for the Local Plan. The previous iteration of the Local Plan (Refining the Plan Options, 2021) had considered it amongst the neighbourhood centres, but it is of a comparable size to the larger local centres and so is recommended to be included as such in the retail hierarchy. Table 12a provides a breakdown of vacancy rates and use classes within the local centres across the city for the Local Plan. It is also proposed to add Woodgrange Drive east, a small shopping parade of 4 units, as a local centre and this is included in Table 12a.
- 3.49 There are some differences in the performance of these local centres, although generally vacancy rates are low (for 24 of the local centres, vacancy rates were 0% at the time of survey, indicating that they continue to serve an important function for the local communities that they serve), some centres have notably higher vacancy rates (55.6% of the Victoria Avenue/ Fairfax Drive local centre was vacant at the time of survey, and a further 11.1% of the centre was in residential use, totalling 66.7%). Some of the local centres also saw an increase in residential uses within them, including Rochford Road, and this has been addressed and boundary changes proposed. There were also several residential units to the edge of the Southchurch Avenue centre, following conversion of former commercial uses, and within the High Street, Shoeburyness Local Centre where residential uses comprised a notable proportion of the centre. Survey results based on the Development Management Document (2015) policies map designations are set out in Appendix 2.
- 3.50 The results indicate that most of these centres are in 'good health' and continue to provide a range of day-to-day shops and services for local residents and are generally characterised by low vacancy rates; they should continue to be designated within the Local Plan.
- 3.51 However, given the persistent vacancy rates within the Victoria Avenue/ Fairfax Drive Local Centre, coupled with residential uses, it is recommended that this small local centre is released from its centre/ SSF designation to allow for regeneration for other uses (for survey results see Appendix 2). Some adjustments are also recommended to High Street (Shoebury), Southchurch Avenue, Rochford Road, and The Renown Local Centres, to address the clusters of Class C3 residential use within the frontages here, as set out in Table 12b below.

Table 12a: Survey results for Local Centres, emerging Local Plan (March 2024)

For survey results based on Development Management Document (2015) designations, see Appendix 2.

Map ID	Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C1	C3	Sui	U/C*	Total	% Vacant
1	Rayleigh Road (The Oakwood PH)	39.3%	7.1%	3.6%	3.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	32.1%	0.0%	28	3.6%
6	Rayleigh Road/ Whitehouse Road	57.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	0.0%	7	0.0%
8	Rayleigh Road, Kent Elms Corner	50.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	6	0.0%
10	Bridgewater Drive, Kent Elms Corner	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	6	0.0%
15	Bridgewater Drive South	55.6%	11.1%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	0.0%	9	0.0%
7	Eastwood Old Road/ The Fairway	57.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	0.0%	7	0.0%
14	Eastwood Road North	44.4%	3.7%	3.7%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.9%	0.0%	27	11.1%
17	Elmsleigh Drive	60.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	20.0%	0.0%	10	0.0%
27	London Road, The Elms	41.4%	10.3%	6.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	0.0%	29	13.8%
37	The Ridgeway	40.0%	20.0%	13.3%	0.0%	13.3%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	15	0.0%
28	London Road, Chalkwell School	20.0%	0.0%	30.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	15.0%	20.0%	0.0%	20	10.0%
29	London Road, Chalkwell Park	25.0%	7.1%	32.1%	0.0%	3.6%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	7.1%	0.0%	28	17.9%
9	Rochford Road	100%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0%	0.0%	0.0%	3	0.0%
5	Eastwoodbury Crescent	50.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	4	0.0%
12	Prince Avenue (The Bell/ Holeythick Lane)	46.7%	10.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.7%	0.0%	30	6.7%

16	Earls Hall Parade (Cuckoo Corner)	50.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.0%	0.0%	10	0.0%
20	Fairfax Drive	23.1%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	38.5%	0.0%	13	15.4%
22	Victoria Avenue/ West Street	21.7%	0.0%	13.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	30.4%	0.0%	23	21.7%
18	Sutton Road north	60.0%	13.3%	0.0%	6.7%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	15	0.0%
24	Sutton Road centre	16.7%	16.7%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	6	0.0%
42	Southchurch Avenue	33.3%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	6	0.0%
19	Cluny Square	33.3%	22.2%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	22.2%	0.0%	9	0.0%
21	Hamstel Road	57.1%	4.8%	4.8%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	0.0%	21	0.0%
43	Woodgrange Drive	58.6%	3.4%	6.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	29	13.8%
40*	Woodgrange Drive (east)*	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4	0.0%
25	Shoebury Road	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3	0.0%
41	Barnstaple Road	80.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5	0.0%
45	Ness Road	39.3%	7.1%	17.9%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.1%	0.0%	28	0.0%
35	The Renown	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	6	0.0%
47	High Street, Shoeburyness	57.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	7	14.3%

*New addition to the Local Centres for the Local Plan, not previously identified on the DMD policies map (2015)

Table 12b: Local Centres – boundary adjustment in Local Plan

Local Centre	Reasoning
High Street, Shoebury	Amend boundary for Local Plan to take account of residential conversions to edge of centre, consolidate centre.
Southchurch Avenue	Amend boundary for Local Plan to take account of residential conversions to edge of centre, consolidate centre.
Rochford Road	Amend boundary for Local Plan to take account of residential conversions to edge of centre, consolidate centre.
The Renown	Amend boundary for Local Plan to take account of residential development to part of centre, consolidate centre.

Victoria Avenue (Fairfax Drive)*	No longer continue to designate as a local centre within the Local Plan owing to historic vacancies and residential conversions.
<i>*Results for Victoria Avenue/ Fairfax Drive not included in Table 12a, as it is not proposed to designate this as a Local Centre within the Local Plan. For survey results, see Appendix 2.</i>	

4. Retail Parks

4.1 There are a small number of retail parks across the city. These have been surveyed as part of this report to determine their current health, use classes and vacancy rates. The retail parks do not form part of the hierarchy of centres.

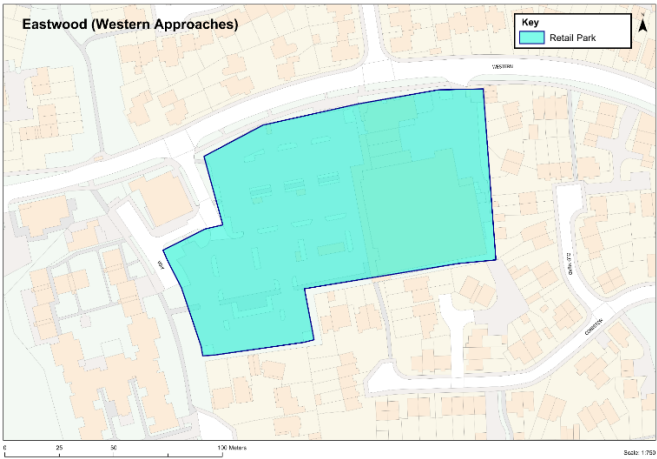
Western Approaches

4.2 Western Approaches, in Eastwood (Table 13, Map 12), consists of five units, anchored by a large supermarket with a large area of surface level parking. The proportion of retail park occupied by Class E(a) retail use was 60% at the time of survey, and food uses within Class E(b) accounting for the remaining 40% of the frontage. There were no vacancies within the retail park at the time of survey.

Table 13: Eastwood (Western Approaches) Retail Park Survey Results (2024)

Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C3	Sui	Vacant	Total Units
Eastwood (Western Approaches)	60%	40%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5

Map 12: Eastwood (Western Approaches) Retail Park



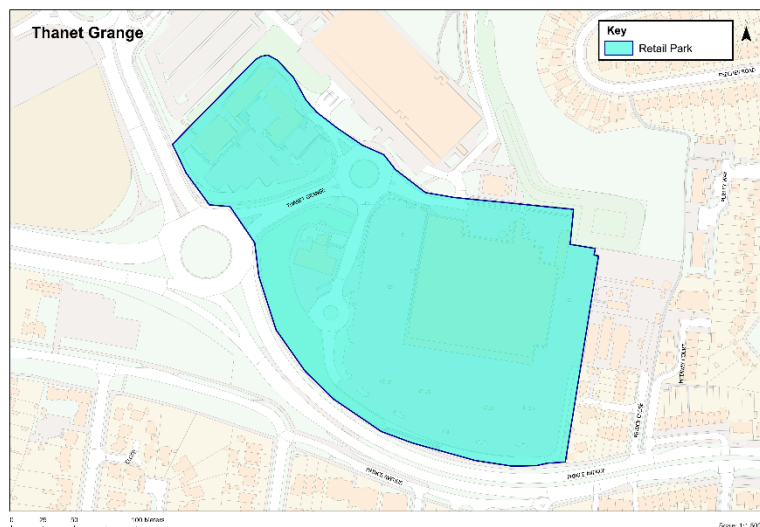
Thanet Grange Retail Park

4.3 Thanet Grange retail park comprises three units; a large format Tesco store, a restaurant and hotel (Table 14, Map 13). There is a large expanse of parking serving each of the units. It was in good health at the time of survey and all units were occupied.

Table 14: Thanet Grange Retail Park Survey Results (2024)

Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	C1 (Hotel)	Sui	Vacant	Total Units
Thanet Grange Retail Park	33.3%	33.3%	0%	0%	0%	0%	0%	0%	0%	33.3%	0%	0%	3

Map 13: Thanet Grange Retail Park



Airport Retail Park

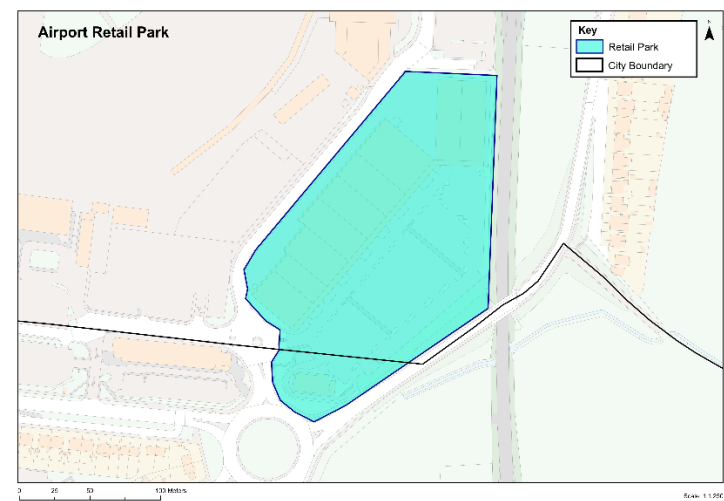
4.4 The Airport Retail Park (Table 15, Map 14) is located to the northern edge of the City, adjacent to London Southend Airport. A small part of the retail park falls within Southend’s administration boundary, with the remainder within Rochford District. For completeness the whole of the area has been surveyed. At the time of survey, the Airport Retail Park was primarily comprised of class E(a) retail uses (70%) including Sports Direct, Pets at Home, B&M stores, and Argos with a McDonalds providing food/drink use (class E(b)) (this unit is within the Southend city boundary). There is a large expanse of parking in front of the stores. Vacancy rates were 20% at the time of survey, with two large units unoccupied. Overall, the retail park appeared to generally be in good health.

Table 15: Airport Retail Park survey results (2024)

Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	Sui	Vacant	Total Units
Airport Retail Park*	70%	10%	0%	0%	0%	0%	0%	0%	0%	0%	20%	10

**part within Southend boundary, remainder within Rochford District. Whole park surveyed for completeness.*

Map 14: Airport Retail Park



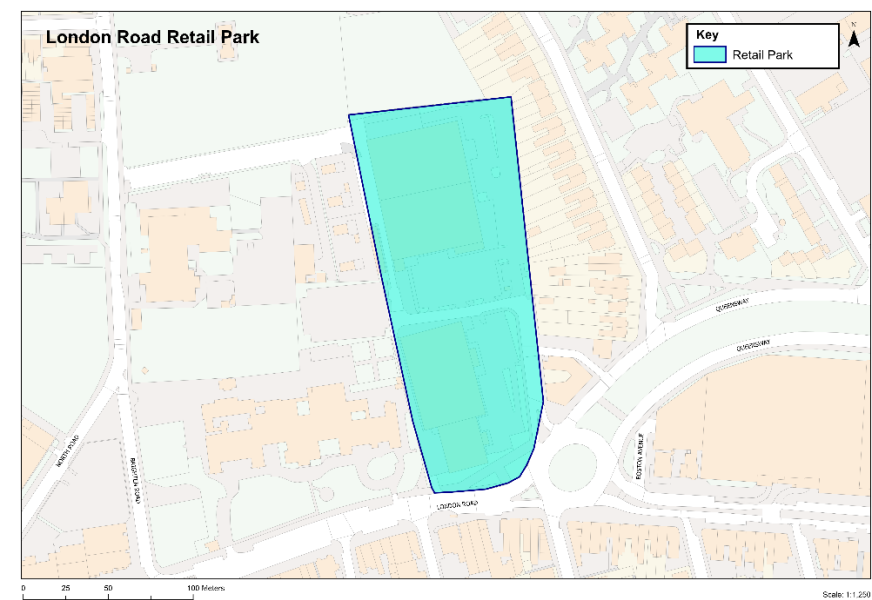
London Road Retail Park

4.5 London Road Retail Park (Table 16, Map 15) is located west of Southend City Centre. It is comprised of five large format stores, including a Lidl supermarket, Pets at Home, Hobbycraft, and Currys, as well as a gym, with a large expanse of parking across the site. At the time of survey, 80% of the retail park was in retail use and 20% in D2 use – comprising a gym, and there were no vacancies.

Table 16: London Road Retail Park Survey Results (2024)

Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	Sui	Vacant	Total Units
London Road Retail Park	80%	0%	0%	20%	0%	0%	0%	0%	0%	0%	0%	5

Map 15: London Road Retail Park



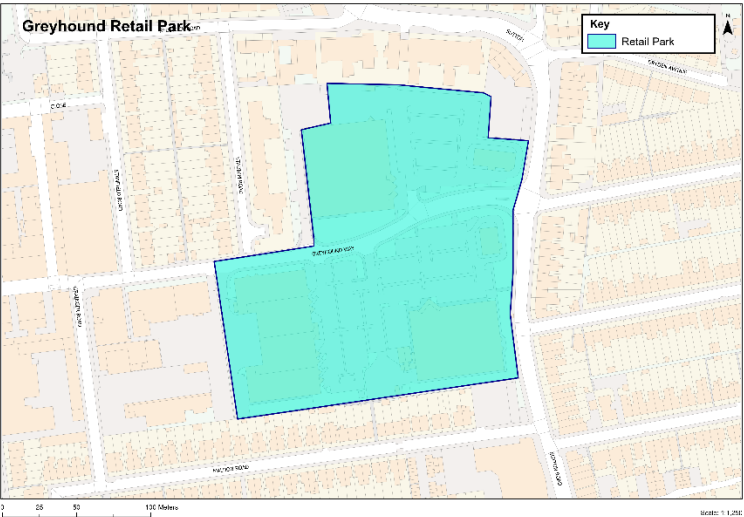
Greyhound Retail Park

4.6 Greyhound Retail Park is located to the north of the City Centre (Table 17, Map 16). At the time of survey, the retail park was in good health, with 62.5% of the retail park occupied by Class E(a) retail uses, including a Matalan store, Iceland, Farm Foods, and Lidl. This is complemented by food and drink uses including KFC and Starbucks café/ restaurants, which also have a drive through element. There is also a large Mecca bingo hall. There is a large expanse of surface level parking throughout the retail park. There were no vacancies at the time of survey.

Table 17: Greyhound Retail Park Survey Results (2024)

Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	Sui	Vacant	No of Units
Greyhound Retail Park	62.5%	25%	0%	20%	0%	0%	0%	0%	0%	12.5%	0%	8

Map 16: Greyhound Retail Park



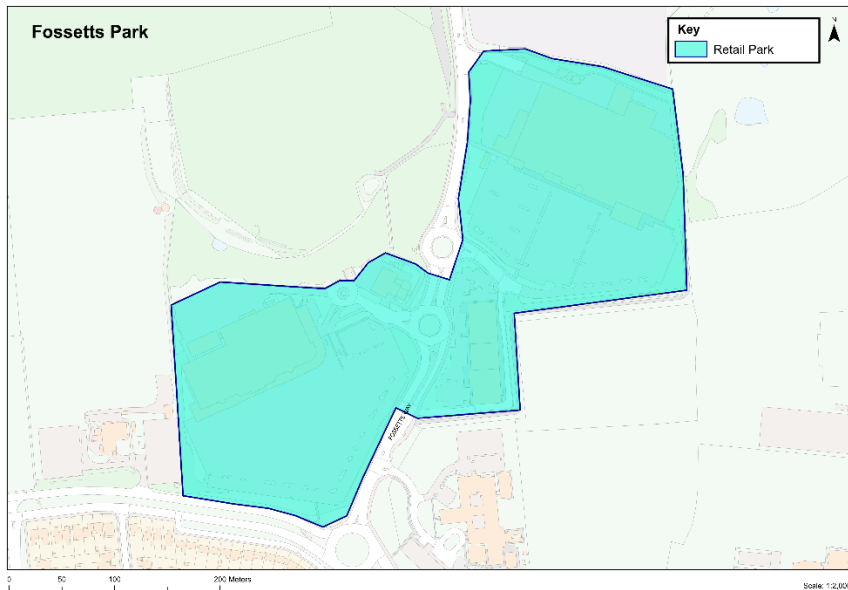
Fossetts Retail Park

4.7 Fossetts Retail Park (Table 18, Map 17) is in the north of the city, comprising several large format units, including a Waitrose supermarket, B&Q store, as well as Majestic Wine warehouse, kitchen showroom, petrol station, and a gym. It was performing well at the time of survey and there were no vacancies.

Table 18: Fossetts Retail Park Survey Results (2024)

Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	Sui	Vacant	No of Units
Fossetts Retail Park	66.7%	25%	0%	16.7%	0%	0%	0%	0%	0%	16.7%	0%	6

Map 17: Fossetts Retail Park



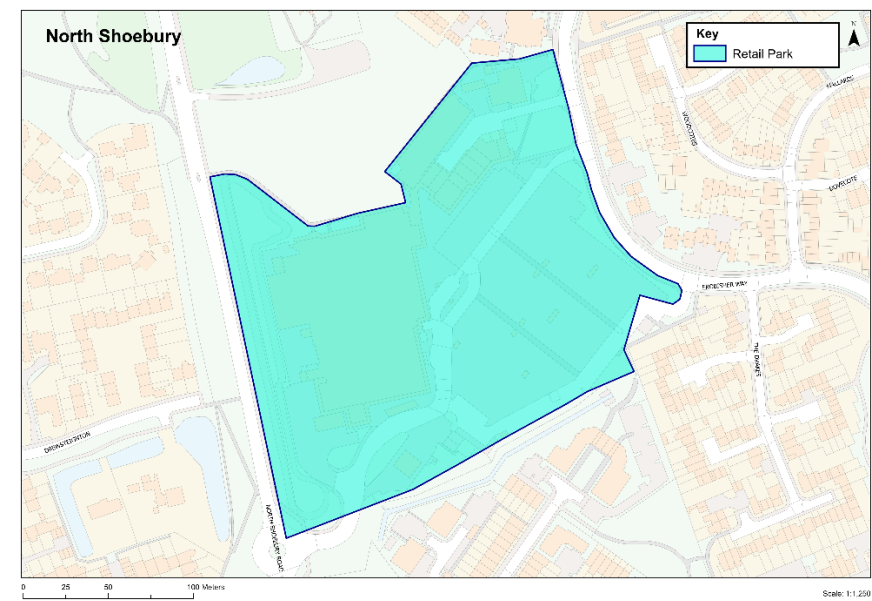
North Shoebury Retail Park

4.8 North Shoebury Retail Park (Table 19, Map 18) consists of 12 units and is anchored by a large ASDA supermarket. There were no vacancies at the time of survey and the proportion of frontage occupied by Class E(a) retail uses was 75%, complemented by Sui Generis uses.

Table 19: North Shoebury Retail Park Survey Results (2024)

Name	E(a)	E(b)	E(c)i-iii	E(d)	E(e)	E(f)	E(g)i-iii	F1	F2	Sui	Vacant	No of Units
North Shoebury Retail Park	75%	25%	0%	16.7%	0%	0%	0%	0%	0%	25%	0%	12

Map 18: North Shoebury Retail Park



5. Conclusions

- 5.1 Within the centres across the city, generally the representation of retail uses has reduced from previous years. However, Class E (which includes retail use – Class E(a)) remains the predominant use class within the centres and continues to provide for a mix of active retail and commercial uses, and ground floor frontages, that attract footfall to the centres. The introduction of Class E has allowed for more diversification within this Class, and it will be important to ensure that Class E uses remain within the centres (including Class E(a) retail provision) –particularly in Southend City Centre, and the District Centres which have historically contained a stronger prevalence of retail uses and serve a wider population, although can be equally as important within the neighbourhood and local centres where these provide for local day-to-day needs of residents.
- 5.2 In cases where it was noted that Class C3 residential use has been introduced or formed a notable part of ground floor frontages within centres, this has been reviewed and amendments proposed as appropriate, particularly where these are at the edge of centres. Centres will continue to be monitored in terms of uses. Conversion of ground floor uses to residential within the centres will be resisted. Consideration should be given to the introduction of an Article 4 Direction within the centres, particularly the City Centre, primary shopping area, to assist with resisting ground floor residential conversions and ensuring that the vitality and viability of this important sub regional centre is maintained. To this end, given the historic commercial character of the district centres of Leigh and Westcliff, particularly those parts of the centres designated as conservation area, it is recommended that further consideration also be given to the introduction of an Article 4 direction within the primary commercial areas of the district centres (as recommended for the local plan), which align with existing conservation area boundaries, to assist with resisting ground floor residential conversions and ensuring the retail and commercial character and function of these centres is not eroded, and active ground floor retail/ commercial uses maintained.
- 5.3 Southend City Centre will continue to be the first preference for all forms of retail development and for other town centre uses attracting large numbers of people, with a defined primary shopping area and areas of primary and secondary shopping frontage. The centres of Leigh and Westcliff will support Southend City Centre as District Centres providing a range of local comparison shopping, convenience shopping, and services to the surrounding neighbourhoods, with defined primary commercial. Existing centres elsewhere will be supported as neighbourhood and local centres and will meet the day-to-day convenience and community needs of local residents. These centres should continue to provide a retail and commercial function for the communities they serve, and dilution of this through residential conversion at ground floor should be resisted to maintain this role.
- 5.4 The proposed approach for the local plan recognises that the introduction of Class E has shifted the focus to managing centres and frontages as retail/ commercial centres, where retail continues to play an important role but where diversification within Class E is also possible. Within Southend's retail/ commercial centres there is a move away from setting a primary retail threshold, however it will

continue to be important to make sure that they stay in Class E use, or other complimentary town uses that provide a service to maintain and add to the vitality and viability of these centres.

6.5 The city has a number of retail parks that provide larger format units, some with food/drink provision, and by their nature more car dominated in terms of access and layout with large areas of surface level car parking; the local plan should continue to recognise this provision across the city and they should be included on the policies map. Opportunities to enhance pedestrian/ cycle connections within the retail parks, ensuring safe access from car parking areas to stores, and encouraging sustainable access to them, should be encouraged together with opportunities for urban greening.

6.6 To summarise, key recommendations from this report are:

Southend City Centre	To remain the first for of preference for all forms of retail development and for other town centre uses attracting large number of people. Continue to define a primary shopping area within the city centre, with primary and secondary shopping frontages, to maintain a strong and vibrant commercial core, including retail uses, and not allowing for conversion to residential at ground floor. Consider the implementation of an Article 4 Direction within the City Centre primary shopping area, to control the conversion of ground floor uses to residential and ensure the retail/ commercial uses are retained.
	<i>Minor amendment to city centre primary shopping area boundary to include all of Tylers Avenue car park.</i>
District Centres – Leigh and Westcliff	To continue to support the City Centre, providing a range of local comparison and convenience shopping, and services to surrounding neighbourhoods. Define Primary Commercial Areas within these centres to maintain a strong and vibrant commercial core, including retail uses. Resisting conversion to residential at ground floor to ensure the special historic commercial character is not lost. Consideration the implementation of an Article 4 Direction within the primary commercial area of these centres, aligned with the conservation area designations to assist with this. No longer include designation of primary and secondary frontages.

	<i>Leigh District Centre boundary to include Leigh Road and Rectory Grove frontages, including a small number of additional units on Leigh Road.</i>
	<i>Westcliff District Centre boundary to include adjacent London Road and Hamlet Court Road (south) frontages.</i>
Neighbourhood and Local Centres	To continue to provide for the day-to-day needs of the communities they serve, provide Class E commercial and supporting uses. No longer include designation of primary and secondary frontages.
<i>West Road Neighbourhood Centre</i>	<i>Amend boundary to remove small area of vacant/ residential use disconnected from remainder of centre by road.</i>
<i>Victoria Avenue/ Fairfax Drive Local Centre</i>	<i>Remove local centre designation given historic high levels of vacancies/ introduction of residential uses.</i>
<i>High Street, Shoeburyness Local Centre</i>	<i>Amend boundary of local centre to reflect concentration of retail/ commercial uses following residential conversions.</i>
<i>Rochford Road Local Centre</i>	<i>Amend boundary to remove unit that is now fully converted to residential use.</i>
<i>Southchurch Avenue Local Centre</i>	<i>Amend boundary to remove units that are now fully converted to residential use.</i>
<i>The Renown Local Centre</i>	<i>Amend boundary to account for development of residential uses.</i>
<i>Woodgrange Drive (east) Local Centre</i>	<i>A small parade of 4 units, to be designated as a Local Centre.</i>
Retail Parks	Continue to provide options for bulky retail with large format units, with some complementary units. Opportunity to enhance sustainable access to the retail parks.

Appendix 1: Southend Retail/ Commercial Centre Hierarchy – Proposed for Local Plan

Name of Centre	Neighbourhood
City Centre	
Southend City Centre	Southend Central
District Centres	
Leigh	Leigh
Westcliff	Westcliff
Neighbourhood Centres	
Eastwood (Rayleigh Road, The Rodings)	Eastwood
London Road (West) (Thames Drive – Hadleigh Road)	Leigh (south)
London Road/ West Road	Westcliff
Sutton Road (south)	Southchurch
Southchurch Road	Southchurch
Broadway (Thorpe Bay)	Thorpe Bay
West Road (Shoeburyness)	Shoeburyness
Local Centres	
Rayleigh Road (The Oakwood PH)	Eastwood

Rayleigh Road (Whitehouse Road)	Eastwood
Rayleigh Road (Kent Elms Corner)	Eastwood
Bridgewater Drive (Kent Elms Corner)	Leigh (north)
Bridgewater Drive (South)	Leigh (north)
Eastwood Old Road/ The Fairway	Leigh (north)
Eastwood Road	Leigh (north)
Elmsleigh Drive	Leigh (north)
London Road (The Elms)	Leigh (south)
London Road (Chalkwell School)	Leigh (south)
The Ridgeway	Leigh (south)
Rochford Road	Prittlewell
Eastwoodbury Crescent	Prittlewell
Prince Avenue (Hobleythick Lane/ The Bell)	Prittlewell
Earls Hall Parade (Cuckoo Corner)	Prittlewell
Victoria Avenue/ West Street	Prittlewell
London Road (Chalkwell Park)	Westcliff
Fairfax Drive	Westcliff

Sutton Road (north)	Southchurch
Sutton Road (centre)	Southchurch
Woodgrange Drive	Southchurch
Southchurch Avenue	Southchurch
Cluny Square	Southchurch
Hamstel Road	Southchurch
Woodgrange Drive	Southchurch
Woodgrange Drive (east)	Thorpe Bay
Shoebury Road (Bournes Green)	Thorpe Bay
Barnstaple Road	Thorpe Bay
Ness Road	Shoeburyness
The Renown	Shoeburyness
High Street (Shoeburyness)	Shoeburyness

Local Centres to be de-designated through Local Plan

<i>Victoria Avenue/ Fairfax Drive Local Centre</i>	<i>Prittlewell</i>
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Appendix 2: Survey Results (based on Development Management Document designations)

Name	Frontage type	E(a)	E(b)	E(c) i-iii	E(d)	E(e)	E(f)	E(g) i-ii	F1	F2	C1	C3	Sui	Vacant	U/C	Total
Leigh District Centre	Primary	50.5%	17.3%	12.5%	1.4%	3.8%	0.5%	0.5%	1.4%	0.0%	0.0%	0.0%	6.3%	5.8%	0.0%	208
Leigh District Centre (Elm Rd)	Secondary	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	20.0%	20.0%	20.0%	0.0%	5
Leigh District Centre (Broadway)	Secondary	30.4%	13.0%	13.0%	0.0%	4.3%	0.0%	4.3%	0.0%	0.0%	0.0%	8.7%	4.3%	8.7%	13.0%	23
Leigh Road	Secondary	43.0%	27.8%	15.2%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	8.9%	2.5%	0.0%	79
Rectory Grove	Secondary	41.7%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	8.3%	0.0%	12
Westcliff District Centre	Primary	49.4%	16.1%	12.6%	1.1%	0.0%	0.0%	0.0%	0.0%	1.1%	1.1%	1.1%	11.5%	5.7%	0.0%	87
Hamlet Court Road -south	Secondary	34.6%	19.2%	11.5%	3.8%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	19.2%	3.8%	3.8%	0.0%	26
Hamlet Court Road/London Road	Secondary	45.2%	14.0%	12.9%	2.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.1%	6.5%	17.2%	0.0%	93
Eastwood (Rayleigh Road, The Rodings)	Secondary	25.7%	8.6%	28.6%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	25.7%	8.6%	0.0%	35
London Road (Thames Drive and Hadleigh Road)	Primary	59.0%	7.7%	10.3%	2.6%	2.6%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	5.1%	10.3%	0.0%	39
London Road (Thames Drive and Hadleigh Road)	Secondary	45.8%	12.0%	10.8%	0.0%	8.4%	0.0%	1.2%	1.2%	0.0%	0.0%	1.2%	13.3%	6.0%	0.0%	83

London Road/ West Road	Secondary	47.5%	8.5%	18.6%	3.4%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%	5.1%	0.0%	59
Sutton Road (south)	Secondary	45.7%	11.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	28.6%	8.6%	0.0%	35
Southchurch Road	Secondary	58.3%	7.1%	9.5%	0.0%	3.6%	0.0%	0.0%	2.4%	0.0%	0.0%	3.6%	11.9%	3.6%	0.0%	84
Thorpe Bay (Broadway)	Primary	45.5%	13.6%	15.9%	4.5%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	9.1%	0.0%	44
Shoeburyness (West Road)	Primary	55.0%	7.5%	0.0%	0.0%	2.5%	0.0%	0.0%	2.5%	0.0%	0.0%	15.0%	10.0%	7.5%	0.0%	40
Rayleigh Road (The Oakwood PH)	Secondary	39.3%	7.1%	3.6%	3.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	32.1%	3.6%	0.0%	28
Rayleigh Road/ Whitehouse Road	Secondary	57.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	0.0%	0.0%	7
Rayleigh Road, Kent Elms Corner	Secondary	50.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	6
Bridgewater Drive, Kent Elms Corner	Secondary	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	6
Bridgewater Drive South	Secondary	55.6%	11.1%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	0.0%	0.0%	9
Eastwood Old Road/ The Fairway	Secondary	57.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	0.0%	0.0%	7
Eastwood Road North	Secondary	44.4%	3.7%	3.7%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.9%	11.1%	0.0%	27
Elmsleigh Drive	Secondary	60.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	20.0%	0.0%	0.0%	10
London Road, The Elms	Secondary	41.4%	10.3%	6.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	13.8%	0.0%	29
The Ridgeway	Secondary	40.0%	20.0%	13.3%	0.0%	13.3%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	15

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Barnstaple Road	Secondary	80.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5
Ness Road	Secondary	39.3%	7.1%	17.9%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.1%	0.0%	0.0%	28
The Renown	Secondary	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	37.5%	0.0%	0.0%	8
High Street, Shoeburyness	Secondary	28.6%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	35.7%	7.1%	21.4%	0.0%	14

Appendix 3 : Local Centres Maps – boundaries for Local Plan

