



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

*Planning for Growth and Change*

Comments  
should be  
submitted by  
Tuesday  
2 April 2019  
by 5pm

CONSULTATION: **ISSUES AND OPTIONS**

NON-TECHNICAL SUMMARY

Southend-on-Sea Borough Council is consulting on a new Local Plan for Southend to guide all development decisions in the town over the next 20 years.

### Your views are critical in shaping how the Local Plan is prepared.

In a fast changing world, it is important that we have up-to-date plans to guide how our town is developed in the future.

With our current plans only covering the period to 2021 - and not fully reflecting changing circumstances and changes in Government policy - it has become vital that we prepare a new Local Plan for Southend.

We are now starting the process of gathering evidence and preparing a new Local Plan by setting out the major issues that face Southend in the future and possible ways to address these. We are inviting local residents, businesses and community groups to give us their feedback on this '*Issues and Options*' to make sure it is the best fit for our borough.

The '*Issues and Options*' Report is the first of three stages of public consultation, as the Local Plan is developed and refined in the light of comments we receive. The Plan will then be submitted to Government, when it will undergo an "Examination in Public" (EIP) before

an independent inspector. We expect that the Local Plan would be adopted in late 2021.

The Issues and Options report identifies 12 overarching issues, each containing a number of questions to generate response. We would like to hear your views on these and any other issues that you think the town needs to address.

It is important to tell us what you think works well in Southend and its different places, what you like, as well as what you think we could change. You do not need to respond to all of the suggested issues: focus on what interests you, or tell us what you feel needs changing, or should stay the same.

A series of consultation workshops and drop-in sessions will be held to help you understand the issues facing Southend. Details of these, how you can view the Issues and Options Report, and how you can make your views known are set out on the back of this summary leaflet.

**Please make your views known by Monday 2nd April 2019.**

### Southend New Local Plan

Evidence Preparation  
On Going

Issues and Options  
February – March 2019

Preferred Approach Consultation  
Winter 2019/20

Publication Consultation  
Winter 2020/21

Submission  
Spring/Summer 2021

# WHAT IS A **LOCAL PLAN**?

The new Local Plan will identify land for housing, jobs, local services and supporting infrastructure to meet the needs of the Borough for the next 20 years. It will also set out planning policies to manage new development in a way that protects and enhances our natural and historic environment whilst meeting Southend's aspirations for the future of the town.

In preparing a new Local Plan, we will review our current planning policies and also look at ways to address pressing needs for growth, including jobs and housing. Planning applications must be determined in accordance to the Local Plan, unless there are compelling reasons to indicate otherwise. Therefore the new Local Plan will ensure that the right development happens in the right place at the right time, benefitting communities, the environment and the economy.

## **Southend 2050**

The Council has set out an 'ambition' that reflects the feedback we received from the local community during a programme called "Southend 2050". This programme took place between spring and winter of 2018, reaching more than 35,000 local people. Four thousand of these people actively took part through a wide variety of events, surveys, workshops and forums across the borough.

The Southend New Local Plan will set out a planning framework for the next 20 years. As such, it will play an important role in making our 2050 ambition. Even if you took part in the Southend 2050 programme,

it is important that you also make comments on the new Local Plan for Southend. Whilst the vision is a starting point in gathering people's views, the Local Plan sets out choices in how land and other resources are used in future, and how we balance this with the needs of the local community and how we protect the local environment.

Box 1 below sets out a summary of the key messages from the 2050 engagement which relate to planning. We are keen to hear your views on them, to help us develop planning related objectives and aspirations for future development in the borough.

Having your say on the choices we face will be critical in preparing the next stage of the Local Plan.

## **Preparing a New Local Plan for Southend**

Southend is heavily influenced by its proximity to London and relies on an east-west transport corridor across South Essex. Therefore, it is important that we work closely with other councils in South Essex when we prepare the new Local Plan.

We have been working closely with South Essex Councils (Basildon, Brentwood, Castle Point, Rochford, and Thurrock) and Essex County Council to prepare a number of documents to guide future plans and proposals. This includes a South Essex Joint Strategic Plan (JSP) which will set out strategies for housing, transport and the economy across South Essex. There will be a separate public consultation for this document, which will form the framework for the preparation of the new Local Plan for Southend.

## Opportunities and Challenges

In developing a new Local Plan for Southend, it is important to understand what works well in Southend and what the key challenges facing the area are.

### Box 1 – Southend 2050 Key Messages



#### PRIDE & JOY

Southend is distinct with a vibrant identity - we have the opportunities of a city but retain our local feel

The seafront continues to be our pride and joy

We are a 'destination' people want to visit, live and study here all year round and from far and wide

Our parks and open spaces are well used, cherished and protected

We visibly celebrate our heritage and culture



#### SAFE & WELL

We have creatively met housing need while enhancing the character of the area

My home suits my needs and is in harmony with the area

Sunshine and fresh air! A light, bright place with great quality of life

Everyone feels safe at all times of the day

Older people are involved and quality health care is available to all



#### ACTIVE & INVOLVED

We are developing Southend together – Everyone who wants to can be involved to make this happen

Everyone takes responsibility for protecting our environment

Southenders get together regularly – there are plenty of good places to do so

Young people feel invested in the future of Southend

A sense of family and community, enjoying and supporting each other – a strong sense of settled communities



#### OPPORTUNITY & PROSPERITY

There are many options for a rewarding career locally

My educational opportunities have given me the best start in life

There is a good balance of quality retail, residential and social space in our attractive town centres

Innovative & easily accessible start-up opportunities are helping new businesses to thrive and develop

We are well known as a hub for innovative and creative industries and ventures



#### CONNECTED & SMART

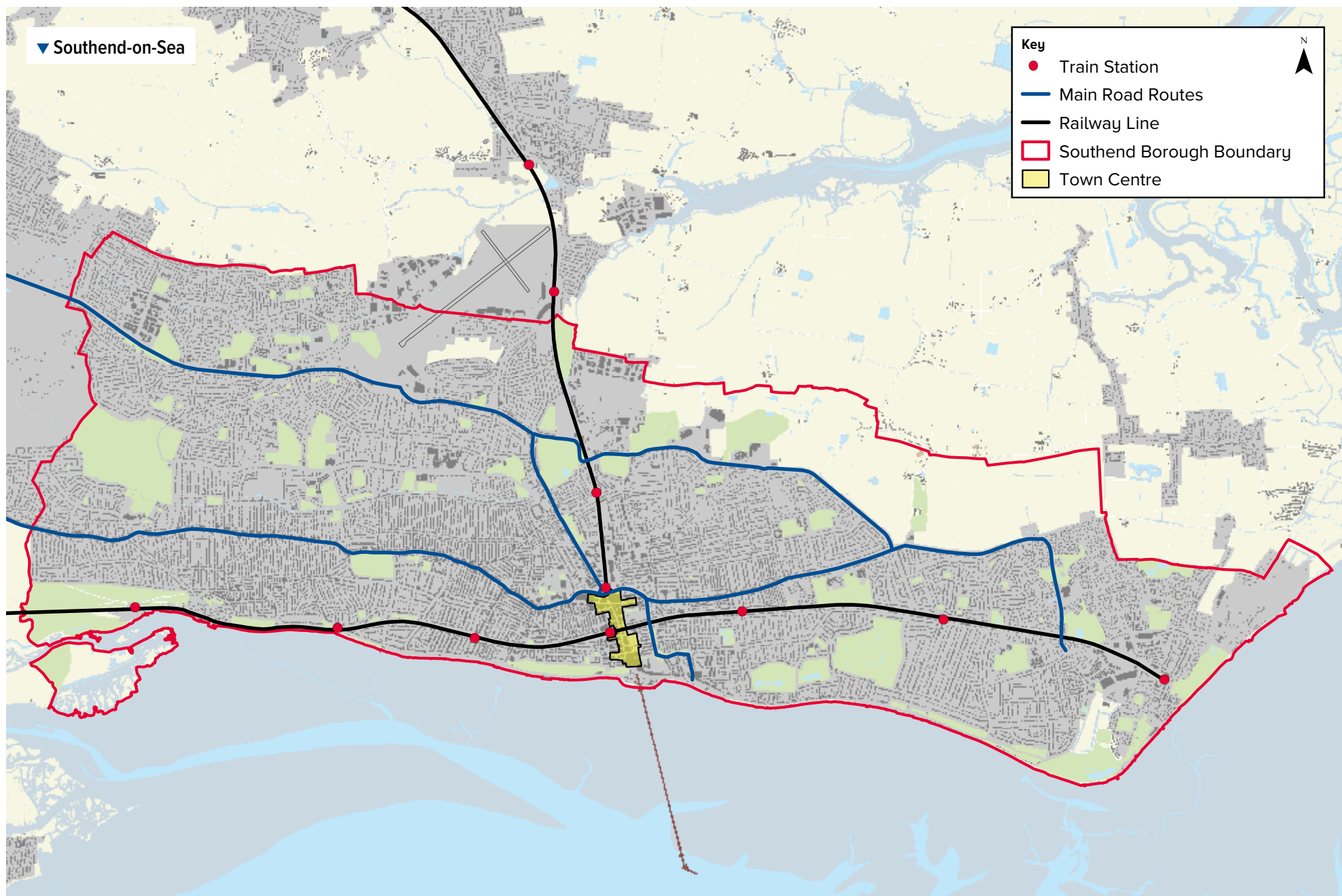
It's easy for me to get around when I want, however I choose to travel with quick and easy links to London and beyond

The airport is thriving but operates in harmony with the area

Parking is convenient for residents and visitors

We are leading the way on green and innovative travel

Lots of opportunities to be in open space



# STRENGTHS AND **OPPORTUNITIES**

**7** miles of coastline



**32** parks,  
**36** play areas



Strong entrepreneurial culture.

**86%** of companies employ 10 staff or fewer



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

Growing visitor economy.

**7m** visitors per year



Expanding Airport and business park



Hub for culture and higher education



Low car ownership.

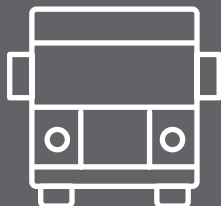
**1 car** per household on average



**9** railway stations



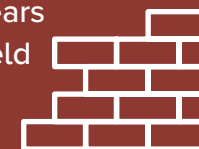
Frequent bus routes



Expanding cycle network



**99%** of all development in last 15 years on brownfield land



# CHALLENGES

Average house price

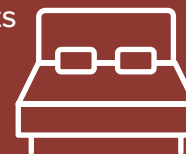
**11x** annual salary of Southend residents



2nd lowest housing stock growth of all cities\* in UK



New housing mostly 1 and 2 bedroom flats



Poor connectivity for ultra-fast broadband compared with other cities\*



Traffic congestion on major routes in the AM/PM peak



Low wage economy (those working in Southend)



Need to improve the skills base of residents



Overreliance of retail in the High Street



**10** years difference in life expectancy between residents of most affluent areas of Southend



**1/3** Southend residents classed as physically inactive and at risk of ill health



Renewal and replacement of sea defences



Enhance the built and natural environment



\*Cities defined by Centre for Cities as 'Primary Urban Areas' [www.centreforcities.org/city-by-city/puas](http://www.centreforcities.org/city-by-city/puas)



# THE ISSUES

The planning ‘issues’ facing Southend in the coming years are significant. We will need to plan carefully how we address them in the new Local Plan. This includes how we embrace the rapid changes taking place in technology and the impacts of climate change.

These “issues” can be summarised as follows:

- Developing a **spatial strategy** - how should Southend develop in the future and where should new housing, jobs and supporting infrastructure be located?
- How do we meet our future **housing** needs, particularly affordable housing?
- How do we provide jobs for the future to secure a thriving local **economy**?
- How do we boost **tourism** in the town by promoting Southend as a major resort?
- How do we ensure our **town centres** have a bright future and remain vibrant and attractive?
- How do we improve our **transport** links and the way we travel around the town?
- How do we achieve all this while providing for **good quality developments and healthy places** that meet our **community needs**, protect the **environment** and adapt to climate change?
- How do we take into account the various planning issues facing the different **neighbourhoods** in Southend?
- How do we ensure the successful **delivery** of the Local Plan?

## SPATIAL STRATEGY

The new Local Plan must plan to meet the needs of housing and continued economic growth. Housing in Southend – and South Essex as a whole – has become less and less affordable in recent years. When compared to the national average, we have higher rates of overcrowding, enforced house sharing, homelessness. We have seen rising houses price, rising private rent rises but continue to have low local wages. This is in part because not enough homes are being built in the area. A major issue facing the new Local Plan is how we can provide more housing without harming the character of the town and its environment.

The Government has laid out how it intends to provide new homes to meet future needs in this country and to support the economy. As a result, Government has recently changed national planning policy guidance. This now requires all local planning authorities to calculate their local housing need in the same way.

For Southend, this means we need between 909 and 1,176 new homes each year for the next 20 years. This works out at 18,000 – 24,000 new homes. We also need to allocate enough land to accommodate 10,000 – 12,000 new jobs over the next 20 years. The housing delivery figure is three times higher than the annual rates of housing development that have been achieved in Southend since 2001. Early surveys indicate that, with these figures, Southend will not be able to continue to meet all of its housing need within its existing urban area



or, indeed, on land at the edge of the existing built up area within Southend. We need to look at other ways of achieving this.

By law, the new Local Plan must plan to meet these needs, and we have considered three possible ways of achieving this. We would like to hear your views on each. The Local Plan presents three options on where development should be located:

- **Option 1** – All development within existing built up areas of Southend
- **Option 2** – Most development within the existing built up area, focused in specific locations such as the town centre, Airport and main passenger transport corridors (main bus routes and railways), with some development on the edge of the existing built up area **within** Southend.
- **Option 3** – Option 2 + working with neighbouring authorities to develop a comprehensive new settlement across Borough boundaries (strategic scale development of 6,000 to 8,000 houses or more).

Options 1 and 2 would not deliver the full housing target and in particular Option 1 would result in higher housing densities across the town than exist at present. Option 3 does have the potential to meet the housing need target – plus, given the scale of development involved, it could deliver major improvements to the transport network and community facilities and provide new jobs.

An initial analysis of taking Option 3 forward has considered a number of areas, including land north of Fossetts Farm, Garon Park and Bournes Green Chase, where there might be opportunities to accommodate strategic scale development (at least 6,000 to 8,000 homes). There are potential benefits in looking at opportunities for strategic scale development rather than smaller scale incremental additions to settlements, not least a better chance of securing significant improvements to infrastructure, including roads, schools and health centres, to ensure new communities are healthy and sustainable. Option 3 would also involve the loss of large areas of land within the Green Belt.

This analysis will form an initial stepping stone in examining the potential of the area in more detail as part of the preparation of the South Essex Joint Strategic Plan being progressed by the Association of South Essex Local Authorities.

## OPTION 1:

All development provided within the existing built up area.

### Characteristics

- Significant increase in housing densities throughout the existing built up area of the Borough.
- Tall buildings allowed in more locations.
- Jobs growth focussed in existing town centres, airport and business estates.

### Summary of Potential Impact of Options

#### Advantages

- Existing Green Belt and greenfield land protected.
- Development close to existing services.
- Existing parks, woodland and coastline protected.

#### Disadvantages

- Risks of overdevelopment affecting the amenities and character of established residential areas.
- Limited opportunities/high costs of providing new services and facilities such as schools, health and community facilities.
- Potential loss of employment land to housing development.
- Potential detrimental impact on skyline and key views of tall buildings in more sensitive locations.
- Potential oversupply of small flats.

### Potential Deliverability Issues

- **Deliverability of full development needs not achieved**
- Could deliver 5,200 – 9,100 homes\*
- Urban Living Study to be undertaken to look at potential to increase housing densities across Southend.

\* based on delivering all available housing sites in the urban area and continuing current levels of unexpected sites coming forward. (Housing Land Availability Assessment)

## OPTION 2:

Most development provided within the existing built up area, focussed in specific locations such as the town centre, airport and main passenger corridors, with some development on the urban edges on green field and Green Belt land in Southend.

### Characteristics

- Increased densities focussed in specific locations such as town centres, airport, and main passenger transport corridors.
- New tall buildings in specific locations such as town centres, airports and seafront.
- Some outward expansion of the existing urban area.
- Job growth focussed in existing town centres, airport and business estates.

### Summary of Potential Impact of Options

#### Advantages

- Some improvements to highway accessibility to Southend.
- Larger scale development likely to provide more affordable housing and support new services and facilities.
- Retention of character and amenities of established residential areas.
- Protection of key employment areas, with the redevelopment of some peripheral sites.
- Existing parks, public gardens woodland and coastline protected.

#### Disadvantages

- Loss of some Green Belt land.
- Loss of some greenfield land outside Green Belt.
- Loss of some agricultural land.

### Potential Deliverability Issues

- **Deliverability of full development needs not achieved**
- Could deliver 10,000 – 13,800\*\* homes (including around 4,750 on greenfield/ green belt land).
- Urban Living Study to be undertaken to look at potential to increase housing densities in specific locations such as the town centre and main passenger transport corridors.

\*\* based on delivering all available housing sites within the Borough and continuing current levels of unexpected sites coming forward (Housing Land Availability Assessment)

## OPTION 3:

Option 2 + working with neighbouring authorities to develop a comprehensive new settlement on Green Belt land. (Strategic scale development)

### Characteristics

- Significant outward expansion of existing urban area to create large new settlement.
- Increased densities focussed in specific locations such as town centres, airport, and main passenger transport corridors.
- New tall buildings in specific locations such as town centres and seafront.
- Job growth focussed in existing town centres, airport, business estates and within new settlement.
- Requires significant upgrade to the strategic transport network.

### Summary of Potential Impact of Options

#### Advantages

- Potential for significant improvements to existing highway accessibility provided as part of new settlement.
- Major new services and facilities provided such as schools, health and community facilities.
- A greater range of homes provided, such as family, affordable, older people housing.
- Retention of character and amenities of established residential areas.
- Protection of key employment areas and opportunity to provide additional employment within new settlement.
- New settlement providing new parks and access to greenspace.
- Existing parks, public gardens, woodland and coastline protected.

#### Disadvantages

- Loss of significant areas of Green Belt land.
- Loss of some greenfield land outside Green Belt.
- Loss of some agricultural land.

### Potential Deliverability Issues

- **Potential to deliver all development needs**
- As per Option 2 plus provision of new settlement located on Green Belt land potentially able to provide remaining development needs in full.
- Urban Living Study to be undertaken to look at potential to increase housing densities in specific locations such as the town centre and main passenger transport corridors.
- Need to work in partnership with adjoining Local Authorities to deliver new Garden Community (Strategic Scale Development).

## MEETING FUTURE HOUSING NEEDS

When the Government assesses an area's housing, they do not break down the overall figure into different types of housing, such as single bedroom flats or house with several bedrooms. The Local Plan will need to consider:

- the need for particular sizes, types and tenures of homes.
- the amount of affordable housing; and
- the housing needs of particular groups of people, particularly a growing elderly population.

The type and quality of housing can have a significant impact on the health and wealth of places. The ability to attract and retain people and provide support for those who need it relies on good housing and attractive, inclusive neighbourhoods, which can also help keep younger working-age people living in Southend.

## SECURING A THRIVING LOCAL ECONOMY

The new Local Plan must provide for economic growth and prosperity. A recent economic study, the South Essex Economic Development Needs Assessment (EDNA 2017) found that the economic opportunities for South Essex are considerable. However, providing strong infrastructure connections including digital and investment in roads and public transport network are essential for economic development and employment across South Essex. Without this investment, it will not be possible to achieve the area's potential for economic growth.

The EDNA study identifies 'growth clusters' as having the best potential to achieve future growth in Southend. These are the Town Centre, London Southend Airport and northern Southend corridor, centred around Stock Road and Temple Farm (see below). Within these areas the principal growth drivers are identified as being the digital, cultural and creative; healthcare technology; advanced manufacturing and engineering; and tourism sectors. The town centre offers opportunities for new small to medium sized office development schemes.

### ▼ South Essex Employment Growth Clusters around Southend (EDNA 2017)



The EDNA report recommends that support and investment for education, skills and training is targeted towards these occupations and industries, to help boost the qualifications and skill levels of local people in these sectors.

## PROMOTING SOUTHEND AS A MAJOR RESORT

With over 7 million day visitors each year and over 250,000 longer stay visitors, Southend has significant potential to grow further as a major tourism destination. Tourism gives the town its identity and supports some 9,500 jobs. It also supports the economy of the nearby town centre by offering complementary leisure facilities, including hotels, bars and restaurants.

Southend-on-Sea Borough Council and the Southend Tourism Partnership have jointly prepared a strategy to harness the tourism potential of Southend. It's called 'Destination Southend-on-Sea' and seeks to work towards the ambition of making Southend "England's leading coastal tourism destination"

To harness the tourism, cultural, leisure and recreational offer it is important that the Southend New Local Plan embraces and promotes this potential to the benefit of the town and the local economy.

## PROVIDING FOR VIBRANT AND ATTRACTIVE TOWN CENTRES

Southend town centre has felt the impact of the recent economic recession and effects of changing shopping patterns, particularly the growth of internet shopping. This has resulted nationally in an increasing number of retailers concentrating trading activities within larger centres and out-of-town retail parks in order to compete effectively with online retailers. This has had a negative impact on Southend and has affected the quality of the shopping offer in Southend town centre, with the majority of shops now being value mid-market retailers.

In contrast, a growing number of cafes, bars and restaurants have opened, bringing a new vibrancy to the centre. This has been complemented by an increasing number of new homes, particularly flats, and a growing student population centred on the town centre University campus. The leisure sector is expected to play an increasingly important role in the town centre over the next 20 years, with the majority of this growth being in the food and drink sector.

The future demand for shops is therefore limited and there is an urgent need to consider alternative strategies for the town centre to retain its vitality and vibrancy. For example, there is potential to encourage a greater mix of uses, building on its leisure, educational, tourism and cultural offer together with office and residential development opportunities.

The two district centres of Westcliff (Hamlet Court Road) and Leigh provide mainly a local shopping service. Westcliff mainly performs a food shopping role whilst its environment is of mixed quality. In contrast Leigh provides a unique selection of local independent retailers and a higher quality retail offer. Current planning policy seeks to retain and enhance the viability of these local centres together with the other local shopping centres.

In preparing the new Local Plan, it will be important that it embraces the impact of changing shopping patterns and markets to ensure that the centres retain their vibrancy and attractiveness.

## PROVIDING FOR A SUSTAINABLE TRANSPORT SYSTEM

The A127 is the only major road into and out of Southend so becomes congested at peak times. It is heavily used by residents, commuters and visitors. Significant improvements to the A127 have been undertaken in recent years and further improvements along this corridor towards the M25 will be essential in order to accommodate the predicted housing and employment growth in Southend.

The town offers considerable scope for improving sustainable transport. East-west cycle routes have improved but links between the north and south of the borough are limited. Safe walking and cycling routes can help improve health and reduce congestion and air pollution. Making parking provision more efficient, including the town centre, is also important, as is the need to embrace new technologies.

Nevertheless, significant improvements must be made to the transport network. Any urban extension – or new settlement on the edge of the town - would require new transport links, such as an outer bypass for all travel modes and would need to integrate with the borough's existing transport routes. Further junction upgrades would also require consideration.

## CREATING GOOD QUALITY AND HEALTHY PLACES

**(including Good Design and Built Heritage; Providing Community Services and Infrastructure; Enhancing our Natural Environment and Planning for Climate Change)**

It is vital that new development in Southend provides for community needs and respects the built and natural environment. In particular, the new Local Plan will need to:

- ensure quality design in new building proposals;
- protect and enhance built heritage;
- provide for quality services for the future health, education, sports and leisure and community needs of the Borough's residents, particularly in any new large development schemes;
- ensure the provision of appropriate utility services to serve new development schemes including sewerage, water supply and electricity provision;
- provide for quality digital technology to serve new developments;
- enhance the quality of parks and open spaces;
- protect the diverse and rich range of areas important for nature, including Belfairs/Great Wood and the foreshore, which is protected by national, European and local designations. Protecting the foreshore will require careful planning to strike a balance between protection of these important environments and providing access to recreation, water-based and other leisure facilities for local residents and visitors alike;
- plan for the impacts of climate change, including coastal change, flood risk, drought, and water supply.

We must put planning policies in place in the new Local Plan to meet all these provisions.



## SOUTHEND'S NEIGHBOURHOODS

Southend is a collection of separate and distinct places or neighbourhoods which have grown together over time to create a substantial conurbation. It will be important that the local plan considers the issues facing the different communities of Southend, including Eastwood, Leigh, Westcliff, Prittlewell, Southend, Southchurch, Thorpe Bay and Shoeburyness.

## ENSURING THAT THE NEW LOCAL PLAN IS DELIVERED

Over the coming decades, Southend will be faced with a number of significant challenges. It will be essential that the new Local Plan for Southend embraces these in a positive way to bring real benefits to the town. Forming sound and balanced planning policies in partnership with the local and business community will be key to achieving this. **So making your views and comments known is essential.**

Plan policies and proposals must be delivered in an effective, coordinated and planned way. Local plans must be grounded on what can be realistically delivered. This is particularly the case with essential infrastructure.

The plan must be properly resourced in order to succeed. Most of the plan's policies and proposals will be delivered by private-sector developers (particularly for housing and business development) government agencies, utility companies and the council, in partnership with neighbouring authorities. Implementing the plan will primarily be in the form of planning applications for development, which need to be determined in line with the Local Plan. Where appropriate, the council will also seek a financial contribution from the developer to help fund local facilities, such as affordable housing, new roads, open space, education and health facilities. These can either be in the form of a Community Infrastructure Levy (CIL) payment or as part of Section 106 legal agreement attached to the planning permission.

The council will seek further opportunities to draw in funding as a part of the South East Local Enterprise Partnership (SELEP) and as a partner of the recently formed Association of South Essex Local Authorities<sup>1</sup>. The council is also able to get funding from other government sources, including for local transport schemes, as part of its Local Transport Plan capital programme.

Once adopted, the new Local Plan's policies and proposals will enable the Council to demonstrate infrastructure needs and bid for additional funding opportunities from Government and regional funding initiatives.

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<sup>1</sup> Basildon, Brentwood, Castle Point, Rochford, Southend, Thurrock and Essex County Council

# SOUTHEND NEW LOCAL PLAN: **ISSUES & OPTIONS QUESTIONS**

Please note that the following questions refer to the full Issues and Options document which can be accessed at: [localplan.southend.gov.uk](https://localplan.southend.gov.uk)

You do not need to respond to all of the suggested questions set out below, focus on what interests you, or tell us what you feel needs changing, or should stay the same.

## OUR VISION

### 1. What would you like Southend to be like in the future?

- 1.1 Is there anything missing from the key messages (Box 1), and why should it be included?
- 1.2 Do you disagree with any of the key messages (Box 1), if so which ones and why?
- 1.3 If you were to prioritise 5 of the key messages (Box 1), what would these be?
  - i.
  - ii.
  - iii.
  - iv.
  - v.

## SPATIAL STRATEGY

- 1.4. How should Southend develop in the future in seeking to deliver 18,000 – 24,000 new homes and 10,000 – 12,000 new jobs, please select from one of the options stating your reasoning.
  - **OPTION 1** – All development within existing built up areas of Southend.
  - **OPTION 2** – Most development within existing built up area, focused in specific locations such as the Town Centre, Airport and main passenger transport corridors, with some development on the edge of the existing built up area within Southend.
  - **OPTION 3** – Option 2 + working with neighbouring authorities to develop a comprehensive new settlement across Borough boundaries (strategic scale development).
- 1.5 Please let us know if you believe there is another option on how Southend should develop in the future.

## HOUSING

### 2. How best do you think we should provide for our future housing needs?

- 2.1 Intensify housing development by:
  - a) allowing an increase of densities across the existing built up area? Or
  - b) directing higher density housing to specific locations, such as town centre, near train stations and prime bus routes (e.g. London Road, Southchurch Road, Victoria Avenue, Sutton Road)?
- 2.2 Allow redevelopment of some of the poorer quality industrial areas and/ or allow some sites currently zoned for employment use to be developed for housing? What sites do you think should be identified?
- 2.3 Allow housing development on land not currently built on, such as agricultural land, open space (excluding parks and coastline), and land at Fossetts Farm? What sites do you think should be identified?
- 2.4 Secure a proportion of affordable/ special needs housing on development sites. Do you think we should retain the current policy, seek a higher proportion of affordable housing or provide for a different policy approach/ solution?
- 2.5 How might the local plan be more responsive to the needs of younger people, older people and custom/ self-builders?
- 2.6 In terms of the layout and design of housing should we go beyond mandatory building regulations to ensure new homes are highly accessible and adaptable? In what circumstances should this be applied? Should a proportion of new housing on major development sites (10 homes or more) be built to accommodate wheelchair user needs? If so what proportion should this be?
- 2.7 Do you have any other issues/comments you would like to raise?

## SECURING A THRIVING LOCAL ECONOMY

### 3. How best do you think we can retain and promote employment in Southend?

- 3.1 Should we focus new jobs to the town centre, London Southend Airport and associated Business Park and the northern Southend corridor, including Temple Farm and Stock Road?
- 3.2 Should we concentrate on promoting digital, cultural and creative industries; healthcare technology; advanced manufacturing and engineering; and tourism sectors?
- 3.3 Should we continue to focus new office development in the town centre?
- 3.4 Should we continue to support improvement and re-use of existing allocated employment sites that are suited for continued employment use?
- 3.5 Should we allow redevelopment of the poorest quality employment sites for other uses such as housing?
- 3.6 How can we best meet the needs of Small and Medium Sized Enterprises and the need for move-on accommodation as small firms grow?
- 3.7 Do you have any other issues/comments you would like to raise?

## PROMOTING SOUTHEND AS A MAJOR RESORT

### **4. How best do you think we can enhance the visitor offer in Southend to make it England's leading coastal tourism destination?**

- 4.1 Allocate and promote new sites for additional tourism/leisure developments in the central seafront area or elsewhere in the Borough. Where do you think these should be focussed?
- 4.2 Promote further hotel and tourist accommodation. Should this continue to be directed to areas in the town centre, seafront and airport or should other areas be promoted?
- 4.3 Promote the second phase of City Beach and enhanced public realm areas. Should priority for City Beach be given to the areas east of the Pier adjacent the Kursaal or west of the Pier?
- 4.4 Improve accessibility to the central seafront areas for all users. How best do you think this could be achieved?
- 4.5 Seek further enhanced links between the central seafront and town centre to improve services and facilities. How best do you think this could be achieved?
- 4.6 Continue to safeguard Key Visitor Car Parking in line with the provisions of the Southend Central Area Action Plan?
- 4.7 Do you have any other issues/comments you would like to raise?

## PROVIDING FOR VIBRANT AND ATTRACTIVE TOWN CENTRES

### **5. How best can we ensure that our town centres are successful, vibrant and attractive places in the face of changing retail demands?**

- 5.1 Should Southend Town Centre remain the first preference for all forms of retail development and for other town centre uses attracting large numbers of people, followed by the district centres of Leigh and Westcliff?
- 5.2 Review the role and function of Southend Town Centre to provide for a more flexible approach to development schemes? For example:
  - a) do you think a greater mix of uses should be allowed such as retail, cafes and bars and other leisure uses, education facilities, offices and residential? or
  - b) do you think the town centre should be refocused into specific themes, for example establishing leisure, education and retail zones? If so, which parts of the centre do you think this should be applied to? This would require the current primary and secondary shopping designations to be radically reviewed;
- 5.3 Do you think the current town centre boundary (see SCAAP or Retail and Town Centres Topic Paper) should be amended? Should we allow more residential uses on the periphery?
- 5.4 Do you think the Westcliff and Leigh shopping centres should continue in their current formats or do you think there should be changes?
- 5.5 Encourage and promote further enhancements to the public realm, such as improved paving, seating, tree planting and landscaping. What do you think the priorities should be and where?
- 5.6 Do you have any other issues/comments you would like to raise?

## PROVIDING FOR A SUSTAINABLE TRANSPORT SYSTEM

### **6. How best do you think we can improve the transport system serving Southend**

- 6.1 Seek to make further improvements to the A127. What do you think these should be?
- 6.2 What do you think should be done to create improved access if a new settlement is built north of Fossetts Farm, Garon Park and Bournes Green Chase?
- 6.3 How should we provide for enhanced sustainable transport provision in the town in the form of rail, bus, park and ride, cycling and pedestrian facilities? What do you think these should be and what should be prioritised?
- 6.4 Provide for park and ride facilities to serve Southend. Where do you think these should be and in what format?
- 6.5 How do you think technologies such as the internet, electric and driverless cars will affect how we travel over the next 20 years?
- 6.6 Do you have any other issues/ comments?

## FACILITATING GOOD DESIGN AND HEALTHY LIVING AND BUILT HERITAGE

### **7. How best do we ensure healthy communities and development is appropriate and of a quality design, whilst ensuring we enhance our built heritage assets?**

- 7.1 Continue to promote improved and new areas of public realm. Do you think priorities should be established as to where this should take place?
- 7.2 Require high quality landscape design and tree planting in new developments. Do you think priorities should be established as to which areas of the borough should be subject to streetscape upgrading first?
- 7.3 Should we seek to limit the proliferation of new fast food outlets close to locations where children congregate such as schools, community centres and playgrounds or where there is an over-concentration of existing premises? Are there other ways of tackling this issue?
- 7.4 Do you believe there are additional areas that should be protected as Conservation Areas?
- 7.5 Do you have any other issues/ comments?

## PROVIDING COMMUNITY SERVICES AND INFRASTRUCTURE

### **8. How best can we provide for our future community needs to secure a sustained high quality of life and well-being having regard to future growth?**

- 8.1 Are there any specific issues regarding educational provision that you consider need to be addressed with respect to new development?
- 8.2 How do you consider that health issues should be addressed in the Local Plan? How can new development encourage healthy lifestyles?
- 8.3 Should we require open space and play areas as part of new development schemes? Do you think in appropriate cases this could be provided in an offsite location?
- 8.4 As part of planning approvals should we ensure that all developments deliver quality broadband infrastructure and connectivity?
- 8.5 Do you have any other issues/ comments?

## ENHANCING OUR NATURAL ENVIRONMENT

### **9. How best do we protect and enhance our environment in the face of increasing growth and development pressures?**

- 9.1 Work with other stakeholders, funding bodies and developers to identify opportunities to promote and enhance the natural environment, and incorporate net gains for biodiversity in new development?
- 9.2 Seek to enhance the borough's network of green infrastructure using developer contributions for the management of green and open spaces and introduction of pocket parks?
- 9.3 In liaison with adjoining local authorities seek to provide new country park and open parkland facilities (including from developer contributions) as part of strategic development sites, including where they help mitigate pressure on some of the more sensitive coastal habitats?
- 9.4 Do you have any other issues/comments?

## PLANNING FOR CLIMATE CHANGE

### 10. How best do we plan for the future impacts of climate change?

- 10.1 Should we develop local planning policies for the development of new or renewed sea defences?
- 10.3 Support renewable and low carbon energy schemes, including photovoltaic (PV) panels, biomass plants and electric vehicle charging points?
- 10.2 Require mitigation and adaptation measures to deal with the increase in average temperatures and greater rainfall, including tree planting and urban greening?
- 10.4 Develop a local standard for decentralised energy generation in new development that is more ambitious than national targets?
- 10.5 Should we balance the need to retain the best and most versatile agricultural land for food security against future needs for housing and local services?
- 10.6 Do you have any other issues/comments?

## ENSURING THAT THE LOCAL PLAN IS DELIVERED

### 12. How best do you think the Local Plan can be effectively delivered in the face of limited resources?

- 12.1 Continue to work in partnership with the private, public and voluntary sector plus neighbouring authorities to secure funding for key infrastructure projects?
- 12.2 Set out priorities for project delivery. What do think these priorities should be and how should any phasing be applied?
- 12.3 Increase the Community Infrastructure Levy tariffs to fund future projects?
- 12.4 Through Garden Communities key principles ensure land value capture and long term stewardship for the benefit of the community, to provide and coordinate the necessary infrastructure?
- 12.5 Do you have any other issues/comments?

## SOUTHEND'S NEIGHBOURHOODS

- 11.1 What do you think are the key issues facing the neighbourhoods in the Borough?
- 11.2 What do think are the possible options available for resolving these issues?

(Please state the neighbourhood you are describing)



## How to Contact Us and Give Your Views

You can view and download the full *Issues and Options Report* on our website and you can also buy hard copies of the document. Hard copies can also be viewed at the Civic Centre and all the local libraries within the borough.

Please give us your views, online or by downloading the issues and related questions to complete and return:

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**Comment online and download questions:**  [localplan.southend.gov.uk](http://localplan.southend.gov.uk)


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**Email us at:**  [planningpolicy@southend.gov.uk](mailto:planningpolicy@southend.gov.uk)

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**Follow us on:**  [Twitter@SouthendPlan](https://twitter.com/SouthendPlan)  
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 [Facebook/SouthendPlan](https://facebook.com/SouthendPlan)

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**Or write to us at:**  Business Intelligence Officer,  
Performance & Business Support,  
Department for Place,  
Southend-on-Sea Borough Council,  
PO Box 6, Civic Centre, Victoria Avenue,  
Southend-on-Sea, SS2 6ER

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## Public Drop-in Sessions

Public drop-in sessions to explain the issues facing Southend over the next 20 years will be held as follows:

- **Saturday 23rd February**  
The Forum, Southend Town Centre 09:30 – 17:00
- **Wednesday 27th February**  
Thorpe Bay Yacht Club 13:00 – 18:00
- **Wednesday 13th March**  
Leigh Community Centre 15:00 – 20:00

## Please reply by Monday 2nd April 2019

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

Please contact  [planningpolicy@southend.gov.uk](mailto:planningpolicy@southend.gov.uk)  
or telephone  01702 215408.




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

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

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