Southend-on Sea Employment Intensification Study

Southend-on-Sea City Council

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Introduction

This Employment Intensification Study (EIS) provides a high-level appraisal of the intensification potential of several Employment Growth Areas as identified by Southend-on-Sea City Council. The report (in part) informs the Employment Supply Topic Paper.

The EIS considers the intensification potential for each Employment Growth Area (referred to as a 'site' or by their individual names throughout the report), with respect to industrial (B2), storage (B8) and office/light industrial (E(g)(i)/(iii)) uses. Further information on the methodology which informs this report is provided below.

In total, 10 sites have been identified; these are listed in the methodology section, and their locations are shown in Figure 1 on page 2. Subsequent pages provide an overview of the intensification potential of each site; a summary of the report's findings is provided on page 13.

Methodology

As noted above, 10 sites have been identified by Southend-on-Sea City Council; all are existing employment areas (EAs):

- EA001: Airbourne Close/Airbourne Industrial Estate
- EA004: Comet Way
- EA007: Priory Works
- EA009: Stock Road
- EA010: Temple Farm
- EA011: Thanet Grange
- EA013: Towerfield Road
- EA014: Vanguard Way
- EA019: Whitegate Road
- EA033: Progress Road

The assessment of each site's intensification potential has been based on a four-stage process:

1. Review of the current planning context (as of March 2026) i.e. development proposals across each site which are either pending or have been granted (extant) permission (including those where permission has since lapsed though could still come forwards under a future scenario),
2. Establishing whether individual plots which are subject to permissions could be intensified further above and beyond the extent of development already proposed (noting any relevant constraints).
3. Establishing whether there are any additional opportunities for intensification (e.g. vacant/available plots which are not currently subject to pending, extant or lapsed permissions as of March 2026),
4. In the case of any sites which are currently fully vacant and not subject to any permissions, establishing opportunities for intensification based on their existing condition and context.

The review has been based on a desktop appraisal using aerial mapping (Google Earth, 2026) and Google Street View imagery (Google Maps; dates vary) only. Where potential for intensification within individual plots is identified, this is provided as a Gross Internal Area (GIA) figure (in m^2) by use class, along with a combined plot area in hectares. Local constraints for each site have been considered (e.g. proximity to sensitive receptors such as residential dwellings) in order to inform stages 2, 3 and 4 (it is assumed that any approved proposals have adequately considered this context).

GIA figures have been calculated based on ratios of 80% and 90% of Gross External Area (of a proposed building) for E(g)(i) and B2/B8/E(g)(iii) uses respectively.

Based on the findings of the review, one of the following classifications has been applied to each site:

No capacity

This site does not or is highly unlikely to have potential for intensification based on its current condition and planning context.

Some/limited capacity

This site has some/limited potential for intensification based on the current planning context (accounting for pending, extant and/or lapsed permissions).

Additional capacity

This site has potential for additional intensification (subject to liaison with relevant landowner(s)/ promoter(s)) based on its existing context and/or over and above pending/extent/lapsed permissions.



Figure 1: Employment Intensification Sites Location Plan

EA001: Airbourne Close/Airbourne Industrial Estate

Site area: 3.41ha



Baseline

Existing uses	B2/B8 (in addition to other uses including wholesale/trade retail)
Average building heights	1-2 storeys (including double-height industrial/ warehouse buildings)
Relevant constraints	Residential areas (2-storey dwellings) to the east and west; Protected Green Space (Eastwood Park) to north

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/ E(g)(iii)	**E(g)(i)**	**m²**	**ha**
0	0	0	0

This site does not or is highly unlikely to have potential for intensification based on its current condition and planning context.

There are currently no relevant pending, extant and/or lapsed permissions for future development that would allow for intensification of employment uses within this site.

Further potential for intensification is currently restricted by the site's size, layout and extent of occupation; external areas are utilised for parking, access, servicing and/or storage use. The site's proximity to a residential area and Protected Green Space could potentially inform the scale, extent and location of any development on the site which may come forwards under a future scenario.

EA004: Comet Way

Site area: 6.15ha



Baseline

Existing uses	B2/B8, E(g)(i) (in addition to other uses including wholesale/trade retail)
Average building heights	1-3 storeys (including triple-height industrial/ warehouse buildings)
Relevant constraints	Residential areas (2-storey dwellings) to the west (partly separated by green buffer); watercourse running east-west through the site; London Southend Airport to the south-east

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/ E(g)(iii)	**E(g)(i)**	**m²**	**ha**
0	0	0	0

This site does not or is highly unlikely to have potential for intensification based on its current condition and planning context.

There are currently no relevant pending, extant and/or lapsed permissions for future development that would allow for intensification of employment uses within this site. A lapsed application (granted in January 2023; see plot A above) for a minor extension to an existing building (resulting in an additional area of approximately 220m²) would not have introduced sufficient new area to be considered relevant for intensification purposes.

Further potential for intensification within this site is currently restricted by its size, layout and extent of occupation; external areas are utilised for parking, access, servicing and/or storage use. The site's proximity to a residential area (albeit separated from it in part by a green buffer) and the Airport could potentially inform the scale, extent and location of any development on the site which may come forwards under a future scenario.

EA007: Priory Works

Site area: 0.96ha



Baseline

Existing uses	Mostly B2/B8/E(g)(iii), some E(g)(i) (in addition to other uses including a gym)
Average building heights	1-2 storeys
Relevant constraints	Residential areas (2-storey dwellings) to the west

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/ E(g)(iii)	**E(g)(i)**	**m²**	**ha**
0	0	0	0

This site does not or is highly unlikely to have potential for intensification based on its current condition and planning context.

There are currently no relevant pending, extant and/or lapsed permissions for future development that would allow for intensification of employment uses within this site.

Further potential for intensification is currently restricted by the site's size, layout and extent of occupation; external areas are utilised for parking, access, servicing and/or storage use. The site's proximity to a residential area could potentially inform the scale, extent and location of any development on the site which may come forwards under a future scenario.

EA009: Stock Road

Site area: 21.4ha



Baseline

Existing uses	Mostly B2/B8, some E(g)(i) to west (Keymed House) in addition to other uses including wholesale/trade retail
Average building heights	1-3 storeys (including double-height industrial/ warehouse buildings)
Relevant constraints	Cemetery to north/east; small residential area to south-east

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/ E(g)(iii)	**E(g)(i)**	**m²**	**ha**
900	1040	1940	0.41

This site has some/limited potential for intensification based on the current planning context (accounting for pending, extant and/or lapsed permissions).

An extant permission for 10 commercial units (ground plus mezzanine level; see Plot A) was granted in December 2024. This would provide both B2/B8 and E(g)(i) use. It is considered that the proposal would maximise the development potential of this plot due to its footprint, prevailing scale/height of buildings within this section of the site and proximity to the cemetery where visitors may be more sensitive to taller built form. The capacity indicated in the table to the left accounts for the demolition of an existing industrial building on the plot.

There are currently no other relevant pending, extant and/or lapsed permissions for future development that would allow for intensification of employment uses within this site. Further potential for intensification is currently restricted by its size, layout and extent of occupation; external areas are utilised for parking, access, servicing and/or storage use. The site's proximity to a cemetery and residential area could potentially inform the scale, extent and location of any development on the site which may come forwards under a future scenario.

EA010: Temple Farm

Site area: 18.9ha



Baseline

Existing uses	Mostly B2/B8, some E(g) (in addition to other uses including wholesale/trade retail)
Average building heights	1-2 storeys (including double-height industrial/ warehouse buildings)
Relevant constraints	Cemetery to south; Protected Green Space (Warners Park) to west

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/E(g)(iii)	**E(g)(i)**	**m²**	**ha**
1700	515	2215	0.5

This site has some/limited potential for intensification based on the current planning context (accounting for pending, extant and/or lapsed permissions).

An extant permission for an extension to an existing building to provide additional E(g)(i) floorspace (see Plot A) was approved in June 2024. Plot B contains an extant permission for two warehouse buildings. It is considered that these proposals would maximise the development potential of their respective plots due to their footprint, prevailing scale/height of buildings within the site and proximity to the cemetery where visitors may be more sensitive to taller built form.

There are currently no other relevant pending, extant and/or lapsed permissions for future development that would allow for intensification of employment uses within this site. Further potential for intensification is currently restricted by its size, layout and extent of occupation; external areas are utilised for parking, access, servicing and/or storage use. The site's proximity to a cemetery and Protected Green Space could potentially inform the scale, extent and location of any development on the site which may come forwards under a future scenario.

EA011: Thanet Grange

Site area: 5.41ha





Figure 2: Location plan with indicative future scenario layout

Indicative layout

Baseline

Existing uses	E(g)(i), contained within a single building with a large area of adjacent private parking/open space
Average building heights	3 storeys
Relevant constraints	London Southend Airport to the north; site is separated from residential area to the east by trees and open space

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/ E(g)(iii)	**E(g)(i)**	**m²**	**ha**
0	3000	0	0

This site could accommodate increased intensification under a potential future scenario (subject to liaison with the landowner and access constraints).

There are currently no relevant pending, extant and/ or lapsed permissions for future development that would allow for intensification of employment uses within this site. Further potential for intensification is currently restricted by the site's size, layout and extent of occupation (by a single tenant); external areas are utilised for parking, access and/or servicing.

The site's proximity to London Southend Airport could potentially inform the scale, extent and location of any development on the site which may come forwards under a future scenario; this could include up to 3,000m² of E(g)(i) development within the south-western section of the Site (see Figure 2) over three storeys in line with the neighbouring building height datum. Any future development would need to consider existing ownership - through liaison with the landowner - and access over this portion of the site.

EA013: Towerfield Road

Site area: 7.24ha



Baseline

Existing uses	B2/B8
Average building heights	1-2 storeys (including double-height industrial/ warehouse buildings)
Relevant constraints	Residential areas (2-storey dwellings) to the west; railway line/sidings to the north-east

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/ E(g)(iii)	**E(g)(i)**	**m²**	**ha**
0	0	0	0

This site does not or is highly unlikely to have potential for intensification based on its current condition and planning context.

There are currently no relevant pending, extant and/or lapsed permissions for future development that would allow for intensification of employment uses within this site. A lapsed application (granted in December 2021; see Plot A above) for new commercial/light industrial units has since been superseded by a retrospective application (for a scrap metal recycling works) on the same plot, which was granted in March 2024. It is therefore assumed that the previous application is unlikely to come forwards in the near future.

Further potential for intensification is currently restricted by the site's size, layout and extent of occupation; external areas are currently occupied and utilised for parking, access, servicing and/or storage use. The site's proximity to a residential area and railway could potentially inform the scale, extent and location of any development on the site which may come forwards under a future scenario.

EA014: Vanguard Way

Site area: 12.61ha



Baseline

Existing uses	Mostly B2/B8, some E(g) (in addition to other uses including auto servicing)
Average building heights	1-2 storeys (including double-height industrial/ warehouse buildings)
Relevant constraints	Residential areas (2-storey dwellings) to north, east and south; railway line/sidings to south-west

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/ E(g)(iii)	**E(g)(i)**	**m²**	**ha**
Option 1 (planning context only)			
6079	0	6079	0.61
Option 2 (p. context + intensification)			
9550	0	9550	0.96

Based on Option 2, this site has potential for additional intensification (subject to liaison with relevant landowner(s)/promoter(s)) over and above any pending, extant and/or lapsed permissions.

A permission for 17 light industrial units (providing 1,565m² of E(g)(iii) use; see Plot A) was granted in September 2022 and has now lapsed. No further development has taken place/been submitted for approval on this plot since the decision date. Permission for a change of use of a former gas works station to a self-storage business (providing 4,514m² of B8 use; see Plot B) was granted in March 2026. It is considered that these proposals would maximise the development potential of their respective plots due to their footprint, prevailing scale/height of buildings within this section of the site and proximity to 2-storey dwellings to the north, east and south.

It is also considered that the Site has further capacity for up to 3,471m² of B8 development within Plot C. This figure has been informed by the approved application within the adjacent Plot B and an internal study conducted by Southend-on-Sea City Council. Any further intensification would be subject to liaison with relevant landowner(s)/promoter(s).

Further potential for intensification on the site is currently restricted by its size, layout and extent of occupation; external areas are utilised for parking, access, servicing and/or storage use.

EA019: Whitegate Road

Site area: 0.06ha





Figure 3: Location plan with constraints and indicative layout

Access to plot Residential area

Indicative layout

Baseline

Existing uses	Currently vacant, no public access; grassland surrounded by palisade fencing
Average building heights	N/A
Relevant constraints	2-storey residential dwellings to east and west (latter above retail uses fronting High Street); railway line located to south

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/E (g)(iii)	**E(g)(i)**	**m²**	**ha**
0	1650	1650	0.06

This site has potential for intensification (subject to liaison with relevant landowner(s)/promoter(s)) based on its currently vacant condition and existing urban context.

There are currently no relevant pending, extant and/or lapsed permissions for future development that would allow for intensification of employment uses within this site.

Based on its current vacant condition and the surrounding urban context - including two-storey residential dwellings and a railway line - it is considered that the site has potential for intensification (see Figure 3) through five-storey development (in line with existing built form of similar scale to the north) providing up to 1,650m² of E(g)(i) use. This would need to be considered alongside constraints including parking/access requirements and proximity to residential areas, and would also be subject to liaison with relevant landowner(s)/promoter(s).

EA033: Progress Road

Site area: 21.46ha



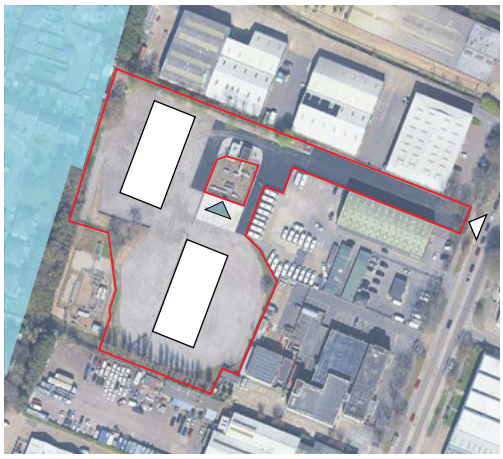


Figure 4: Plot C location plan with constraints and indicative layout



Figure 5: Plot D location plan with constraints and indicative layout

Access to plot
Residential area
Access to plant compound (within Plot C)
Indicative layout

Baseline

Existing uses	Mostly B2/B8, some E(g) (in addition to other uses including car dealerships)
Average building heights	1-2 storeys (including double-height industrial/ warehouse buildings)
Relevant constraints	Residential areas (2-storey dwellings) to west and east; Protected Green Spaces (Oakwood Park, Edwards Hall Primary) to east/north

Capacity for intensification

Capacity for intensification by use (GIA) (m²)		Total capacity (GIA)	
B2/B8/ E(g)(iii)	**E(g)(i)**	**m²**	**ha**
Option 1 (planning context only)			
2345	2700	5045	1.93
Option 2 (p. context + intensification)			
6035	4980	11015	2.51

Based on Option 2, this site has potential for additional intensification (subject to liaison with relevant landowner(s)/promoter(s)) over and above any pending, extant and/or lapsed permissions.

Extant permissions - for a new/reinstated warehouse (B8; see Plot A), five light industrial buildings (E(g)(iii); see Plot B) and a lorry tractor exportation site/open flexible commercial storage yard (B8; see Plot C) - were granted between June 2024 and October 2025. It is considered that the proposals within Plots A and B would maximise their development potential due to their footprint, prevailing scale/height of buildings within the site and proximity to 2-storey dwellings to the east.

It is considered that Plot C has the potential for further intensification through single-storey (up to double-height) B2/ B8 development (providing up to c.3,690m²), which would need to be considered alongside existing constraints such as access (including to an existing plant compound at the centre of the plot) and proximity to a residential area to the west (see Figure 4 above). Additionally, a parcel of land within the eastern section of the site (see Plot D) has also been identified as suitable for accommodating E(g)(i) development over two storeys (providing up to c.2,280m²; see Figure 5) based on proximity to adjacent dwellings. Any further intensification would be subject to liaison with relevant landowner(s)/ promoter(s).

Further potential for intensification on the site is currently restricted by its size, layout and extent of occupation; external areas are utilised for parking, access, servicing and/or storage use.

Summary

The table below provides a summary of the intensification capacity across all sites reviewed as part of this EIS.

Summary of capacity for intensification

Site Ref.	Site Name	Capacity for intensification by use (GIA) (m²)		Total capacity (m²/ha*)		Classification
		B2/B8/ E(g)(iii)	E(g)(i)	m²	ha*	
EA001	Airbourne Close/ Airbourne Industrial Estate	0	0	0	0	No capacity
EA004	Comet Way	0	0	0	0	No capacity
EA007	Priory Works	0	0	0	0	No capacity
EA009	Stock Road	900	1040	1940	0.41	Some/limited capacity
EA010	Temple Farm	1700	515	2215	0.5	Some/limited capacity
EA011	Thanet Grange	0	3000	3000	0.1	Additional capacity based on potential future scenario
EA013	Towerfield Road	0	0	0	0	No capacity
EA014	Vanguard Way	9550	0	9550	0.96	Additional capacity beyond existing planning context (based on Option 2)
EA019	Whitegate Road	0	1650	1650	0.06	Capacity based on vacant condition
EA033	Progress Road	6035	4980	11015	2.51	Additional capacity beyond existing planning context (based on Option 2)
Total		**18185**	**11185**	**29370**	**4.54**	

*Hectare figure relates to combined development plot area per site

Relevant Planning Applications

Stock Road
24/01299/FULM

Temple Farm
24/00455/FUL
26/00120/FUL

Vanguard Way
22/00840/FULM
25/00922/FUL

Progress Road
24/01934/FULM
24/00355/FUL
25/00938/FULM

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