

**Public Document Pack**  
**SOUTHEND-ON-SEA BOROUGH COUNCIL**

**Cabinet**

**Date: Tuesday, 20th September, 2016**

**Time: 2.00 pm**

**Place: Committee Room 1 - Civic Suite**

**Contact: Colin Gamble**

**Email: [committeesection@southend.gov.uk](mailto:committeesection@southend.gov.uk)**

**AGENDA**

- 1 Apologies for Absence**
- 2 Declarations of Interest**
- 3 Minutes of the Meeting held on 28th June 2016**
- 4 Notice of Motion - Estate Agent Fees and Practices**
- 5 Better Queensway**  
Corporate Director for Corporate Services
- 6 Quarter One Treasury Management Report 2016/17**  
Corporate Director for Corporate Services
- 7 Debt Management - Position to 31st July 2016**  
Corporate Director for Corporate Services
- 8 Information Governance - Senior Information Risk Owner (SIRO) Annual Report - 2015/16**  
Corporate Director for Corporate Services
- 9 Annual Report - Comments, Compliments and Complaints - 2015/16**  
Corporate Director for Corporate Services
- 10 Early Help Family Support Strategic Plan**  
Corporate Director for People
- 11 Report on Ofsted Inspection of Children's Services (To Follow)**  
Corporate Director for People
- 12 Annual Report on Corporate Parenting Group**  
Corporate Director for People
- 13 Regional Adoption**  
Corporate Director for People
- 14 Admission Arrangements for Community Schools Annual Report**  
Corporate Director for People
- 15 'Our ambitions for your child's education' - An Education Policy for Southend Borough Council**  
Corporate Director for People

- 16 Adult Drug and Alcohol Treatment Services Contract Extension**  
Report of Corporate Director for People
- 17 6 Month Mid Year Adoption Update**  
Report of Corporate Director for People
- 18 Interim Affordable Housing Policy**  
Corporate Director for Place
- 19 SCAAP**  
Corporate Director for Place
- 20 Air Quality Management Area**  
Corporate Director for Place
- 21 Low Carbon Energy and Sustainability Strategy 2015-2020**  
Corporate Director for Place
- 22 Joint Development Brief for Land at Fossets Way**  
Corporate Director for Place
- 23 Carriage and Wagon Shed Options**  
Corporate Director for Place
- 24 Prevention Strategy**  
Director of Public Health
- 25 Amendments to Senior Management & Departmental Arrangements**  
Report of Chief Executive
- 26 Minutes of the Local Development Framework Party held 6th September 2016**  
Minutes attached
- 27 SO46**
- 28 Exclusion of the Public**  
  
To agree that, under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the items of business set out below on the grounds that they involve the likely disclosure of exempt information as defined in Part 1 of Schedule 12A to the Act, and that the public interest in maintaining the exemption outweighs the public interest in disclosing the information.
- 29 Capital Redevelopment of Delaware, Priory and Viking**  
Corporate Director for People



# **SOUTHEND-ON-SEA BOROUGH COUNCIL**

## **Meeting of Cabinet**

**Date: Tuesday, 28th June, 2016**

**Place: Committee Room 1 - Civic Suite**

- Present:** Councillor Lamb (Chair)  
Councillors Holland (Vice-Chair), Courtenay, Cox, Flewitt and Salter
- In Attendance:** Councillors M Butler, Jones and Mulroney  
R Tinlin, S Holland, J K Williams, A Lewis, A Atherton, J Chesterton,  
J Ruffle, C Gamble, S Leftley, M Sargood.
- Start/End Time:** 2.00 pm - 3.30 pm

### **41 Apologies for Absence**

Apologies for absence were received from Councillor Byford and Councillor Moring.

### **42 Declarations of Interest**

(a) Councillor Flewitt – Annual report – Regulation of Investigatory Powers- JP on East London bench – Non-pecuniary interest.

(b) Councillor Lamb – Council Procedure Rule 46 (West Leigh Junior School) – School Governor of the school – Non-pecuniary interest.

(c) Councillor Mulroney – Council Procedure Rule 46 (Elm Road Development Brief) – Member of Leigh Town Council – Non-pecuniary interest.

### **43 Minutes of the Meeting held on 15th March 2016**

Resolved:-

That the Minutes of the Meeting held on 15<sup>th</sup> March 2016 be confirmed as a correct record and signed.

### **44 Petition - Alcohol Free Zone Westcliff Library**

At the meeting of Council held on the 21st April 2016, Councillor Willis presented a petition comprising 775 signatures requesting the Council to introduce an Alcohol Free Zone around Westcliff Library on London Road, Westcliff on Sea.

(The petition had been referred to Cabinet in accordance with Council Procedure Rule 15.6)

Resolved:-

That the matter be reviewed in 6 months to identify if there is sufficient evidence to prove the activities highlighted in the petition are of a persistent and continuing nature to warrant the making of a Designated Public Place Order.

Reason for Decision

To respond to the petition.

Other Options

None.

Note:- This is an Executive Function.  
Referred directly to Place Scrutiny Committee.  
Executive Councillor:- Flewitt

#### **45 Petition - Dual Diagnosis Worker**

At the meeting of Council held on 21<sup>st</sup> April 2016, Councillor Salter presented a petition containing 726 signatures requesting the employment and funding of a dual diagnosis worker.

(The petition had been referred to Cabinet in accordance with Council Procedure Rule 15.6)

Resolved:-

That additional dual diagnosis support is provided through the service developments rather than via recruitment of a “dual diagnosis worker” post, given that dual diagnosis work is not the exclusive province of a specific profession but rather a combined effort of the multi-disciplinary team.

Reason for Decision

To respond to the petition.

Other Options

None.

Note:- This is an Executive Function.  
Referred directly to People Scrutiny Committee.  
Executive Councillor:- Salter

#### **46 Petition - PlayFootball Licenced Hours**

At the meeting of Council held on 21<sup>st</sup> April 2016, Councillor Courtenay presented a petition containing 33 signatures requesting the Council to reconsider the licensed hours of trade of PlayFootball in Prittlewell Chase.

(The petition had been referred to Cabinet in accordance with Council Procedure Rule 15.6).

Resolved:-

1. That it be noted that the Council is unable to take any formal action in respect of the operating hours of the PlayFootball facility in Prittlewell Chase.
2. That the Council assists in facilitating mediation between PlayFootball and the local residents to improve the understanding of the concerns of each other and develop a voluntary code of conduct for use outside.

Reason for Decision

To respond to the petition.

Other Options

None.

Note:- This is an Executive Function.  
Referred directly to Place Scrutiny Committee.  
Executive Councillor:- Flewitt

#### **47 Notice of Motion - Trade Union Bill**

At the meeting of Council held on 21<sup>st</sup> April 2016, Members received a notice of motion requesting the Council to support the campaign against the Trade Union Bill.

Resolved:-

1. That it be noted that the Trade Union Bill has been passed and is a legal requirement on all employers
2. That it also be noted that the Council will continue to work in partnership with trade union colleagues to facilitate productive working relationships.

Reason for Decision

To respond to the Notice of Motion

Other Options

None

Note:- This is an Executive function  
Referred directly to Policy and Resources Scrutiny Committee  
Executive Councillor : - Lamb

**48 In Depth Scrutiny Report - Transition arrangements from Children's to Adult Life**

The Cabinet considered a report of the Corporate Director for Corporate Services presenting the final report of the in-depth scrutiny project 'Transition arrangements from Children's to Adult Life'.

On behalf of members of the Cabinet, the Leader of the Council thanked the relevant Members and Officers for their contribution towards the production of an excellent report.

Resolved: -

1. That the report and recommendations from the in depth scrutiny project as set out in Appendix 1 to the submitted report, be approved.
2. That it be noted that approval of any recommendations with budget implications will require consideration as part of future years' budget processes prior to implementation.

Reason for Decision

To achieve improved outcomes for young people.

Other Options

None.

Note:- This is an Executive function  
Referred directly to People Scrutiny Committee  
Executive Councillor : -Courtenay

**49 Corporate Plan and Annual Report - 2016**

The Cabinet considered a report of the Chief Executive presenting the Council's draft Corporate Plan and Annual Report for 2016.

Recommended:-

That the draft Corporate Plan and Annual Report 2016, be approved. ||

Reason for Decision

To ensure the Corporate Plan and Annual Report reflects the needs of the organisation and the borough's communities.

Other Options

None.

Note:- This is a Council Function  
Referred directly to all three Scrutiny Committees  
Executive Councillor:- Lamb

**50 2015/16 Year End Performance Report**

The Cabinet considered a report of the Chief Executive detailing the end of year position of the Council's corporate performance.

Resolved:-

That the 2015/16 end of year position and accompanying analysis be noted.

Reason for Decision

To note the Council's corporate performance for 2015/16.

Other Options

None.

Note:- This is an Executive Function  
Referred directly to all three Scrutiny Committees  
Executive Councillor:- Lamb

**51 Information Management Strategy**

The Cabinet considered a report of the Corporate Director for Corporate Services presenting the Council's revised Information Management Strategy.

Resolved:-

That the Council's Information Management Strategy, as set out at Appendix 1 to the submitted report, be approved.

Reason for Decision

To ensure the Council's information security and data protection policies and practices are as robust as possible and that the Council is making best use of its information.

Other Options

Not updating the strategy and related action plan could mean the Council's information security and data protection arrangements will not be as robust as required. This could leave the Council vulnerable to malicious use of its information and heavy fines from the Information Commissioners Office.

Note:- This is an Executive Function  
Referred directly to all three Scrutiny Committees  
Executive Councillor:- Lamb

The Cabinet considered a report of the Corporate Director for Corporate Services detailing the treasury activity for the period from April 2015 to March 2016 and reviewed performance against the Prudential Indicators for 2015/16.

Recommended:-

1. That the Annual Treasury Management Report for 2015/16 and the outturn Prudential Indicators for the period from April 2015 to March 2016, be approved.
2. That it be noted that the financing of capital expenditure of £37.850m has been funded in accordance with the schedule set out in Table 1 of section 4 of the submitted report, with a reduced financing requirement of £1.287m.
3. That it be noted that Capital Financing and Treasury Management were carried out in accordance with statutory requirements, good practice and in compliance with the CIPFA (The Chartered Institute of Public Finance and Accountancy) Prudential Code during 2015/16.
4. That, in respect of the return on investment and borrowing, the following be noted:
  - (a) The loan and investment portfolios were actively managed to minimise cost and maximise interest earned, whilst maintaining a low level of risk.
  - (b) That £1.22m of interest was earned during the whole of 2015/16 at an average rate of 1.27%. This is 0.91% over the benchmark of the 7 day LIBID (London Interbank Bid Rate) and 0.77% over bank base rate.
  - (c) That an average of £60.6m of investments were managed in-house. These earned £0.40m of interest during the year at an average rate of 0.65%. This is 0.29% over the average 7 day LIBID and 0.15% over the bank base rate.
  - (d) That an average of £24.1m of investments were managed by our external fund manager. These earned £0.18m of interest during the year at an average rate of 0.76%. This is 0.40% over the average 7 day LIBID and 0.26% over bank base rate.
  - (e) That an average of £10.7m was managed by two property fund managers. This earned £0.64m during the year from a combination of an increase in the value of the units and income distribution, giving a combined return of 5.95%.
  - (f) That the level of borrowing from the Public Works Loan Board (PWLB) (excluding debt relating to services transferred from Essex County Council on 1<sup>st</sup> April 1998) decreased from £237.8m to £227.8m (Housing Revenue Account (HRA): £78.0m, General Fund (GF): £149.8m) by the end of 2015/16.

(g) That the level of financing for 'invest to save' schemes increased from £0.14m to £3.21m by the end of 2015/16.

Reason for decision

To comply with the CIPFA Code of Practice for Treasury Management in the public sector and the CIPFA Prudential Code.

Other Options

None.

Note:- This is a Council Function  
Referred directly to Policy & Resources Scrutiny Committee  
Executive Councillor:- Moring

### **53 Debt Management - Position to 31 March 2016**

The Cabinet considered a report of the Corporate Director for Corporate Services informing Members of the current outstanding debt to the Council as at 31<sup>st</sup> March 2016 and debts that had been or are recommended for write-off in the current financial year.

It was noted that in Appendix A of the report (summary of outstanding debt) under the column titled 'libraries' (Debt Position in respect of 2015/16), the figure of '280' should be deleted and replaced by '28'.

Resolved:-

1. That the current outstanding debt position as at 31<sup>st</sup> March 2016 and the position of debts written off to 31<sup>st</sup> March 2016 as set out in Appendices A and B to the submitted report, be noted.
2. That the write-off as set out in Appendix B to the submitted report, be approved.

Reason for decision

All reasonable steps to recover the debt have been taken and therefore, where write-off is recommended, it is the only course of action available. If the Council wishes to pursue debts for bankruptcy proceedings, it will follow the agreed and published recovery policy that covers this.

Other Options

None.

Note:- This is an Executive Function  
Referred directly to Policy & Resources Scrutiny Committee  
Executive Councillor:- Moring

## 54 **Provisional Capital Outturn 2015/16**

The Cabinet considered a report of the Corporate Director for Corporate Services outlining the capital programme outturn for 2015/16 and sought approval for the relevant budget carry forwards, accelerated delivery requests and in-year amendments to the current approved programme.

Recommended:-

1. That it be noted that the expenditure on the capital programme for 2015/16 totalled £37.850m against a budget of £39.137m, a delivery of 96.7%.
2. That the relevant budget carry forwards and accelerated delivery requests totalling a net £1.411m as set out in Appendices 1 and 2 to the submitted report, be approved.
3. That the virements, re-profiles and amendments and new external funding for schemes, as detailed in Appendices 3, 4 and 5 to the submitted report, be noted.
4. That the relevant changes to the budget identified since the approved capital programme was set at Council on 25<sup>th</sup> February 2016, as detailed in Appendix 6 to the submitted report, be approved.
5. That it be noted that the above changes will result in an amended Capital Programme of £191.656m for the period 2016/17 to 2019/20, as detailed in Appendix 7 to the submitted report.

Reason for Decision

To inform Members of the activity in 2015/16.

Other Options

None.

Note:- This is a Council Function  
Referred directly to Policy & Resources Scrutiny Committee  
Executive Councillor:- Lamb

## 55 **Provisional Revenue Outturn 2015/16**

The Cabinet considered a report of the Corporate Director for Corporate Services on the provisional revenue outturn for 2015/16.

Recommended:-

1. That the provisional revenue outturn for the General Fund and HRA for 2015/16 be noted.
2. That the appropriation of revenue funds to and from earmarked reserves, as set out in paragraph 4.6 and paragraph 5.4 to the submitted report, be approved.



Reason for Decision

To advise Members of the financial position of the Council and to approve the appropriation of funds to and from earmarked reserves.

Other Options

None.

Note:- This is a Council Function

Referred directly to Policy & Resources Scrutiny Committee

Executive Councillor:- Lamb

## **56 Annual Report - Regulation of Investigatory Powers Act 2015/16**

The Cabinet considered a report of the Corporate Director for Corporate Services on the Council's use of the surveillance powers available to it under the Regulation of Investigatory Powers Act 2000 ("RIPA") in respect of the period 1<sup>st</sup> April 2015 to the 31<sup>st</sup> March 2016 and set out the Council's "Policy and Procedures for undertaking Directed Covert Surveillance and the use of Covert Human Intelligence Sources".

Resolved:-

1. That it be noted that the Council has not used the surveillance powers available to it under RIPA between 1<sup>st</sup> April 2015 and the 31<sup>st</sup> March 2016 and neither has it used any covert human intelligence sources during this period.
2. That the Council's "Policy and Procedures for undertaking Directed Covert Surveillance and the use of Covert Human Intelligence Sources" set out at Appendix 1 to the submitted report with the amendments highlighted, be endorsed.

Reason for Decision

To comply with the Home Office Codes of Practice re RIPA.

Other Options

None

Note:- This is an Executive Function

Referred directly to Policy & Resources Scrutiny Committee

Executive Councillor:- Moring

## **57 Proposal to Establish a Southend Education Board**

The Cabinet considered a report of the Corporate Director for people on the proposed establishment of an Education Board for Southend on Sea.

Recommendation :-

1. That the establishment of the Education Board be approved.
2. That officers be requested to work with the current Schools Forum to ensure the efficient transition to a new Board.

Reason for Decision

The rationale for the establishment of the Board is set out in the submitted report (paragraph 5 of the report refers).

Other Options

It would be possible in the short term to retain the Schools Forum as it currently stands, although with National Funding it will increasingly lack influence. The Schools Forum will eventually no longer exist, and any formal relationship with schools and education providers would be lost at that point.

Note:- This is a Council Function  
Referred directly to People Scrutiny Committee  
Executive Councillor:- Courtenay

## **58 Hackney Carriage Unmet Demand Survey**

The Cabinet considered a report of the Corporate Director for Place presenting the conclusions of a Hackney Carriage Demand Study 2015 undertaken by CTS Traffic & Transportation on behalf of this Authority.

Recommended:-

That the authority maintains the current entry control and limit of 276 Hackney Carriages.

Reason for Decision

That the Unmet Demand Survey 2015 has identified that there is no evidence of significant unmet demand for Hackney Carriages in Southend.

Other Options

The Unmet Demand Survey 2015 report recommends that the current limit on licences remains in place. However, there are other options the authority could consider, including agreeing to issue any number of additional plates as it sees fit, either in one allocation or a series of allocations or to remove the numerical restriction currently in place.

Note:- This is a Council Function  
Referred directly to Place Scrutiny Committee  
Executive Councillor:- Flewitt

## 59 Preparation of New Southend Local Plan for Southend on Sea

The Cabinet considered a report of the Corporate Director for Place on the preparation of a new Local Plan for Southend on Sea.

Recommended:-

1. That the preparation of the new Southend-on-Sea Local Plan as a corporate priority, which will provide a positive planning framework to manage and guide regeneration and development in Southend on Sea over at least the next 15 year period, be approved.
2. That it be noted that preparation of a new Local Plan for Southend-on-Sea will include a financial and human resource commitment on behalf of the Council to facilitate delivery of a robust, long term strategic planning policy document, in a timely manner.
3. That it be noted that the new Southend-on-Sea Local Plan will replace, once adopted, the Core Strategy and associated local development documents, where indicated.
4. That a number of key evidence based documents be produced to support the preparation of the new Southend-on-Sea Local Plan, including an environmental constraints and green belt review at an early stage.
5. That the Corporate Director for Place, in consultation with the Executive Councillor for Housing, Planning and Public Protection, in conjunction with the LDF Working Party, be authorised to make the necessary amendments which may be required, and agree a draft Local Plan and associated documentation for all statutory public consultation under Regulation 18 of the Town and Country Planning Regulations (Local Planning) (England) 2012.

Reason for decision

To ensure the expeditious production of a new Local Plan for Southend-on-Sea and associated evidence base to manage and guide future growth and development in Southend on Sea in a positive and timely manner, where the Council has control of decision making in the public interest as representatives of the local community.

Other Options

1. A failure to undertake the preparation of a new Local Plan would result in the Council becoming increasingly unable to positively influence the scale, nature and location of change within Southend on Sea. This would lead to the potential increase in the risk of “planning by appeal” with the responsibility for decision making in effect being passed from the Council and the local community to both the Planning Inspectorate and the Secretary of State. It would also be likely that the Council would also incur increasing costs in attempting to defend refusals of planning permission based on an increasingly older Core Strategy and evidence base.

2. The preparation of a new Southend on Sea Local Plan is the only option which would allow for the proper consideration of a range of spatial options and policies which address more recent changes in national and regional planning policy, including the need to identify land to meet future housing and employment land requirements.

Note:- This is a Council Function  
Referred directly to Place Scrutiny Committee  
Executive Councillor:- Flewitt

**60 Southend Central Area Action Plan**

This item was withdrawn (this will be considered at the September meeting of the Committee)

**61 Feed and Food Safety Service Plan 2016/17**

The Cabinet considered a report of the Corporate Director for Place presenting the Official Feed and Food Controls Service Plan 2016/17 required by the Food Standards Agency (FSA).

Recommended:-

That the Official Feed and Food Controls Service Plan 2016/17 set out in Appendix 1 to the submitted be approved. ||

Reason for Decision

To comply with the Food Standards Agency Framework Agreement and the Food Standards Agency audit findings reported to Cabinet on 18th June 2013.

Other Options

The Food Standards Agency Framework Agreement sets out the statutory duty for Southend on Sea Borough Council in developing the Service Plan. There is no alternative to the statutory duty.

Note:- This is a Council Function  
Referred directly to Place Scrutiny Committee  
Executive Councillor:- Flewitt

**62 Community Infrastructure Levy Financial Report 2015/16**

The Cabinet considered a report of the Corporate Director for Place presenting the (CIL) Community Infrastructure Levy Annual Financial Report for the financial year 2015/16.

Recommended :-

That the content of the CIL Annual Financial Report 2015/16 be noted, and that the CIL receipts to date (except Leigh Town Council Neighbourhood Allocation and 5% administrative expenses) be carried forward to the next financial year (2017/18), when spending plans will be reviewed. ||

#### Reason for Decision

The CIL receipts to date are relatively nominal sums of money. More significant CIL receipts are anticipated over the next two years and it may be more beneficial to wait until these receipts are received before deciding how to apply them to infrastructure projects.

#### Other Options

To spend the 2015/16 receipts in 2016/17.

Note:- This is a Council Function  
Referred directly to Place Scrutiny Committee  
Executive Councillor:- Flewitt

### **63 Former Beecroft Art Gallery Building - Artist Studios Feasibility Study**

The Cabinet considered a report of the Corporate Director for Place providing an update on the outcome of the feasibility study for using the Station Road, Westcliff building for artist studios and sought approval for further work to be undertaken.

#### Recommended:-

1. That the potential for a viable business case to support the creation and management of artist studios within the former gallery building be acknowledged (by the Council acting as the Beecroft Art Gallery Trustees).
2. That the preparation of a formal bid to Arts Council England's Capital Grant funds and other external funding sources to undertake the works, be approved (by the Council acting as Trustees).

#### Resolved: -

3. That a grant of £20k for the preparation of the bid be made to the Trust to be met from the Council's contingency.

#### Reason for Decision

To enable the proposed use of the building as artist studios to be progressed.

#### Other Options

None

Note:- The recommendations in 1 and 2 above constitute a Council Function. The decision in 3 above constitutes an Executive Function  
Referred directly to Place Scrutiny Committee  
Executive Councillor:- Flewitt

## **64 Devolution**

The Cabinet considered a report of the Corporate Director for Place outlining the recent activity in relation to the devolution negotiations.

Resolved :-

1. That the position and activity in relation to devolution negotiations, be noted.
2. That the emergence of the Thames Estuary 2050 Growth Commission, be noted.

Reason for Decision

To update members on the devolution negotiations.

Other Options

None

Note:- This is an Executive Function  
Referred directly to Place Scrutiny Committee  
Executive Councillor:- Lamb

## **65 Physical Activity Strategy**

The Cabinet considered a report of the Director of Public Health presenting the Southend-on-Sea Physical Activity Strategy 2016-2021

Resolved:-

That the Southend-on-Sea Physical Activity Strategy 2016-2021 and associated action plan, be approved.

Reason for Decision

The Southend-on-Sea Physical Activity Strategy and the associated action plan will help to improve the health and wellbeing of the local population and strengthen partnership working across the borough for this agenda.

Other options

The Southend-on-Sea Physical Activity Strategy provides a strategic framework and action plan to increase participation in physical activity for everyone and reduce the level of physical inactivity. The other option would be for such work to continue without a strategic framework to guide priorities.

Note:- This is an Executive Function  
Referred directly to People Scrutiny Committee  
Executive Councillors:-Salter/Holland

## 66 Senior Management Arrangements

The Cabinet considered a report of the Chief Executive proposing amendments to the senior management structures and departmental arrangements to reflect continuing reductions in staff numbers, budget pressures and the need to consolidate the public health service in the wider Council structure.

Recommended:-

1. That the proposed amendments to the senior management numbers and structures be approved and that, subject to no substantive adverse response to consultations, the implementation of the proposals be delegated to the Chief Executive in consultation with the Leader of the Council.
2. That the Chief Executive be delegated the authority to make the necessary adjustments to responsibilities and duties as a result of these changes and that appropriate amendments be made to the Constitution to reflect the new senior management structure once implemented.
3. That it be noted that the Chief Executive will bring forward a second report in the Autumn to address the outcome of the review of the public health function and to address other structural issues to facilitate recruitment and retention and succession planning and that the Chief Executive, in consultation with the Leader of the Council, be authorised to take other decisions to facilitate the recommendations in the report.

Reasons for Decision

To ensure that the overall reductions in staffing are appropriately reflected in the senior structure, that the peer review recommendations to review and re-site the public health function are carried through, that specific activities within the public health function which relate to similar activities elsewhere in the Council are better aligned, and in a report to come forward in the Autumn, that the Council begins to address issues of retention and succession.

Other Options

1. Given the slim and competitive current senior management structure the Council could decide to not amend and reduce the number of senior management posts, allowing continued capacity to address and deliver the challenges facing the Council. This alternative option would, however, not reflect the continued reduction in staffing overall within the Council as a result of financial challenges.
2. The Council could decide to not review and refresh the public health function but this would not address the recommendations of the Peer Review and would not properly ensure the targeted and effective functioning of the service.

3. The Council could carry out a complete review of the entire senior leadership structure but this is not considered necessary, and would cause unnecessary and potentially damaging uncertainty and disruption to the delivery of services. A wholesale review would also ignore that the current and proposed structures reflect best practice across unitary councils.

Note:- This is a Council Function

Referred directly to Policy and Resources Scrutiny Committee

Executive Councillor:- Lamb

**67 Council Procedure Rule 46**

Resolved:-

That the submitted report, be noted.

Note:- This is an Executive Function

Referred directly to the relevant Scrutiny Committee as appropriate for the item

Executive Councillor:- As appropriate to the item

**68 Exclusion of the Public**

Resolved:-

That, under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the items of business set out below, on the grounds that they would involve the likely disclosure of exempt information as defined in Part 1 of Schedule 12A to the Act and that the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

**69 Southend Clinical Commissioning Group – Invest to Save Support**

The Cabinet considered a report of the Corporate Director for Corporate Services on a proposal to offer financial support to Southend Clinical Commissioning Group for their invest to save programme.

Resolved :-

1. That the investment of the sum, identified in the submitted report, into Southend Clinical Commissioning Group's 2016/17 Invest to Save Programme, be approved.
2. That the repayment profile through return on investment be noted.

Reason for Decision

As set out in the submitted report.

Other Options

As set out in the submitted report.



Note:- This is an Executive Function  
Referred directly to People Scrutiny Committee  
Executive Councillor:- Salter

**70 Waste Disposal - Contract Issues**

The Cabinet considered a report of the Corporate Director for Place on the above.

Resolved:-

That the submitted report be noted.

Reason for Decision

As set out in the submitted report

Other Options

None

Note:- This is an Executive Function  
Referred directly to Place Scrutiny Committee  
Executive Councillor:- Cox

**71 Council Procedure Rule 46 - Confidential Sheet**

Resolved:-

That the submitted report, be noted.

Note:- This is an Executive Function  
Referred directly to Policy and Resources Scrutiny Committee  
Executive Councillor:- Moring

**Chairman:** \_\_\_\_\_

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## **Notice of Motion**

### **Estate Agent Fees and practices**

We call upon this Council to investigate estate agent fees and practices.

The critical demand for temporary *accommodation coupled with high rent levels, agents fees and other charges*, has created a problem in the town.

It is therefore requested that the Council starts an investigation into this issue, working with SEAL and residents associations to get a clear and honest picture of what is happening & promote a better private rental culture to protect tenants and landlords interests.

Proposed – Cllr Davies  
Seconded – Cllr Callaghan

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# Southend-on-Sea Borough Council

Agenda  
Item No.

Joint Report of Corporate Director for People and  
Corporate Director for Corporate Services

to  
**Cabinet**

on  
**20 September 2016**

Report prepared by: David Ubaka  
Project Manager – Better Queensway

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**Options for Better Queensway Project – the Regeneration of Housing Land and  
Property adjoining the Town Centre (including the four Town Centre Tower Blocks)**

**Relevant Scrutiny Committee: Policy and Resources Scrutiny Committee  
Executive Councillors: Councillor John Lamb and Councillor Ann Holland**

***A Part 1 Public Agenda Item***

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## **1 Purpose of Report**

To provide an update on work undertaken on the Better Queensway Project ('the Project') since the decision of Cabinet on 22<sup>nd</sup> September 2015 and make recommendations to progress to Phase 3 of the Project.

## **2 Recommendation**

- 2.1 To note the work on the Better Queensway Project ('the Project') to date;
- 2.2 To progress to Phase 3 of the Project based on the latest option development attached at **Appendix 1** and to agree;
- 2.3 To continue to investigate the use of the Council's Compulsory Purchase Powers and to undertake preparatory work for the making of a Compulsory Purchase Order (CPO), which will be subject to a formal resolution of the Cabinet in future.
- 2.4 That the Project should involve the demolition of the tower blocks and other flats (where the Council owns the freehold) within the Project area.
- 2.5 To serve Initial Demolition Notices under Section 138(a) and Schedule 5(A) of the Housing Act 1985 (as amended) on all secure tenants of house and flats within the Project area.
- 2.6 That based on **Appendix 1**, an outline planning application for the Project be prepared and submitted.

- 2.7 That further work is undertaken on the preferred Joint Venture approach (through competitive dialogue) with a report being submitted to Cabinet to determine this matter and the selection of a development partner.
- 2.8 That delegated authority be given to the Section 151 officer in consultation with the Deputy Leader to agree the terms of any proposed Leaseholder swaps. (para 6.12 & 6.13 refers).
- 2.9 To note further reports will also need to give approval to additional matters such as; land appropriation, CPO resolution and a decant policy for re-housing of tenants and Leaseholders .

### **3 Background**

- 3.1 The report to Cabinet on 22nd September 2015 outlined the general background of the site, the key challenges relating to the towers, highways and land ownership. It also explained the various phases proposed for the regeneration Project:

Phase 1	Identify the scope of the Project
Phase 2	Test the viability, assess market interest, and identify procurement and financing routes
Phase 3	Procure a Delivery Partner and secure financing
Phase 4	Delivery of Project.

- 3.2 Cabinet resolved that Phase 2 of the Project be progressed, including the following (minute 255 refers):

- Inclusion of Network Rail land at Victoria Station within the outline masterplan
- Undertake further works to determine the future of the Tower Blocks
- The proposed preferred offer to leaseholders
- Progress investigation work to 'cover' the Underpass and the remodelling of the roadways including the possible widening of Chichester Road
- Progress with further investigation work on the 3 financial options, including procurement routes
- Identify social infrastructure requirements as part of the whole development
- Continue to work with the Smart Cities Project
- Undertake an Economic Impact Assessment which will inform the design brief

- 3.3 Phase 2 established financial viability and further investigation including opportunities and challenges to feed into a future delivery model.

- 3.4 Within the 2016/17 approved budget, provision was made for the following; £500,000 for acquisition of commercial properties and £500,000 for acquisition of residential properties. A further £500,000 was allocated for on-going project costs.

## 4 Progress

- 4.1 After Cabinet in September 2015 a rationalisation process started to flesh out some of the detail behind the high-level design and principles of the Project, in order to arrive at a robust baseline position. This exercise led to the identification of a short list of preferred delivery option(s) (of which the previous administration gave detailed consideration to the Joint Venture Option), a high level procurement process and a frozen master design.
- 4.2 Following on from the rationalisation process a Soft Market Testing event was undertaken to verify the findings with various private sector developer and investment organisations to ensure the Project would be marketable and viable to the private sector. The event was well attended with a good mix of high profile investors and developers. Feedback received was extremely positive with all parties in agreement that the scheme is viable. The market queried the proposed Private Rented Sector (PRS) levels, and commented that parking was high given the town centre location and a regeneration project of this nature. This market feedback has been reflected but not for the market's view on parking in the latest option development of which are shown in **Appendix 1**.
- 4.3 The new Administration has carefully considered proposals to take the Better Queensway Project forward and have made some suggested amendments to the scheme which include; increased parking from 0.8 to 1:1; amended density and heights within the scheme to reflect the existing heights in the town centre and these have been incorporated into the latest option development at **Appendix 1**.
- 4.4 In June an EU-compliant procurement exercise was carried out to appoint four strategic adviser roles; Lead; Design and Urban Planning; Strategic Property and Financial. These roles are to assist us with the additional expert resource needed to procure a Delivery Partner and achieve an outline planning permission.

## 5 Principle of CPO Action

- 5.1 Much of the Queensway site is owned by the Council. However it is a mixture of assets held by the HRA and the General Fund, and held for a variety of reasons such as housing, parking, highways, open space etc.
- 5.2 The proposed Project will deliver a mixed development of residential units, car parking, retail, community, public realm and highway improvements.
- 5.3 As previously reported the Council does not own all of the land within the proposed Project area. The properties facing onto Southchurch Road, the corner of Chichester Road and Essex Street to the rear, are a mixture of commercial, retail and residential units in private ownership, with approximately 72 separate property interests. It is difficult to specify exactly how many interests exist because not all of the interests have been registered, however the exact number will be determined after land referencing has been undertaken. In addition, there are some 53 leasehold interests that exist from right to buy sales within the tower blocks.

- 5.4 The Council will need to acquire all of these interests, and obtain vacant possession of the secure tenanted properties. The preference will be to acquire all of the privately owned interests by agreement wherever possible. However with so many interests to acquire there is every possibility that not all owners will be willing to engage in discussions with the Council, or may elongate the process for their benefit. Compulsory purchase is a tool used by many Local Authorities undertaking regeneration schemes to complete the land assembly in order to help deliver social, environmental and economic change within a reasonable timescale and budget.
- 5.5 The preparation of a CPO is crucial to its success and Cabinet is therefore being asked to confirm its willingness to investigate the use of compulsory purchase powers. If a CPO needs to be made, the Council must be able to demonstrate that it has taken reasonable steps to acquire all of the land and rights included in the CPO by agreement.
- 5.6 The Council has wide powers of compulsory purchase provided:
- The Council is authorised by statute to purchase land for a particular purpose and the CPO is necessary to achieve that purpose;
  - There is a compelling case in the public interest;
  - The Council has the finances to undertake the regeneration within a reasonable timeframe;
  - There is a reasonable prospect of the scheme going ahead within a reasonable timeframe i.e. there is a delivery mechanism in place and planning permission has either been granted or there are no planning obstacles; and
  - CPO is a measure of last resort, and negotiations for acquisition by agreement have been unsuccessful

The Council would need to be satisfied that it has met these requirements before proceeding to pass a resolution to use CPO powers.

- 5.7 CPO guidance sets out the statutory process and requirements that acquiring authorities must adhere to.
- 5.8 Officers must now start preparing a detailed case to support the use of these powers. As part of the continued preparatory work, formal land referencing will be undertaken to establish a definitive list of property and occupancy interests affected by the regeneration.
- 5.9 First and foremost residents and affected property owners must be fully engaged and consulted in regards the regeneration and the Council must demonstrate that all attempts to acquire property interests by negotiation have been made and have failed.
- 5.10 It should be noted that negotiations with individuals to acquire property interests should only begin once funding for the regeneration is agreed. All negotiations will be undertaken sympathetically and in accordance with compulsory purchase guidance and the compensation code.



- 5.11 In addition to the statutory provisions for the CPO there are statutory obligations under the Housing Act 1985 that the Council must follow in respect of its secure tenants. The Council will be required to obtain the approval of the Secretary of State for the redevelopment when seeking to re-house secure tenants to ensure that vacant possession is possible where tenants will not leave properties that are due to be demolished. The consent of the Secretary of State will enable the Council to serve Ground 10A notices under the Housing Act 1985 to gain vacant possession of homes. In order to mitigate any risk, it is proposed that all secure tenancies are included within the proposed CPO's for the Project.
- 5.12 The key to completing the land assembly will therefore depend upon the Council successfully being able to use its compulsory purchase powers should the need occur and satisfying the Secretary of State that there are grounds for possession in respect of the secure tenants.
- 5.13 The compulsory purchase process is a complex, lengthy, costly and specialist area. The Council has already taken expert CPO advice in respect of compensation costs and strategy, and will continue this work with the newly appointed property adviser who has the necessary CPO expertise and experience to advise the Council on all aspects of the CPO process. This work will include reviewing the existing CPO cost estimates, in light of market changes and additional information obtained through the land referencing exercise.
- 5.14 At this stage, Cabinet is being asked only to make a decision to continue preparatory work. Any future formal resolution to make a CPO will be subject to the Council being satisfied it has met the pre-conditions referred to under paragraph 5.6 and any additional legal conditions and a further report(s) will be prepared for Cabinet to deal with these in more detail. A prerequisite to any resolution will be a robust and viable business plan and funding strategy for delivery of the regeneration.

## **6. Initial Demolition Notices suspending the Right to Buy**

- 6.1 As part of the rationalisation process the Project Team looked at the four tower blocks currently providing public housing within the Project area from a design, value and place making point of view as well as the like for like cost of refurbishment. Retention of the towers caused a negative impact on potential values of new properties, made the place quality less and the overall masterplan design difficult. In addition the cost to refurbish the towers to a new build standard is approx. £30M per tower. For these reasons it is recommended that the project should involve the demolition of the four tower blocks.
- 6.2 A continuing risk to the viability of the Project is the possibility that secure tenants within the Project area, will continue to apply to purchase their properties under right to buy or just purely purchase for a speculative reason.

- 6.3 This will lead to increased acquisition and compensation costs and will also add to the number of parties that the Council will need to negotiate with.
- 6.4 This risk can be mitigated by the issue of Initial Demolition Notices, which effectively suspend any existing right to buy applications that have yet to complete (currently 2). It does not prevent new applications being made, but the Council is not required to complete them.
- 6.5 The Initial Demolition Notice outlines the Council's intentions, but is not specific to a date, allowing the Council to work up its scheme. Final Demolition Notices are issued when the Council has actually set a date for the demolition to take place.
- 6.6 Initial Demolition Notices remain in force for a period of 7 years and can be immediately followed by issuing Final Demolition Notices which are valid for 2 years. This provides a total period of up to 9 years to undertake the re-housing and demolition in phases within the valid notice period.
- 6.7 Final demolition notices are served once the Council has acquired all private interests in the tower blocks or once the CPO is approved. This ends the right to buy completely. Compensation is payable to applicants based on expenses incurred, where the application was made before the Initial Demolition Notice.
- 6.8 Consequently, the Project should involve the demolition of the tower blocks and other flats within the Project area and that preparations are made to serve Initial Demolition Notices on all secure tenants affected by the Project.
- 6.9 Careful consideration will be given to the timing of the notices, to ensure that they will remain valid for the entire phased decant and demolition period, once these details have been formulated.
- 6.10 If for any reason the demolition does not take place the notices can be retracted, however no further notice can be served for a period of 5 years without the consent of the Secretary of State.
- 6.11 Following stopping the right to buy, commencement of the leaseholder swap options, agreed by Cabinet on 22nd September 2015, will begin.
- 6.12 There are 53 leaseholders within the Project area which include some resident leaseholders and non-resident leaseholders who rent out their properties through an assured short hold tenancy to a private tenant. Negotiations will take place with each Leaseholder to either repurchase their property, or for them to do a leaseholder swap of another similar Council property in the Borough. Although this will reduce the availability of Council properties the repurchased/swapped properties will be used on a temporary basis as temporary accommodation for homeless households before the commencement of the Project.

- 6.13 Alternatively the resident leaseholder will either purchase a new property in the new scheme in due course and pay the difference between the value of their current property and the value of the new home, or will have a shared ownership lease at a percentage of the market value compared with their new home. For example if the value of their current home is £100,000 and a new similar property is valued at £200,000 then they will have a 50% stake in their home and the Council will retain the other 50%. There will be no rent to pay by the leaseholder on the Council's share.
- 6.14 It is recommended that delegated authority be given to the Section 151 Officer in consultation with the Deputy Leader to agree the terms of any proposed swap.

## **7. The Submission of an Outline Planning Application for the Project**

- 7.1 An Outline Planning Application should be submitted to allow the parameters of the development to be established, whilst enabling a degree of flexibility to be retained in relation to the layout, scale, appearance, landscaping of and access to the development. Advisors can be instructed to prepare an application on behalf of the Council.
- 7.2 The Southend Central Area Action Plan (SCAAP) is an emerging Development Plan Document that will be a material consideration in the determination of any forthcoming planning application and will be integral to the masterplan. The SCAAP designates Queensway as an Opportunity Site (OS4) and includes Policy PA4 (Queensway Policy Area Development Principles).  
[http://www.southend.gov.uk/info/200420/development\\_plan\\_documents/391/southend\\_central\\_area\\_action\\_plan\\_scaap](http://www.southend.gov.uk/info/200420/development_plan_documents/391/southend_central_area_action_plan_scaap)
- 7.3 Following continued discussions with Network Rail there are two considerations that need to be made in order for them to remain within the outline application red line;
1. Agreement needs to be reached between Quorum (owners of the Victoria Shopping Centre) and Network Rail in regards to the direct link between the station and the Victoria Shopping centre as set out in the Cabinet paper September 2015.
  2. In principle it has been agreed with Network Rail that the site can be a mixed use development. This is subject to them to providing the defined class uses and area quantum's (square meter age of intended residential and commercial space) for planning to approve.
- 7.4 Development Plan Policy DM15 sets out that an appropriate parking provision for residential properties within the Southend Central Area is 1 space per dwelling, with it noted that a lower or higher provision should be justified. The policy also states that *"Residential vehicle parking standards may be applied flexibly where it can be demonstrated that the development is proposed in a sustainable location with frequent and extensive links to public transport and/ or where the rigid application of these standards would have a clear detrimental impact on local character and context."* The central location of the Queensway site and the proximity to sustainable transport connections and the services and employment opportunities available within the Southend Central Area means that a lower rate of parking provision can legitimately be proposed at this site as there is likely to

be a reduced need for residents to travel by car. Cycle parking should be provided at a minimum rate of one space per dwelling, unless a garage or alternative secure area is provided.

7.5 Parking standards for other uses of land are expressed as maximum standards and cycle parking is expressed as a minimum standard for each use.

## 8. Progressing the most appropriate procurement and financing route

8.1 At the conclusion of the rationalisation work in March 2016, the Project had narrowed the number of suitable approaches to two, which were:

- **Option 1** — Joint Venture, Sale & Rent: A Joint Venture approach in which both sale and rental units are developed. The Council will therefore take on some risk but utilises the specialist skills of a Delivery Partner to mitigate these risks. The Council will potentially be rewarded with both capital receipts and a long-term revenue stream. The Council will deliver and operate all affordable units outside the partnership.
- **Option 2** — Investment Approach: An approach in which the Council puts in place a lease mechanism with an external funder to develop all "for rent", private and affordable housing. The Council bears little development risk but takes on full risk for "letting" the properties. Further the Council self-develops all "for sale" units outside of this mechanism taking all risk and reward for the development and sale of these units.

8.2 Subsequent discussion led to the development of a third alternative approach, the Hybrid Approach as it is important that the Council retains significant amounts of control over the quality and timetable of the delivery of the Project.

- **Option 3** — Hybrid Model. This model, as currently set out, would not involve the Council borrowing on its own balance sheet, instead an investment partner would fund all units in the Project, affordable, private sale, private rent and road infrastructure. The Council would pay an on-going lease over the life of the Project that would cover the costs of this borrowing and return to the funder. There would be agreed points throughout the arrangement where lump sum repayments would be made, to the funder, from the proceeds of private sale units, thus reducing the Council's lease liability relevant to these units. These sales can be undertaken by the Council at its discretion provided enough income is still generated from the remaining units to cover the lease payments (plus an agreed margin). As with the Investor Approach, this approach results in less development risk to the Council, however the Council would be exposed to sales risk as lump sum repayments would be due to the funder whether sales have been achieved or not. These lump sums could be funded from other internal resources or debt if these sales have not been achieved. However, at this point no council budget provision exists for these payments and if the Hybrid model is chosen the costs, timing and funding of payments would need resolution.

- 8.3 Due to the size of the Project, and the type of services being procured, the Council may need to go through an OJEU process. This is dependent on the option chosen and whether the ultimate procurement involves a "works contract".
- 8.4 There are 2 potential options that would be suitable either through or outside of the OJEU process; The Negotiated Procedure or Competitive Dialogue. At this stage, Competitive Dialogue is recommended as it will allow:
- Flexibility for the Council to conduct negotiations in stages by de-selection and to alter the stages during the process if it so desires
  - Open dialogue in order to 'identify and define the means best suited to satisfying their needs' without a prescriptive delivery structure determined at the outset
  - Final tenders may be 'clarified, specified and optimised' before a final agreement document is sealed.
- 8.5 It is possible, depending upon the exact nature of the services being procured, and whether they constitute a "works contract" that neither the Investment Approach nor the Hybrid Approach would require a full OJEU process, whereas a traditional Joint Venture would. As a consequence, and subject to Procurement approval, there is the potential that the process employed for either of the investment based options will be shorter and less complex than full OJEU, although if OJEU is not used a fully competitive process would still be required.

## **9. Financial Analysis**

- 9.1 At this stage it is difficult to accurately quantify the total cost of the regeneration of this area but the capital costs are likely to be significant. Financial analysis to date shows that the potential gross capital cost of the Project could be in the region of £300M plus. Therefore, a key aspect of any proposal would be to maximise the amount of external investment which could be attracted into the Project and in particular attracting private finance investment. There will be an expectation that the Project will fund the replacement of existing HRA properties by building new affordable homes.
- 9.2 The financial analysis work undertaken since the September 2015 Cabinet report has revolved around a specific funnelling review of the final three finance options at that point in time (Joint Venture, Investment Approach and Self-development) and testing the viability of the Project with the remaining two options.
- 9.3 The funnelling review eliminated the option of self-development, leaving the Joint Venture model and Investment model options for further evaluation. As part of the funnelling review a further option of a Hybrid model was identified and evaluated.
- 9.4 The key elements of the Joint Venture and Investment models at this stage require the Council to fund a portion of the Project by borrowing to varying degrees. The structure of these models are not set in stone but represent an example of how the scheme could be financed by utilising both Council and Private finance. Depending upon the input from the Council, this brings both risk and commensurate potential rewards.

- 9.5 Under the Joint Venture model approach the Council funds the affordable housing for the Project and the Special Purpose Vehicle established under the model, funds the private units for sale and private rented stock elements.
- 9.6 Under the Investment model approach the Council funds the private for sale element and all the rented stock (both private and affordable) is funded through the established Investment Vehicle.
- 9.7 Both of the above models can be flexed to amend the level of Council borrowing, but any reduction in borrowing compared to the current assumption brings a lower potential financial reward for the Project.
- 9.8 The Hybrid model, as currently set out, would not involve the Council borrowing on its own balance sheet, instead an investment partner would fund all units in the Project, affordable, private sale, private rent and road infrastructure.
- 9.9 The three different approaches have been modelled based on the latest option development as shown on **Appendix 1**. The table below sets out a comparison of the three approaches based on an estimated gross scheme cost of £300 million plus.

		Joint Venture	Hybrid Approach	Investment Approach
1	Procurement - Requires OJEU	Probably yes	Potentially not	Potentially not
2	Peak Borrowing Requirement (£m)	c£74m	£0m	c£35m
3	Year liability ceases (loan/lease)	2047	2061	2061
4	Cumulative revenue account shortfall	£0m	£4.1m	£0.8m
5	NPV Net Capital Position in 2061 (£m)	c£25m	£0m	c£61m
5a	Equivalent NPV Revenue Position (£m)	c£30m	£0m	c£74m
6	NPV Net Revenue Position in 2061 (£m)	c£103m	c£113m	c£69m
5a+6	Total Equivalent Net Revenue Position in 2061 (£m)	<b>c£133m</b>	<b>c£113m</b>	<b>c£143m</b>
7	Asset Value in 2062 (£m)	c£124m	c£204m	c£204m
8	Annual Rent in 2062 (£m)	c£5.7m	c£8.2m	c£8.2m

- 9.10 To provide meaningful comparison of the returns to the Council Net Present Values are used. Further, in both the Joint Venture and Investment Approach some of the returns are of a capital nature (line 5). For comparison purposes an equivalent revenue position (line 5a) has been calculated based on appropriate current PWLB interest rates (1.9%) and a standard allowance for debt repayment

(2%). Line 5a+6 illustrates the comparable returns to the Council of the three approaches. Line 4 shows the cumulative shortfall in the revenue account over the early years of the scheme that would need to be funded by the Council.

9.11 The Investment Approach which takes full development and sales risk for the "for sale" units together with rental risk for the "for rent units" potentially provides the highest return. This approach also requires some Council debt. The Joint Venture approach is when all risk is shared with a development partner and requires the most Council debt, but provides the next best return. The Hybrid model, for which the Council is not required to borrow, provides the least return on investment. In this approach the Council takes little development risk but all sales and rental risk. The high level advantages and disadvantages of each of the approaches are highlighted below:

### **Joint Venture Approach**

#### 9.12 Advantages

- Financial, development, sales and rental risk is shared by partnering with an external party. They will bring private equity alongside development expertise from the private sector, and funding will be secured against the land, therefore reducing the cost to the public sector and incentivising the partner to deliver.
- The Freehold of the land is held by the Council
- The Council will share in any uplift in value arising from the development.
- Once the Joint Venture has been established, and if procured correctly, it can be used to develop further assets at a significant saving in procurement costs etc.
- A successful and well procured Joint Venture partnership will give the Council access to strategic and commercial development skills and potentially see the transfer of skills and expertise to council staff.
- There is an on-going role for the Council as a shareholder in the vehicle, member of the Board and service provider, as such it has an on-going voice in strategic planning and the development process enabling it to further its place shaping role.

#### 9.13 Disadvantages

- The land is leased in to the vehicle and borrowing secured against it, thus it is put at risk.
- The Council will share development proceeds with a partner rather than realising all of them itself.
- Establishing a Joint venture structure can be time consuming and costly.

- By transferring the asset into a joint venture and only receiving returns over time the Council is deferring its capital receipt.
- Whilst the Joint Venture will be established to meet the Council's need, its governance must be independent of the Council. As such future decisions made by the Joint Venture must be for the benefit of the Joint Venture.

## Investment Approach

### 9.14 Advantages

- Development risk is taken by the funder, thus, the Council is guaranteed delivery of the units for an agreed price.
- The Council will share in any uplift in value arising from the development.
- There is an on-going role for the Council as a 100% owner of the vehicle and will be responsible for all sales and rental activity.
- The Council maintains use of all assets throughout the life of the arrangement and at the conclusion of the lease all non-sale assets transfer back to the Council.

### 9.15 Disadvantages

- The Council takes all sales and rental risks itself, and it would need to develop or purchase the expertise to manage these risks.
- The cost of funding is higher than if the Council funded these activities itself or than a Joint Venture as the funding is index linked over the life of the debt.
- Unlike in a Joint Venture approach the construction / development organisation is not as easily incentivised to deliver quality as they are not tied in to a long term arrangement.
- The Council would be signing up to an on-going lease liability for a significant period, of say 50 to 60 years. This would most likely be significantly longer than the liability incurred (i.e. debt) through a Joint Venture approach.
- The funding terms must be set at the commencement of the arrangement, as such, changing unit mix is more difficult during the life of the scheme, and any impact of change are the responsibility of and borne by the Council.



## Hybrid Approach

9.16 This approach largely mirrors the investment approach above, and therefore, all of the advantages and disadvantages above hold true. The main difference is that the external funder would fund the private sale assets, rather than the Council. The additional advantages and disadvantages are as follows:

### 9.17 Advantages

- The Council would not need to borrow on its own balance sheet to fund the private sale elements, these would be funded by the investor.
- It is easier than in the investment approach to holistically address the private elements as they are all part of one funding and delivery arrangement.

### 9.18 Disadvantages

- The investor funds the private sale assets at a higher funding cost than the Council.

## Conclusion of Financial Models

9.19 Currently of the models evaluated the Joint Venture approach would meet the Council's aspirations for the delivery of the Better Queensway site and is currently the preferred approach. However, further financial analysis, due diligence and exploration of potential partners would inform the final decision on the approved version of the model to be used to take forward and fund the Project.

## Other Financial information

9.20 External Funding - In May 2016, the Council submitted a revised, final Local Growth Fund 3 application for £22.75million, to the South East Local Enterprise Partnership board for consideration. The outcome of this submission is expected in Autumn 2016.

9.21 This key strategic Project will require further pump priming funds from the Council to undertake the necessary on-going feasibility and options appraisal study, procurement activity, purchase of properties (residential and commercial) alongside the continued examination and analysis of the potential funding streams and models of delivery.

9.22 The initial pump priming costs incurred for the Project up to 30 June 2016 are circa £425,000, which has been fully financed. Additional costs for areas identified above up to the early part of 2017/18 is estimated to be circa £660,000, of which there is equivalent funding available. In addition, there is funding approved as part of the Council 2016/17 budget of £500,000 for leasehold buy backs and £1 M (£500,000 in both 2016/17 and 2017/18) for commercial buy backs.

## **10. Corporate Implications**

### **10.1 Contribution to Council's Aims and Priorities**

The regeneration of the Queensway site fully supports the Council's aim to create a Better Southend, enabling well planned quality housing in a vibrant, safe, prosperous community.

### **10.2 Financial Implications**

These are fully set out in section 9.

### **10.3 Legal Implications**

The legal aspects associated with the Project, particularly the CPO, the Development Agreement and the arrangements with tenants, will be further investigated as the Project progresses.

The Council has various powers to compulsory purchase land, for example, the power under section 226(1) of the Town and Country Planning Act 1990 (as amended) and the power under section 17 of the Housing Act 1985 etc.

Before determining whether or not to make a formal resolution to make a CPO the Council will consider which compulsory purchase power is the most appropriate to be utilised in this case and will provide a justification for the use of such power in any future reports that seek a formal resolution to make a CPO (if applicable).

In order to establish the need for a CPO the Council must have first taken all reasonable steps to acquire the land by negotiation.

The Council has the power to seek possession of secure tenancies under various grounds set out in Schedule 2 of the Housing Act 1985. Ground 10A of Schedule 2 allows the Council to obtain possession in an area the subject of a redevelopment scheme. In order to obtain possession the Council must undertake statutory consultation with affected tenants and have the approval of the Secretary of State. Possession under Ground 10A will also only be granted where suitable accommodation must be available to affected tenants.

The Council has the right under Schedule 5A of the Housing Act 1985 (as amended) to serve Initial Demolition Notices on secure tenants. These notices must be in a prescribed form and have effect of suspending a tenant's Right to Buy under the Act. The Initial Demolition Notice allows the Council a reasonable period to carry out demolition of the property that is subject to the notice but that period must not exceed seven years from the date of the notice.

As part of the preparation for future redevelopment, it will be necessary, in due course, to consider whether or not those assets should be appropriated from their existing purpose to planning and other purposes so as to facilitate site assembly. Approval of the Secretary of State would also be required to appropriate housing land for purposes other than housing.

## 10.4 People Implications

In order to progress a project of this magnitude a team led by Senior Council officers will be necessary with external support. This will ensure that there is sufficient project management capacity available. Communications, consultations and transition planning with existing residents, businesses and the public will require significant staffing resources.

The Project will support the Council's strategic programme of training to provide the full range of skills required to build, sell, maintain and manage this new regeneration area

## 10.5 Property Implications

There are a number of buildings included within the scope of the Project, the majority of which are in the Council's ownership and the impact on any proposals will need to consider the implications on the Council's assets and the revenue returns currently generated

## 10.6 Consultation

A robust and meaningful communications and consultation plan has been established alongside the overarching project plans. Three well supported residents meetings have been held to date, along with 'A Day in the Life' session to guide the principle of better living. A Community Officer is being part-funded to work with residents and a regular newsletter is being distributed. A trader session was organised and well promoted but poorly attended. This event was followed up by a letter to traders potentially impacted. A resident design session, which will be an engaging and interactive event will be organised shortly.

A Tenant Survey form has been sent out to all tenants on the Queensway estate to give an indication as to how many tenants may want to move out of the Estate in the near future.

The Project is creating a new role to act as the main point of contact for tenants and leaseholders who will be affected by the Project. This role will assist and give guidance to residents of the Estate as the project develops, and keep abreast of the changes and actions associated with the project as it develops.

Full public consultation exercises will be undertaken as the proposals develop as well as focused meetings with the business community. Project timetable attached at **Appendix 2**.

## 10.7 Risk Assessment

There are a wide range of risks that will need to be addressed as the Project progresses and these have been captured and mitigated for the 'start-up' stage of the Project. The Risk Register forms part of the Project Management Documentation for continued monitoring. The full financial implications of the final scheme will be fully addressed as part of future Cabinet reports.

## 10.8 Value for Money

One of the important considerations of the overall Project will be to achieve value for money for the significant investment that will be required to transform and improve this important area in the Town Centre.

## 10.9 Community Safety Implications

As the tower blocks and the surrounding area have been subject to some anti-social behaviour in the past it will be an important objective for the project to reduce such instances through the regeneration proposals. It will be essential to work closely with the Police to achieve secured by design principles. In addition work has been completed to install security doors to the tower blocks and Victoria neighbourhood patrols continue.

Investigation work has been carried out with the local community and third sector partners to investigate what type of community facilities may be needed on the Better Queensway Estate.

## 10.10 Environmental Impact

There is an aspiration that, within the limits of financial viability, any new properties developed or refurbished would achieve higher standards of energy efficiency than the existing buildings in the area, which will achieve lower fuel bills for the residents and a reduction in CO2 emissions.

The Environmental work stream has been set up to address Climate Change, Energy and Sustainable urban Drainage (SuDS) and will make recommendations relating to managing flood, heat, drought and energy supply issues that exist currently and to address how they are expected to be exacerbated by Climate Change locally in Southend over the next 50-75 years.

## 11. Background Papers

Cabinet Report September 2015

## 12. Appendices

**Appendix 1** Latest Option Development

**Appendix 2** Project Timetable



**Building Height Key**

Yellow	2 storey
Light Green	3 storey
Orange	5 storey
Red	6 storey
Dark Red	7 storey
Purple	8 storey
Dark Purple	12 storey

Concept Plan for illustration only.  
 Development of up to:  
 433 Sale units (33%)  
 427 PRS (33%)  
 440 Affordable (34%)  
 1,299 units Total  
 (of which 45 are townhouses)



<b>IBI</b> Intelligence Buildings Infrastructure <a href="http://www.ibigroup.com">www.ibigroup.com</a>		
Project: <b>Debar Queensway</b>		
Drawing Title: <b>Appendix 1 - Massing Diagram (Option 7)</b>		
Job Number: <b>50817</b>	Drawing Original Date: <b>Sept. 2016</b>	MS 100 Scale Code: <b>-</b>
Drawn by: <b>NTS</b>	Prepared by: <b>NTS</b>	Checked by: <b>-</b>
Drawing Number: <b>50817/001</b>	Revision: <b>-</b>	

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**Better Queensway Project Timeline**

Meeting/ Work packages	Date	Information dissemination
<b>Resident Briefing</b>	Monday 12 <sup>th</sup> September 2016	Meeting to be held at Store House
<b>Press Release</b>	13 <sup>th</sup> September 2016	
<b>Members site visit to London</b>	13 <sup>th</sup> September 2016	East City Point and St Pauls
<b>Cabinet</b>	20 <sup>th</sup> September 2016	
<b>All Members Briefing</b>	W/C 26 <sup>th</sup> September or W/C 3 <sup>rd</sup> October - TBA	
<b>Scrutiny</b>	13 <sup>th</sup> October 2016	
<b>Council</b>	20 <sup>th</sup> October 2016	
<b>Commence Procurement</b>	After 20 <sup>th</sup> October 2016	
<b>Internal Staff Briefing</b>	After 20 <sup>th</sup> October 2016	Better Queensway project update to all internal staff involved in project
<b>Members Traffic Modelling</b>	After 20 <sup>th</sup> October 2016	
<b>Traders Briefing</b>	After 20 <sup>th</sup> October 2016	
<b>Resident Design Workshop</b>	After 20 <sup>th</sup> October 2016	
<b>Site Visit</b>	Early November 2016	
<b>Outline Planning Application</b>	December 2016	
<b>Cabinet – Gateway Review</b>	20 <sup>th</sup> January 2017	Progress on preferred financial approach and selection of a Delivery Partner.
<b>Cabinet</b>	14 <sup>th</sup> March 2017	Recommendation of Delivery Partner

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# Southend-on-Sea Borough Council

Report of Corporate Director for Corporate Services  
to  
**Cabinet**  
on  
**20 September 2016**

Report prepared by: Joe Chesterton  
Head of Finance and Resources

Agenda  
Item No.

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**Quarter One Treasury Management Report – 2016/17**  
**Policy and Resources Scrutiny Committee**  
**Executive Councillor: Councillor Moring**  
***A Part 1 Public Agenda Item***

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## **1. Purpose of Report**

- 1.1 The Quarter One Treasury Management Report covers the treasury management activity for the period from April 2016 to June 2016 and compliance with the treasury management strategy for that period.

## **2. Recommendations**

That the following is approved:

- 2.1 The Quarter One Treasury Management Report for 2016/17.

That the following is noted:

- 2.2 Treasury management activities were carried out in accordance with the CIPFA (The Chartered Institute of Public Finance and Accountancy) Code of Practice for Treasury Management in the Public Sector during the period from April to June 2016.
- 2.3 The loan and investment portfolios were actively managed to minimise cost and maximise interest earned, whilst maintaining a low level of risk.
- 2.4 An average of £52.7m of investments were managed in-house. These earned £0.087m of interest during this three month period at an average rate of 0.66%. This is 0.30% over the average 7-day LIBID and 0.16% over the bank base rate.
- 2.5 An average of £22.6m of investments were managed by an external fund manager. These earned £0.060m of interest during this three month period at an average rate of 1.07%. This is 0.71% over the average 7-day LIBID and 0.57% over bank base rate.

- 2.6 An average of £13.6m was managed by two property fund managers. These earned £0.255m during this three month period from a combination of an increase in the value of the units and income distribution, giving a combined return of 7.87%.**
- 2.7 The level of borrowing from the Public Works Loan Board (PWLB) (excluding debt relating to services transferred from Essex County Council on 1<sup>st</sup> April 1998) remained at the same level of £227.8m (HRA: £77.0m, GF: £150.8m) during the period from April to June 2016.**
- 2.8 During the quarter the level of financing for ‘invest to save’ schemes increased from £3.21m to £4.61m.**

### **3. Background**

- 3.1 This Council has adopted the ‘CIPFA Code of Practice for Treasury Management in the Public Sector’ and operates its treasury management service in compliance with this code. The code recommends that local authorities submit reports regularly as part of its Governance arrangements.
- 3.2 Current guidance is that authorities should report formally at least twice a year and preferably quarterly. The Treasury Management Policy Statement for 2016/17 set out that reports would be submitted to Cabinet quarterly on the activities of the treasury management operation. This is the first quarterly report for the financial year 2016/17.
- 3.3 Appendix 1 shows the treasury management position at the end of quarter one of 2016/17.
- 3.4 Appendix 2 shows the treasury management performance specifically for quarter one of 2016/17.

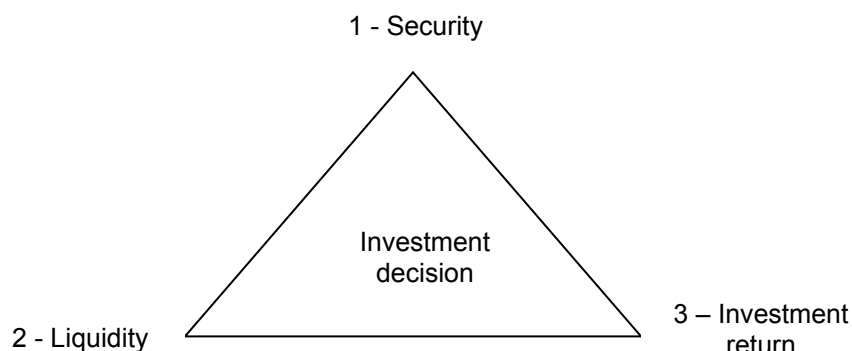
### **4. National Context**

- 4.1 In the months preceding the EU referendum GDP growth improved in April, reduced in May and remained flat in June. On 23 June the UK voted to leave the European Union and the stock market and the value of sterling fell sharply. In the period since the vote the stock market has recovered. Sterling has recently rallied a little as a result of the better than expected construction data in August. Mostly the impact of the vote to leave (‘Brexit’) will not be seen in hard data until September but the Bank of England has revised its 2017 GDP forecast down significantly from 2.3% to 0.8%. Although a contraction in GDP is forecast there are mixed views on whether this will lead to a recession or just a slowdown.

- 4.2 Headline CPI increased to 0.5% in June as the weaker Sterling started to increase the price of imports which will in time feed through to consumer prices. Inflation is forecast to reach its 2% target by the middle of 2017, almost a year earlier than the pre-Brexit projections had suggested as a consequence of the decline in the value of Sterling. Over time the weakening of Sterling should help exporters although the uncertainty surrounding the UK trading partnerships may offer an on-going challenge.
- 4.3 Employment data remained strong ahead of the referendum, with the rate of unemployment at an 11 year low at 4.9%. A deterioration in the labour market is predicted as a growing number of firms suggested that Brexit would impact on recruitment in the year ahead.
- 4.4 In August the Bank of England reduced the bank base rate to a new historic low of 0.25% and expanded their Quantitative Easing (QE) programme to £435bn, an increase of £60bn. The Bank has signalled that it has no intention of following other central banks' moves in setting negative interest rates, suggesting that future cuts will halt at around 0.1%, placing the emphasis on QE and Government fiscal policy.
- 4.5 The economic situation together with the financial market conditions prevailing throughout the quarter continued to provide challenges for treasury management activities. There have not been substantial changes in the credit ratings of financial institutions, with a trend to many being put on negative outlook. So we continue to have a restricted list of counterparties (i.e. people we can invest with) that still meet our prudent investment criteria.
- 4.6 However, with a restricted list of counterparties and the increased focus on counterparty risk following the Icelandic Banks collapse, monies were mainly placed for short periods of time or in instant access accounts, which increased the liquidity of these funds.
- 4.7 Low interest rates prevailed throughout the quarter from April to June 2016 and this led to low investment income earnings from most investments. The lower bank base rate will lead to even lower prospects for investment income going forward.

## **5. Investments**

- 5.1 A prime objective of our investment activities is the security of the principal sums invested. To ensure this security before an in-house deposit is made an organisation is tested against a matrix of credit criteria and then other relevant information is considered. During the period from April to June 2016 investment deposits were limited to those who met the criteria in the Annual Investment Strategy when the deposit was placed.
- 5.2 Other investment objectives are to maintain liquidity (i.e. adequate cash resources to allow the council to operate) and to optimise the investment income generated by surplus cash in a way that is consistent with a prudent level of risk. Investment decisions are made with reference to these objectives, with security and liquidity being placed ahead of the investment return. This is shown in the diagram on the next page:



#### Security:

- 5.3 To maintain the security of sums invested, we seek to lower counterparty risk by investing in financial institutions with good credit ratings, across a range of sectors and countries. The risk of loss of principal of all monies is minimised through the Annual Investment Strategy.
- 5.4 Pie chart 1 of Appendix 1 shows that at the end of quarter one; 56% of our in-house investments were placed with financial institutions with a long term credit rating of AAA and 44% with a long term rating of A-.
- 5.5 As shown in pie chart 2 of Appendix 1 these monies were with various counterparties, 44% being placed directly with banks and 56% placed with a range of counterparties via money market funds.
- 5.6 Pie chart 3 of Appendix 1 shows the range of countries where the parent company of the financial institution with which we have monies invested is registered. For money market funds there are various counterparties spread across many countries.

#### Liquidity:

- 5.7 Our in-house monies were available on an instant access basis at the end of quarter one, except for £10m which has been placed in a 100 day notice account. On 30 June 2016 the terms of this account were changed by the bank to be a 95 day notice account. The maturity profile of our investments is shown in pie chart 4 of Appendix 1.

#### Investment return:

- 5.8 During the quarter the Council continued to use the fund manager Aberdeen Asset Management Plc to manage monies on our behalf. An average of £22.6m was invested in these funds during the quarter earning an average rate of 1.07%.

5.9 The Council had an average of £52.7m of investments managed in-house over the period from April to June 2016, and these earned an average interest rate of 0.66%. Of the in-house managed funds:

- an average of £10m was held in notice accounts that earned an average interest rate of 0.69%;
- an average of £3.5m was held in fixed term deposits that earned an average interest rate of 0.88%;
- use was also made of call accounts during the quarter, because they provide instant access to funds while paying base rate or better. An average of £8.2m was held in these accounts and earned an average return of 0.65% over the quarter;
- an average of £31.0m was held in money market funds earning an average of 0.63% over the quarter. These work in the same way as a deposit account but the money in the overall fund is invested in a number of counterparties, therefore spreading the counterparty risk.

5.10 In accordance with the Treasury Management Strategy the performance during the quarter is compared to the average 7-day LIBID. Overall for both in-house and externally managed investments, performance on all types of investment was higher than the average 7 day LIBID (London Interbank Bid Rate). The bank base rate remained at 0.50% throughout the period from April to June 2016, and the 7 day LIBID rate fluctuated between 0.356% and 0.369%. Performance is shown in Graph 1 of Appendix 2.

## **6. Property Funds**

6.1 Throughout the quarter long term funds were invested in two property funds: Rockspring Property Investment Management Limited and Lothbury Investment Management Limited.

6.2 The monies are invested in units in the fund, the fund is then invested as a whole by the fund managers into properties. An income distribution is generated from the rental income streams from the properties in the fund. Income distributions are reinvested back into the fund. There are high entrance and exit fees and the price of the units can rise and fall, depending on the value of the properties in the fund, so these funds are invested over the long term with the aim of realising higher yields than other investments.

6.3 The interest equalisation reserve will be used to capture some of the income in the years when the property values are rising, and will then be available to offset any losses should property values fall. Members should be aware that this means that the investment returns in some quarters will look very good and in other quarters there may be losses reported, but these will not impact the revenue account as the interest equalisation reserve would be used to meet any temporary losses.

- 6.4 An average of £7.8m was managed by Rockspring Property Investment Management Limited. During the three month period, the value of the fund increased by £0.017m due to the increase in the unit value. There was also an income distribution relating to that period of £0.103m and this distribution will be confirmed and distributed in quarter two.
- 6.5 The Rockspring fund earned £0.120m during this three month period from a combination of the increase in the value of the units and the income distribution, giving a combined return of 6.16%. The fund started the quarter at £7.815m and increased in value with the fund at the end of the quarter at £7.935m.
- 6.6 An average of £5.8m was managed by Lothbury Property Investment Management Limited. During the three month period, the value of the fund increased by £0.083m due to the increase in the unit value. There was also an income distribution relating to that period of £0.052m and this distribution will be confirmed and distributed in quarter two. The value of the fund also increased by £2.502m due to the value of new units purchased after fees.
- 6.7 The Lothbury fund earned £0.135m during this three month period from a combination of the increase in the value of the units and the income distribution, giving a combined return of 9.39%. The fund started the quarter at £4.896m and increased in value with the fund at the end of the quarter at £7.533m.

## **7. Medium term cash management**

- 7.1 Long term funds are invested in property funds as set out in the paragraphs above. The Section 151 Officer, in consultation with the Council's treasury management advisers, has been investigating the options for investing medium term funds. During quarter two a selection exercise has been undertaken to select fund managers and their appropriate Short Dated Bond Funds for investment.
- 7.2 The monies will be invested in units in the fund, the fund is then invested as a whole by the fund managers into corporate bonds in the one to five year range. An income distribution will be generated from the coupon on the bond and the price of units can rise and fall, depending on the value of the corporate bonds in the fund. So these investments would be over the medium term with the aim of realising higher yields than short term investments.
- 7.3 The interest equalisation reserve will be used to capture some of the income in the years when the corporate bond values are rising, and will then be available to offset any losses should bond values fall. Members should be aware that this means that the investment returns in some quarters will look very good and in other quarters there may be losses reported, but these will not impact the revenue account as the interest equalisation reserve would be used to meet any temporary losses.

- 7.4 The funds selected for investment are the Royal London Investment Grade Short Dated Credit Fund and the AXA Sterling Credit Short Duration Bond Fund. £7.5m will be invested into each fund once the necessary accounts have been opened.
- 7.5 In addition to these funds, Payden & Rygel's Sterling Reserve Fund was selected for investment of slightly shorter medium term funds. This fund has a AAAf credit rating from Standard & Poor's and has a focus on very high credit quality investments, including floating rate notes and fixed rate bonds. The current weighted average life of investments in the fund is 1.79 years. £5m will be invested into this fund once the necessary account has been opened.
- 7.6 The monies currently managed on our behalf by the fund manager Aberdeen Asset Management Plc will be recalled to enable the investments set out above to be made.

## **8. Borrowing**

### **PWLB and short term borrowing**

- 8.1 The Capital Financing Requirement (CFR) is the Council's theoretical need to borrow but the Section 151 Officer can manage the Council's actual borrowing position by either:
- 1 - borrowing to the CFR;
  - 2 – choosing to use temporary cash flow funds instead of borrowing (internal borrowing) or;
  - 3 - borrowing for future increases in the CFR (borrowing in advance of need).
- 8.2 The Council began 2016/17 in the second of the above scenarios, with actual borrowing below CFR.
- 8.3 This, together with the Council's cash flow, the prevailing Public Works Loans Board (PWLB) interest rates and the future requirements of the capital programme, were taken into account when deciding the amount and timing of any loans. No new PWLB loans were taken out and no loans matured during the quarter. No debt restructuring was carried out during the quarter.
- 8.4 The level of PWLB borrowing (excluding debt relating to services transferred from Essex County Council on 1st April 1998) remained at £227.8m during quarter one. The average rate of borrowing at the end of the quarter was 4.62%. A profile of the repayment dates is shown in Graph 2 of Appendix 2. All PWLB debt held is repayable on maturity.

8.5 The table below summarises the PWLB activities during the quarter:

Quarter	Borrowing at beginning of quarter (£m)	New Borrowing (£m)	Re-financing (£m)	Borrowing repaid (£m)	Borrowing at end of quarter (£m)
April to June 2016	227.8	0	0	(0)	227.8
<i>Of which:</i>					
General Fund	150.8	0	0	(0)	150.8
HRA	77.0	0	0	(0)	77.0

8.6 The level of PWLB borrowing at £227.8m is in line with the financing requirements of the capital programme and the revenue costs of this borrowing are fully accounted for in the revenue budget. The current level of borrowing is also in line with the Council's prudential indicators and is Prudent, Affordable and Sustainable.

These figures exclude debt held by Essex County Council of £13.1m relating to assets transferred on 1st April 1998, which this Council is responsible for servicing. The debt is recognised as a deferred liability on our balance sheet.

8.7 Interest rates from the PWLB fluctuated throughout the quarter in response to economic events: 10 year PWLB rates between 1.90% and 2.56%; 25 year PWLB rates between 2.63% and 3.29% and 50 year PWLB rates between 2.33% and 3.08%. These rates are after the PWLB 'certainty rate' discount of 0.20%.

8.8 No short term borrowing was taken out for cash flow purposes during the quarter but four short term loans for cash flow purposes were repaid during the quarter. See Table 3 of Appendix 2.

### **Funding for Invest to Save Schemes**

8.9 During 2014/15 a capital project was completed on draught proofing and insulation in the Civic Centre which will generate on-going energy savings. This is an invest-to-save project and the predicted revenue streams cover the financing costs of the project.

8.10 To finance this project the Council took out an interest free loan of £0.14m with Salix Finance Ltd which is an independent, not for profit company, funded by the Department for Energy and Climate Change that delivers interest-free capital to the public sector to improve their energy efficiency and reduce their carbon emissions. The loan is for a period of four years with equal instalments to be repaid every six months. There are no revenue budget implications of this funding as there are no interest payments to be made and the revenue savings generated are expected to exceed the amount needed for the repayments. £0.018m of this loan was repaid during 2015/16 with a further £0.018m repaid during the period from April to June 2016.



8.11 At the meeting of Cabinet on 23rd June 2015 the LED Street Lighting and Illuminated Street Furniture Replacement Project was approved which was to be partly funded by 25 year reducing balance 'invest to save' finance from the Green Investment Bank (GIB). The balance outstanding at the end of quarter one was £4.50m. There were no repayments during the period from April to June 2016.

8.12 Funding of these invest to save schemes is shown in table 3 of Appendix 2.

## **9. Compliance with Treasury Management Strategy**

9.1 The Council's investment policy is governed by the CIPFA Code of Practice for Treasury Management in the Public Sector (revised in November 2009), which has been implemented in the Annual Investment Strategy approved by the Council on 25<sup>th</sup> February 2016. The investment activity during the quarter conformed to the approved strategy and the cash flow was successfully managed to maintain liquidity. See Table 4 of Appendix 2.

## **10 Other Options**

10.1 There are many options available for the operation of the Treasury Management function, with varying degrees of risk associated with them. The Treasury Management Policy aims to effectively control risk to within a prudent level, whilst providing optimum performance consistent with that level of risk.

## **11. Reasons for Recommendations**

11.1 The CIPFA Code of Practice on Treasury Management recommends that Local Authorities should submit reports regularly. The Treasury Management Policy Statement for 2016/17 set out that reports would be submitted to Cabinet quarterly on the activities of the treasury management operation.

## **12. Corporate Implications**

### **12.1 Contribution to Council's Vision & Critical Priorities**

Treasury Management practices in accordance with statutory requirements, together with compliance with the prudential indicators acknowledge how effective treasury management provides support towards the achievement of the Council's Vision and Critical Priorities.

### **12.2 Financial Implications**

The financial implications of Treasury Management are dealt with throughout this report.

### 12.3 Legal Implications

The Council has adopted the 'CIPFA Code of Practice for Treasury Management in the Public Sector' and operates its treasury management service in compliance with this Code.

### 12.4 People Implications

None

### 12.5 Property Implications

None

### 12.6 Consultation

The key Treasury Management decisions are taken in consultation with our Treasury Management advisers.

### 12.7 Equalities Impact Assessment

None

### 12.8 Risk Assessment

The Treasury Management Policy acknowledges that the successful identification, monitoring and management of risk are fundamental to the effectiveness of its activities.

### 12.9 Value for Money

Treasury Management activities include the pursuit of optimum performance consistent with effective control of the risks associated with those activities.

### 12.10 Community Safety Implications

None

### 12.11 Environmental Impact

None

## 13. Background Papers

None

## 14. Appendices

Appendix 1 – Treasury Management Position as at the end of Quarter One - 2016/17

Appendix 2 – Treasury Management Performance for Quarter One - 2016/17

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TREASURY MANAGEMENT PERFORMANCE AS AT 30th JUNE 2016

INVESTMENTS - SECURITY AND LIQUIDITY

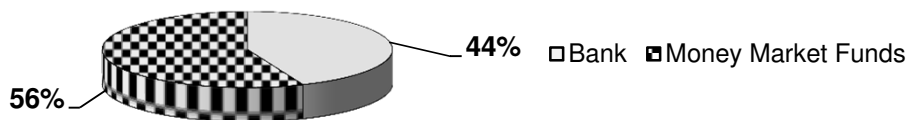
Pie chart 1

**Spread of investments by long term credit rating**



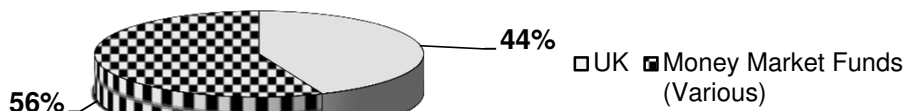
Pie chart 2

**Financial Sector invested in**



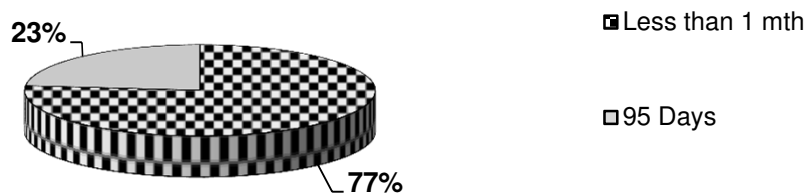
Pie chart 3

**Countries where parent company is registered**



Pie chart 4

**Maturity profile of investments**



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INVESTMENTS - RETURN  
Graph 1

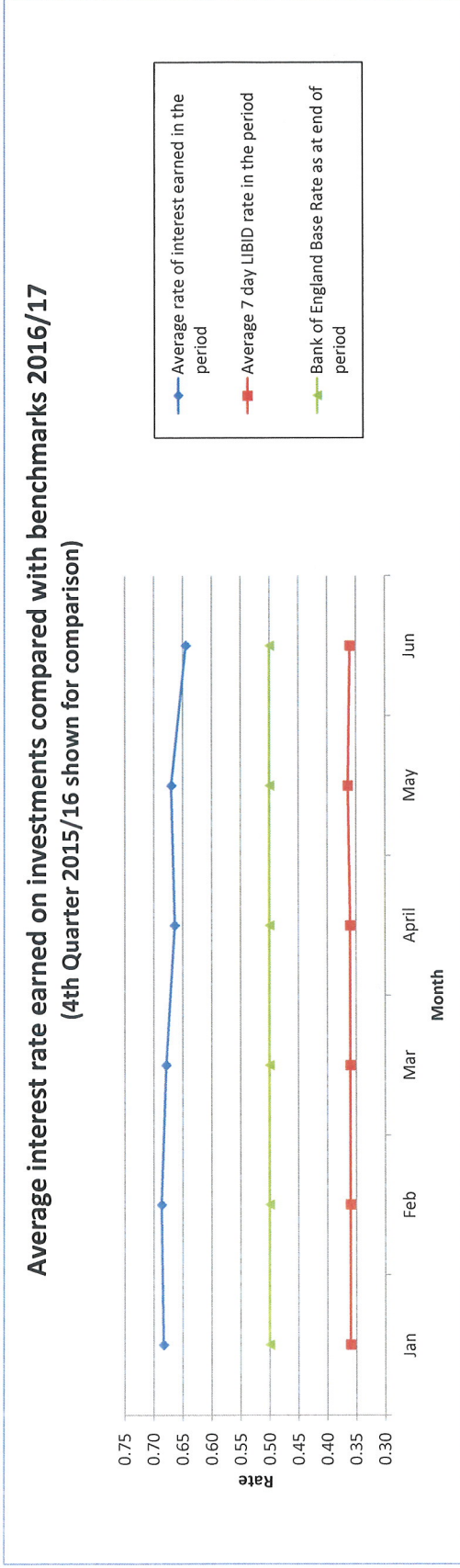


Table 1

FIXED INVESTMENTS		From	To
In place during this Quarter	Goldman Sachs International Bank	02/09/2015	02/06/2016
Taken Out This Quarter	None		
Repaid this Quarter	Goldman Sachs International Bank	02/09/2015	02/06/2016
Amount (£)	£ 5,000,000		
Rate	0.88%		
Amount (£)	£ 5,000,000		

Property Funds

Table 2

Financial Institution	Quarter	Period of investment	Amount of fund at beginning of Qtr 1 £	Number of units at start of Qtr 1 Units	Number of units distributed	Purchased Units during Qtr £	Number of units end Qtr 1 Units	Gross Increase / Decrease in fund value £	Income Distribution Qtr 1 £	Amount of fund at end Qtr 1 £	Combined interest Rate %
Rockspring Hanover Real Estate Investment Mgt Ltd	1	5 Years +	7,815,463.07	565	6	0	571	16,929.09	103,096.79	7,935,488.95	6.16%
Financial Institution	Quarter	Period of investment	Value of fund at the beginning of the period £	Number of units at start of Qtr 1 Units	Purchased Units during Qtr 1 £	Purchase of new units during Qtr 1 Units	Number of units at end Qtr 1	Gross Increase / Decrease in fund value £	Income Distribution Qtr 1 £	Value of fund at end of period £	Weighted Average Rate %
Lothbury Investment Management - Property Fund	1	5 Years +	4,896,158.85	2681,6214	2,501,655.88	1,330.0000	4,011,6214	83,088.84	51,892.37	7,532,795.94	9.39%

**BORROWING**

Table 3

SHORT TERM BORROWING		Rate	Amount (£)	From	To
In place during this Quarter					
Repaid This Quarter					
Surrey County Council	0.48%	£ 5,000,000.00	15/03/2016	15/04/2016	
Derbyshire County Council	0.55%	£ 5,000,000.00	17/12/2015	18/04/2016	
Derbyshire County Council	0.55%	£ 3,000,000.00	15/03/2016	15/06/2016	
East Renfrewshire Council	0.50%	£ 2,000,000.00	15/03/2016	15/06/2016	

**Invest to Save Funding**

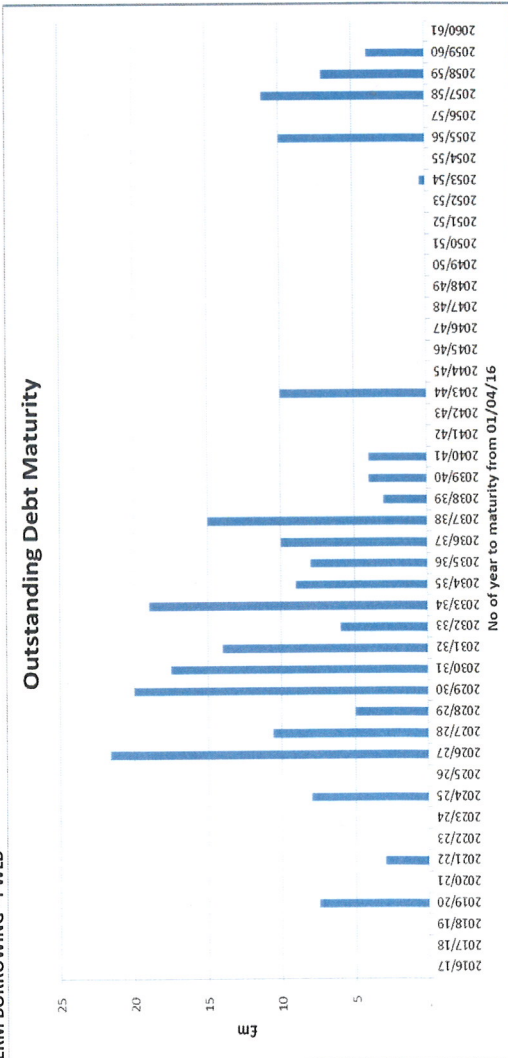
Financial Institution	Date	Period of loan	Repayment date	Amount borrowed £	Rate of interest %	Interest for month 3 15/16 £
Salix Finance Ltd Energy Efficiency Programme	26/03/2015	4 Years	01/04/2019	141,059	0.00	0.00
				Total		0.00

Green Investment Bank:

- 25 year reducing balance finance
- balance of £4.50m outstanding at the end of quarter one
- there were no repayments during this quarter

Graph 2

**LONG TERM BORROWING - PWLB**



There was no new borrowing this quarter

Repaid this quarter

0

- Range of 10 year PWLB new loan rates this quarter
- Range of 25 year PWLB new loan rates this quarter
- Range of 50 year PWLB new loan rates this quarter

- Lowest
- Highest
- 1.9
- 2.56
- 2.63
- 3.29
- 2.33
- 3.08



**COMPLIANCE WITH TREASURY MANAGEMENT STRATEGY**

**Table 4**

All transactions properly authorised	✓
All transactions in accordance with approved policy	✓
Recommended changes :	
All transactions with approved counterparties	✓
Cash Flow successfully managed to maintain liquidity	✓
Any recommended changes to procedures	✓

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# Southend-on-Sea Borough Council

Agenda  
Item No.

Report of Corporate Director for Corporate Services

To

Cabinet

on

20<sup>th</sup> September 2016

Report prepared by: Christine Lynch  
Revenues Group Manager

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**Debt Management - Position to 31<sup>st</sup> July 2016**

**Policy and Resources Scrutiny Committee  
Executive Councillor: Councillor Moring**

***A Part 1 Public Agenda Item***

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## **1. Purpose of Report**

1.1 The purpose of this report is to apprise Cabinet of the following:

- the current position of outstanding debt to the Council as at 31<sup>st</sup> July 2016
- debts that have been written off or are recommended for write off in the current financial year as at 31<sup>st</sup> July 2016
- Obtain approval for the write off of irrecoverable debts that are over £25,000.

## **2. Recommendation**

- 2.1 That Cabinet notes the current outstanding debt position as at 31<sup>st</sup> July 2016 and the position of debts written off to 31<sup>st</sup> July 2016, as set out in Appendices A & B.
- 2.2 That Cabinet approves the write off as set out in Appendix B.

## **3. Background**

- 3.1 It was agreed by Cabinet on 19<sup>th</sup> March 2013, following a report of debts over £25k to be written off, that the Head of Finance and Resources would submit a report on a regular basis to Cabinet on all aspects of the Council's outstanding debt, along with the required write off position. This is the first report for the financial year 2016/17.

- 3.2 Southend-on-Sea is made up of a number of service areas responsible for the collection and administration of outstanding debt. The main areas are Accounts Receivable and Revenues which are linked to the billing and collection of the vast majority of debts that fall due to be paid to the Council for chargeable services, such as social care (see 4.5 ) and statutory levies such as Council tax and Non Domestic Rates (Business Rates).

However, there are other areas of debt that are included in this report, namely recovery of Housing Benefit Overpayments, Parking and Enforcement penalties and library fines. In addition, there are also debts for the Housing Revenue Account for rent arrears and service charges.

- 3.3 The process and legislative framework for the collection and write off of debt were detailed in the report to Cabinet on 17<sup>th</sup> September 2013. However, it is worth noting that the Council has a good success rate in collection of debt, and the collection targets are agreed annually as part of the Councils service planning process.

- 3.4 Debts are only considered for write off where all other courses of recovery available have been undertaken or explored and the debt is considered irrecoverable.

#### 4. Councils Debt Types

##### 4.1 Council Tax

£83.3 m of Council tax is due to be collected in 2016/17, and the Council has set an in year collection target of 97.2%.

In 2015/16 97.2% of the outstanding Council Tax due was collected, and as normal, collection continues for the outstanding arrears for that year and for previous years. The chart below shows the actual in year collection rate over the past 4 years, and the collection rate of each year's charge to date, including debts that have already been written off.

	Council Tax Performance	
	As at 31st March of relevant year	As at 31 <sup>st</sup> July 2016
1st April 2012 - 31st March 2013	97.9%	99.6%
1st April 2013 - 31st March 2014	97.1%	99.3%
1st April 2014 - 31st March 2015	96.8%	98.8%
1st April 2015 - 31st March 2016	97.2%	98.1%

#### 4.2 Non Domestic Rates (Business Rates)

The Council is due to collect approximately £49.2m of Business Rates in 2016/17 and has set an in year collection target of 97.8%.

The Council achieved an overall collection of 97.8% in 2015/16, which was 0.2% above target and collection is continuing for outstanding arrears for previous financial years.

The chart below shows the actual in year collection rate over the past 4 years, and the collection rate of each year's charge to date, including debts that have already been written off.

	<b>Non-Domestic Rates Performance</b>	
	<b>As at 31st March of relevant year</b>	<b>As at 31<sup>st</sup> July 2016</b>
<b>1st April 2012 - 31st March 2013</b>	<b>96.5%</b>	<b>99.6%</b>
<b>1st April 2013 - 31st March 2014</b>	<b>97.5%</b>	<b>99.6%</b>
<b>1st April 2014 - 31st March 2015</b>	<b>97.6%</b>	<b>99%</b>
<b>1st April 2015 - 31st March 2016</b>	<b>97.8%</b>	<b>98.3%</b>

#### 4.3 Housing Benefit Overpayment

This is any entitlement to a rent allowance or rent rebate that a person has received but is not entitled to. Most commonly this accumulates when there is a change to a person's circumstance and they fail to notify us in good time. The overpayment will be invoiced unless they are in receipt of Housing Benefit in which case their benefit entitlement is reduced to enable recovery of the overpayment. The vast majority of Housing Benefit overpayment is due to claimant error.

#### 4.4 Libraries

Library debt is made up of overdue fines and replacing lost or non-returned books.

#### 4.5 Department for People - Adult Services (formerly Social care)

Adult Services make charges for the following services;

- Contributions to residential accommodation
- Charges for non-residential services i.e. Home Care, Community Support
- Day Services and transport to services
- Charges to other local authorities
- Charges to Health Authority

- Adult Social Care Debt as at 1<sup>st</sup> August 2016 was £5,386,836. It should be noted that of the total amount
  - £1,839,264 is debt secured against property;
  - £1,262,474 is being collected by Direct Debit;
  - £573,894 is less than 30 days overdue

#### 4.6 Parking

The recovery of unpaid Penalty Charge Notices is undertaken by semi-judicial process under the current Traffic Management Act 2004.

From 1<sup>st</sup> April 2016 to 31<sup>st</sup> July 2016 a total of 11,582 Penalty Charge Notices have been issued identifying a projected income of £435,910. It should be noted that Penalty Charge Notices are issued at a higher rate and lower rate (£70.00 and £50.00 respectively) depending on the seriousness of the parking contravention. Penalty Charge Notices may be paid at a discounted rate of 50% of the charge if paid within 14 days of the date of issue.

This value is continuously being amended as payments are received and it should be recognised that payments made at the 50% discount amount will reduce the projected income level. Generally, 75% of paid PCN's are paid at the discounted payment. The value of cancelled notices is £25,725 and cases written off where no keeper has been identified totals £9,959.

#### 4.7 Miscellaneous Income

This will include a range of services that the Council will charge for including such areas as rental income on commercial properties, recharges to other bodies for services we have provided, and recovering overpaid salaries from staff that have left.

It is important to note that collection can vary month by month depending on the value of invoices raised as a reasonable period needs to be allowed for payment to be made.

#### 4.8 Housing

Under the management of South Essex Homes there are the arrears of outstanding debt of Rent and Service Charges. The cost of any write-offs for this category of debt is specifically charged to the Housing Revenue Account and not to Council Tax Payers.

## 5. Write-Off Levels

5.1 Write off approval levels currently in place are shown in the tables below, which are in accordance with the Financial Procedure rules set out in the Constitution and the corporate debt recovery policy.

### Debt Type: Council Tax/ Accounts Receivable/Social Care/ Housing and Council Tax Benefit

Designation	Amount
Assistant Manager/Manager	under £5,000
Head of Service	Between £5,000 and £25,000
Cabinet	£25,000 and above

### Debt Type: NNDR (Non Domestic Rates)

Designation	Amount
Assistant Manager	under £5,000
Manager	Between £5,000 and £10,000
Head of Service	Between £10,000 and £25,000
Cabinet	£25,000 and above

### Debt Type: Parking

Designation	Amount
Notice Processing Officer & Section Leader.	under £5,000
Section Leader	Between £5,000 and £10,000
Group Manager	Between £10,000 and £25,000
Cabinet	£25,000 and above

### Debt Type: Housing Rents and Service Charges

South Essex Homes, as managing agent, submit proposed write-offs to the Council, following which the following approval levels are exercised.

Designation	Amount
Head of Service	Under £25,000
Cabinet	£25,000 and above

5.2 Write offs for Cabinet approval are shown in Appendix B.

## 6. Council Debt Position (as at 31/7/16)

Appendices A and B show the current debt position within each service area, and the amount that has been written off so far in the current year.

For Council Tax and Non Domestic rates there is a net collectable debt at the beginning of the year. Although this can change depending on changes to liability or property being removed or introduced to the lists, it is fairly consistent.

However other service areas may see greater fluctuations as new debts are created during the financial year.

## **7. Other Options**

This is a report notifying members of the current position of the Council's debt and related write offs, and therefore there are no other options.

## **8. Reasons for Recommendations**

All reasonable steps to recover the debt have been taken, and therefore where write off is recommended it is the only course of action available.

If the Council wishes to pursue debts for bankruptcy proceedings, it will follow the agreed and published recovery policy that covers this.

## **9. Corporate Implications**

### **9.1 Contribution to Council's Vision & Corporate Priorities**

Efficient write off of bad and irrecoverable debts, where appropriate, is good financial practice and reduces the bad debt provision and financial impact in the Authority's accounts.

### **9.2 Financial Implications**

Debts that are written off will have been provided for within the Councils bad debt provision and as such there should be no specific financial implications. However it is possible that unforeseen and unplanned additional write offs occur, which lead to the value of debts written off in any year exceeding the bad debt provision.

Where this is likely to happen, this report will act as an early warning system and will enable additional control measures to be agreed and taken to either bring the situation back under control, or to make appropriate adjustments to the bad debt provision.

Relevant service areas have to bear the cost of debts that are written off within their budget.

### **9.3 Legal Implications**

If there are debts to be written off that exceed the level at which officers have delegated powers to deal with the matter, authorisation is required from the Cabinet.



#### 9.4 People Implications

The people implications have been considered and there are none relevant to this report

#### 9.5 Property Implications

The property implications have been considered and there are none relevant to this report

#### 9.6 Consultation

Consultation is not required for write off of debt

#### 9.7 Equalities and Diversity Implications

Each write-off is considered on an individual basis, there is no equalities and diversity implication to consider

#### 9.8 Risk Assessment

There is a financial implication to the bad debt provision if write offs are not dealt with within the current financial year

#### 9.9 Value for Money

It is a matter of good financial practice and good debt management to report value of debt and write off regularly.

#### 9.10 Community Safety Implications

There are no Community Safety Implications

#### 9.11 Environmental Impact

There is no environmental impact

### 10. Background Papers

Full details of recovery action against each recommended write-off are held within the services computer systems.

### 11. Appendices

Appendix A Summary of Outstanding Debt

Appendix B Summary of Write offs

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**Summary of Outstanding Debt****Outstanding Debt pre 1<sup>st</sup> April 2016 (arrears)**

<b>Debt pre 1/4/16</b>	<b>Council Tax (a)</b>	<b>Business Rates (a)</b>	<b>Housing Benefit Overpayments (b)</b>	<b>Social Care</b>	<b>Miscellaneous Income</b>	<b>HRA (Care Line/Service Charges)</b>	<b>Parking (c)</b>	<b>Libraries (d)</b>	<b>HRA Current Tenants (e)</b>	<b>HRA Former Tenants (e)</b>
	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>
Net Collectable Debt	6,046	2,049	6,160	5,029	3,028	59	10,109		-	334
Amount Paid @ 31.07.16	1,077	350	1,350	1,719	1,563	10	8,573	391	-	33
<b>Total Outstanding</b>	<b>4,969</b>	<b>1,699</b>	<b>4,893</b>	<b>3,310</b>	<b>1,465</b>	<b>49</b>	<b>1,536</b>	<b>n/a</b>	<b>n/a</b>	<b>301</b>

Number of Accounts	15,411	392	3,073	1,345	1,147	114	n/a	n/a	n/a	295
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**Current Year Debt (Debt raised in respect of 2016/17)**

<b>Debt post 1/4/16</b>	<b>Council Tax (a)</b>	<b>Business Rates (a)</b>	<b>Housing Benefit Overpayments (b)</b>	<b>Social Care</b>	<b>Miscellaneous Income</b>	<b>HRA (Care Line/Service Charges)</b>	<b>Parking (c)</b>	<b>Libraries (d)</b>	<b>HRA Current Tenants (e)</b>	<b>HRA Former Tenants (e)</b>
	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>
Net Collectable Debt at 31.07.16	93,288	49,208	1,745	4,686	10,606	1,411	436		11,231	59
Amount Paid @31.07.16	29,664	18,496	1,350	2,579	7,183	656	238	9	11,201	12
<b>Total Outstanding</b>	<b>53,624</b>	<b>30,712</b>	<b>1,473</b>	<b>2,107</b>	<b>3,423</b>	<b>755</b>	<b>198</b>		<b>486</b>	<b>47</b>

Number of Accounts	73,535	3,240	1,876	1,194	766	1,741	n/a		1,849	100
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## **NOTES**

- (a) Council Tax and Business Rates includes adjustments for write offs, credits and outstanding court costs.
- (b) HB Overpayment is not attributable to a financial year in the same way that Council Tax or NDR are i.e. a yearly debit is not raised. It is also not feasible to state when a payment is made which age of debt it has been paid against. For these reasons the outstanding amounts in the report reflect the actual outstanding debt at the date requested, it does not reflect the outstanding debt against current year and previous year debts.
- (c) Parking total outstanding is net of PCNs cancelled and written off.
- (d) The figure of £391k relates to total payments received since January 2005 until 31/03/2016, and the figure of £9k relates to payments received from 01/04/2016 to 31/07/2016.
- (e) HRA tenancy debts (residential rent accounts) are rolling amounts, with no breaks in years or rollovers. Any cash received is applied to the oldest rent week outstanding. The figures shown are total arrears outstanding, and therefore include arrears still outstanding from prior years.

**Summary of Write Off's**

Debts written off in 2016/17  
April 2016- 31 July 2016 relating to any year

Write Offs	Council Tax £	Business Rates £	Housing Benefit Overpayment £	Social Care £	Miscellaneous Income £	HRA (Care Line/Service Charges) £	Parking £	Libraries £	HRA Tenants £
Under £5k	135,181	61,836	172,274	7,748	13,093	1,324	117,558	6,147	18,700
£5k-£25k	0	111,130	51,508	0	0	0	0	0	0
Over £25k	0	38,492	0	0	0	0	0	0	0
<b>Total</b>	<b>135,181</b>	<b>211,458</b>	<b>223,782</b>	<b>7,748</b>	<b>13,093</b>	<b>1,324</b>	<b>117,558</b>	<b>6,147</b>	<b>18,700</b>

Write offs greater than £25,000 for approval

Amount of Write off £	Reason for Write Off	Service Area
£35482.35 (£29,487.19 OP & £5995.16 DHP)	Claimant has absconded, believe could be in Canada as per social media. Numerous traces via credit agencies, debt recovery agents and the DWP and there has been no contact or trace address detected in this country. Debt has been sent to 6 debt recovery agents plus numerous contact from SBC. Debtor has no access to any DWP benefits therefore we are unable to deduct direct. Have never gained any work details and could not apply for bankruptcy as no forwarding address and believe the debtor to have no assets.	Housing Benefit Overpayments

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# Southend-on-Sea Borough Council

## Report of the Corporate Director for Corporate Services

to

Cabinet

on

20<sup>th</sup> September 2016

Report prepared by: Sally Holland, Corporate Director of  
Corporate Services and Indi Viknaraja – Data Governance  
Advisor  
Policy, Engagement & Communication (PEC)

Agenda  
Item No.

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### Information Governance Senior Information Risk Owner (SIRO) Annual Report 2015/16 Policy & Resources Scrutiny Committee Executive Councillor: Councillor Moring

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#### 1. Purpose of Report

The Senior Information Risk Owner “(SIRO)” is required to produce an annual report to Cabinet on:

- a. assurances of progress and developments in Information Governance in 2015/16; and
- b. the strategic direction for Information Governance work for 2016/17.

#### 2. Recommendation

To note the SIRO’s Report on Information Governance in 2015/16 and the proposed work for 2016/17.

#### 3. Background

- 3.1 The SIRO takes overall responsibility of the Council’s information management framework; acts as the champion for information risk within the Council and ensures an Annual SIRO Report on Information Governance is presented to Members. The SIRO for the Council is Sally Holland, the Corporate Director for Corporate Services although from 1<sup>st</sup> October 2016, it will be John Williams, Head of Legal and Democratic Services.
- 3.2 This Annual Report provides Members with an overview of the Information Governance work carried out in 2015/16 and demonstrates that personal data is held securely; information is disseminated effectively and enables the handling of information within the necessary legal framework, and particularly the Data Protection Act 1998. This report also outlines proposed action in 2016/17.

## 4. Report on 2015/16 Activities

### 4.1 Key Actions in 2015/16

- The requirements of Version 13 of the Information Governance Toolkit were successfully completed with the Council achieving 86%. This self-assessment tool enables the Council to process Public Health and Adult Social Care personal records. Out of 28 requirements, the Council achieved level 3, the highest possible level, in 17 requirements and a level 2 in the remaining 11.
- A Privacy Impact Assessment (PIA) template has been commissioned through the Business Processes/Project Management Guidance. A PIA is a structured assessment of potential impact on data subjects' privacy of a new 'system'. It forms part of the overall risk assessment of a project. The template was launched in Nov 2015 by the SIRO and to date, 19 assessments have been completed.
- A procurement flow chart to include Data Protection and PIA requirements has been produced to ensure that all contract managers take data governance into account when letting contracts.
- As a signatory to the Whole Essex Information Sharing Framework (WEISF) the Council is able to share appropriate personal data with public, third sector and contracted private organisations across Essex in a lawful, safe and informed way. All sharing agreements are hosted in a portal managed by Essex County Council.
- Obtaining pioneer status in creating new models for integrating NHS and social care services has helped to focus on tackling issues of information sharing between partner organisations. It enables single, comprehensive datasets for the purpose of risk stratification and commissioning, all aligned to single packages of care to encapsulate patient/client needs.
- The Department of People has established integrated data and commissioning teams. This facilitates the combination of different systems relating to children and adults and offers a more holistic analysis of matched data in the Council. To support this function, and adequately address the requirements under the Data Protection Act, due consideration has been given to the purpose for which personal data is collected, fair processing notices and consent, to ensure that all processing is fair and lawful.
- Regular training in data protection and information management sessions have resulted in improved staff awareness of information governance requirements and associated organisational processes.
- Key actions from the Information Commissioner's Office (ICO's) consensual audit undertaken in 2012/13 are continually reviewed. These include the following:
  - The Overarching Information Management Strategy has been updated to reflect changes to governance arrangements in the Council.
  - In line with the Offsite Storage Policy, data transfer sheets are kept by service areas and the Customer Service Team.

### 4.2 Leadership and Governance

The SIRO has to ensure that identified information threats and vulnerabilities are followed up for risk mitigation, and that perceived or actual information incidents are managed in accordance with Council's Risk Management



Framework. The SIRO also provides the Annual SIRO Report in regard to information management and risk.

The SIRO's role is supported by:

- The Chief Privacy Officers (Data Controllers) - the Head of Legal and Democratic Services and Head of Customer Services
- The Caldicott Guardian - the Head of Children's Services
- The Information Asset Owners (Group Managers)
- The Data Governance Advisor

#### **4.3 Training and awareness**

Data Protection training continues to feature as a part of the corporate, team and induction training programmes. In 2015/2016, twenty seven training sessions were carried out. This includes 4 training sessions at schools, and the remaining provided within the Council's regular training programme, Induction, and the tailor made sessions after a breach/potential breach.

Staff continue to complete the mandatory Data Protection e-learning tool (90% of staff have completed this training). Successful completion of this is also a prerequisite for staff to work remotely.

#### **4.4 Freedom of Information**

A total of 1101 requests were received in 2015/2016, compared to 1108 in 2014/15. The FOI function sits within the Policy, Engagement and Communication Team. The Council replied to 85.89% requests within 20 working days. The majority of these requests, at 48.54%, were received from the public, 35.04% from other organisations and 10.49% from the media.

The Council's Publication Scheme has been updated to provide regularly requested information in a more accessible and up to date way. This also helps to reduce the number of FOI requests that are processed.

#### **4.5 Data Protection**

There have been 117 Subject Access Requests (SARs) processed in 2015/2016, compared to 151 processed in 2014/2015. These are requests from customers for copies of their personal data held by the Council. The Council replied to 68.12% of these requests within the 40 calendar days. The fact that 31% of SARs took longer than 40 days is a reflection of the significant time involved in responding to many of these requests particularly where these have been historic child care requests.

In 2015/16 a total of 1149 section 29 requests were received. These are requests, mostly received from the Police, for third party information. These requests were received through Legal and Democratic Services, Revenues and Benefits, Counter Fraud and Investigation and the PEC teams.

Work to transfer all section 29 requests onto Covalent (the Council's Performance Monitoring system) is underway. The single gateway approach

encourages consistency in recording; increases efficiency in monitoring the requests through automatic triggers; enables the maintenance of audit trails and facilitates the production of timely and accurate reports.

The Council's Communications Strategy and regular training continues to raise awareness of the importance of Data Protection amongst staff. This has led to an increase in the reporting of data incidents, which ultimately helps with the continual improvement.

A total of 28 incidents were reported for 2015/16. Investigations were undertaken and recommendations made to the SIRO on the significant cases. To mitigate further incidents, evaluations were carried out to ensure recommendations were implemented.

As a part of the process, one data incident where envelopes were mis addressed was "self-reported" to the ICO in 2015 with an explanation of mitigation. The ICO took no further action.

#### **4.6 Records Management**

With increasing public access to our records, it is important that necessary documents are retained and that disposal of records happens as part of a managed process and is adequately documented. Therefore Directorates must have in place clearly defined arrangements for the assessment and selection of records for disposal, and for documenting this work. All record keeping procedures must support the Council's Document Retention and Disposal Policy. This Policy is currently being updated.

The Council has an Information Asset Register. This is a mechanism for understanding and managing the Council's information assets and the risks to them. It is a register which informs where the Council's electronically held and hard copies of data are held. Work is underway to update the register and to make it available on the Council's intranet site.

Data Protection training sessions now include aspects of Records Management and the Information Asset Register. These help to further increase awareness on the secure disposal and archiving of records.

#### **4.7 Information Security**

The Council has a comprehensive Information Security Framework to support the current and evolving information security requirements.

The Council's IT Corporate Information Security Policy, Acceptable Use Policy and Using Email and Digital Communications are currently being refreshed by the Essex Online Learning Partnership.

An ICT Security Audit has been carried out to ensure that the Council has appropriate technical and organisational measures to prevent unauthorised and unlawful processing of personal data. The report from the Audit is expected by end of September 2016.

## **5 Strategic Direction - Future Programme of Work - 2015/16**

### **Data Protection**

- 5.1 While the EU's General Data Protection Regulation (GDPR) was finalised, and is scheduled to come into force on 25<sup>th</sup> May 2018, the uncertainty of the outcome of UK negotiations on the terms of it's exit from the EU brings into question whether or for how long the Regulation will directly apply in the UK.

A statement from the Information Commissioner's Office (ICO) confirmed that the Data Protection Act "remains the law of the land" at the moment. It said that UK Data Protection reforms are "necessary" and that the Data Protection framework in the UK would need to accord to the standards outlined in the GDPR if the UK wishes to "trade with the [EU] single market on equal terms" in the event that the Regulation does not "directly apply to the UK".

"If the UK is not part of the EU, then upcoming EU reforms to Data Protection law would not directly apply to the UK. But if the UK wants to trade with the single market on equal terms we would have to prove 'adequacy' - in other words UK Data Protection standards would have to be equivalent to the EU's General Data Protection Regulation framework starting in 2018."

Developments on this will be monitored. Any outcome will pose significant challenges to the Council, and will be addressed accordingly.

### **5.2 General**

Further to team restructures and continued organisational changes, 2015/16 proved to be a very challenging year for the Council. In 2015/16 the Policy, Engagement and Communication team will continue to work across all areas of the Council to meet the requirements of governance legislation. In particular, it will work to meet the requirements of the Local Government on data handling and sharing, the use of big and open data and cyber security.

## **6 Corporate Implications**

- 6.1 Contribution to the Council's Vision and Corporate Priorities.

Excellent – Deliver targeted services that meet the identified needs of our community.

- 6.2 Financial Implications

Any financial implications arising from this work will be considered through the normal financial management processes. Proactively managing information can result in reduced costs to the Council by reducing exposure to potential loss (such as fines for security breaches).

- 6.3 Legal Implications

Legal requirements must be complied with to ensure an individual's rights are respected. Inadvertent disclosure of data could leave the Council open to legal claims and fines. The collection, use and disclosure of personal information are governed by a number of different areas of law. The main pieces of legislation governing an individual's rights are:

Human Rights Act 1998  
Data Protection Act 1998  
Environmental Information Regulations 2004  
Freedom of Information Act 2000  
Computer Misuse Act 1990  
The Access to Health records  
Civil Contingencies Act 2004  
Crime and Disorder Act 1998  
Children Act 2004  
Health and Social Care Act 2012

#### **6.4 People Implications**

Any people implications will be considered through the Council's normal business management processes.

#### **6.5 Property Implications**

None

#### **6.6 Consultation**

Internal

#### **6.7 Equalities and Diversity Implications**

The Council collects a range of information to help it meet the needs of its customers and staff, including, where relevant, information on the „protected characteristics“ as defined in the Equality Act 2010 (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, sexual orientation). In line with the Act the Council, each year, publishes a profile of its customers (along with how they rate services) and its workforce, and who share protected characteristics. All information is collected and maintained in line with the Data Protection Act, for example, to ensure it is anonymous.

#### **6.8 Risk Assessment**

Non compliance with the law would adversely affect the Council's reputation in the community and reduce public trust and could lead to "incidents" with regulatory penalties and disruption to business continuity.

#### **6.9 Value for Money**

No issues

**6.10 Community Safety Implications**

None

**6.11 Environmental Impact**

None

**7 Background Papers**

None

**8 Appendices**

None

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# Southend-on-Sea Borough Council

Report of Corporate Director for Corporate Services  
to  
Cabinet

On  
20th September 2016

Report prepared by: Tim MacGregor – Team Leader, Policy  
and Information Management/  
Charlotte McCulloch – Customer Service & Complaints  
Manager

Agenda  
Item No.

## Annual Report – Comments, Compliments and Complaints – 2015/16

### All Scrutiny Committees

Executive Councillors: Councillor Lamb, Councillor Salter, Councillor Courtney

A Part 1 Public Agenda Item.

#### 1. Purpose of Report

1.1 This report is to:

- Fulfil the Council's statutory duty to produce an annual report on compliments and complaints received about its Children and Adult social care functions.
- Provide performance information about comments, compliments and complaints received across the Council for 2015-16
- Contribute towards the Council's values to be open, honest and transparent.

#### 2. Recommendation

2.1. To note the Council's performance in respect of compliments, comments and complaints for 2015-16 and to refer each separate report to the respective Scrutiny Committee.

#### 3. Background

3.1. Legislation requires that statutory processes are in place to deal with complaints relating to children and adults social care, to advertise that process and produce annual reports.

3.2. As the statutory process requires the Children and Adults' Social Care reports to be shared with the Care Quality Commission and the Department of Health this necessitates three separate reports for the Council, including a separate report on the Council's corporate comments, complaints and compliments process.

3.3. Details of performance are contained in the respective reports under

**Appendix A** – Compliments, Concerns and Complaints – Adult Social Care Services.

**Appendix B** – Compliments and Complaints – Children’s Social Care Services.

**Appendix C** - Corporate Comments, Complaints and Compliments.

- 3.4. The table below sets out a comparison of the total number of complaints received for the previous three years by Department. As can be seen, the figures reflect a steady upward trend in the number of complaints being received by the Council (8.5% up on 2014/15).

Department	2012/2013	2013/2014	2014/2015	2015/16
Corporate Services	74	44	43	66
Department for People (including statutory)	218	227	246	304
Department for Place	233	375	376	351
Public Health	0	0	0	1
<b>Grand Total</b>	<b>525</b>	<b>646</b>	<b>665</b>	<b>722</b>

This trend reflects the nationwide picture as outlined in the Local Government Ombudsman’s (LGO) ‘Annual Review of Local Government Complaints’ (2015/16) which highlights a 6% rise in complaints and enquiries received by them. Reasons cited for this upward trend include the impact of declining resources on council services and growing willingness of the public to make complaints.

- 3.5. Comments and compliments are also received, with numbers shown below.

Department	2012/2013	2013/2014	2014/2015	2015/16
Corporate Services	1653	1694	1326	1673
Department for People (including statutory)	477	521	474	416
Place	219	288	222	337
<b>Grand Total</b>	<b>2349</b>	<b>2503</b>	<b>2022</b>	<b>2426</b>

#### 4. Lessons Learnt and Service Improvements

- 4.1 Whilst responding to feedback in a timely manner it is important for Council services to reflect on lessons learnt and improving outcomes. This is recognised by the Local Government Ombudsman’s principles of good complaints handling of being customer focused, putting things right and seeking continuous improvement.



Examples of service improvements undertaken throughout the year as a result of customer feedback include:

- A revised policy on dealing with abandoned vehicles, to make the process easier for those reporting incidents was agreed;
- Information on the rights of appeal for benefit claimants was revised on standard letters and the website;
- School transport appeals - reasoning is set out more in more detail both in appeal reports and letters to appellants;
- Procedures were improved to ensure that care providers have a clearly defined retention and disposal policy - a copy of which is sent to the contracts team for review;
- The hospital discharge pack provided by the Hospital Social Work Team was improved;
- In response to a complaint about lack of transparency, the South Essex Homes Decant and Management Move Procedure was updated and made a publicly available on the SEH website.

Further examples are contained in App A (Appendix 8), Appendix B (paragraph 12) and Appendix C (para 4.7).

## **5. Future developments**

- 5.1 In May 2015 the government announced its intention to introduce a Public Services Ombudsman Bill to set up a Public Services Ombudsman in England which will absorb the functions of the Parliamentary and Health Service Ombudsman, the Local Government Ombudsman and potentially the Housing Ombudsman. This is intended to provide better value for money, reflect increasing cross sector working and provide a more joined up service with simpler access for the public.
- 5.2 To date no draft bill has been published, and such a bill was not included in the May 2016 Queens Speech, however, the LGO, Parliamentary and Health Service Ombudsman are now investigating health and social care services cases through a single team based in the LGO's office.

## **6. Corporate Implications**

### **6.1 Contribution to Council's Vision & Corporate Priorities**

Customer feedback and complaints management is directly relevant to the Council's corporate priorities to deliver strong, relevant and targeted services that meet the needs of our community. This remains important in the coming years as budget constraints continue to impact on service delivery.

### **6.2 Financial Implications**

The commissioning of independent people to deal with children's stage two statutory complaints incurs additional cost. The decrease in stage 2 complaints this year has reduced the costs of investigations. The use of mediation and

early intervention within all the processes is used in an effort to restrict the number of complaints escalating, limiting the amount of officer time spent on complaints as well as improving the outcome for the complainant.

A limited number of compensation payments to customers to acknowledge the time and trouble that they have expended have been made this year.

### 6.3 Legal Implications

To ensure compliance with the statutory complaints processes.

### 6.4 People and Property Implications

People and property implications are considered through the Council's normal business management processes.

### 6.5 Consultation

The Advocacy Services and Representations Procedure (Children) (Amendment) Regulations 2004 confer a duty on local authorities to provide information about advocacy services and offer help to obtain an advocate to a child or young person wishing to make a complaint. The Authority has a contract with the National Youth Advocacy Service. All children and young people wishing to make a complaint in 2013-14 were offered the services of an advocate.

### 6.6 Equalities and Diversity Implications

All three processes are receiving feedback from customers from Southend communities including minority groups. Similarly, alternative approaches to facilitate complaint resolution are offered including advocacy and meetings.

Corporate equalities considerations continue to be part of the process.

### 6.7 Risk Assessment

Processes are reviewed periodically and reduce any risk which could adversely affect the Council's reputation in the community and reduce public trust/satisfaction. Whilst an anticipated increase in complaints did materialise after 2013, notably in respect of services delivered corporately, the number recorded is still significantly less than the 1100 reported for 2009 at the beginning of the revised process.

### 6.8 Value for Money

Early resolution of complaints, together with learning lessons from the process, contribute to service improvements and getting things right first time.

### 6.9 Community Safety and Environmental Impact Implications

The process is implemented to ensure both community safety and effects on the environment are fully considered.

**7. Background Papers**

None

**8. Appendices**

**Appendix A - Compliments Concerns & Complaints received throughout 2015-16 for Adult Social Care Services**

**Appendix B - Compliments and complaints – Children’s Social Care.**

**Appendix C - Corporate comments, complaints and compliments – 2015-16.**



# Southend-on-Sea Borough Council

**Report of Corporate Director for People  
to  
Cabinet  
on  
20<sup>th</sup> September 2016**

Report prepared by: Charlotte McCulloch

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**Compliments Concerns & Complaints received throughout 2015-16  
for Adult Social Care Services  
People Scrutiny Committee  
– Executive Councillor: Lesley Salter  
*A Part 1 Public Agenda Item***

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## **1. Purpose of Report**

- 1.1 To discharge the local authority's statutory duty to produce an annual report on compliments concerns and complaints received about its adults' social care function throughout the year.
- 1.2 To provide statistical and performance information about compliments concerns and complaints received throughout 2015/2015.

## **2. Recommendation**

- 2.1 That the Department's performance during 2015/2016, and comparison to the previous three years be noted.
- 2.2 That the report be referred to the People Scrutiny Committee for detailed examination.

## **3. Background**

- 3.1 This is the seventh Annual Report following the changes to the legislation governing the statutory complaints process for adult social care services. The Local Authority Social Services and National Health Service Complaints (England) Regulations 2009 came into force on 1 April 2009 and created a single process for health and social care services. With the increase in integrated services, the single process makes it easier for patients and service users to make complaints and allows them to make their complaint to any of the organisations involved in their care. One of the organisations will take the lead and co-ordinate a single response.
- 3.2 Strong working relationships have been established with complaints colleagues within the Health organisations in the area. This, together with a joint protocol

agreed by the Essex Complaints Network, has made it easier for people making complaints that span Health and social care services. In 2015/2016 there were 3 joint complaints.

- 3.3 The new process is based on the principles of the Department of Health's *Making Experiences Count* and on the Ombudsman's principles of good complaints handling:
- Getting it right
  - Being customer focused
  - Being open and accountable
  - Acting fairly and proportionately
  - Putting things right
  - Seeking continuous improvement.
- 3.4 There is a single local resolution stage that allows a more flexible, customer focused approach to suit each individual complainant. At the outset, a plan of action is agreed with the complainant to address their complaint. Amendments to the plan can be agreed at any stage of the process.
- 3.5 The regulations do not specify timescales for resolution and a date for response is agreed and included in each plan. Response times are measured against the agreed dates in the plans.
- 3.6 When the local authority believes that it has exhausted all efforts to achieve a local resolution, and the customer remains dissatisfied, the next step is referral to the Local Government Ombudsman.

#### 4 Compliments; concerns and comments received in 2015/2016

- 4.1 Compliments are a very important feedback and motivational tool and members of staff are encouraged to report all compliments they receive to the Customer Services Manager for recording. All compliments are reported to the Group Manager of the Service to pass on their thanks to the staff member and the team. This practice has been well received by staff. Data gathered from compliments are used to inform commissioning decisions of the authority.
- 4.2 Adult and Community Services received 341 compliments about its social care services in 2015/2016.

*Table to show the number of compliments received in 2015/2016 and a comparison with previous three years*

Apr 12 – Mar 13	Apr 13- Mar 14	Apr 14 – Mar 15	Apr 15 – Mar 16
Number	Number	Number	Number
429	470	407	341

There has been a decline in the number of compliments received, however we are unable to ascertain why this is the case. Examples of the types of compliments received can be found in Appendix 1

- 4.3 The current regulations require the local authority to record concerns and comments as well as complaints. Some people wish to provide feedback to help improve services but they do not wish to make a complaint, and this process facilitates that.
- 4.4 Adult and Community Services received 8 concerns about its social care services in 2015/2016. Of these, 7 were regarding commissioned homecare services and 1 was about internal services provided directly by Southend Council.
- 4.5 All concerns and comments are considered to identify areas for improvement and responses are made where appropriate or requested.

### 5 Complaints received in 2015/2016

- 5.1 Adult and Community Services received 176 complaints about its social care services in 2015/2016. 75 of which were about internal services provided directly by Southend Council, and 101 were about services supplied through externally commissioned providers (domiciliary care & residential care)

*Table to show the total number of complaints received during 2015/2016 and comparison with previous three years*

Apr 12 – Mar 13	Apr 13 – Mar 14	Apr 14 – Mar 15	Apr 15 – Mar 16
Number	Number	Number	Number
111	136	166	176

This represents an overall increase of 6% in the number of complaints received during the previous year, and a 58.5% increase in the last 4 years.

Whilst there has been an increase year on year 176 complaints is still only 4.9% of the number of service users receiving support throughout the year.

The main increase in complaints has been seen within Internal Services with an increase from 56 in 2014/15 to 75 in 2015/16, an increase of 34%. The increase has been seen over a number of different service areas, rather than in one significant area.

A reduction has been seen in complaints about overall commissioned services where the number of complaints has decreased from 109 last year to 101 this year, an overall decrease of 13%. Complaints about commissioned homecare service having the greatest reduction from 101 in 2014/15 to 93 in 2015/16 an 8% decrease. Our Contracts Team and Complaints Manager continue to work with the home care providers to address issues and effect improvements around complaints handling.

- 5.2 Appendix 2 shows complaints by internal and commissioned services. Appendix 3 shows the number of complaints received about internal services by team.

Appendix 4 shows the number of complaints by service user group. The majority of complaints (150) were received about services to older people. This is the largest service user group and the 150 complaints represent 6.2% of the number of older people who receive services from the department.

- 5.3 Of the 176 complaints, 101(57%) refer to services commissioned from external providers. 93 of these were about home care services, and this figure accounts for 52% of the total complaints,
- 5.4 Southend Borough Council commissions South Essex Partnership Foundation Trust (SEPT) to provide its mental health and substance misuse services and SEPT received 10 complaints from Southend clients. 6 were not upheld & 4 were partially upheld. These were dealt with by SEPT and are not included in the figures in the table in section 5.1 above.
- 5.5 Under the current regulations, any complaints received verbally and resolved to the complainant's satisfaction within 24 hours do not have to be recorded as complaints. During 2015/2016, 5 such complaints were received.

### 6. Complaints subject to independent investigation

- 6.1 An independent investigation is an option for reaching a local resolution but it is not an automatic progression. Action taken to address a complaint will be discussed with the complainant at the outset and the primary aim is to find a resolution but action must be proportionate.
- 6.2 There were no independent investigations in 2015/2016. An independent investigation can be costly and if staff can resolve complaints satisfactorily without them, this represents a saving.

*Table to show the number of complaints subject to independent investigation, and as a percentage of the total number complaints during 2015/2016, and comparison with the previous three years.*

Apr 12 – Mar 13	Apr 13 – Mar 14	Apr 14 – Mar 15	Apr 15 – Mar 16
Number	Number	Number	Number
0 (<1%)	0 (0%)	0 (0%)	0 (0%)

- 6.2 Other ways used to resolve complaints include:
- Written response/explanation
  - Acknowledgment if there has been a failure
  - Apology
  - Change to service
  - Mediation/conciliation
  - Meeting
  - Internal review
  - Redress

### 7 Complaints referred to the Local Government Ombudsman



## Appendix A

- 7.1 There were 4 social care complaints considered by the Local Government Ombudsman in 2015/2016.
- 7.2 One complaint was referred to the LGO, they found minor fault and we agreed to apologise to the complainant.
- 7.3 One complaint was referred to the LGO, following an investigation no fault found
- 7.4 One complaint was referred to the LGO and following an investigation, did not find fault with SBC regarding the safeguarding investigation however did find fault with the care provider as they had not properly kept their records. We agreed to pay £250 in respect of the uncertainty caused by the unavailability of these records.
- 7.5 One complaint was referred to the LGO, following an investigation we were found at fault for not completing a carers assessment. We were asked to rectify this and paid the complainant for retrospective carers budget.

### 8 Response times

- 8.1 Adherence to response times is measured by compliance with the agreed dates set out in the individual complaints plans.
- 8.2 113 complaints were responded to within the timescales agreed. This represents 64.2% of responses made and is reduction on last year's 66%. We recognise the importance of trying to achieve a speedy resolution to complaints and generally aim to resolve complaints within 10 working days. However depending on the complexity of the complaint raised, agreement is made with complainants on an acceptable timescale for a response.
- 8.3 Of the 63 not responded to within the agreed timescale, 38 were attributed to our contracted care providers. Our Contracts Team and Complaints Manager continue to work with the home care providers to address this issue and effect improvements around complaints handling. A target has been introduced and their performance will be discussed with each provider at their quarterly contract review meetings.
- 8.4 Compliance with response times is shown at [Appendix 2](#)

### 9 Types of issues raised

- 9.1 The bar chart at [Appendix 5](#) shows all the issues split between internal and commissioned services.
- 9.2 Overall, the top 5 issues were:
  - I. Communication / Consultation
  - II. Conduct / Behaviour of staff
  - III. Late Calls

- IV. Missed Calls
- V. Quality of Service provided

### **10 Outcome status of complaints (upheld; partially upheld; not upheld)**

- 10.1 The 176 complaints, refers to 237 issues which were reported and responded to, 106 were upheld; 32 were partially upheld; 88 were not upheld, 10 we were unable to reach a finding and 1 is still ongoing due to legal implications.
- 10.2 Overall the number of complaints upheld or partially upheld has slightly decreased from 59% in 2014/15 to 58% in 2015/16.
- 10.3 Tables at Appendix 7 show outcomes of the main issues in internal, homecare and residential complaints. There has been a decrease in complaints upheld or partially upheld regarding missed and late home care calls from 56 in 2014/15 to 40 in 2015/16, whilst there remains the challenge by many providers to recruit and retain good quality care staff, the decrease in complaints regarding this issue demonstrates the ongoing commitment by providers to continually monitor and address these issues.

### **11. Monitoring & Reporting**

- 11.1 Statistical data regarding complaints about our commissioned home care providers are provided quarterly to inform the Contract Monitoring Meetings.
- 11.2 Complaints are monitored by the Complaints Manager for any trends/emerging themes and alerts the relevant service accordingly.
- 11.3 Complaints information is fed into the monthly Safeguarding meetings regarding providers to ensure a full picture is gathered regarding the providers service delivery and indentify any concerns or trends that may be emerging.

### **12 Learning from Complaints**

- 12.1 The Council continues to use complaints as a learning tool to improve services and to plan for the future. Local authorities are being asked to show what has changed as a result of complaints and other feedback that it receives.
- 12.2 Improvements have been categorised under the following headings:
  - Improved process
  - Increased awareness of improved outcomes for Adults
  - Increased staff awareness/training
  - Improved conduct of staff
  - Improved performance of provider

Examples of improvements made as a result of complaints are shown in [Appendix 8](#).

- 12.3 Complaints about communication are a reoccurring theme for internal services and whilst they are not particularly high in proportion to the number of service

users being dealt with on a daily basis, this is the most common issue. The Complaints Manager continues to work with the Service Managers & Team Managers on identifying ways to improve client satisfaction with all channels of communication.

### **13. Corporate Implications**

#### **13.1 Resource Implications (Finance, People, Property).**

If resolutions are not found at an early stage and there are undue delays, compensation may have to be paid to acknowledge the time and trouble that the complainant has expended.

In some cases, the initial input in terms of staff time to find a resolution through a meeting/conciliation may be quite intensive but where the complainant has an ongoing relationship with the service, it can save resources in the long term.

#### **13.2 Contribution to Council's Vision & Critical Priorities**

A robust and responsive complaint handling process adds to the public's confidence and satisfaction with the way they are dealt with by the local authority when they have concerns to raise.

Effective complaints handling and a well advertised procedure contributes to the corporate priorities:

- Work with and listen to our communities and partners to achieve better outcomes for all
- Look after and safeguard our children and vulnerable adults

#### **13.3 Equalities and Diversity Implications**

The gender of all complainants was noted and 117 were female and 59 were male. 47 complaints (26%) were made by the person receiving the service and the remaining 73% were made by another person, usually a relative, on behalf of the service user. Leaflets on how to make a complaint or compliment are left with the service user when they are assessed. It is recognised that some relatives do not live locally and there is information on the Council's website about how to give feedback and the facility to send it electronically.

#### **13.4 Value for Money**

Some complaints may have elements where improvements may be made to ensure value for money.

#### **13.5 Community Safety Implications**

Some complaints may have elements where improvements may be made to ensure community safety.

## 14. Background Papers

Complaints papers are kept by the Customer Services & Complaints Manager. Data about individual compliments concerns comments and complaints are held electronically.

## 15. Appendices

Appendix 1	Examples of complimentary comments received regarding Internal teams
Appendix 2	Number of complaints by internal and commissioned services (residential & homecare) Compliance with response times
Appendix 3	Internal service complaints by team
Appendix 4	Commissioned and internal service complaints by service user group
Appendix 5	Issues raised in complaints
Appendix 6	Issues outcomes split between internal and commissioned services
Appendix 7	Outcome status of the top issues split between internal; homecare and residential care complaints
Appendix 8	Examples of learning/service improvements

## Appendix 1

### Compliments received 2015 -16

Some examples from the 341 compliments received about Southend Council's Internal Services :-

*I sincerely thank you for all the help and support you have provide Kathleen and I over the last year. I am relieved that Kathleen has a new home which will support her needs and that she will receive kindness and understanding. I am also grateful that you have introduced Helen into her life which will provide continuity and a voice for Kathleen. It hasn't been an easy situation for anyone involved however your determination and tenacity to complete this case beyond your remit is to your credit; thank you. This ends your involvement with Kathleen, I know, however your work will have a lasting benefit for her health and well being.*

~

*At all times you have the well-being of the individual at heart. You always listen & understand what I am trying to tell you about my father. I wish I'd met you sooner, as your help & advice have been invaluable.*

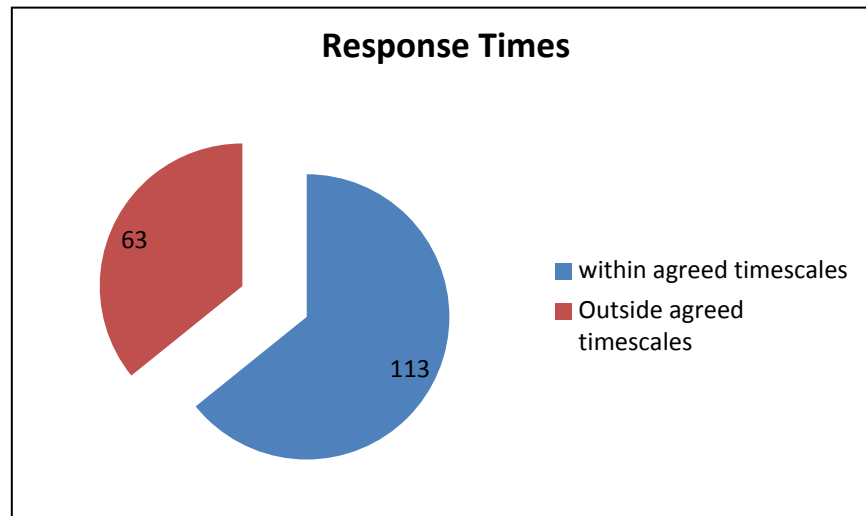
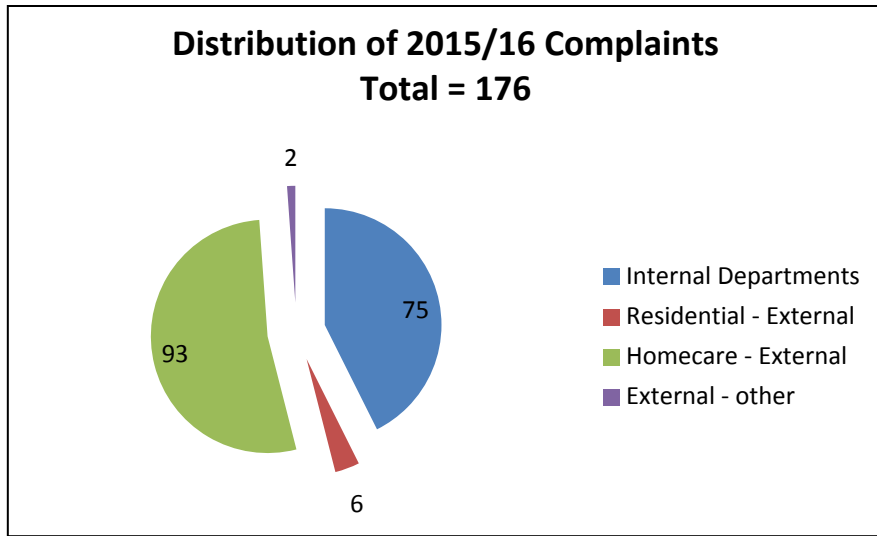
~

*The thought of the interview depressed me. I didn't want to accept the fact that I now needed help. Glynn's visit changed all that. She was cheerful, kind & kept complementing me on how much independence I was maintaining. She lifted my spirits enormously. 3 days later the equipment arrived. The man who delivered them was equally helpful, cheerful & encouraging. They have both improved my mobility & my attitude to life.*

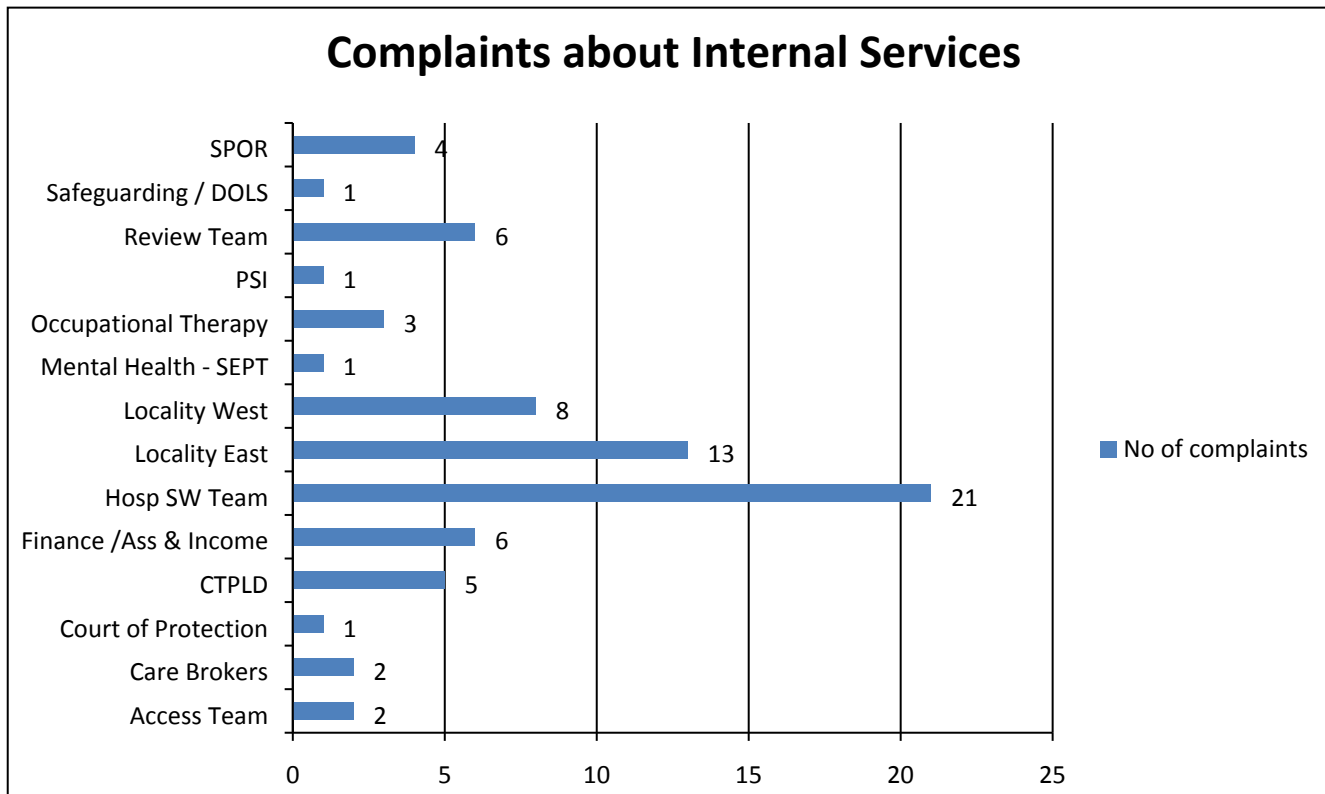
~

*We would like to thank you all so very much for your dedicated care & love you gave to our Mum, Rosie, while she was in your care. Priory House is second to none, one big happy family, who we were part of. Thank you once again.*

## Appendix 2

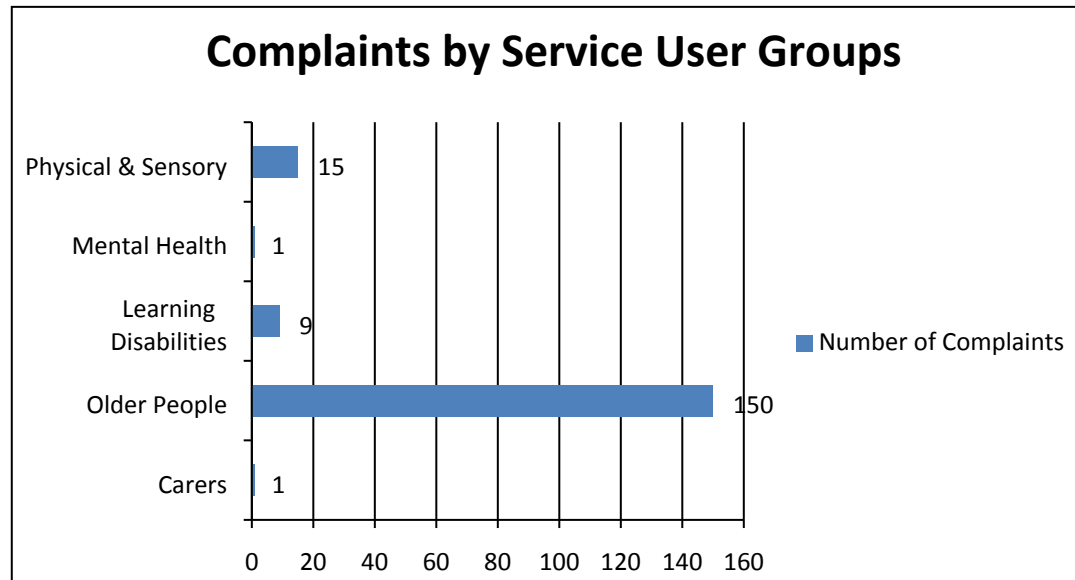


### Appendix 3



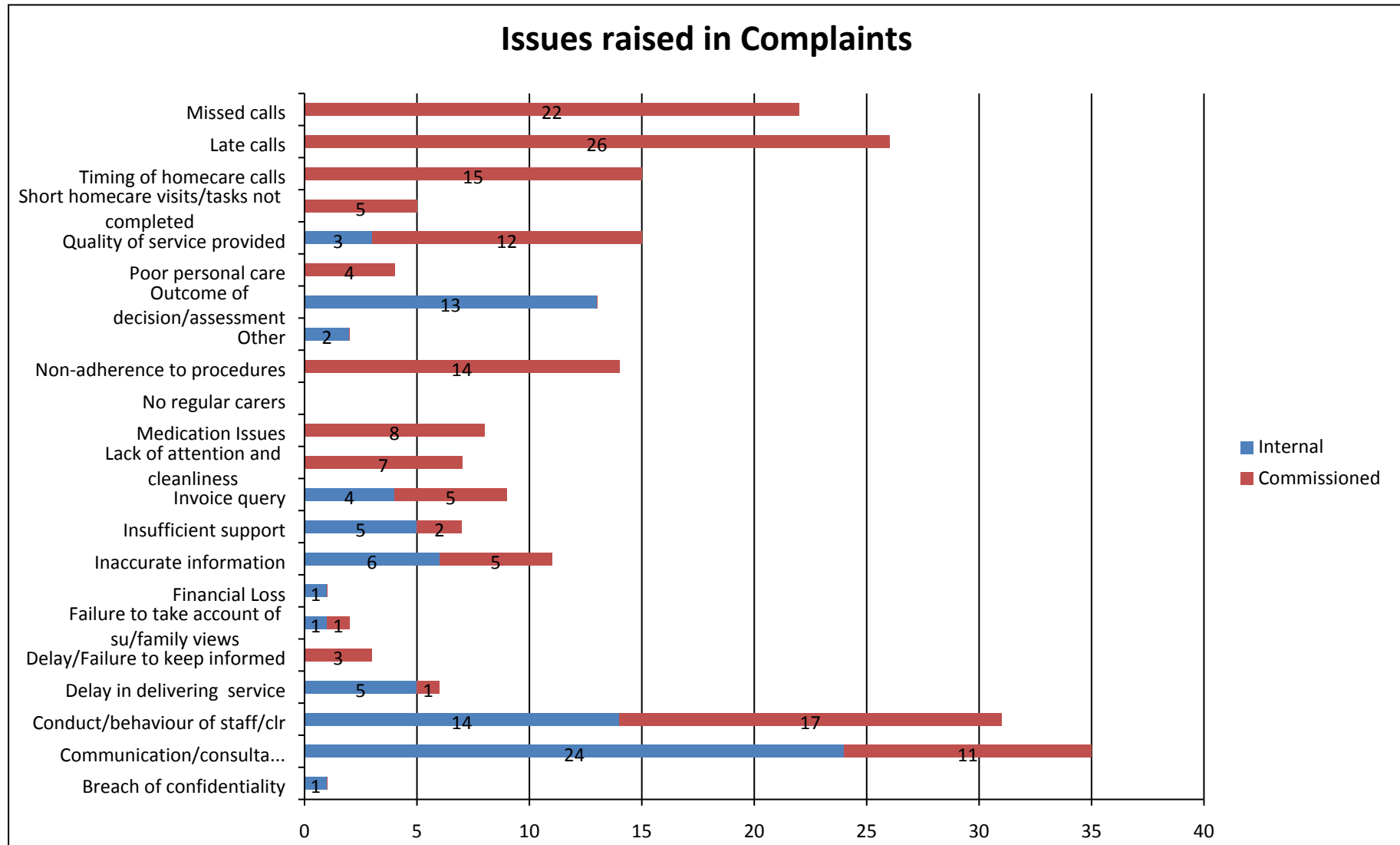
*Note : complaints about the Hospital Social Work Team were in the main about information provided about charges for services following discharge from hospital*

## Appendix 4

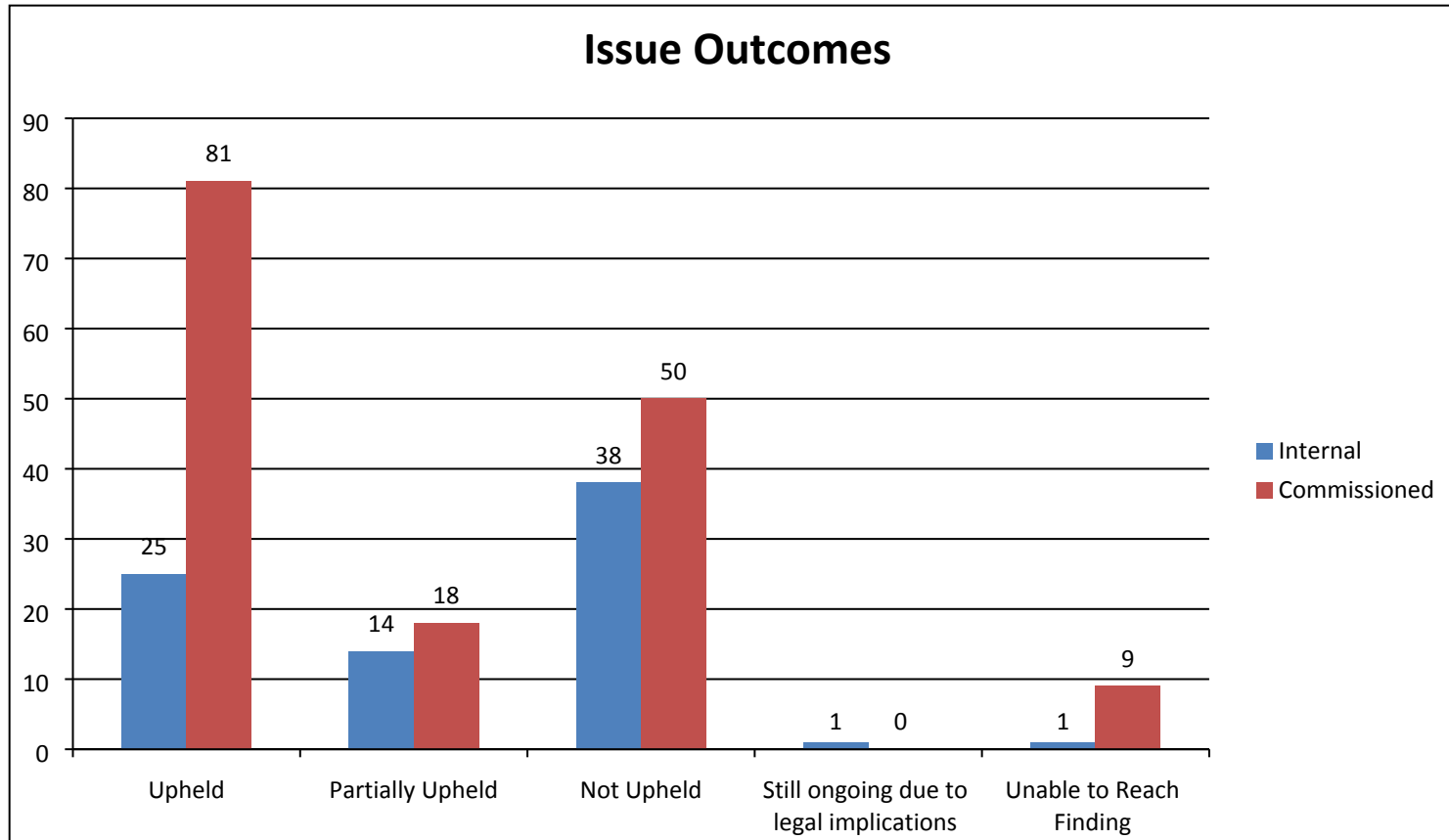




## Appendix 5



## Appendix 6



## Appendix 7

### SBC Internally provided Services

	Upheld	Partially Upheld	Not Upheld	Unable to reach finding
Communication/consultation	11	4	9	0
Conduct/behaviour of staff	5	2	5	1
Outcome of decision/assessment	2	2	9	
Inaccurate Information	3	1	2	

### Commissioned Services (*Homecare & Residential*)

	Upheld	Partially Upheld	Not Upheld	Unable to reach finding
Late calls	21	4	1	
Missed calls	14	1	7	
Conduct Behaviour of Staff	5	2	6	4
Timing of homecare calls	7	5	3	

## Appendix 8

Issue	Improvements
Complaints regarding full cost invoices being sent to Service Users who receive a service via a 'spot' provider. These are providers who are not contracted to SBC and do not use the electronic monitoring system CM2000.	Requested that the 'spot' providers provide accurate timesheets for the care provided and the Business Support Team now collate the individual times to allow for more accurate invoicing to the Service User.
Confusion regarding information provided whilst in hospital regarding discharge and care options	Improved the discharge pack provided by the Hospital Social Work Team, this provides targeted advice and info regarding discharge planning and options as well as charging information
Complaints still being received where adults and/or families claim that they were told that care would be free following discharge from hospital and not made aware that there would be a charge for the ongoing care	<ul style="list-style-type: none"> <li>• Hospital Social work teams have been asked to document their discussion around finance in the body of the assessment as well as an observation on our care record system</li> <li>• Hospital Social Work Team Manager as spoken to the NHS staff to ensure they do not provide mis-leading information to patients.</li> </ul>
Complaints regarding missed / late calls	<ul style="list-style-type: none"> <li>• The contracts team have strengthened their contract monitoring to visit care providers in between the quarterly contract monitoring meeting. To ensure compliance with the electronic monitoring system, and highlight and address any issues earlier. Any trends in issues raised as part of complaints are fed back to the contracts team.</li> <li>• More focus within the contract monitoring meetings on late / missed visits and complaint response timescales</li> </ul>

# Southend-on-Sea Borough Council

## Report of Corporate Director for People

to

## Cabinet

on

20th September 2016

Report prepared by: Charlotte McCulloch – Customer Service  
& Complaints Manager

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**Compliments and Complaints relating to Children's Social Care Services  
People Scrutiny Committee - Executive Cllr James Courtenay  
A Part 1 Public Agenda Item**

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### **1 Purpose of Report**

- 1.1 To fulfil the local authority's statutory duty to produce an annual report on compliments and complaints received about its children's social care function throughout the year.
- 1.2 To provide statistical and performance information about compliments and complaints received from April 2015 to March 2016 at all three stages of the statutory process.

### **2 Recommendation**

- 2.1 **That the Department's performance during 2015/2016 be noted.**

### **3 Summary**

- **8.3% increase in the number of compliments in 2015/16 compared to the previous year**
- **39% increase in the number of Stage 1 complaints**
- **87% of Stage 1 complaints responded to within 20 working days**

- 3.1 The number of statutory complaints has increased this year in comparison to 2014/15.
- 3.2 The number of stage 1 complaints responded to within 20 working days was 87% compared to 93% in 2014/15 and 100% in 2013/14.
- 3.3 6 complaints escalated to stage 2 in 2015/16, an increase from 4 in 2014/15.
- 3.4 7 complainants approached the Local Government Ombudsman in 2015/16.

3.5 65 compliments were received in 2015/16, a percentage increase of 8.3% compared with last year.

**4 Background**

4.1 The statutory process has three stages. Stage 1 affords an opportunity to try to find a local resolution usually at team manager level. At stage 2, the Department commissions an independent investigation of the complaint and the response is made by the Head of Service. At the third stage, the complaint is referred to an Independent Review Panel of three independent panel members with one member acting as Chair. At each stage, a more senior officer responds on behalf of the Department, with the Corporate Director responding at the final stage.

4.2 Some complainants welcome an independent investigation of their concerns; for others, the process can seem unwieldy. The regulations encourage consideration of alternative dispute resolutions where appropriate and with the Complainant’s agreement. The Complaints Manager encourages and supports Team Managers to resolve complaints at the earliest stage.

4.3 If complainants remain dissatisfied at the end of the three stages, they may refer their complaint to the Local Government Ombudsman.

**5 Compliments received in 2015/2016**

5.1 The Department recorded 65 compliments about Children’s Social Care in 2015/16 compared with 60 in 2014/15. This is a percentage increase of 8.3% compared to last year.

The table below shows the number of compliments received in 2015/16 in comparison with previous years.

Apr 10 – Mar 11	Apr 11 – Mar 12	Apr 12 – Mar 13	Apr 13 – Mar 14	Apr 14 – Mar 15	Apr 15 – Mar 16
12	25	41	44	60	65

**6 Number of complaints received in 2015/2016**

**6.1 Stage 1**

6.1.1 The Department received 85 statutory complaints directly at stage 1 in 2015/16 compared with 61 in 2014/15. This represents an increase of 39%. Complaints are always welcomed and viewed as a way to improve practice and Managers are informed of any emerging trends in complaints.

6.1.2 93% of complaints were resolved at Stage 1 which is consistent with the figure from the previous year which was 93.3% in 2014/15

6.1.3 The table below shows the number of Stage 1 complaints received in 2015/16 in comparison with previous years.

Apr 10 – Mar 11	Apr 11 – Mar 12	Apr 12 – Mar 13	Apr 13 – Mar 14	Apr 14 – Mar 15	Apr 15- Mar 16
55	58	60	38	61	85

**6.2 Stage 2**

6.2.1 A total of 6 complaints reached Stage 2 of the complaints process in 2015/16, an increase from 2014/15 when 4 complaints were escalated to Stage 2.

**6.3 Stage 3**

6.3.1 2 complainants requested to pursue their complaint to Stage 3 this is an increase from 0 in 2014/15.

**7 Complaints by category**

7.1 Complaints were categorised by the main issues raised. Appendix 1 shows the causes of the complaints.

The 3 categories with the highest percentage of complaints were:

- Quality of service 29.4%
- Staff conduct / Employee Behaviour 23.5%
- Communication 21.2%

These 3 categories represent 75% of all complaints received. Appendix 2 shows the outcomes of these categories.

After thorough investigation of all complaints at stage 1, 69% of complaints were not upheld which has reduced in comparison to 79% in 2014/15 and 76.3% in 2013/14.

7.2 Complaints about Social workers/staff have reduced to 23.5% compared to 26.2% in 2014/15. However complaints regarding communication has increased from 13.1% in 2014/15 to 21.2% in 2015/16. Social workers have been reminded of their responsibilities about returning calls, responding to correspondence promptly and that regular communication is key to positive working relationships with service users.

It is apparent that many Complainants still believe that it is the Social Worker alone who makes decisions regarding child protection procedures and agreed actions. Work needs to continue to ensure that Service Users and their families understand the role of the Social Worker. There is a need for Social Workers to be more conscious of ensuring that explanations about difficult decisions are given in the context of wider policies when discussing and meeting with Service Users.

7.3 Complaints about the Quality of Service has increased from 24.6% in 2014/15 to 29.4% in 2015/16. The Complaints Manager has worked

closely with social work teams to highlight good practice and provide early identification of emerging trends.

7.4 The table below shows the percentage of complaints in each category in 2015-2016 in comparison with the previous year.

<b>Category</b>	<b>2013-14 % of total</b>	<b>2014-15 % of total</b>	<b>2015-16% of total</b>
1. Staff conduct / employee behaviour	7.9	26.2	23.5
2. Providing a service	5.3	6.6	4.7
3. Quality of service	34.2	24.6	29.4
4. Communication	31.6	13.1	21.2
5. Incorrect information given	10.5	0	0
6. Council decision making	5.3	11.5	8.2
7. Policy or procedure	5.3	14.8	8.2
8. Other	0	3.3	3.5
9. Service not provided	0	0	1.2
	100%	100%	100%

## **8 Response times and the Department’s performance**

### **8.1 Stage 1**

8.1.1 Stage 1 statutory response times: 10 working days, with a further 10 days for more complex complaints or additional time if an advocate is required.

8.1.2 The complexity of complaints has continued to increase, which has affected the ability to respond within the 10 working days. In 2015/16 51% of Stage 1 complaints were responded to within 10 working days compared to 73.7% in 2014/15 71% in 2013/14, 80% in 2012/13.

8.1.3 The percentage of stage 1 complaints responded to within the statutory timescale of 0–20 working days in 2015/16 was 88% compared with 93.4% in 2014/15 100% in 2013/14.

8.1.4 The table below shows response times for stage 1 complaints received in 2015/16 compared with 2014/2015 and 2013/2014

<b>Response Performance</b>	<b>2013/14 % of total</b>	<b>2014-15 % of total</b>	<b>2015-16 % of total</b>
Within 10 working days	71	73.7	51
10 – 20 days	29	19.7	37
Over 20 days	0	6.6	12
Withdrawn	0	0	0

Appendix 3 shows the response performance.



**8.2 Stage 2**

**8.2.1 Stage 2 statutory response times:**

A stage 2 complaint should be investigated and responded to within 25 working days, with a maximum extension to 65 working days.

6 complaints were pursued to Stage 2 in 2015/16. One of these complaints was not pursued by the complainant following the initial meeting with the Investigating Officer and Independent Person.

This year we were unable to complete any of the Stage 2 investigations within 65 working days. Due to the complexity of some of the cases and the availability of service users and investigating officers (who are now SBC staff) these timescales do represent a challenge.

Stage 2 complaints are subject to independent investigations involving interviews with the complainant and relevant members of staff, and the submission of a report to be responded to by the Head of Service.

Complaints at this stage are likely to involve an independent investigating officer, an independent person and an advocate.

The Stage 2 process starts as soon as a complainant decides to pursue their complaint to stage 2.

**8.2.2 The table below shows response times for Stage 2 complaints received in 2014/15 compared with 2013/2014 and 2012/2013**

Response Performance	2013/14 % of total	2014/15 % of total	2015/16 % of total
Within 25 days	0	0	0
Between 25 and 65 days	100	0	0
After 65 days or outstanding	0	100	100

**8.3 Stage 3**

**8.3.1 Stage 3 statutory response times:**

The recommendations from a Stage 3 Review Panel should be responded to within 15 working days of the date of the meeting.

**8.3.2 2 complaints were escalated to stage 3 during 2015/16 this is in comparison to none in 2014/15.**

**8.3.3 One Stage 3 complaint was responded to within the timescale of 15 days.**

**9 Outcome status of complaints**

**9.1 Stage 1**

The outcomes of these complaints are logged as either upheld or not upheld. In 2015/16, of the 85 complaints received, 26 were upheld (31%) and 57 were not upheld (67%) & 2 that are still ongoing.

**Stage 2 & 3**

There are often several points in a complaint at Stage 2 & 3 and these are addressed separately in a single response. The complaint may be upheld; not upheld; partially upheld, or inconclusive/no finding.

**Stage 2** – Of the 85 complaints received 6 were moved to Stage 2, 1 was not progressed and of the 5 remaining this involved 44 separate issues. The following shows the outcomes of these issues

Upheld	Partially Upheld	Not Upheld	No Finding
13	6	19	6

**Stage 3** – Of the 6 complaints that moved to Stage 2, 2 of these requested their complaint be escalated to Stage 3, this related to 10 separate issues.

Upheld	Partially Upheld	Not Upheld
1	3	6

**10 Local Government Ombudsman**

10.1 7 complainants approached the Local Government Ombudsman in 2015/16. However 5 of these complaints were either premature or out of jurisdiction of the LGO and referred back to the authority. The remaining 2 complaints were investigated by the LGO 1 was not upheld and 1 required no further action.

**11 Developments in the complaints process**

11.1 Senior Managers receive regular reports from the Complaints Manager which serve to highlight trends. There is also a facility available for managers to print Covalent reports at any time therefore ensuring that information is immediately available.

11.2 The Complaints Manager has delivered training to Children’s Social Care Staff to explain the complaints process and the role that the teams play in resolving complaints at the earliest possible stage.

11.3 The Complaints Manager offers ongoing support and advice to Team Managers on how to appropriately respond to complaints.

**12 Areas for improvement / Learning from Complaints**

- 12.1 Service Managers are being asked to ensure that families are aware of changes in their children's social worker. This will be achieved by implementing a new process whereby when a case is reallocated, a standard letter goes to the family giving the name of the new social worker, their phone number, name and phone number of admin[s] for the team and a duty number and the name of the team manager. The letter is sent to both parents
- 12.2 Team Managers have been reminded that when concerns are raised it essential that every effort is made to contact both parents to inform them of the concerns and offer an opportunity for them to be involved in the procedures.
- 12.3 All Social Workers and Team Managers have been reminded that all complaints should be brought to the Complaints Manager's attention as soon as possible to ensure that appropriate responses are provided within the statutory timescales.
- 12.4 Complaints about Communication issues continue to be an issue, it has been agreed for the Complaints Manager to attend the Service / Team Managers training day and to regularly attending the monthly management team meeting to help Service Managers identify areas for improvement in this area.

### **13 Corporate Implications**

- 13.1 Contribution to Council's Vision & Corporate Priorities.  
Complaints management is relevant to the Council's corporate priority of continuing to improve the outcomes for vulnerable children.

#### 13.2 Financial Implications

The commissioning of independent people to investigate Stage 2 complaints incurs additional cost. The Department seeks to provide efficient resolution to complaints at the earliest stage possible, as well as securing value for money from Investigating Officers. Costs are met from the existing base budget.

#### 13.3 Legal Implications –

The complaints process complies with statutory requirements.

#### 13.4 People Implications

None.

#### 13.5 Property Implications

None.

#### 13.6 Consultation

The Advocacy Services and Representations procedure (Children) (Amendment) Regulations 2004 confer a duty on local authorities to provide information about advocacy services and offer help to obtain an advocate to a child or young person wishing to make a complaint. The Authority has a contract with the National Youth Advocacy Service.

In 2015/16 3 complaints (3.5%) were made by children/young people. This is a decrease from 9 (14.8%) in 2014/15. All children and young people wishing to make a complaint in 2015/16 were offered the services of an advocate.

### 13.7 Equalities and Diversity Implications

Customer groups making complaints included parents, carers, advocates, family members and young person's themselves.

The majority of complaints are made by females and the high percentage reflects the nature of the service that the primary parent dealing with children's care issues is generally the mother. However the number of males making complaints has risen to 28% this year from 19.7% in 2014/15.

The gender of complainants is shown in Appendix 3.

### 13.8 Value for Money

The complaint process continues to be implemented by 1fte post. We have reduced the use of external Investigating Officers for Stage 2 complaints and now use SBC Managers to undertake this role.

Improving systems in relation to managing compliments and complaints is a factor in a trend toward improving value for money and improving operational practice from lessons learned.

### 13.9 Community Safety Implications – none

### 13.10 Environmental Impact – none

## 14 Background papers – none

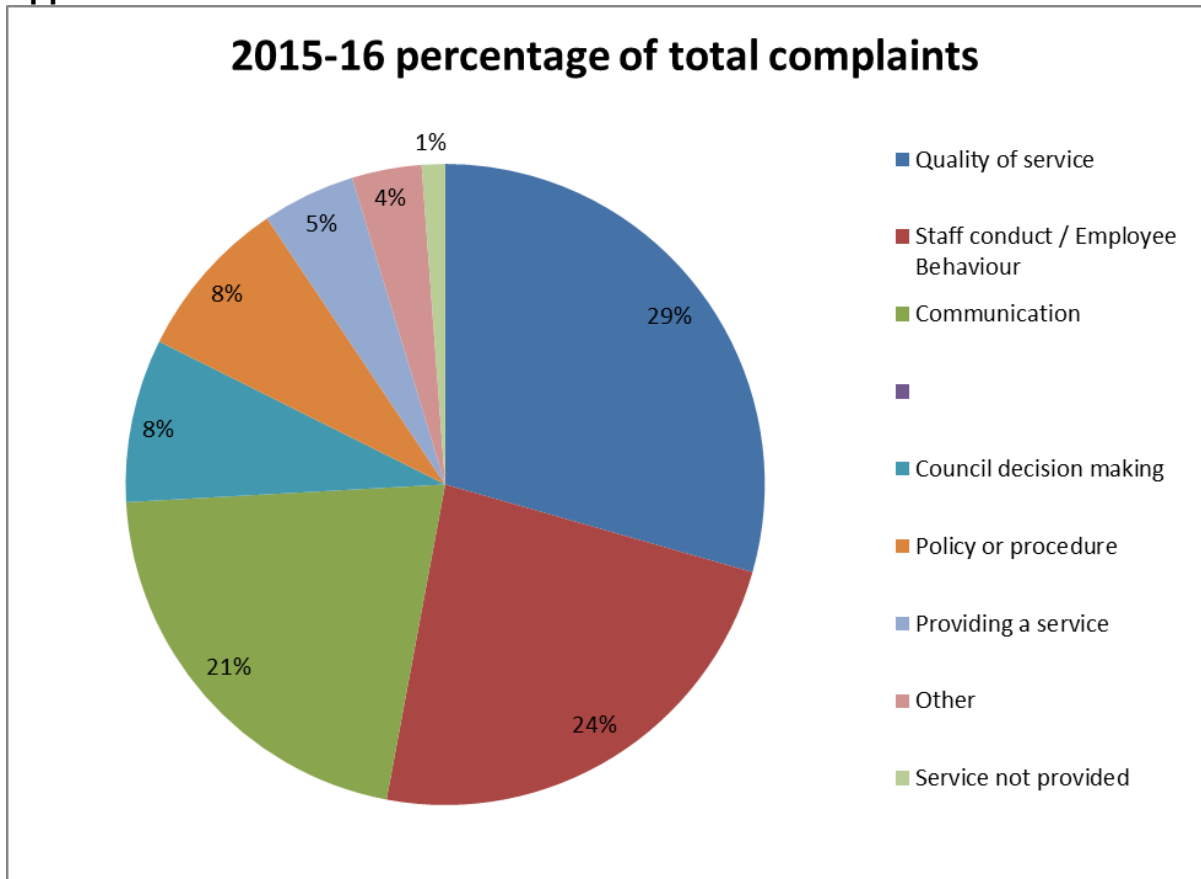
## 15 Appendices

15.1 Appendix 1: Percentage of complaints by cause

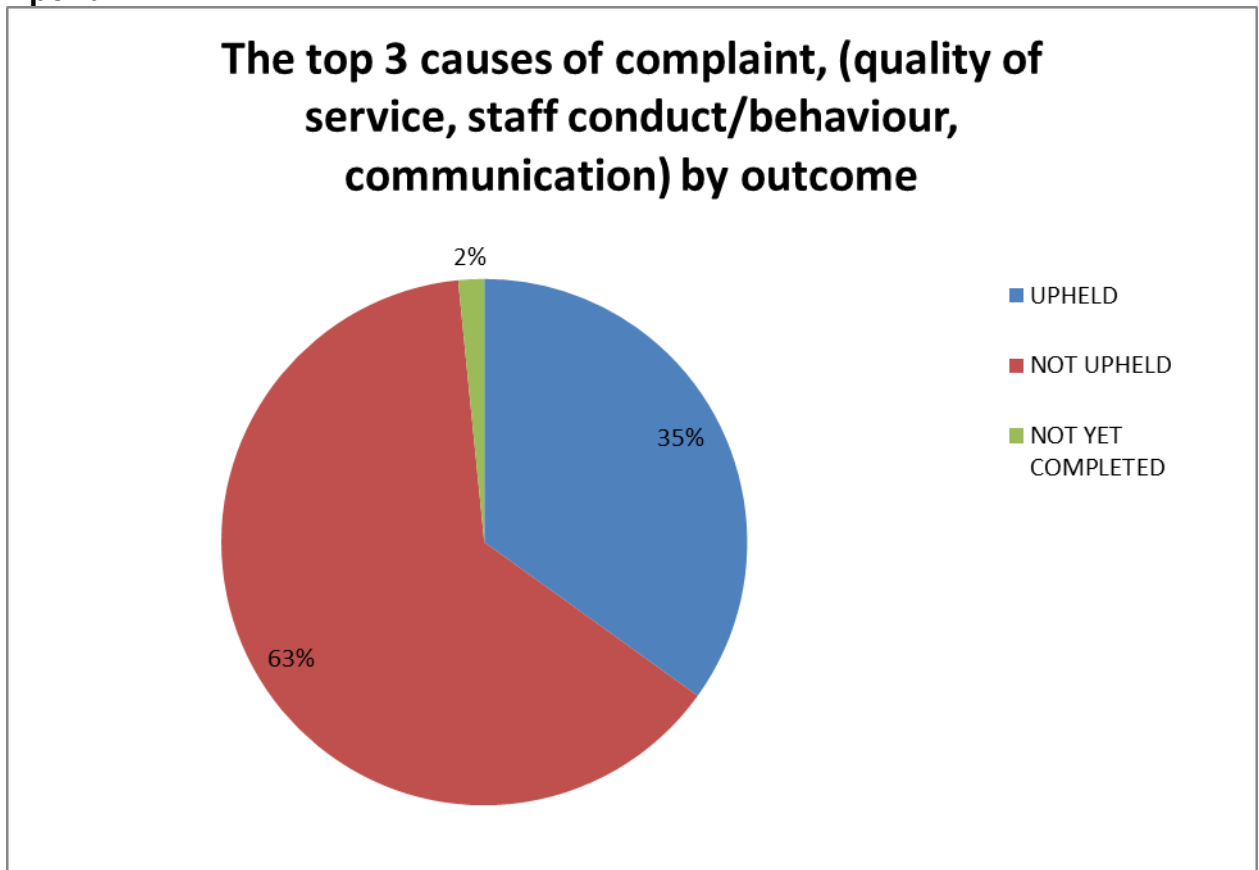
Appendix 2: Percentage outcome of the main causes of complaint

15.3 Appendix 3: Percentages of complaints responded to by timescale

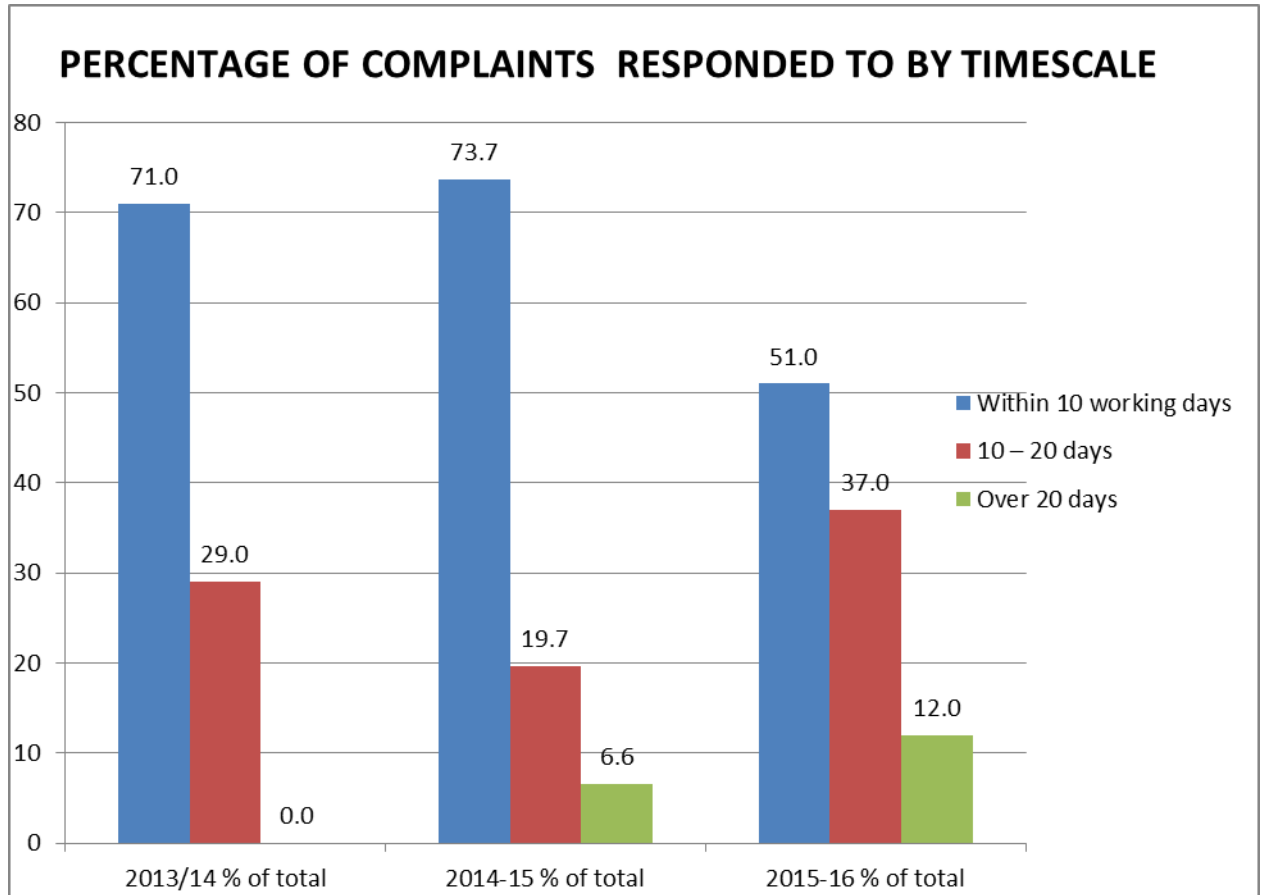
Appendix 1



Appendix 2



Appendix 3



# Southend-on-Sea Borough Council

Report of Corporate Director for Corporate Services

to

**Cabinet**

on

**20 September 2016**

Report prepared by: Tim MacGregor, Team Manager, Policy  
& Information Management

<b>Agenda Item No.</b>
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## **Corporate Comments, Complaints and Compliments - 2015-16**

**Place, People, Policy & Resources; Scrutiny Committee – Executive Councillor:  
Councillor Lamb**

### **A part 1 Public Agenda Item**

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#### **1. Purpose of Report**

- 1.1 To report on the performance relating to corporate comments, complaints and compliments process and to provide comparisons with previously reported results. Complaints and compliments in respect of adult and children's social care functions are subject to their own statutory processes and are not monitored by the corporate procedure. Their results are reported separately.

#### **2. Recommendations**

- 2.1 To note the performance of the corporate complaints process between April 2015 and March 2016.**

Refer the report directly to all Scrutiny Committees.

#### **3. Background**

- 3.1. The three stage complaints procedure outlined in **Appendix 1** has been in place since 2009 and is well established throughout the organisation
- 3.2 The Council's corporate comments, complaints and compliments process deals with all general feedback about the Council. As well as the children and adult social care statutory complaints there are certain other functions which are outside of the corporate procedure which have their own processes. Examples include appeals against parking tickets and concerns about schools.
- 3.3 The benefits in operating a feedback process include:
- To learn lessons from the types of feedback made

- To help improve service delivery
- To improve the consistency and timeliness of responses
- To reflect sector wide and Local Government Ombudsman (LGO) best practice.

3.4 This report, therefore, provides an update on how the process is working and an analysis of customer feedback data.

#### 4. PERFORMANCE TO DATE

##### 4.1 Performance

Details of performance data for 2015/16 is set out in [Appendices 2 to 5](#).

402 Stage 1 complaints were received during 2015/16, reflecting a decrease of 5.7% compared to the 425 complaints reported for 2014-2015 and 420 complaints in 2013-14.

The monitoring system that is in place highlights trends and issues that are subject to complaints. Areas that have been of note, at all stages, for 2015/16 include:

- Quality of service – 32%
- Providing a service – 32%
- Staff conduct/employee behaviour – 14%

##### 4.2 Complaints by Directorate with Response Times

Department	Stage 1 & 2 Total Complaints Apr 2013-Mar 2014	Responded to in 10 working days	Stage 1 & 2 Total Complaints Apr 2014-Mar 2015	Responded to in 10 working days	Stage 1 & 2 Total Complaints Apr 2015-Mar 2016	Responded to in 10 working days
Corporate Services	40	80%	38	92%	62	81%
Department for People	48	79%	44	80%	41	68%
Department for Place	372	80%	379	92%	344	83%
Public Health					1	100%
<b>Grand Total</b>	<b>460</b>	<b>80%</b>	<b>461</b>	<b>87%</b>	<b>448</b>	<b>80%</b>

The number of stage 3 complaints received was 15, compared to 24 in 2014/15. Response times for Stage 3 complaints continue to be a challenge, taking an average of 44.5 days compared to 57 days in 2014/15. Complaints that escalate to Stage 3 are by their nature more complex and sometimes involve situations where it is not possible for the Council to meet complainants' wishes. However,



the response times are longer than desired and work will continue to reduce response times. It should also be noted that the process of early advice and assistance at Stage 2 by the corporate complaints member of staff resulted in less complaints progressing to the final stage of the process than would otherwise be the case.

### 4.3 Nature of Complaints

**Appendix 2** sets out the nature of all complaints under the following headings:

- Communication
- Decision making
- Discrimination
- Policy or procedure
- Providing a service
- Service not provided by council
- Staff conduct/staff behaviour
- Quality of service

The main areas of concern for 2015-16 were: providing a service (151); quality of service (154) and staff conduct/behaviour (67).

### 4.4 How the Complaints Were Received

The four year trend chart in **Appendix 3** shows that 65% of complainants contacted the Council by e-mail or the website, an increase from 61% for 2014/15 (and 50% in 2012/13) reflecting the work undertaken to encourage customers to use the website as their channel of choice. Complaints submitted by letter, phone and face to face are also on a downward trend.

### 4.5 Progression of complaints and satisfaction

- 89% of stage 1 complainants were satisfied with their response which is in line with 2014/15 reported figure of 90%.
- Of the 45 complaints that were addressed at stage 2 (there were 36 in 2014/15) 23 related to either quality of service or providing a service.
- The use of mediation between stages 2 and 3 will continue to be used, where appropriate, in an effort to further reduce the number of complaints reaching stage 3. Whilst the aim continues to be to resolve complaints at the earliest point it is worth noting that of the 15 stage 3 complaints investigated 2 were upheld.
- 4 complainants that completed the corporate process (in 2015-16) escalated their concerns to the Local Government Ombudsman. Of these 2 were closed after initial enquiries; 1 was not upheld as the claimed injustice was speculative and 1 was determined 'no fault' with the Council's action.

### 4.6 Complaint Resolution

The emphasis on learning from customer feedback continues to inform reviews to provide improved targeted services. This is evidenced by how complaints have been resolved:-

- Specific action has been taken in 44% of cases - by doing something that had not been done, carrying out work or putting something right.
- 30% of customers that complained received an apology when the Council had not got things right and no further action was needed, other than to apologise, or explain why the Council had taken a particular course of action.
- 24% of complaints required no action. This was where our actions were reviewed but deemed to be correct and no apology was required.
- 5 cases required a process review.

The chart in **Appendix 4** reflects the breakdown of complaints by resolution.

### 4.7 Learning Points

The continuous review of customer feedback, and resulting changes to service provision, will continue. A pro-active approach on learning points will also continue so that:-

- Previously identified trends will be monitored to ensure that the resulting service changes are reducing the number of related complaints.
- Continuous review of responses to ensure that identified service improvements that have been promised are implemented.

Examples of service improvements as a result of complaints and customer feedback include:

- A revised policy on dealing with abandoned vehicles, to make the process easier for those reporting incidents was agreed.
- Information on the rights of appeal for benefit claimants was revised on standard letters and the website.
- In response to a complaint about lack of transparency, the South Essex Homes Decant and Management Move Procedure was updated and made a public document.
- School transport appeals - reasoning is set out more in more detail both in appeal reports and letters to appellants;
- Reminders were issued to staff to replace food caddies appropriately, helped by a new category created on the Lagan customer service system to record where food cadies have not been replaced properly;
- Refuse vehicles are being fitted with 'on-board' systems to enable the direct reporting of service failures/requests, to refuse vehicles, enabling a swifter response.

### 4.8 Comments and Compliments

Govmetric, the customer satisfaction measurement tool used by the Council, specifically captures the provision of service by the Customer Service Centre and Council website and these figures are reflected in the Corporate Services analysis. It is anticipated that as the drive towards encouraging customer use of web based channels continues and results in less personal interaction between the Council and residents, so will the opportunities to receive compliments.

## Appendix C

Of the 1,673 comments and compliments recorded for Corporate Services in 814 were compliments, which compares to 505 recorded last year.

Comments received are responded to by the service and those making comments advised if their suggestion is to be taken up or not. Compliments are acknowledged and shared with the appropriate Head of Service to inform the service or member of staff. This may then inform the staff's performance review discussion.

The table below shows the 3 year comparison on total number of comments and compliments received by each Directorate.

Department	Total 2013/14	Total 2014/15	Total 2015/16
Corporate Services	1694	1326	1673
Department for People (excluding statutory complaints)	7	7	2
Department for Place	288	222	337
<b>Grand Total</b>	<b>1989</b>	<b>1555</b>	<b>2012</b>

### 5. LOCAL GOVERNMENT OMBUDSMAN (LGO)

56 complaints and enquiries about the Council were made to, and decided upon by the Ombudsman. This compared to 53 for 2014/15. Of the 56 complaints, 25 were categorised as 'referred back to the Council for local resolution', 12 were closed after initial enquiries, four were not referred on to the Council, and for one, advice was provided by the LGO to the complainant.

Of the remaining 14, seven were not upheld and seven were upheld. Of the 7 upheld, three were in adult services, one was in Benefits & Tax, one was in 'Corporate & other services' one in 'environmental services & public protection & regulation' and one was in planning.

[\*Prior to 2013/14 this category was known as 'premature complaints' and did not form part of the Ombudsman's statistics].

The LGO's annual review letter, including the breakdown of the results is attached at **Appendix 5**.

Alongside the statistical information the Ombudsman also publishes a yearly report on local government complaint handling. The report includes a summary of complaint statistics for every local authority in England which provides an opportunity for the Council to compare its performance against other Council's.

## Appendix C

The table below shows comparisons with a small number of other similar authorities.

Local authority	Complaints/ enquiries made 14/15	Complaints upheld 14/15	Complaints/ enquiries made 15/16	Complaints upheld 15/16
Southend on Sea	58	5	54	7
Blackpool	50	9	47	7
Medway	137	19	97	19
Plymouth	90	10	102	19
Thurrock	82	5	82	9
Isle of Wight	70	6	60	14
Central Bedfordshire	58	6	65	10

## 6 MONITORING AND REPORTING

Regular reporting continues to inform Departmental Management Teams to coincide with their monthly report on performance.

## 7. CONCLUSIONS

The process continues to deliver improved performance and a more robust system of monitoring and real service improvements.

## 8 Corporate Implications

### 8.1 Contribution to Council's Vision & Corporate Priorities

Customer feedback and complaints management is directly relevant to the Council's corporate priorities.

### 9 Financial Implications

Service improvements and mediation continue to result in meaningful outcomes for customers and so ensure getting things right first time.

### 10 Legal Implications

This process is overseen by the Local Government Ombudsman

### 11 People Implications - See 14

12 Property Implications - None

13 Consultation - None

14 Equalities and Diversity Implications

The complaints process is open to all and has multiple methods of access for customers. Equality and diversity implications are a routine part of the process in recording customers details and are considered as part of any response. Mediation ensures people that may be vulnerable are able to access this service and receive the appropriate support.

15 Risk Assessment

16 Value for Money

The continued drive to resolving complaints as early as possible in the process reduce officer time spent dealing with concerns as well as providing the opportunity to improve service delivery.

17 Community Safety Implications - None

18 Environmental Impact - None

19 Background Papers – None

20 **Appendices**

Appendix 1 The Council's Comments, Complaints & Compliments Procedure

Appendix 2 Nature of Complaints

Appendix 3 How Stage 1 Complaints Were Received

Appendix 4 Complaint Resolution

Appendix 5 Local Government Ombudsman Annual Review Letter 2016

## **Appendix 1 – Southend-on-Sea Borough Council 3 Stage Process**

### **Complaints**

#### **Stage 1**

An initial complaint responded to by the respective service Group Manager.

#### **Stage 2**

A complaint that has been responded to but where the complainant is still unhappy and a response is required from the appropriate Director or Head of Service.

#### **Stage 3**

If the complainant is still unhappy after the Stage 2 process, they have a right of appeal to the Council's Chief Executive and Leader of the Council. In the first instance mediation is offered, if unsuccessful an investigation is undertaken and a report presented to the Chief Executive for consideration.

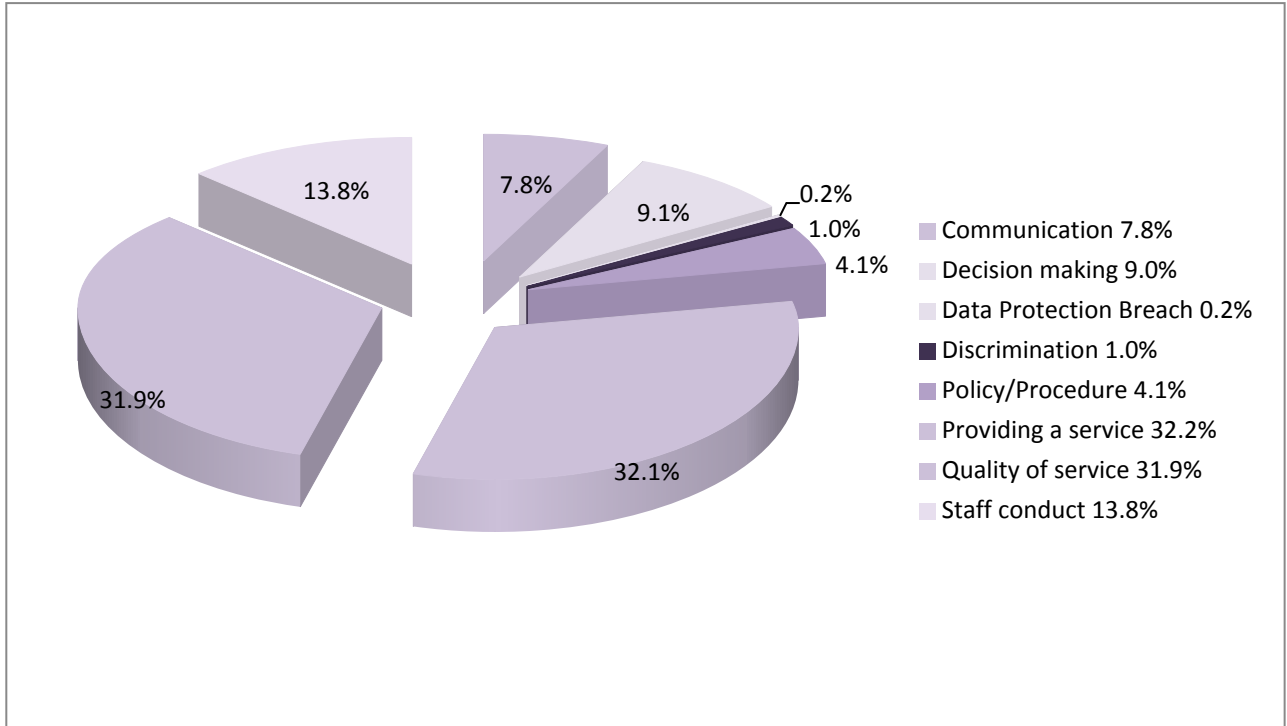
### **Comments and Compliments**

Any comment or compliment should be responded to within 10 working days. If a suggestion is not to be progressed then an explanation should be provided. Compliments must be gratefully acknowledged. Comments & Compliments should be logged into Covalent, the Council's system for recording feedback, by the Departmental Complaints Officer and reported as part of routine reporting to DMT.

Any compliments relating to staff should be shared with the appropriate Head of Service to share with his or her team member

Appendix 2 – Nature of Complaints – April 2015 to 2016

Total: 486



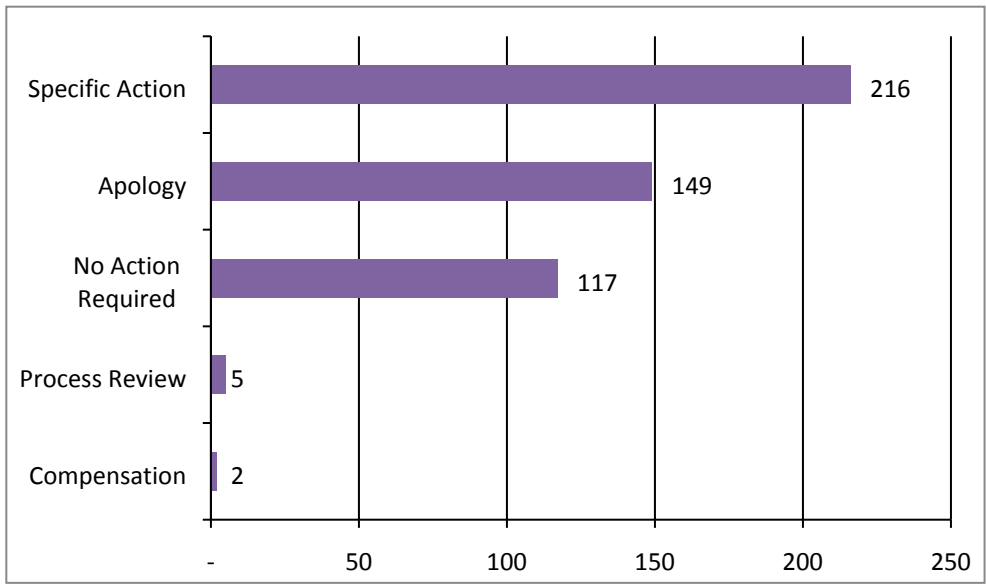
**Appendix 3 – 3 year Comparison of How Stage 1 complaints were received**

	2012/2013	2013/2014	2014/2015	2015/2016
Email	33%	29%	23%	34%
Internet	17%	18%	39%	31%
Telephone	26%	37%	30.5%	25%
Other	0%	1%	0.5%	0.5%
Letter / post	18%	10%	6%	9%
In person	6%	5%	1%	0.5%



**Appendix 4 Complaint Resolution April 2015 to 2016**

**Total 489**



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21 July 2016

*By email*

Rob Tinlin  
Chief Executive  
Southend-on-Sea Borough Council

Dear Rob Tinlin,

### **Annual Review Letter 2016**

I write to you with our annual summary of statistics on the complaints made to the Local Government Ombudsman (LGO) about your authority for the year ended 31 March 2016.

The enclosed tables present the number of complaints and enquiries received and the decisions we made about your authority during the period. I hope that this information will prove helpful in assessing your authority's performance in handling complaints.

Last year we provided information on the number of complaints upheld and not upheld for the first time. In response to council feedback, this year we are providing additional information to focus the statistics more on the outcome from complaints rather than just the amounts received.

We provide a breakdown of the upheld investigations to show how they were remedied. This includes the number of cases where our recommendations remedied the fault and the number of cases where we decided your authority had offered a satisfactory remedy during the local complaints process. In these latter cases we provide reassurance that your authority had satisfactorily attempted to resolve the complaint before the person came to us. In addition, we provide a compliance rate for implementing our recommendations to remedy a fault.

I want to emphasise that these statistics comprise the data we hold, and may not necessarily align with the data your authority holds. For example, our numbers include enquiries from people we signpost back to the authority, but who may never contact you.

In line with usual practice, we are publishing our annual data for all authorities on our website, alongside an annual review of local government complaints. The aim of this is to be transparent and provide information that aids the scrutiny of local services.

### **Effective accountability for devolved authorities**

Local government is going through perhaps some of the biggest changes since the LGO was set up more than 40 years ago. The creation of combined authorities and an increase in the number of elected mayors will hugely affect the way local services are held to account. We have already started working with the early combined authorities to help develop principles for effective and accessible complaints systems.

We have also reviewed how we structure our casework teams to provide insight across the emerging combined authority structures. Responding to council feedback, this included reconfirming the Assistant Ombudsman responsible for relationship management with each authority, which we recently communicated to Link Officers through distribution of our manual for working with the LGO.

## **Supporting local scrutiny**

Our corporate strategy is based upon the twin pillars of remedying injustice and improving local public services. The numbers in our annual report demonstrate that we continue to improve the quality of our service in achieving swift redress.

To measure our progress against the objective to improve local services, in March we issued a survey to all councils. I was encouraged to find that 98% of respondents believed that our investigations have had an impact on improving local public services. I am confident that the continued publication of our decisions (alongside an improved facility to browse for them on our website), focus reports on key themes and the data in these annual review letters is helping the sector to learn from its mistakes and support better services for citizens.

The survey also demonstrated a significant proportion of councils are sharing the information we provide with elected members and scrutiny committees. I welcome this approach, and want to take this opportunity to encourage others to do so.

## **Complaint handling training**

We recently refreshed our Effective Complaint Handling courses for local authorities and introduced a new course for independent care providers. We trained over 700 people last year and feedback shows a 96% increase in the number of participants who felt confident in dealing with complaints following the course. To find out more, visit [www.lgo.org.uk/training](http://www.lgo.org.uk/training).

## **Ombudsman reform**

You will no doubt be aware that the government has announced the intention to produce draft legislation for the creation of a single ombudsman for public services in England. This is something we support, as it will provide the public with a clearer route to redress in an increasingly complex environment of public service delivery.

We will continue to support government in the realisation of the public service ombudsman, and are advising on the importance of maintaining our 40 years plus experience of working with local government and our understanding its unique accountability structures.

This will also be the last time I write with your annual review. My seven-year term of office as Local Government Ombudsman comes to an end in January 2017. The LGO has gone through extensive change since I took up post in 2010, becoming a much leaner and more focused organisation, and I am confident that it is well prepared for the challenges ahead.

Yours sincerely



Dr Jane Martin  
Local Government Ombudsman  
Chair, Commission for Local Administration in England

**Local Authority Report:** Southend-on-Sea Borough Council  
**For the Period Ending:** 31/03/2016

For further information on how to interpret our statistics, please visit our website:  
<http://www.lgo.org.uk/information-centre/reports/annual-review-reports/interpreting-local-authority-statistics>

## Complaints and enquiries received

Adult Care Services	Benefits and Tax	Corporate and Other Services	Education and Children's Services	Environment Services	Highways and Transport	Housing	Planning and Development	Other	Total
11	11	1	10	5	6	6	3	1	54

## Decisions made

Decisions made				Detailed Investigations			
Incomplete or Invalid	Advice Given	Referred back for Local Resolution	Closed After Initial Enquiries	Not Upheld	Upheld	Uphold Rate	Total
4	1	25	12	7	7	50%	56

### Notes

Our uphold rate is calculated in relation to the total number of detailed investigations.

The number of remedied complaints may not equal the number of upheld complaints. This is because, while we may uphold a complaint because we find fault, we may not always find grounds to say that fault caused injustice that ought to be remedied.

The compliance rate is the proportion of remedied complaints where our recommendations are believed to have been implemented.

### Complaints Remedied

by LGO	Satisfactorily by Authority before LGO Involvement	Compliance Rate
4	0	100%

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# Southend-on-Sea Borough Council

Agenda  
Item No.

Report of Corporate Director for  
People

to

Cabinet

on

20<sup>th</sup> September 2016

Report prepared by: Carol Compton Group Manager, Early  
Help Family Support & Youth Offending Service

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## Early Help Family Support Strategic Plan

People Scrutiny Committee

Executive Councillor: Councillor James Courtenay

A Part 1 Public Agenda Item

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### 1. Purpose of Report

- 1.1 To present the Early Help Family Support Strategic Plan 2016 and accompanying action plan for consideration

### 2. Recommendation

That Cabinet approves the Strategic Plan and action plan attached as Appendix

### 3. Background

- 3.1 As of April 2016, the former Integrated Locality Service and Streets Ahead, the service responsible for delivering the Troubled Family Programme in Southend, were refreshed and brought together. These services, alongside the Integrated Youth Support Service (IYSS) are now known as the Early Help Family Support & Youth Offending Service.
- 3.2 The purpose of the proposed document is to establish a Strategic Plan that governs local delivery of the refreshed Early Help Family Support Service. A separate Strategic Plan that covers those programmes in place in the operational area covered by Southend Youth Offending Service (YOS) has also been established.

### 4. Other Options

- 4.1 Whilst there is an option not to have a Strategic Plan overseeing the governance of Early Help Family Support this is not recommended

## **5. Reasons for Recommendations**

- 5.1 The Plan requires us all to support children and families to address their needs at the lowest possible level, to prevent their needs escalating and to not refer to services at a higher level until we are sure we have done everything we possibly can to meet such needs at a lower level.
- 5.2 The plan gives a clear focus and enables resources to be directed at those actions that will make the biggest improvement in outcomes for children, young people and their families.
- 5.3 It will enable the focus of work to move into Phase 2 of the Early Help Refresh and provide a base from which much wider integration with partners can be established, beyond the new 'core' EHFS service, and alignment with other key transformation programmes.

## **6. Corporate Implications**

### **6.1 Contribution to Council's Vision & Corporate Priorities**

Achieving the priorities set out in the proposed Southend Early Help Family Support Strategic Plan 2016-17 will contribute to the Council's vision and aims to create a better Southend - safe, healthy, prosperous and excellent. It will also meet the Council's priorities of: reducing crime and disorder and anti-social behaviour; improving outcomes for vulnerable children; enhancing the prosperity of Southend and its residents; increasing the life chances of people living in Southend and becoming a higher performing organisation.

### **6.2 Financial Implications**

This plan is deliverable within the resources available within the Council and DCLG Grant Funding.

### **6.3 Legal Implications**

None

### **6.4 People Implications**

None

### **6.5 Property Implications**

None

### **6.6 Consultation**

This plan has been devised following staff consultations, and consultation with partner agencies and organisations.

### **6.7 Equalities and Diversity Implications**



The proposed plan will help to promote equalities by focussing on improving outcomes for all children and young people and narrowing the gap between those who do well and those who do not.

#### 6.8 Risk Assessment

Risk management is an active process within Southend EHFS & YOS, one which is incorporated into our performance management framework

#### 6.9 Value for Money

Agreeing key priorities and actions ensures that available resources are targeted at children and families as soon as difficulties start to emerge or when there is a strong likelihood that challenges for a young person may emerge in the future.

#### 6.10 Community Safety Implications

The proposed plan, alongside the Youth Offending Strategic Plan delivers strategies and planned actions for keeping children and young people safe

#### 6.11 Environmental Impact

None

### 7. **Background Papers**

None

### 8. **Appendices**

Appendix 1 – Early Help Family Support Strategic Plan  
Appendix 2 - Early Help Family Support Action Plan

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# **Early Help Family Support Strategic Plan 2016-2017**

Carol Compton

Group Manager Early Help Family Support & Youth Offending Service

August 2016

# CONTENTS

## Sections

1. Role and Purpose
2. Structure and Governance
3. Partnership Arrangements
4. Priorities
5. The Vision
6. Service Delivery Plan
7. Risk Management

## 1. Role and Purpose

The service aims to enable all Southend's contributors to Early Help to: act before the needs of children and families escalate; focus on achieving priority outcomes for those children, young people and families who need it the most; give every child the opportunity to reach their full potential; and to have flexible services that provide the right support, at the right time and at the right level.

Early help means providing help for children and families as soon as difficulties start to emerge or when there is a strong likelihood that challenges for the young person may emerge in the future. Although research shows that the greatest impact can be made during a child's early years, early help is not just for very young children as problems may emerge at any point throughout childhood and adolescence. Early help includes targeted services designed to reduce or prevent specific problems from becoming entrenched.

Building on existing best practice and processes, the new service provides:

- A single, integrated system and 'front door' for the identification, referral, assessment, and monitoring of Early Help.
- A core offer to schools, early years settings and GPs to support them to fulfil their statutory duties with regard to Early Help.
- A traded service to provide additional Early Help support to individual schools, particularly with regard to improving school attendance.
- A specialist whole family support service to meet complex needs and fulfil the troubled families agenda
- An offer of support and guidance to all providers of Early Help services to children and young people.

The purpose of this document is to establish a Strategic Plan that governs local delivery of the refreshed Early Help Family Support Service. A separate Strategic Plan that covers those programmes in place in the operational area covered by Southend Youth Offending Service (YOS) has also been established.

The document will outline the expectations placed upon Southend Early Help Family Support Service, effective partnership arrangements with both the statutory and voluntary sector, and how these arrangements generate effective outcomes for children and young people who need Early Help and/or Family Support. Achieving these expectations contributes to the Ofsted Improvement Plan in meeting the recommendations from the recent Ofsted Inspection of Children's Services, in particular, Recommendations 4 and 8.

The success of this document as an Early Help strategy will be evidenced by its ability to provide children and families with help as soon as needs present themselves, regardless of age, to prevent those needs from escalating and requiring more intensive help and support later on.

It will demonstrate the interface with Southend Youth Offending Service and other partners, and the need to work closely with other major transformation programmes to realise Southend's ambitious vision for Early Help.

## 2. Structures and governance

Integrated governance has been established since February 2016 in the form of The Early Help Governance Group with a wide representation of partners. Terms of Reference have been signed off by the Success for All Group. The Early Help Governance Group will operate as a Task & Finish group until summer 2017 to oversee Phase 2 of the Early Help Refresh.

Likewise Early Help Family Support performance and priorities contribute to the priorities and strategic actions of the borough's Children & Young People Plan. 'Continue to reduce crime, disorder and anti social behaviour' and 'Continue to improve outcomes for vulnerable children' remain amongst the borough's corporate priorities thus ensuring the Service works closely with all other relevant partner agencies and that there is a clear understanding across the partnership of issues and needs of young people.

The need to improve outcomes for our most vulnerable and hard to reach children, young people and their family's remains a high priority for the council and the Children's Partnership. Within the context of tighter council budgets, we are all now moving more swiftly to target resources to those most in need. Our shared vision for all Southend children and young people is to help them raise their aspiration and achievement, ensure they have the opportunities they need for inclusion, facilitate their participation in decision making that affects their lives and strive for excellence in the services we provide for them.

## 3. Partnership arrangements

The Integrated Youth Support Service (IYSS) has now been further refreshed and from 1 April 2016 is now incorporated as part of the Early Help Family Support & Youth Offending Service. It incorporates the following teams and services:

- Youth Offending Service
- Connexions team
- Targeted Youth Support team/Young Carers
- Troubled Families
- Integrated Locality Service/Early Help
- Young Persons Drug & Alcohol Team
- Teenage Pregnancy
- Community Engagement
- All Children reported to the Police and registered as Missing
- Standard and Medium Domestic Abuse referrals

The Youth Offending Service continues to fulfil its statutory duty under the Crime & Disorder Act to prevent offending and re-offending across the borough of Southend.

Our overarching aim is to close the divide between families that have access to opportunities and those that do not by creating role models, strengthening families, targeting services and focusing delivery in the community.

The focus of work now moves into Phase 2 of the Early Help Refresh. This phase is complex in that it seeks to establish much wider integration with partners, beyond the new 'core' EHFS service, and alignment with other key transformation programmes.

Phase 2 is about whole system change and is, therefore, inter-related with the other transformation programmes, such as A Better Start and Integrated Health Commissioning

## 4. Priorities

### **Key Objectives and Targets for 2016-17**

Safeguarding and promoting the welfare of children and vulnerable adults is the responsibility of us all and families must be encouraged and supported to identify their own issues and solutions. It must also be recognised that Early Help spans a wide spectrum of services, provided by a wide range of agencies to meet a wide range of needs and that all children, young people and families' needs should be met by universal services wherever possible.

Our aims are to:

- Work with families at the earliest opportunity to prevent needs from escalating.
- Professionals have confidence that if they submit a request for early help, the needs of the child and/or family will be met regardless of thresholds;
- Early Help Assessment is through a single, cumulative assessment process
- All aspects of Early Help assessment and the impact of the help provided are recorded and tracked in a systematic way.
- Ensure that Early Help and Statutory Thresholds are appropriately allocated from the first point of contact working towards achieving Ofsted Recommendations 4 and 8.

### **Key Objectives:**

- Embed the Single Front Door process
- Embed the co-location of First Contact Front Door with the EHFS Front Door working together to ensure needs are met regardless of thresholds working towards achieving Ofsted Recommendation 4
- Ensure the new integrated front door provides the mechanism to capture Southend's offer more extensively, including the preventative / early intervention services provided through Children's Centres, Public Health, Integrated Commissioning, ABS, VCS, etc.
- Establish much wider integration with partners, beyond the new 'core' EHFS service, and alignment with other key transformation programmes

## 5. The Vision

Working together will enable us to shift away from managing short time crises towards effective support and intervention at the earliest stage possible and, in doing so we are committed to the following common set of principles:

- all children, young people and families need's will be met by universal services wherever possible
- families will be encouraged and supported to identify their own issues and solutions

- we will build resilience and the capacity to achieve by having a joined up approach to families' needs
- we will improve the identification of children in need and in need of protection through increased understanding of the impact of an adult's problems on a child's life
- we will have an honest, open and transparent approach in supporting children and their families
- we will work with families at the earliest opportunity in order to stop problems from escalating
- we will adopt a multi agency/disciplinary approach to both assessment and intervention
- safeguarding and promoting the welfare of children and vulnerable adults is the responsibility of us all

It will also work towards the vision of 'Creating a Better Southend' by:

- Continuing to reduce crime, disorder & anti social behaviour
- Continuing to improve outcomes for vulnerable children and adults
- Reducing inequalities & increasing the life chances of people living in Southend
- Delivering cost effective, targeted services that meet the identified needs of our community
- Fulfilling the duty to safeguard and promote the welfare of children in line with 'Working Together to Safeguarding Children'.
- Working to achieve the aims and objectives of the School Improvement Strategy 'Improving Learning Together'
- Working alongside and enhancing the aims and objectives of the Southend Better Care Fund plan and A Better Start project.

It will incentivise partners to work collaboratively whilst recognising the statutory responsibilities of all involved and enable families to take responsibility for their past, present and future - to look at their family dynamics as a whole.

Shared outcomes will also increase communication between professionals, support families to turn-around quicker and establish long term sustainable change which, in turn, will result in measurable cost savings to all agencies.

## 6. Service Delivery Plan

The Service requires us all to support children and families to address their needs at the lowest possible level, to prevent their needs escalating and to not refer to services at a higher level until we are sure we have done everything we possibly can to meet such needs at a lower level.

Furthermore, it will enable us to adhere to DCLG 4 Key Principals and Conditions of Grant:

1. A full family assessment identifying all needs for all family members in the household.
2. A SMART action plan incorporating all needs for all family members in the household.
3. A dedicated family worker, who is known by all members of the family.
4. All identified needs are aligned with the Local Authorities Outcome Plan and these needs are met and sustained over the appropriate time frame before a claim can be made.

### **Service Delivery Plan - Objectives**

The table below clarifies the threshold between levels, whilst recognising that every family member is unique and decisions concerning level of need require reflection, discussion and professional judgement.



Level	Needs	Outcomes
<p><b>Level 1 - Universal</b>  A broad set of support which aims to increase the protective factors and decrease the risk factors facing children, young people and families.  The complex mix of individual, family and community factors which combine to keep individuals safe and well, and for any problems or concerns to be tackled informally and quickly, without the need for more specialist support.</p>	<p>All children and families who live in Southend have core needs</p>	<p>Children &amp; young people make good progress in most areas of development</p>
<p><b>Level 2 – Targeted/Emerging Needs</b>  Children &amp; families have emerging needs where a range of early help services may be required, co-ordinated through an early help assessment where there are concerns for a child's well-being or a child's needs are not clear, not known or not being met.   Accessed via TACAF, Children &amp; Family Panels, YOS Prevention</p>	<p>Average of 1-2 presenting issues and additional support required</p>	<p>Life chances of children and families will be improved by offering additional support.   De-escalation from Social Care Escalation to Level 3 prevented.</p>
<p><b>Level 3 - Complex/Intensive</b>  Children &amp; Families have multiple needs that require complex support  Accessed via EHFS Intensive support and/or Troubled Families Expanded Programme</p>	<p>Average of 3 – 8 presenting issues within the family and Intensive support required</p>	<p>Life chances will be significantly impaired without this support.   Interconnected and layered problems and dynamics are reduced.   Escalation to Level 4 prevented.</p>
<p><b>Level 4 - Statutory</b>  Child Protection  Care Proceedings  Child in Need  Youth Statutory Orders/Custody  Youth Treatment Orders</p>	<p>Children &amp; young people who have suffered or are likely to suffer significant harm as a result of abuse or neglect</p>	<p>Likely to suffer significant harm and/or serious and lasting impairment without the intervention of statutory services</p>

All requests for Early Help Family Support are submitted through the revised Early Help Family Support Assessment (EHFSA) with the exception of Stage 4 requests (e.g.: those with acute needs, or in need of protection) which go straight to First Contact.

All EHFSA's are accepted and acknowledged within 24 hours through the existing Early Help contact point email address. The Duty Manager assesses all requests, looking at both current and historic issues for ALL family members and is available for professionals and families to seek advice. Every request is allocated measurable outcomes, and impact is monitored and tracked against the borough's Outcomes Plan.

All children and their families have access to a wide range of specialists throughout the Early Help Family Support & Youth Offending Service. This includes youth workers, domestic abuse worker, missing & CSE Co-ordinator, connexions workers, a police officer, a young person's mental health worker, young carer's worker, teenage pregnancy worker, young person's drug & alcohol workers and youth offending workers.

This results in one of four outcomes of which referrers are notified within 48 hours:

1. Alternative help suggested as no other concerns or issues within the family and the presenting issue is better addressed at a universal level with support from Early Help Community & Information Officers
2. Children and families have emerging needs and will be supported via TACAF, Children & Family Panels (chaired weekly by the Early Help Family Support Service) or other services within EHFS – eg YOS prevention
3. Family has multiple needs and will be supported through EHFS Intensive Support;
4. Immediate Safeguarding concerns about significant harm; referral discussed with First Contact team and referrer notified.

1. The restructure of services has strengthened the community team by bringing together, on the ground community knowledge and experience with the SHIP information Service. These two community elements complement each other and together will provide a comprehensive service for families needing information and support accessing universal services.

The community team will signpost to provision, accompany families if required and keep in touch after provision has been located to ensure that it has met the needs of the family. *'Keeping in touch'* will prevent families escalating to more intensive levels of service and ensure that the most appropriate and relevant provision is provided. The Community & Information team will respond to referrals quickly and informally, without the need for more specialist help.

They also encourage uptake of community projects, involvement in Community Hubs, inform families of community activities and undertake monthly telephone contact for an agreed monitoring period. Volunteers are also able to offer both family and 1-1 mentoring.

2. The Team Around the Child/Young Person and Family (TACAF) support need at the lowest level. A TACAF can be accessed via de-escalation from Children and Family panel or directly following referral into the front door. Families will go straight to TACAF level if the lead professional has already identified services/agencies to meet the needs of the child/family.

Actions are agreed by all including the family and reviewed on a six weekly basis. The lead professional is responsible for arranging the TACAF meetings and completing the review paperwork. Should during the TACAF process additional actions or safeguarding concerns arise, the lead professional is responsible for referring through the single front door for additional actions or following the SET procedures for safeguarding.

Children & Family Panels have multi-agency membership and continue to be held weekly. Where children and families have emerging needs, the Panel appoints a Lead Professional to oversee the agreed Action Plan, ensuring that SMART outcomes meet the needs of the family.

The Lead Professional where applicable, completes a whole family assessment. This is a full Family Story Assessment carried out with the family within 10-15 days. There are EHFS practitioners within this process who can be either the allocated Lead Professional or can also undertake specific single agency pieces of work and/or assessment as required.

3. All families requiring complex support have an EHFS practitioner as Lead Professional who, in addition to undertaking the full Family Story Assessment, provides intensive support to the family. This includes 7 days per week provision, including early mornings and evenings for up to one year.

Within the Early Help Family Support & Youth Offending Service there is an overall Quality Assurance process which contains standardised measures for all the services to ensure the work undertaken is of a high quality and is effective in achieving outcomes for children, young people and families.

All Children & Family Action Plans and Family Plans specify the support and intervention of both the EHFS Service and any other agency involved with any family member alongside the family's actions.

They include SMART measurable outcomes in line with Southend's Outcome Plan, clear timescales and 6-8 week reviews. All Services complete monthly QA audits, the results of which are compiled into quarterly reports to CSMT and shared with staff.

The overall success of Southend's integrated offer of Early Help is measured by:

- Improved outcomes for children and families in line with Southend's Outcomes Plan.
- Achievement of DCLG performance targets and Payment by Results.
- The quality of professional understanding of the profile of children and families requiring Early Help and their progress across a broader range of outcomes.

Southend's commitment is also to providing the best possible offer of Early Help to children and families across the borough to improve outcomes for the following groups:

	EXPECTED OUTCOMES	LEAD AGENCIES	CONTRIBUTORY AGENCIES
<b>Pre-birth to 9 months</b>	Have improved health outcomes in their development milestones, their general physical health such as dental health, and emotional well-being	Public Health Midwifery Health Visiting Children's Centres A Better Start	Voluntary & Community Sector
<b>Children 0-5 years</b>	Are better prepared for starting school in terms of their health and well-being and preparedness for learning	Public Health Children's Centres A Better Start EY Inclusion EYFS School Improvement Early Help Family Support	Voluntary & Community Sector
<b>Children 5-11 years</b>	Have improved attendance, attainment and progress	Primary schools School Nursing Behaviour support School Improvement Educational Psychology Early Help Family Support Short stay (alternative) provision	Voluntary & Community Sector
<b>Children 11 year +</b>	Are well prepared for their transfer to secondary school and have improved attendance, attainment and progress	Secondary schools Colleges School Nursing EWMHS Early Help Family Support Behaviour Support School Improvement Educational Psychology Short stay (alternative) provision Connexions	Voluntary & Community Sector
<b>CYP with a disability, poor school</b>	Have priority access to targeted services	Schools & Colleges Early Help Family	Voluntary & Community Sector

attendance, living in families beset by poverty arising from unemployment, anti-social behaviour or offending		Support & Youth Offending School Nursing EWMHS (Emotional wellbeing mental health service). Children in Need Police Connexions	
Children with SEN and disability	Receive the assessment and coordinated help they need to close the gap in education and health and social care outcomes	Early Help Family Support Disabled Children Educational Psychology EWMHS (Emotional wellbeing mental health service). Children in Need Connexions	Voluntary & Community Sector
Children at risk of anti-social behaviour and offending	Are identified early and supported to make a positive contribution	Early Help Family Support & Youth Offending SMAART Schools & Colleges Behaviour Support Police Connexions Youth Work	Voluntary & Community Sector
CYP whose needs are assessed via a CAF or EHA and/or have a coordinated approach through a TAC (CAF or Early Support)	Are more likely to experience improved outcomes in health and education, and are less likely to be accommodated, leading to a reduction in the requests for care placements and admissions to care	Early Help Family Support & Youth Offending Children's Centres Youth Work	Voluntary & Community Sector
Parents and carers who have a parenting gap in the care they provide to their children due to difficulties such as learning difficulties, mental health problems, alcohol and substance misuse and/or domestic	Are supported to make sustainable changes and improve their parenting skills	Early Help Family Support & Youth Offending Adult care and support Adult Learning Disability Adult mental Health Adult Alcohol and substance misuse Domestic Abuse Police	Voluntary & Community Sector

<p><b>violence</b></p>		<p>Housing Children in Need</p>	
<p><b>CYP showing the signs and symptoms of maltreatment, neglect or abuse</b></p>	<p>Are identified early, referred to children's social care, have a social work assessment and an intervention appropriate to the assessed needs and risks. Risks are reduced so that children are not left too long in unsatisfactory circumstances, but where risk is not reduced decisive action is taken.</p>	<p>Early Help Family Support Multi-agency referral and assessment Children's social care Police</p>	<p>Voluntary &amp; Community Sector</p>

- **Risks to future delivery**

Risk management is an active process within Southend EHFS & YOS, one which is incorporated into our performance management framework

SERVICE OBJECTIVE	RISK DESCRIPTION	CONTROLS	OWNER
Embed the Single Front Door process	<p>Delay in new process being adopted across all agencies and partners</p> <p>There are currently many views on what the terms Early Help, Early Intervention and prevention mean. This can be a barrier to collective understanding and the role and function of the single point of contact.</p> <p>Lack of awareness of new inspectorate and DCLG requirements</p>	<p>Promotion/workshops to schools and all other agencies to promote new way of working and overcome any barriers.</p> <p>Better understanding across all services and agencies regarding where and to whom it is best to refer families for different aspects of early help (pathways) and why.</p> <p>Southend Outcome Plan to be core to all cases. All Action Plans link to Southend Outcome Plan and monitored via Quality Assurance Audits and supervision.</p> <p>New Database in place Quality Assurance Audits linked to inspectorate requirements.</p>	
Embed the co-location of First Contact Front Door with the EHFS Front Door working together to ensure needs are met regardless of thresholds	Conflict of decision making.	<p>Ensure clear processes are in place</p> <p>Ensure that Duty Managers sit alongside each other so that constructive decision making can take place and appropriate decisions are made for the family.</p>	
Ensure the new integrated front door provides the	Only a proportion of Southend's broad EH offer is recorded, so in an inspection	Achieving effective integration and improved outcomes for	

<p>mechanism to capture Southend's offer more extensively, including the preventative / early intervention services provided through Children's Centres, Public Health, Integrated Commissioning, ABS, VCS, etc.</p>	<p>we can only share a limited picture of our offer and its impact.</p>	<p>children and families is a complex challenge requiring strong corporate and operational leadership.</p>	
<p>Establish much wider integration with partners, beyond the new 'core' EHFS service, and alignment with other key transformation programmes</p>	<p>Co-location of other specialist services with the core EHFS to provide the most appropriate support at the single point of contact, enabling swift access to services which may otherwise be subject to long waiting lists - thus reducing those waiting lists</p>	<p>Need to clarify those resources that are essential to be co-located in EHFS, and those which need to be provided from the broader partnership 'offer'. Work with Integrated Commissioners to explore how Early Help can best align with other major transformation programmes</p>	

**E-signature or signature:**

**Print Name: .....SIMON LEFTLEY..... Date: .....**  
**Director of People Services**

**E-signature or signature:**

**Print Name: .....CAROL COMPTON..... Date: .....**  
**Group Manager EHFS & YOS Service**







## EARLY HELP FAMILY SUPPORT ACTION PLAN

This action plan aligns to the Early Help Family Support Strategic Plan

### Key Challenges for 2016

- Embed the new Single Front Door Process
- Embed the co-location of First Contact Front Door
- Ensure it provides the mechanism to capture Southend's Early Help offer more extensively
- Establish much wider integration with partners, beyond the new 'core' EHFS Service
- Deliver Phase 2 Troubled Families programme

EARLY HELP FAMILY SUPPORT ACTION PLAN				
OBJECTIVES	ACTION	TARGET DATE	HOW WILL THIS BE MEASURED	LEAD
<p><b>A single, integrated system and 'front door' for the identification, referral, assessment, and monitoring of Early Help established and embedded</b></p>	<p>The mechanism for requesting early help (EHA) is accessible and easy to use for all referrers. Professionals have confidence that if they submit a request for early help, the needs of the child and/or family will be met regardless of thresholds; Early Help Assessment is through a single, cumulative assessment process (not multiple assessments);</p>	<p>June 2017</p>	<p>Every request is allocated measurable outcomes, and impact is monitored and tracked against the borough's Early Help Outcomes Plan.</p>	<p>All Team Managers Senior Performance Analyst</p>

<p><b>Children &amp; Family's are supported at a Universal level</b></p>	<p>Encourage uptake of community projects, involvement in Community Hubs, inform families of community activities and undertake monthly telephone contact for an agreed monitoring period.</p>	<p>31.3.17</p>	<p>Improved outcomes for children and families in line with Southend' Early Help Outcomes Plan.</p>	<p>Team manager (Community)</p>
<p><b>Children &amp; Family's with emerging needs are supported</b></p>	<p>C &amp; F Panels have multi-agency membership and continue to be held weekly. Where children and families have emerging needs, the Panel appoints a Lead Professional to oversee the agreed Action Plan, ensuring that SMART outcomes meet the needs of the family. The Lead Professional where applicable, completes Part Two of the EHA. This is a full Family Story Assessment carried out with the family within 10-15 days.</p>	<p>31.3.17</p>	<p>All Children &amp; Family Action Plans and Family Plans specify the support and intervention of both the EHFS Service and any other agency involved with any family member alongside the family's actions. They include SMART measurable outcomes in line with Southend's Early Help Outcome Plan, clear timescales and 6-8 week reviews. Improved outcomes for children and families in line with Southend' Early Help Outcomes Plan. Achievement of DCLG performance targets and Payment by Results.</p>	<p>Team Manager Emerging Needs Team manager Complex Support</p>
<p><b>Families with complex/intensive needs are supported</b></p>	<p>All families requiring complex support have an EHFS practitioner as Lead Professional who, in addition to undertaking the full Family Story Assessment, provides intensive</p>	<p>31.3.17</p>	<p>All Children &amp; Family Action Plans and Family Plans specify the support and intervention of both the EHFS Service and any</p>	<p>Team Manager Emerging Needs Team manager Complex Support</p>

	support to the family. This includes 7 days per week provision, including early mornings and evenings for up to one year.		other agency involved with any family member alongside the family's actions. They include SMART measurable outcomes in line with Southend's Early Help Outcome Plan, clear timescales and 6-8 week reviews. Improved outcomes for children and families in line with Southend' Early Help Outcomes Plan. Achievement of DCLG performance targets and Payment by Results.	
<b>Phase 2 of the Troubled Families programme delivered</b>	To turnaround 252 families and empower to sustain change	31.03.17	252 families and full payment by results income achieved	All team managers
<b>Traded Service to schools to provide additional Early Help support to individual schools, particularly with regard to improving school attendance.</b>	Maintain delivery of traded service within Southend borough. Devise individual school profiles All schools approached and encouraged to purchase	31.3.17	Improved outcomes for children and families in line with Southend' Early Help Outcomes Plan.  Income target of £85k achieved	Team Manager (Attendance & Traded Service )
<b>Primary School Attendance to be in line with National Average (96%)</b>  <b>Secondary School</b>	Undertake Whole School Absence Reviews and follow EHFS procedures which include TACAF meetings, target setting, case work and the use of statutory enforcement measures	31.3.17 measured on half termly basis	Attendance maintained and improved on a case by case and whole school basis  All TACAF's reviewed on a timely basis and success	Team Manager (Attendance & Traded Service )

<p><b>Attendance to be in line with National Average (94.7%)</b></p> <p><b>Reduce Primary School PA to below National Average (2.1%)</b></p> <p><b>Reduce Secondary School PA to below National Average (5.4%)</b></p>			<p>evidenced against the Outcome Plan</p> <p>All cases with attendance issues have an EHFS that has SMART Outcomes against the Outcome Plan and timely reviews</p>	
<p><b>Embed the co-location of First Contact Front Door with the EHFS Front door</b></p>	<p>Review current processes and ensure clear processes are in place to enable constructive decision making</p>	<p>31.10.16</p>	<p>Needs are met regardless of thresholds</p>	<p>Group Manager EHFS &amp; YOS Group Manager</p>
<p><b>Establish wider integration with partners beyond the new 'core' EHFS Service</b></p>	<p>Align with other key transformation programmes and clarify those resources essential to be co-located in EHFS and those which need to be provided from the broader partnership 'offer'.</p>	<p>31.3.18</p>	<p>Most appropriate support is provided at the single point of contact thus enabling families swift access to services which may otherwise be the subject of long waiting lists Effective and improved outcomes for children and families</p>	<p>Head Of Children's Service Group Managers EHFS &amp; YOS Integrated Commissioners</p>

# Southend-on-Sea Borough Council

**Report of Corporate Director for People  
to  
Cabinet  
on  
20<sup>th</sup> September 2016**

**Agenda  
Item No.**

Report prepared by: John O'Loughlin, Head of Children's  
Services  
& Diane Keens, Group Manager, Placements & Resources

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**Annual Report on Corporate Parenting Group  
People Scrutiny Committee  
Executive Councillor: Councillor James Courtney  
*A Part 1 Public Agenda Item***

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## **1. Purpose of Report**

To provide an annual report for Cabinet on the work of the Corporate Parenting Group (CPG) in regards to the progress and outcomes of children who are looked after by the Council.

## **2. Recommendation**

- 2.1 That Cabinet note the annual report as at Appendix 1
- 2.2 That Cabinet approve the overarching priorities set for 2016/17 as at Appendix 2
- 2.3 That Cabinet approve the Corporate Parenting Strategy for looked after children 2016/17 as at Appendix 3
- 2.4 That Cabinet note the Corporate Parenting Group Forward Plan 2016/17 as at Appendix 4

## **3. Background**

- 3.1 On 1<sup>st</sup> April 2015 the council looked after 229 children and young people. Of these 56.5% (129) were placed with, in house foster carers including kinship carers. 22.6% (52) were placed with external foster carers and 11.9% (27) were in residential establishments. The remaining 21 were either placed at home; placed for adoption or living independently.
- 3.2 During 2015/16, the number of looked after children increased to 262 by the end of March 2016. The impact of this has been monitored closely by the CPG throughout the year to include the impact of this on staff within children's services.

- 3.3 Performance monitoring is a central role of the CPG. This report provides information in relation to the range of indicators considered. The CPG monitors at every meeting those areas that either performed above or below the corporate targets set.
- 3.4 Following the OFSTED inspection 2016, the strategic nature of the CPG has been considered in depth. As a part of the Improvement Plan, there will need to be changes to the manner in which the CPG holds the officers to account and monitors the driving through of improvements. Therefore, whilst the attached are the documents as agreed by the group in April 2016, they have since been amended as a result of the Improvement Plan, also being presented to Cabinet, and further changes to the group's Terms of Reference and to the monitoring forward plan may be necessary. As such, further amendments will be presented to cabinet once the improvement plan is finalised and agreed.

#### **4. Other Options**

There are no other options to consider in relation to this report.

#### **5. Reasons for Recommendations**

None

#### **6. Corporate Implications**

##### **6.1 Contribution to Council's Vision & Corporate Priorities**

This report contributes to the Council's priority to improve outcomes for vulnerable children and young people and is linked to the Children & Young People's Plan 2015/16.

##### **6.2 Financial Implications**

Services to looked after children are delivered within the allocated resources of children's services and partner agencies.

##### **6.3 Legal Implications**

CPG will continue to monitor any impact of changes. This framework includes the Care Planning, Placement and Case Review (England regulations 2010 (updated 2014), Adoption scorecard, Sufficiency Guidance, Staying Put guidance and Local Authority responsibilities towards young people on remand.

##### **6.4 People Implications**

Delivering high quality outcomes for children in care requires commitment from all partner agencies. They demonstrate this through their contribution to the CPG, which is a sub group of the Success for all Group.

Particular workforce challenges remain in recruiting qualified and experienced social work staff on the front line and continuous attention is paid to implementing the workforce strategy to achieve a fully staffed and suitably trained workforce.

##### **6.5 Property Implications**

None



- 6.6 Consultation  
The revised CPG Priorities and Corporate Parenting Strategy have been considered and agreed by the CPG. Voice4All, National Youth Advisory Service (NYAS) and the Southend Foster Families Community continue to inform the CPG and the Executive Member, of areas they wish to see change or develop.
- 6.7 Equalities and Diversity Implications  
The needs of children in care are diverse. There is a higher population of significantly disabled children and those with special educational needs (25% of all LAC). White British children (88.5%) are over represented in the care population compared to other ethnicities in Southend's population. There are 59% boys and 41% girls in care.
- 6.8 Risk Assessment  
None
- 6.9 Value for Money  
Over the past 5 years the numbers of LAC had shown a steady decline, however in the past year there has been an increase of 14% in care numbers in Southend. The numbers of children placed in external provision over the same period has shown proportionately a decline. As a result savings have been secured each year in external purchasing. The most recent Audit commission report showed Southend children's services as high performing at low cost.
- Due to rises in the cost of some external provision along with the rise in the number of older teenagers requiring residential placements over the past year, there is currently an estimated deficit in purchasing budgets which will be monitored closely over the coming year.
- 6.10 Community Safety Implications  
None
- 6.11 Environmental impact:  
None
7. Background Papers  
None
8. Appendices  
Appendix 1 – Annual Report 2015/16  
Appendix 2 – Overarching priorities 2016/17  
Appendix 3 – Corporate Parenting Strategy for looked after children 2016/17  
Appendix 4 – Terms of Reference 2016/17

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# Corporate Parenting Annual Report 2015/16

## **Overview and Background**

The Corporate Parenting group (CPG) met on a six weekly basis throughout 2015/16, monitoring the overarching priorities set for 2015/16. This is a multi-agency group and has been running in its current form since 2006. The Group was established to ensure that outcomes for looked after children are scrutinised and improved using a multi-agency approach. There are a clear terms of reference for the group which were reviewed and updated in 2012 and again in April 2014. These were further updated in March 2015 along with the completion of a full Corporate Parenting Strategy.

Membership of the group includes the Executive Member for Children's Services and elected members from other political groups, senior officers from children's services, education and health, foster carer representatives and community partners. Our commissioned advocacy service for looked after children, the National Youth Advisory Service (NYAS), are invited to attend regularly to ensure that the group can be made aware of issues that young people have raised and take action to address the issues.

The Corporate Parenting Group has also given consideration to themes raised by young people in other Local Authorities and reported by NYAS in order to benchmark against other Local Authorities.

The group has links with the Voice4All (our children in care council) and the Corporate Parenting Group holds meetings so that representatives from Voice4All are formally able to attend the group at least twice a year wherever possible and their views are regularly fed back to the group. Unfortunately during 2015/16, no members of the group formally attended the group, but this will be rectified in the coming year. Their views however were presented.

The CPG monitors a range of performance data and activity relating to looked after children. Its focus remains to ensure actions are put in place to improve outcomes for looked after children and to be able to measure the impact by how well children are doing at school; whether they are in good health and their potential life chances once they leave school.

There are links between the CPG and the Southend Foster Families Community)(SFFC), with a foster carer regularly attending CPG meetings to represent Southend foster carer's views.

## **Issues considered by the Corporate Parenting Group over the past year**

### **Statistics**

Performance monitoring is a central role of the Corporate Parenting Group. There are a range of indicators considered including:

- Numbers of Looked after Children( LAC)
- Number of LAC placed for adoption
- Timescales for children moving to adoption
- Stability of placement
- Timeliness of reviews; health assessments and PEP's
- Progress of care leavers at age 19, 20 and 21
- School places and exclusions as well as overall education attainment at all key stages
- Percentages of LAC placed locally with in- house foster carers.

Additional reports were presented during 2015/16 directly in relation to these statistics to give a wider explanation of these areas of practice, outcomes and areas of pressure.

### **Additional areas of consideration**

The CPG considered the following areas during 2015/16 the following additional reports were presented in relation to:

- LADO report
- The Sufficiency Strategy- ensuring that Southend has sufficient local accommodation to meet the needs of Southend's young people in care.
- Missing and Child Sexual Exploitation (CSE) – to ensure that Southend is fully aware of those young people whose behaviour places them at risk of CSE or who go missing from placement and that strategies are in place to support them and reduce levels of risk.
- Work of the Independent Reviewing Officer (IRO) service – ensuring independent oversight for all LAC and presenting a thematic review of issues raised during reviews.
- Work of the Virtual School- looking at the achievement of all LAC and work being undertaken to improve overall academic outcomes for LAC. Including the LAC awards evening feedback.
- Regularity of visits to LAC – ensuring statutory compliance with respect to visits undertaken and appropriate recording of such visits in a timely manner.

- Recruitment and retention strategy in fostering and adoption – looking at the work undertaken to recruit new carers and retain existing carers and the barriers to this.
- Advocacy services – quarterly reports from the National Youth Advisory Service (NYAS) to look at themes of concerns raised by LAC.
- Timeliness of Initial health assessments (IHA)– monitoring of timescales with our health partners in achieving IHA’s within 20 working days of a young person becoming looked after.
- Placement Provision and Quality – a report looking at the quality of in particular external (PVI) provision to give assurance to members regarding the safeguarding of young people placed in these external provisions.
- Care leavers who are parents
- CM 16+ allotment project
- Work of the Special Guardianship Panel
- Placement Trends including the quality of provision both external and in-house
- Looked after children involvement in training, recruitment and service delivery
- Placements of looked after children in Southend from other local authorities
- The adoption scorecard
- The voice and influence annual report with regards to the Children’s commissioner takeover day
- Review of court processes and timescales
- LAC Permanency Panel report
- Transitions for disabled young people
- Update report on Leaving Care/Pathway Planning and NEET
- Report from the MH worker for LAC within the fostering service
- Foster carer training
- Outcomes and associated action plans from audit
- Annual Fostering and Adoption reports

Towards the end of 2015/16 the Corporate Parenting Group considered the **Terms of Reference** for the group and these were subsequently formally updated at the end of June 2016.

In addition, the **Overarching Strategic Corporate Parenting Priorities for 2016/17** were set by the group and these have been used to create the forward plan for 2016/17. The key priorities for the group in the coming year are recommended as:

- Reduce the need for children to become or remain looked after
- Experience of the child and family
- Narrow the achievement gap for looked after children
- Support the emotional and physical wellbeing of looked after children and care leavers

## Appendix 1

- Reduce delay in achieving permanence for looked after children
- Ensure sufficiency of high quality placements for looked after children
- Ensure looked after children are safeguarded

From this a Corporate Parenting Strategy for Looked after Children 2016/17 has been developed.

### Training for Elected Members

During 2015/16 no training took place for Members in relation to their role as Corporate Parents.

Training will be undertaken in the coming year.

### The way forward

The table below identifies the areas of strength and areas for improvement identified by the CPG during 2015/16. Areas identified as needing improvement will continue to be closely monitored during 2016/17

<b>Areas of strength</b>	<b>Areas for further development</b>
Adoption performance continued to be high. This will need to be monitored closely with changes to legislation proposed over the coming year	Increased recruitment and retention of foster carers. This has improved over the past year but needs to continue to be closely monitored.
Assessment timescales and continued recruitment of adopters - adoption	Increase quality and quantity of assessments to allow Southend to remain with Southend families - fostering
Permanency Planning for LAC	Reducing the number care leavers who are NEET
Stability of placement remains high- on-going monitoring of this required to ensure that themes and barriers are identified to improve practice further.	Improve the quality and timeliness of Placement Agreement meetings for all foster placements. This has improved over the past 12 months but needs to continue to be monitored.
	Improve timeliness for all IHA's
Improvements in the work with missing and CSE	Monitor improvements in the work with missing and CSE and develop new strategies in line with this

Appendix 1

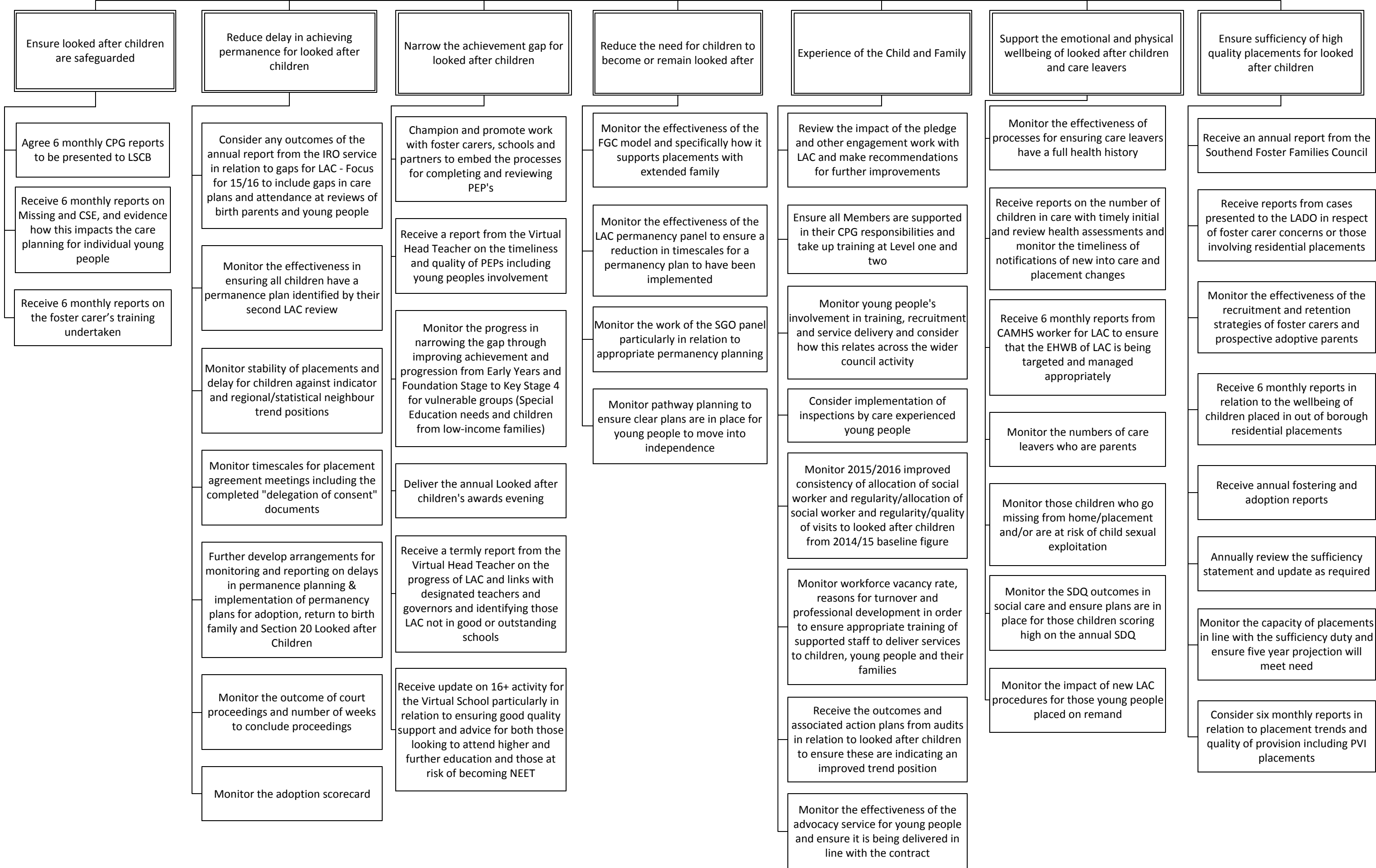
Growth of the Children in Care Council – work to continue on the involvement of this group with the CPG and ensure twice yearly presentations to the group	Monitor care leavers who are in education, employment or training
Duration of care proceedings	Sufficiency of suitable placements available and where external provision required, ensure quality and safeguarding within these provisions.
	Improve educational attainment of LAC
	Ensure close monitoring of audit outcomes and of the Children’s Services Improvement plan

Services and outcomes for Looked after Children remains good and elected members, as corporate parents have remained fully engaged in promoting the interests of Looked after Children over the past year, with full cross party support being evident.

Diane Keens  
Group manager  
Placements & Resources  
2.8.16



Overarching Strategic Corporate Parenting Priorities 2016/2017



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**Southend Borough Council**  
**Corporate Parenting Strategy for**  
**Looked after Children**  
**2016- 2017**

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## Introduction

This is a multi-agency plan that sets out the Council's and its partner's commitment to improving the lives and outcomes for Southend's looked after children and care leavers. The plan will support the *Children and Young Person's Plan*.

The Children & Young Person's Plan sets out the Children's Partnership aim to break the cycle of poverty, social exclusion and disadvantage experienced by Southend families and improve their quality of life.

The 'golden thread' linking the Plan to this Corporate Parenting Strategy recognises the role of Children's Social Care as a champion for the promotion of good life chances for vulnerable children. This strategy will support the Plan by ensuring that children looked after receive the quality of care necessary to achieve the best possible outcomes thereby reducing the risk of social exclusion and poverty once they leave care.

This strategy will help the Council to:

- Understand the current and future needs of children looked after aged 0-18 and care leavers aged 18-25
- Reinforce the corporate parenting responsibility of the Council and Partners
- Ensure that the race, gender, disability, sexuality, age, religion and culture of children looked after and care leavers are considered in planning to meet their needs

This strategy will be supported by Southend's *Sufficiency Strategy for ensuring sufficient accommodation for Children Looked After and by Southend's Staged Integrated Approach which has been in place since 2007 and is underpinned by the use of the Early Help Assessment and the Troubled Families Agenda*.

Partner agencies have been engaged in identifying key service challenges as well as priorities for future service delivery as set out in this strategy.

The strategy is supported by a multi-agency action plan which has been developed in order to assist the Council and the agencies responsible for corporate parenting to achieve the desired goals and impact.

## 2. Achievements for 2015-2016

### Outcomes for children looked after

The *Children & Young Person's Plan 2015-16* identified a number of targets and actions. There have been significant achievements in relation to the plan that include:

- Improvements in the general stability of placements
- An increase in the numbers of children with permanent placements through Special Guardianship Orders or Adoption
- A improvement in timescales for children between entering care and being placed with an adoptive family
- An increase in the number of young people with a permanency plan in place by the second review
- More children with up to date health assessments and dental checks
- The virtual school in partnership with the YMCA ran a bespoke programme of re-engagement in education for a group of girls identified as persistently absent from school.
- An increase in the proportion of carers who are in suitable accommodation
- An increase in the proportion of care leavers in education, training employment and at University.

### Local Standards and Targets

In terms of local standards and targets, Southend is doing well in the following areas:

- Placing children with relatives and friends
- The proportion of looked after children placed locally with Southend foster carers (56.6%)
- Long term stability (64%). Although a drop from the previous year this was due to a high number of young people turning an age where they left the cohort whilst remaining in their long term placement
- Timescales for children being placed for adoption

### Being healthy

- 92.1% of children looked after had completed Health assessments
- 94.7% of children had attended in the dentist in the previous 12 months

### Staying Safe

- 93.3% of the looked after population have good school attendance. Only 6.7% missed more than 10% attendance in the last academic year. Although these figures

were slightly lower than last year this is because the expected thresholds were increased to support improved performance.

## Enjoy and achieve

- There has been consistent improvement in the educational achievement of looked after children at Key Stage 2
- 100% of looked after children cohort achieved level 4 in reading and 70% in writing and Maths at Key Stage 2.
- Achievements of young people in year 11 achieving 1 or more A\*-G.....
- Achievements also shows improvement for pupils achieving at least 5 A\*-C grade GCSEs at the end of Key Stage 4
- Comparing attainment of Southend LAC with National LAC, Southend achieved above the LAC national average for all headline measures

Updated figures for this section will not be available until September 2016 and will be added as soon as they are available

## Positive Contribution

- The proportion of care leavers aged 19 & 20 living in suitable accommodation has increased.
- The proportion of care leavers in staying put placements has increased
- The proportion of care leavers aged 20 in employment, education or training continues to increase

The outcomes demonstrate a trend of continuous improvement over recent years. Most formal performance indicators show performance within the higher bands nationally.

## 3. Southend's Children Looked After and Care Leavers

### Southend's demographics of vulnerable children

In 2014/15 there were 37,972 young people under the age of 18 in Southend. This is estimated to rise to 38,203 in 2015/16 and to 38,430 in 2017. Of the 2014/15 figures;

- 11,369 were under the age of 5 a decrease of 22 from 2013/14;

- 13,053 were aged 5-10 years a rise of 813;
- 9,404 were aged 11-15 years a decrease of 444, with
- 4,146 aged 16+ a decrease of 244.

It is estimated that by 2020;

- 11,501 will be aged under 5 years;
- 13,696 will be aged 5-10 years;
- 10,663 will be aged 11-15 years and
- 3,760 will be aged 16+.

The number of referrals in respect of child in need and the number of children subject to child protection plans has remained stable over the past five years. 2014/15 figures show the number of children subject to ICPC's as 243 (250 in 2014/15) and the total number looked after as having risen to 262 (229 in 2014/15).

### **Southend's children looked after and care leavers**

Children looked after are made up of several distinct groups, although they have overlapping as well as specific needs. They include:

- Babies and younger children particularly 0-4yrs (44.4%)
- 16-18yr olds (15.7% a rise from 10.3%)
- Disabled children
- Young People who are parents
- Young people preparing to leave care
- Care leavers from 18-25 yrs

### **Children looked after are a diverse group**

Overall, the statistics for ethnicity have stayed fairly consistent from year to year, with only small fluctuations. Figures of children looked after reflect the Borough trends in general. The latest census trends indicate a changing demographic in the Borough with slight increases in populations from Eastern Europe, Bangladesh and China.

At the end of October 2015 however, 88.2% of the looked after population in Southend were identified as White British.

### **Care Leavers**



There are a total of 87 Care leavers 18-25 supported by the Southend Care Management 16+Team.

### Children with disabilities

Nine looked after children have severe and complex disabilities. The transitions team can work with young people up to 25 years if required to ensure a smooth transition into adult services.

### Children entering care

Comparing the last 12 months (Oct 14-sept15) to the previous 12 months (Nov 13-Oct 14), there has been a percentage increase in children aged 1-4yrs and 16+. The rise in 1-4 age group ties in with the change in Southend demographics over the same period. The huge rise in those 16+ does not mirror local demographics and needs to be looked at separately.

Age Band	1.11.13- 31.10.14	1.10.14-30.9.15	% Change
Under 1	23.3%	20.37%	-2.93%
1-4	22.5%	24.07%	+1.57%
5-9	20.6%	16.67%	-3.93%
10-15	23.3 %	21.3%	-2%
16-17	10.3%	15.74%	+5.44%

*For more information see Looked after Children and Care Leavers Sufficiency Strategy October 2015 – March 2020*

## 4. Our Ambition and Priorities

Our ambition for looked after children and care leavers is that they experience the lives that we would want for our own children. In 2016/17 we will continue to work towards achieving this ambition through the delivery of one strategic objective that is to be a good and effective corporate parent.

Being a **good corporate parent** requires us to achieve the following strategic priorities:

Priority 1: Reduce the need for children to become or remain looked after

Priority 2: Experience of the Child and Family

Priority 3: Narrow the achievement gap for looked after children

Priority 4: Support the emotional and physical wellbeing of looked after children and care leavers

Priority 5: Reduce delay in achieving permanence for looked after children

Priority 6: Ensure sufficiency of high quality placements for looked after children

Priority 7: Ensure looked after children are safeguarded

In each of these priority areas, our aim is to narrow the gap in outcomes between children looked after and their non-looked after peers, whilst ensuring that the principles of fairness and choice underpin our actions.

To achieve these priorities, we must ensure that corporate parents, elected members and senior officials effectively champion and meet the needs of children looked after and care leavers. We must also ensure that those who have responsibilities for corporate parenting: the Executive members for Children's Services, The Corporate Director for People, multi-agency practitioners and agencies working directly with looked after children do the same.

Being an **effective corporate parent** requires us to make the best use of the Council's resources whilst achieving value for money.

## 5. Our Priorities

### **Priority 1: Reduce the need for children to become or remain looked after**

#### **The current position**

- a) Southend Council believes that children should be supported in their families wherever possible and that their families should be given extra support to keep them together.
- b) The Council has continued to develop and support effective multi-agency early intervention and prevention services to help more children to stay with their families
- c) Southend aims to identify families with additional needs at the earliest point and help them to address their need. Research has shown that getting involved early to encourage social and emotional development can significantly improve mental and physical health, educational attainment and employment opportunities. Early intervention can also help to prevent criminal behaviour (especially violent

behaviour), drug and alcohol misuse, teenage pregnancy and homelessness. Conversely, waiting for problems to take root and reacting late costs the taxpayer billions of pounds.

- d) Southend has piloted a number of innovative family support initiatives, and have in the past year developed a re-designed early help offer.

### **Challenges:**

- a) The challenge over the coming year is to reduce the number of young people entering care, particularly those over the age of 12 years.
- b) To make sure that we can deliver effective early intervention and family support services to families experiencing greater stress due to the recession whilst operating in a challenging financial context.

### **Corporate parenting monitoring:**

- a) Monitor the effectiveness of the LAC permanency panel to ensure a continued reduction in timescales for a permanency plan to have been implemented
- b) Monitor the work of the SGO panel particularly in relation to appropriate permanency planning
- c) Monitor pathway planning to ensure clear plans are in place for young people to move into independence
- d) Monitor early intervention strategies
- e) Monitor the strategies in place to support those at risk of CSE
- f) Monitor strategies for those young people on the edge of care

## **Priority 2: Experience of the Child and Family**

### **The current position**

- a) Southend has a pledge for all looked after children which highlights what they can expect from workers and generally from the Department. This is monitored to ensure that we meet the targets that we have set.
- b) Southend aims to have the lowest staff vacancy turnover as possible to ensure that children do not have numerous changes in social worker. The average turnover of staff in Southend is around 8%.
- c) Southend aims to ensure that the voice of the child is heard. This is both through consultation and ensuring that there is a clear advocacy service in place that young people are aware of.

- d) Off line support groups are held for parents of children looked after and separately for those where children are on a child protection plan and changes to service are made as a result of their comments.
- e) The looked after care council encourages young people to become engaged in making future change to children's service. In 2015 they had a "Takeover Day" which was positively received.

### **Challenges**

- a) To get a wider range of looked after young people involved in the children in Care council meetings and consultation groups to ensure that the voice of the child is heard across service.
- b) To engage with more families whose children are looked after or on the edge of care to ensure that their experiences of the Department are heard and taken into account when looking at service development.
- c) To ensure that the children's Pledge is fully integrated into everyday practice.
- d) To ensure that young people are represented at all interviews for staff in children's services.

### **Corporate Parenting monitoring**

- a) Review the impact of the pledge and other engagement work with LAC and make recommendations for further improvements
- b) Ensure that young people attend the CPG meeting on at least two occasions in the coming year to personally present their views and ideas
- c) Monitor workforce vacancy rate, reasons for turnover and professional development in order to ensure appropriate training of supported staff to deliver services to children, young people and their families
- d) Monitor 2015/2016 improved consistency of allocation of social worker and regularity/allocation of social worker and regularity/quality of visits to looked after children from 2013/14 baseline figure
- e) Monitor the effectiveness of the advocacy service for young people and ensure it is being delivered in line with the contract
- f) Ensure all Members are supported in their CPG responsibilities and take up training at Level one and two
- g) Monitor young people's involvement in training, recruitment and service delivery and consider how this relates across the wider council activity
- h) Receive the outcomes and associated action plans from audits in relation to looked after children to ensure these are indicating an improved trend in position.
- i) Monitor the children's services improvement plan

### **Priority 3: Narrow the achievement gap for looked after children**

#### **The current position**

- a) As a corporate parent, the Council recognises that it is crucial to support the education of children looked after and to encourage them to aspire to and achieve high standards.
- b) A solid framework for narrowing the education gap between children looked after and their non-looked after peers is established via the Virtual School, and multi-disciplinary education team and integrated within the Children's Looked After Service.
- c) The foundation for this framework is placement stability and placing children looked after locally. This has ensured that Southend's children looked after experience the least possible amount of disruption to their education.
- d) The Virtual School has supported the effective delivery of corporate parenting to improve the educational attainment of children looked after. The School supports foster carers and practitioners to become good advocates for children in terms of their education and assists them to understand their roles and responsibilities towards children at the key stages of their education. The Virtual School has provided information, advice and guidance to foster carers and social workers on a range of education related areas.
- e) Children looked after with complex needs are supported by Southend Education in partnership with Children's Social Care through jointly funded care and education packages and, where applicable, with Health partners.
- f) At the end of year 11, the work to support the continued engagement by children looked after in further and higher education has been undertaken by the Southend 16+ Team and the Virtual School who now take a lead with young people aged 16-18 years to encourage successful pathways to further/higher education, training and employment.
- g) The integrated approach to service delivery has achieved the following:
  - Provided consistent support to meet the education needs of looked after children
  - Offered greater opportunities for tracking and monitoring their educational attainments
  - Identified young people who are achieving in the key exam stages and prepared personalised additional packages of support through targeted use of the Pupil Premium and through regular review of the Personal education Plans.
- h) Early years services are now working closely with the Virtual School to ensure that looked after children are picked up at an early stage, pre-school to ensure that their

specific and individual educational needs are recognised with the support of the early years pupil premium.

### **Challenges**

- a) We need to ensure that our children looked after continue to have stable experiences in care which will in turn support them to have stable experiences in schools. Further improvement is needed to ensure that Year 11 children leave school with 5 GCSEs at grades A\*-C, including English and Maths. The Virtual School has identified that some children who were capable and were predicted to receive these grades over the past few years, then experienced placement breakdown which had an adverse effect on their predicted grades.
- b) The Virtual School can now identify which children at the end of year 9 are predicted to obtain 5 A\*-C GCSEs including English and Maths. We need to ensure that they are targeted to ensure that the support is in place to help them to achieve to their full potential.
- c) Understanding the barriers to progression for children looked after at key stages is crucial to improving their educational outcomes. This requires the key services responsible for supporting the education of children looked after and care leavers to better co-ordinate their work to ensure seamless progression routes for children looked after from the age of 3 to 25 and to ensure that this is reflected in the appropriate plans at key stages.
- d) To ensure that the Pupil Premium funding is used to meet the needs of all children looked after can be challenging. The Council will need to continue to consider how to exercise its corporate parenting responsibilities to provide appropriate support and challenge to schools.

### **Corporate parenting monitoring**

- a) Receive update on 16+ activity for the Virtual School particularly in relation to ensuring good quality support and advice for both those looking to attend higher and further education and those at risk of becoming NEET
- b) Receive a report from the Virtual Head Teacher on the timeliness and quality of PEPs including young people's involvement
- c) Champion and promote work with foster carers, schools and partners to embed the processes for completing and reviewing PEP's
- d) Receive a termly report from the Virtual Head Teacher on the progress of LAC and links with designated teachers and governors and identifying those LAC not in good or outstanding schools
- e) Monitor the progress in narrowing the gap through improving achievement and progression from Early Years and Foundation Stage to Key Stage 4 for vulnerable group (Special Education needs and children from low-income families)
- f) Deliver the annual Looked after children's awards evening

## **Priority 4: Support the emotional and physical wellbeing of looked after children and care leavers**

### **The current position**

- a) The Council continues with its health partners to reduce the health gaps and inequalities between Southend's children looked after and their non-looked after peers.
- b) The health service provided to children and young people looked after by Southend is compliant with relevant legislation and had led to over 92% of looked after children having a current health assessment and 94% for dental health. (the majority of those without a health assessment are older young people who refuse appointments).
- c) Southend foster carers are trained where required to fully meet the often complex health needs. Both foster carers and children looked after have access to health information, advice and guidance including confidential information for older young people.
- d) The Joint Strategic Needs Assessment (JSNA), provides a summary of needs and identifies areas for improvement. The JSNA assists the Council and their partners to meet their responsibilities for improving the physical and emotional health outcomes for children looked after and to respond more effectively to their needs.
- e) The introduction in 2014 of a Health Passport for care leavers was favourably received and continues to ensure that all young people leave care with a clear record of their health history.

### **Challenges**

- a) There are continued challenges in achieving timescales for Initial Health Assessments.
- b) We continue to find creative ways to encourage those in the 16+ team to engage with the health services on offer.
- c) To reduce the number of looked after children and care leavers in becoming parents.

- d) Ensure close monitoring of the mental health needs and emotional needs of our looked after children and ensure that support services are available to meet the needs identified.
- e) Identify and support looked after children with substance misuse problems and train and support their foster carers to manage their needs.

### **Corporate Parenting Monitoring**

- a) Receive reports on the number of children in care with timely initial and review health assessments and monitor the timeliness of notifications of new into care and placement changes.
- b) Monitor the SDQ outcomes in social care and ensure plans are in place for those children scoring high on the annual SDQ
- c) Monitor the effectiveness of processes for ensuring care leavers have a full health history.
- d) Receive 6 monthly reports from the senior MH worker for LAC to ensure that the EHWP of LAC is being targeted and managed appropriately.
- e) Monitor those children who go missing from home/placement and/or are at risk of child sexual exploitation
- f) Monitor the numbers of care leavers who are parents
- g) Monitor the work undertaken to prevent young people being estranged from their families.

### **Priority 5: Reduce delay in achieving permanence for looked after children**

#### **The current position**

- a) Once a decision is made for a child to become looked after, the Council is committed to ensuring a successful route out of care via a return to birth parents if it is safe and appropriate to do so or by ensuring that alternative family solutions can be found in a timely way thus avoiding drift and unnecessary delay.
- b) The LAC permanency panel meets regularly to ensure that plans for permanency are in place by the second review and that any challenges to achieving this are considered and solutions where possible found.
- c) Timescales for children requiring permanency through adoption have fallen drastically over the past few years with Southend being in the top 10 councils nationally



- d) Early tracking of all cases ensures a timely referral to the adoption team and clear parallel planning which ensures no delay later in proceedings wherever possible.
- e) The number of adopters approved annually has tripled in the past few years, ensuring good quality placements for Southend children. This has also enabled Southend to sell families through the national adoption register, which brings in income to enable external adoption placements to be purchased where required.

### **Challenges**

- a) We need to ensure that early consideration is given to any potential family placement to prevent delay at a later stage and find clear monitoring tools to achieve this.
- b) Introduction of the Post Adoption Fund came into force during the past year. Southend have been successful in the past year in gaining funding through this grant but this needs to continue and develop over the coming year to meet increasing need.
- c) Clearer processes and training is needed to ensure that where a family placement is being considered, practice is of the highest quality and decisions made in a timely manner and considers fully the child's complete childhood.

### **Corporate parenting monitoring**

- a) Monitor the effectiveness in ensuring all children have a permanence plan identified by their second LAC review
- b) Monitor timescales for placement agreement meetings including the completed "delegation of consent" documents
- c) Consider any outcomes of the annual report from the IRO service in relation to gaps for LAC – Focus for 2016/17 on decision making in a timely manner and full consultation with all relevant people in a timely manner.

## **Priority 6: Ensure sufficiency of high quality placements for looked after children**

### **The current position**

- a) The looked after children's service has focused its efforts on ensuring that wherever possible children looked after do not experience instability and unhelpful placement moves. This is achieved through providing placements that are of a high quality and which promote the development of strong secure attachments.

- b) There are currently 107 foster carers in Southend including family and friends carers, and connected persons delivering corporate parenting to looked after children. A sustained programme of training and development is in place and reviewed annually to help carers to manage the emotional and behavioural wellbeing of the young people in their care.
- c) The support offered to carers has been a key factor in maintaining the stability of placements.
- d) We continue to develop annually a comprehensive recruitment plan alongside the adoption service and constantly strive to improve timescales for this.

### **Challenges**

- a) Research has identified that local placements generally produces better outcomes for children looked after whether provided by the Local Authority or the Voluntary or Private Sector. The exception is where there is a need for a specialist placement or for a child to be placed outside of their local geographical area. The challenge is to ensure that children placed further away from local provision receive equitable services where they are placed.
- b) Ensuring a sufficient supply of local placements is challenging due in part to the national shortage of foster carers. Robust recruitment strategies are integral to meeting this challenge.
- c) A key challenge is to ensure that children who come into care, particularly those who come in an emergency, are initially placed in care placements that are suitable and able to meet their specific needs so that placement stability is not compromised. Ideally the caring resources of extended family should be investigated before children become looked after, however the circumstances in which some children are removed from their parents can impact on the willingness of parents to work in partnership with the Council to identify extended family at the earliest opportunity.
- d) The timeliness of permanency planning is a key requirement to meeting the Sufficiency duty and Southend's ability to recruit sufficient suitable adopters to meet the local and national need is vital if we are to meet the ever changing timescales set by government.
- e) Alongside this we need to continue in our work of developing a robust process for commissioning placements for children and young people.

### **Corporate Parenting Monitoring**

- a) Monitor the capacity of placements in line with the sufficiency duty and ensure five year projection will meet need
- b) Annually review the sufficiency statement and update as required
- c) Consider six monthly reports in relation to placement trends and quality of provision including PVI placements

- d) Monitor the effectiveness of the recruitment and retention strategies of foster carers and prospective adoptive parents
- e) Receive an annual report from the Southend Foster Families Community
- f) Receive annual fostering and adoption reports
- g) receive 6 monthly reports in relation to the wellbeing of children placed in out of borough residential placements
- h) Receive reports from cases presented to the LADO in respect of foster carer concerns or those involving residential placements.

## **Priority 7: Ensure looked after children are safeguarded**

### **The current position**

- a) Over the past few years there have been considerable changes to the monitoring of Child Sexual Exploitation (CSE) and children missing from home and care.
- b) Statistical data is of an excellent quality allowing the Council to closely monitor trends and actions.
- c) Senior managers are involved in a number of regional and national groups, looking at CSE & Missing alongside gang culture and are able through these groups to influence policy.
- d) In 2015 Southend appointed a Service Manager responsible for CSE & Missing who is driving through new strategies and monitoring.
- e) Southend have brought the MARAC in house allowing for closer and more timely monitoring of the highest level cases of risk on a multi-agency level.

### **Challenges**

- a) Challenges remain in gaining relevant information from external agencies.
- b) Being a small authority, there are always challenges in ensuring that all legislative changes are recognised and implemented in a timely fashion.
- c) Driving forward change with partner agencies appropriately in understanding and working with CSE & Missing.

### **Corporate parenting monitoring**

- a) Agree 6 monthly CPG reports to be presented to LSCB
- b) Receive 6 monthly reports on Missing & CSE, and evidence how this impacts the care planning for individual young people.
- c) Receive 6 monthly reports on the foster carer's training undertaken.

## 6. Monitoring and Quality Assurance

### The Corporate Parenting Group

The Corporate Parenting Group (CPG) has provided effective leadership and direction of the work required to improve the care experience and outcomes of children looked after and care leavers.

The commitment of elected council members to corporate parenting in Southend has strongly contributed to the trend of continuous improvements for looked after children and care leavers and this commitment will continue, retaining a strong strategic focus on all issues that affect children looked after and care leavers.

The CPG meets 6 weekly and is chaired by the Head of Children's Services, with membership being cross party and multi-agency.

The CPG will oversee the delivery of the Children & Young Person's Plan and monitor and review all services for looked after children and be integral in driving forward the changes identified in the children's services improvement plan.

Measuring the impact of service delivery is central to achieving improved outcomes for children and reducing the impact of disadvantage for vulnerable children and young people. Southend has in place a strong quality assurance system that evidences whether or not services are being delivered effectively and is used as an effective tool to raise standards.

Our framework for quality assurance and service improvement is both reflective and proactive. By examining past service delivery against good practice standards and considering service users' views about the services they have received we can measure the impact and quality of service delivery.

Our key performance indicators and a number of agreed local indicators are captured in our monthly Local Performance Data Set which is reviewed by senior management groups and by the CPG.

### Our Pledge

#### 1. We will spend time with you and listen to you

We will visit you at least every six weeks

We will come to see you where you are living

We will try very hard to visit you when we will say we will. We will phone your foster carer to tell you if we can't and then we will come to see you as soon as we can

#### 2. We want you to be fit and healthy

We will help you talk to your doctor and dentist and we will explain to them what we think you need and what your problems are. If you move to live with another foster carer we will tell your doctor and dentist.

If you are unwell or have any problems we will get you all the help you need.

We will tell your foster carers things they need to know about your health, like about anything you are allergic to.

We will make sure you have the right vaccinations as you grow up and we will encourage you to have your health assessments and dentist check-ups every year.

If you are at school you can talk to your school nurse but we have nurses just for our looked after children who will help you if they can.

### **3. We want you to feel safe**

We know that we are all different in terms of where we grew up and we know that we all need different things to feel happy and safe. We want you to feel safe with other people, at school and where you live. If you ever feel unsafe we will make sure you know where to go for help.

We will make sure your foster carers know how to keep you happy and healthy.

If you are happy where you are living we won't move you, unless there is a problem. We will also try and keep you with the same social worker for as long as possible,

If you do have to move, we will give you all the information we can about your new home and your new carers.

### **4. We want you to get the most out of life**

Before you are old enough to go to school we will make sure you can go to nursery so you can enjoy playing with other children.

We want you to do well at school and we will work with teachers and make sure you have extra help if you need it.

We want you to enjoy your spare time in a healthy way. We can arrange free use of the facilities at some of the leisure centres in Southend, which includes swimming.

We will help you to stay in touch with your friends.

### **5. We will ask you what you want**

We will ask you what you want before making decisions about you. If we cannot do what you would like we will explain why to you.

We will always try to keep brothers and sisters together when possible. If we think this is not a good idea we will explain this to you.

We will make sure you know your rights and what we should be doing for you.

If you do not feel that your views are being heard we will tell you how to get an advocate who will speak up for you. We will also tell you how to make a complaint if you need to.

### **6. When you leave care**

We will make sure you have a bank account. We will encourage you to be sensible with your money and continue to save for the future.

We will make sure you have a passport. If this is not possible we will explain the reasons why.

We will talk to you about what you would like for your future, and help you to plan for this, whether you are going to university, into training or into work.

**Southend on Sea Borough Council**

**Corporate Parenting Group**

**Terms of Reference**

Reviewed: June 2016

Website: [www.southend.gov.uk](http://www.southend.gov.uk)



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**TERMS OF REFERENCE**

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## **1. Background**

- 1.1. In September 1998, , the Secretary of State for Health, launched 'Quality Protects', a five-year programme to transform children's services. This introduced the concept of corporate parenting and placed collective responsibility on local authorities to achieve good parenting for all children in the public care. It requires ownership and leadership at a senior level and includes all elected members.
- 1.2. The Children Act 2004 placed a new duty on local authorities to promote the educational achievement of looked after children and the Children and Young Persons Act reformed the statutory framework for the care system to ensure that children and young people receive high-quality care and support and to drive improvements in the delivery of services focused on the needs of the child

## **2. Aim**

- 2.1. To champion the needs of looked after children and care leavers.
- 2.2. Monitor the impact of services on improving the life chances of looked after children and care leavers.
- 2.3. Drive continuous improvements in performance.

## **3. Objectives**

- To lead on the corporate parenting agenda and ensure that Southend Borough Council and its partner agencies fulfil their statutory duties and responsibilities in relation to looked after children and care leavers.
- To support the delivery of Southend's Children and Young People's Plan in relation to looked after children.
- To promote the Pledge to looked after children and measure its impact.
- To consider performance management information, both quantitative and qualitative, from all services delivering to looked after children and care leavers



**Draft terms of reference**  
**Southend Borough Council Corporate Parenting Group**

- To oversee the development of the Virtual School and receive regular activity reports from the Virtual Head teacher
- To ensure that the work in Southend is influenced by national and regional research, best practice and new innovations.
- To inform the LSCB on performance and issues identified that relate to corporate parenting.

#### **4. Membership**

4.1. Membership of the group will be as follows:

Head of Children's Services (Chair)

Group manager, Placements and Resources (Vice Chair)

Executive Member for Children's Services

Elected Members to represent cross party membership as appointed at full council

Group manager: Fieldwork Services

Principal Independent Reviewing Officer

Head of Virtual School

Representative of Foster Families Council

Operations manager: Integrated Youth Support Service

Named Nurse for looked after children (SEPT)

Designated nurse for looked after children

Head of Safeguarding Children (SEPT)

4.2. The Chair of the Corporate parenting Group will seek the contribution of other partners and/or key individuals as and when required.

4.3. Representatives for Voice for All are full members of the Corporate Parenting Group and have chosen to attend when they wish to bring specific issues or topics for discussion.

#### **5. Responsibilities of Corporate Parenting Group members**

5.1. To act as a champion for 'looked after children' and care leavers within their own party or organisation and to ensure their needs are represented within all decision making forums.

**Draft terms of reference**  
**Southend Borough Council Corporate Parenting Group**

- 5.2. To understand corporate parenting and fulfil their responsibilities as corporate parents
- 5.3. To have sufficient authority within their own organisation to contribute effectively to the decisions of the Corporate Parenting Group.
- 5.4. To feedback information in relation to Corporate Parenting to colleagues within their own service and to influence how these services are delivered
- 5.5. To ensure that children and young people are treated with respect as equal members of the group and that they have an effective voice
- 5.6. To attend all meetings and actively contribute to the agenda
- 5.7. To prepare, present and read reports as requested.

**6. Frequency of meetings**

- 6.1. The Corporate Parenting Group will meet at 6 weekly intervals.

**7. Governance arrangements**

- 7.1. The Corporate Parenting Group is responsible to the LSCB which is a partnership with local authority lead.
- 7.2. The Corporate Parenting Group will provide reports to LSCB twice yearly on its achievements in improving outcomes for looked after children, contributing to the Children and Young People's Plan and influencing positive outcomes for 'looked after children' and care leavers.
- 7.3. The Corporate Parenting Group will also provide thematic reports to both the LSCB Children Group and the LSCB Executive on relevant issues such as outcomes and learning from statutory inspections.
- 7.4. The Corporate Parenting group will provide an annual report to the Council's Cabinet on its statutory duty, effectiveness and forward plan.

# Southend-on-Sea Borough Council

Agenda  
Item No.

## Report of Corporate Director for People

to  
**Cabinet**

on  
**20<sup>th</sup> September 2016**

Report prepared by: John O'Loughlin, Head of Children's  
Services &  
Diane Keens, Group Manager, Placements & Resources

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### **Regional Adoption Agency Update Report**

**Department for People Scrutiny Committee – Executive Councillor:  
Councillor James Courtenay**

***A Part 1 Public Agenda Item***

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#### **1. Purpose of Report**

- 1.1 To report on the current position of the Regional Adoption Agency activity.

#### **2. Recommendation**

- 2.1 That the report be noted and agreed.

#### **3. Background**

- 3.1 In June 2015 the Government released a document entitled Regional Adoption Agencies (RAA). This was produced speedily and was a significant change to the current delivery of adoption services. .

This paper introduced the concept of large Regional Adoption Agencies, running adoption services for a number of local authorities. The document focused on Coram Cambridge as an ideal model for adoption services nationally. This is a Voluntary Adoption Agency (VAA) created between Cambridgeshire County Council and Coram. It is a stand-alone VAA outside of both authorities but with a leadership team from both. It is financially independent of each but reliant on them for certain aspects of the adoption service.

Whilst there were significant concerns expressed, it became quickly clear that it was anticipated that the programme would move forward and that legislation would come into force to enable the government to hold ultimate control over how the plans progressed.

On the 11th August 2015, the DfE produced a further document regarding regionalisation, which presented a slight variation on the original proposals. This new document stated that the expression of interests should be:

- Clear and ambitious about the improvement in outcomes they want to achieve for children, and have a realistic rationale for how to deliver improvement
- Will deliver significant consolidation of current services and operate at a significantly greater scale than currently
- Will deliver all adopter recruitment, matching and support functions unless there is an exceptional reason not to
- Have the potential to significantly improve practice, or to spread practice excellence to new areas
- Will develop and/or spread innovation in the sector, both in terms of the delivery model envisaged and the practices which will be developed
- Have the potential to generate wider learning that will contribute to the transformation of the adoption sector.

Over the past year considerable work has been undertaken to identify the RAA grouping nationally and Southend have been working with Hertfordshire, Suffolk, Essex, Luton and Adoption Plus (VAA) to create Adopt East RAA.

Over the past nine months the project board has met on a monthly basis with telephone conferences in addition where required. We have during that time agreed in principle a delivery model for Adopt East, as a shared service. An options appraisal was completed, with the consultants who undertook this piece of work looking at the national as well as local position drawing on lessons learned and gathering information regarding delivery models and good practice. They considered the adopters journey and met directly with adopters from across Adopt East.

Following this work it was intended that a business case would be taken to each LA cabinet around June/July 2016 however since then the situation has changed and the timescales extended due to funding reductions.

Work streams are continuing to develop, identifying quick wins that can be implemented early and scoping the next phase of design. The academy of best practice work stream is planning the programme of work to develop the academy, including stakeholder engagement and the first learning and engagement events.

The Adopt East adopter working group is up and running, being facilitated by Adoption UK and represented on the project board

Work streams have been set up to look at:

- Academy of best practice
- Family finding and matching
- Stakeholder engagement
- Adopter training and support

Adopt East have already implemented:-

- Shared child profiling events and matches are emerging across the region as a result
- A jointly commissioned service for inter-country adoption services with the IAC, which represents much better value than individual commissioning
- An Adopt East shared area on Adoption Link
- Shared register for approved adopters

Our aim has been to maintain the high quality of the Southend Adoption Service whilst meeting government requirements.

#### **4. Other Options**

- 4.1 The functions undertaken by the adoption agency are statutory requirements. In April 2014, Southend became a member of the East Anglian Adoption Consortium, following the ending of the Partners in Adoption Consortium. With however the new Regional Adoption Agency activity which was set up in 2015, this consortium ceased to exist and since that time, Southend has been a part of the activity of the Adopt East Regional Adoption Agency.
- 4.2 The Adopt East Regional Adoption Agency activity consists of Southend, Essex, Suffolk, Hertfordshire, Luton and Adoption plus.
- 4.3 The DfE remain clear that they intend to drive through the Regionalisation Programme, although with the change in Government and more recent EU changes, it remains unclear at this time as to exactly what this programme will ultimately look like.

#### **5. Reasons for Recommendations**

- 5.1 The DfE continues to drive forward the Regional Approach to adoption, whilst reducing the funding available for this. At this point the report is to ensure that Members are aware of the work being undertaken and the potential impact on Southend for future delivery of their adoption service.

#### **6. Corporate Implications**

- 6.1 Contribution to Council's Vision & Corporate Priorities

Southend adoption service delivers a high quality service to Southend children and families and during the recent OFSTED inspection was deemed "good". Recent scorecard activity shows the adoption service to be performing in the top ten authorities in the country.

Any change in governance of the adoption service, could lead to a decline in the service outcomes as Southend performs at a higher level than the other authorities within Adopt East. Any change will need to be closely monitored.

There is serious concern that the proposals will isolate all or some of the adoption process from other mainstream children's services which may then lead to delays in early planning, which currently is very strong in Southend

## 6.2 Financial Implications

The Adopt East partners submitted a transition plan to the DfE in April 2016, with a proposed plan and associated funding requirements. The DfE responded to all projects in June, having revised their approach to the regional adoption agency programme. Instead of funding all projects to the extent requested in their transition plans, the DfE decided to progress 5 demonstrator projects and ask the remaining 14 projects to refocus their efforts away from structure towards operational practice. Adopt East is focussing on achieving excellent practice throughout the adoption services and working in a more joined-up and collaborative way with our partners to improve outcomes for children and families across our region. The activity relating to setting up a new joint vehicle for the adoption agency has been put on hold, pending the learning from the demonstrator projects. This means that there will be no organisational changes proposed at this time.

It should however be noted, that should plans progress with the delivery model as proposed, there could be additional costs to Southend to enable a joint venue for Adopt East and additional costs in respect of IT services and management structure. If a new delivery model progresses the funding of this will need to be considered at that point in time. Even if no change occurs to the delivery model, there are additional costs associated to the Adopt East Board, however these are minimal and mostly involve time rather than costs and would be met within the existing resources of the service

## 6.3 Legal Implications

The legal entity is still to be determined, but probably to be either local authority hosted or a joint venture. The DfE preferred model appeared initially to be for a completely new VAA to be set up, which would run adoption services on behalf of the Local Authority. At this stage Adopt East does not have a remit from any of the member authorities to move towards this as there are serious concern as to the impact on the local authorities should a new VAA fail to meet legal requirements as each local authority would maintain inspection and legal responsibility for the delivery of their adoption service.

## 6.4 People Implications

At this stage there are no clear implications for staff, however should Adopt East move forward at any stage with a joint service delivery, this will potentially have a huge impact on staff. Firstly, it may be that there will be a central hub developed which would mean staff physically moving and in addition would potentially have an impact on close working with mainstream children's services.

Dependent on the governance of the new RAA, there may ultimately be TUPE issues for staff; pension issues and differences in pay across the RAA to be resolved.

## 6.5 Property Implications

Should it be agreed that the new RAA will run on an actual hub and spoke model, as recommended by the consultation paper completed in early 2016, there may be implications for the procurement of a building regionally from which Adopt East will operate and the associated costs of this.

## 6.6 Consultation

The First Adopt East wider stakeholder event was held on the 8<sup>th</sup> March 2016 and proposals and issues raised at this event are being incorporated into the Adopt East design through the current active work streams.

In addition The Adopt East Board has the input of adoptive families directly, co-ordinated through Adoption UK to ensure that the adopters voice is at the forefront of any decisions made.

A further on-line consultation was undertaken in August 2016 with staff across the adoption journey, the results of which at this stage are not yet available.

## 6.7 Equalities and Diversity Implications

Adopt East covers a diverse geographical area and enables a wider choice of families for Looked after Children in Southend-on-Sea being placed for adoption. Every effort is made to match children and adopters in relation to culture, ethnicity and religion, but such factors are only one element of the matching process and do not take priority over the overall ability of a prospective adopter to meet the needs of a child.

## 6.8 Risk Assessment

Adopt East should continue to reduce the risk of not finding suitable adoptive families for children. Although not yet formally agreed as an adoption agency in its own right, considerable work has already been undertaken in ensuring joint registers for adopters and children to ensure the widest availability of placements both within the RAA and nationally.

There remains a risk that should Adopt East become a fully shared service with independent governance, any failure to deliver adoption services at the current level, would impact on Southend who will remain legally responsible for the delivery of their adoption service and the outcome of the delivery will impact on future inspections.

## 6.9 Value for Money

Effective quality assurance supports value for money within the service. Adopt East gives Southend-on-Sea a wider choice of families.

The regional negotiations and planning also looks at shared services such as Adoption Exchange days and Adoption Parties.

Funding available for the Regional Adoption programme has reduced in 2016/17 and as such progress towards a fully shared service has slowed down. At this stage it remains unclear as to the financial impact or savings potentially available, however initial thinking has been regionally that there are very limited savings to be made through this project, whereas they may well be some associated costs.

6.10 Community Safety Implications

None

6.11 Environmental Impact

None

**7. Background Papers**

Regionalising adoption June 2015, DFE

**8. Appendices**

None



# Southend-on-Sea Borough Council

Agenda  
Item No.

Report of Corporate Director of People  
to  
**Cabinet**

on  
**20<sup>th</sup> September 2016**

Report prepared by: Catherine Braun – Group Manager  
Access and Inclusion

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**School Admissions Arrangements for Community Schools and  
the Coordinated Admission Scheme for Academic year 2018/19  
Executive Councillor: Councillor James Courtney**

***A Part 1 (Public) Agenda Item***

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**1. Purpose of Report**

- 1.1 To confirm the admission arrangements for community schools for the academic year 2018/19.
- 1.2 To agree in principle the Coordinated Admissions Scheme for 2018 onwards and to agree the mechanism for the final agreement of the scheme.

**2. Recommendations**

- 2.1 **That there is no consultation on the Admissions Arrangements for Community Schools for the academic year 2018/19.**
- 2.2 **That consultation with governing bodies of community schools takes place on the published admission numbers for community infant, junior and primary schools for September 2017 as set out in the Admission Arrangements in Appendix 1**
- 2.3 **That the proposed Coordinated Admissions Scheme for 2018 onwards at Appendix 2 is agreed in principle by the Council, and if there are minor areas to be resolved following consultation with schools that decisions on minor amendments be delegated to the Corporate Director for People and the Executive Councillor for Children & Learning.**
- 2.4 **That the relevant area is confirmed as set out in appendix 3.**

**3. Background**

- 3.1 The Council has the responsibilities to determine in relation to school admissions:
  - a) the Admission Arrangements for Community Schools (admission numbers, admission criteria and catchment areas); and

- b) the Coordinated Admissions Scheme, which sets out the way in which admissions for all schools (including academies and other own admission authority schools) will operate.

3.2 In previous years Cabinet would have received this report at the November meeting. A revision of the School Admissions Code requires an earlier consultation period and determination. A reminder of the revised School Admissions Code 2014, item 15 states:

*“Admission authorities **must** set (‘determine’) admission arrangements annually. Where changes are proposed to admission arrangements, the admission authority **must** first publicly consult on those arrangements<sup>7</sup>. If no changes are made to admission arrangements, they **must** be consulted on at least once every 7 years... consultation must be for a minimum of 6 weeks and **must** take place between **1 October and 31 January** of the school year before those arrangements are to apply”.*

3.3 For community schools, the local authority (as the admission authority) **must** consult on the admission arrangements every 7 years if there are no changes. There are no changes proposed for 2018 and therefore the next time we have a duty to consult will be for the arrangements of 2019/20.

3.5 For community schools, the local authority (as the admission authority) **must** consult the governing body of each school where it proposes either to increase or keep the same PAN.

3.4 Schemes for coordinating all admission applications to schools must be formulated and submitted to the Department for Education (DfE) by 1<sup>st</sup> January in the determination year, which for the school year starting in September 2018 will be 1st January 2017.

#### **4. Admission Arrangement for 2018/19**

##### **4.1 Admission Criteria**

4.1.1 There are no proposed changes from 2017/18 and there is therefore no requirement to consult. The admission criteria for community primary schools for September 2018 are shown in *Appendix 1*.

##### **4.2 Published Admission Numbers**

4.2.1 There are currently no proposed changes to the Admission Limits from 2017/18 however, Governing Bodies of community schools will have the opportunity to inform the local authority if they wish to comment. The proposed admission limits for all community primary schools for September 2018 are shown on **Page 2** of the Admission Arrangements for Community Schools at **Appendix 1**.

##### **4.3 Catchment Areas**

4.3.1 The proposed catchment areas for primary schools for September 2018 are within the Admission Arrangements in Appendix 1. There are no proposed changes from 2018/19. However, Southend Borough Council reserves the right to monitor and

review any potential amendments that may be required as a result of sustained demographic pressures or other anomalies that may arise periodically.

## **5. Primary and Secondary Co-ordinated Admissions Scheme for the September 2018 round of admissions**

5.1 Consultation rules for coordinated arrangements are the same as admission arrangements and only need consultation once every seven years unless there are changes. The proposed scheme for 2018, as Appendix 2, recommends some minor changes as set out below in paragraphs 5.1.1 to 5.1.5 of this report.

5.1.1 Academy, foundation, free school and voluntary aided schools and, where appropriate CSSE, are required to rank in order of the schools' criteria **all** pupils who have applied to their school and to return these lists to SBC by the agreed date. Applications that are not matched to a SIF, were relevant, must be ranked (item 4.1.14 on the scheme)

5.1.2 Places can be withdrawn up to the end of December in the situation where an offer is made in error or the application has been found to be fraudulent. Own Admission authorities must inform the LA of any places withdrawn for the coordinated round up to December of each year (Item 4.6.7 on the scheme)

5.1.3 Schools must inform the LA of address discrepancies in ranking lists or in information provided by parents on the enrolment forms post offer day (Item 4.6.8 on the scheme)

5.1.4 Schools must be mindful of siblings from multiple births in oversubscription criteria and where possible admit them (e.g. selective, specialist and faith criteria exempted) (Item 4.6.6 on the scheme)

5.1.5 Applications that are made using the online system must be 'submitted' (i.e. The applicant is sure that the form has been submitted/completed. Unsubmitted forms will not be processed. Applicants must have evidence of submitted forms therefore if application forms were posted they must have proof of postage and if applied online they must produce the receipt from the Southend-on-Sea admission online service (Item 4.7.7 on the scheme)

5.4 Consultation on the scheme will be necessary and approval is required from all schools.

### **5.2 Approval Process**

5.1 That the Co-ordinated Admissions Scheme for the academic year 2017 onwards be agreed in principle by Cabinet. If, following consultation with schools there are minor issues to be resolved, in order to meet the requirement to submit this to the Department for Education (DfE) by 1<sup>st</sup> January, that decisions on minor amendments be delegated to the Corporate Director for People and the Executive Councillor for Children & Learning.

- 5.2 The Council will then write to all schools requesting their approval to the scheme. DfE guidance assumes that schools agree if they do not respond.
- 5.3 The Council will not consult on admission criteria or catchment areas for community schools, leaving these unchanged.
- 5.4 The Council will consult individually the Governing Bodies of community schools as required for increased or unchanged PAN's.
- 5.5 A report will be made to the January Cabinet formally to approve the PAN's and to formally determine the admission arrangements.

## **6. Corporate Implications**

6.1 Contribution to Council's Vision & Corporate Priorities — These arrangements will assist pupils within the Borough to access quality learning opportunities to achieve the best possible outcomes for all children.

6.2 Financial Implications — There are no direct financial implications for the Council. The administration of school admissions is funded from the Dedicated Schools Grant.

### 6.3 Legal Implications

The determination of admission arrangements for community schools and the provision of a coordinated admissions scheme is a statutory requirement.

6.4 People Implications  
None

6.5 Property Implications  
None

### 6.6 Consultation

The admission arrangements and the coordinated scheme were considered by the Admission Forum at a meeting on 18<sup>th</sup> June 2015. The forum were in agreement with the proposed changes to the coordinated scheme. Individual Governing Bodies to be consulted as at paragraph 3.3.

### 6.7 Equalities and Diversity Implications

A co-ordinated admissions scheme and clear oversubscription criteria are necessary to ensure fair access to school places.

### 6.8 Risk Assessment

If the Council does not agreed a scheme, one will be imposed by the DfE, and the Council's reputation will suffer.

### 6.9 Value for Money

No direct implications.

6.10 Community Safety Implications  
None envisaged.

6.11 Environmental Impact  
None envisaged

## **7. Background Papers**

7.1 School Admissions Code 2014 —

<https://www.gov.uk/government/publications/school-admissions-code--2>

and School Admission Appeals Code 2012 -

<https://www.gov.uk/government/publications/school-admissions-appeals-code>

8. Appendices

8.1 Appendix 1 — Proposed Admissions Arrangements for Community Schools for September 2018 including Published Admission Numbers on Page 2.

8.2 Appendix 2 - Proposed Co-ordinated Admissions Scheme for September 2018 onwards.

8.3 Appendix 3 – Review and determination of relevant area for 2018/19 and 2019/20.

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## Proposed Admissions arrangements for Community Schools for September 2018 round of admissions

**For office use (to be removed from final/published version)**

26 <sup>th</sup> May 2016	Arrangements for Admission forum
20 <sup>th</sup> September 2016	Cabinet draft consultation proposals
31 <sup>st</sup> January 2017	Consultation minimum of 8 weeks by this date PAN consultation 1st Sept 2016 - 1 <sup>st</sup> November 2016
10 <sup>th</sup> January 2017 Cabinet	Determination to Cabinet, for noting
28 <sup>th</sup> February 2017	Final Determined Admission Arrangements
15 <sup>th</sup> March 2017	Publication of Composite Prospectus of Determined Arrangements
16 <sup>th</sup> March – 15 <sup>th</sup> May 2017	OSA objections

**Final publication date: 15<sup>th</sup> March 2017**

## 1. Community Schools Published Admissions Number 2018/19

<b>Community Primary Schools*</b>	<b>Proposed admission limit for 2018/19</b>
Barons Court Primary School & Nursery	35
Blenheim Primary School, School Way	90
Bournemouth Park Primary School	90
Bournes Green Infant School	60
Bournes Green Junior School	66
Chalkwell Hall Infant School	108
Chalkwell Hall Junior School	108
Earls Hall Primary School	90
Edwards Hall Primary School	60
Fairways Primary School	60
Friars Primary School & Nursery	60
Hamstel Infant School	150
Hamstel Junior School	150
Heycroft Primary School	60
Hinguar Community Primary School	30
Leigh North Street Primary School	90
Richmond Primary School	60
Temple Sutton Primary School	120
Federation of Greenways Schools -Thorpe Greenways Infant School	150
Federation of Greenways Schools -Thorpe Greenways Junior School	120
West Leigh Infant School	120

\*community Schools as at publication. Should more schools convert to Academy status this list will be updated.



## **2 Oversubscription criteria**

For community primary schools, with the exception of Leigh North Street Primary School, the admissions policy is that, if at the closing date for applications, there are not enough places for all those who have expressed a wish to have their child admitted to a particular school, places will be allocated using the following criteria:

### **a) Infant/primary school intake:**

1. Looked after children and previously looked after children (see explanatory note );
2. Pupils who live in the catchment area served by the school and who have an older sibling attending the school or attending the “partner” community junior school;
3. Pupils who live in the catchment area served by the school;
4. Pupils who live outside the catchment area served by the school and who have an older sibling attending the school or attending the “partner” community junior school;
5. Pupils who live outside the catchment area served by the school.

### **b) Junior/primary school intake:**

Priority will be given to those pupils currently attending the “partner” community infant school. Provided that the number of pupils in year 2 of the infant school does not exceed the admission limit of the junior school they will all be guaranteed a place. If places remain unfilled the following criteria will be used, in priority order to allocate places up to the annual admission limit of the junior school.

1. Looked after children and previously looked after children (see explanatory note );
2. Pupils who live in the catchment area served by the school and who have an older sibling attending the school;
3. Pupils who live in the catchment area served by the school;
4. Pupils who live outside the catchment area served by the school and who have an older sibling attending the school;
5. Pupils who live outside the catchment area served by the school.

## **2. Oversubscription criteria for Leigh North Street Primary School for September 2018**

1. Looked after children and previously looked after children (see explanatory note);
2. Pupils who live in the catchment area served by the school and who have an older sibling attending the school;
3. Pupils who live in the catchment area served by the school;
4. Pupils who live outside the catchment served by the school and who have an older sibling attending Leigh North Street Primary School;
5. Pupils who live in the catchment area of West Leigh Infant and Junior Schools;
6. Pupils who live outside the catchment served by the school or outside the West Leigh Infant and Junior Schools catchment area

#### **4. Explanatory notes:**

Any reference to previously looked after children means children who were adopted (or subject to residence or special guardianship orders) immediately following having been looked after.

Pupils with Statements of Special Educational Needs that name a particular school are required to be admitted and the admission authority does not have the right to refuse admission.

In the case of over subscription in any one category “straight line” distance will be used to measure the distance between the pupil’s home and the nearest pupil entrance to the school. Distances will be measured using the Local Authority’s computerised measuring system. The pupils living closest will be given priority.

If the pupil’s home is a flat the distance will be measured to the main external entrance to the building. If the same distance is shared by more than one pupil, and only one place is available, the place will be awarded on the basis of a computerised random allocation process (supervised by someone independent of the Council / governing body).

All admissions criteria for pupils applying to start the Reception year and year 3 (in a separate Junior school) refer to the closing date for admission applications. For all other applications the criteria will refer to the date the application is received by the Council.

Siblings are considered to be an older brother or sister, half-brother or half-sister, step-brother or step-sister, adopted brother or sister, living at the same address, who attends the school at the time of application with a reasonable expectation that he or she will still be attending at the time of the proposed admission.

In the exceptional situation where one twin or one or two triplets are refused a place, in order to keep family members together the additional pupil(s) will be admitted even if this results in the admission limit for the year group being exceeded.

If it is not possible to offer the child a place at any community school, details of the appeals process will be forwarded to the parent by the School Admissions Team.

## SOUTHEND ON SEA BOROUGH COUNCIL

Maps showing all Community Primary Schools with Catchment Areas in the Borough



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# The Co-ordinated Admissions Scheme for 2018/19

<i>Office use: approval route</i>	
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## **1. Introduction**

- 1.1 The School Admissions Code places a duty on local authorities to formulate a single scheme for co-ordinating all applications to all publically funded schools from parents in their area. The scheme applies to admissions into reception, year 3 and year 7. Schemes for admission to schools must be formulated by 1<sup>st</sup> January in the determination year.

## **2. Aims and scope of the scheme**

### 2.1 Aims of the scheme

- 2.1.1 To facilitate the offer of one school place to each pupil.
- 2.1.2 To simplify for parents the admission process into schools through the use of a Single Application form (SAF).
- 2.1.3 To co-ordinate with neighbouring local authorities to avoid more than one school place being allocated to the same pupil.

### 2.2 Scope of the Scheme

- 2.2.1 The scheme applies to families who are resident in Southend who are seeking admission into: reception year in primary and infant schools; year 3 in primary and junior schools and year 7 in secondary schools. The scheme excludes post 16 pupils.

## **3. Key Aspects of the Scheme.**

- 3.1 There will be co-ordination with other local authorities to ensure that a pupil only receives one offer.
- 3.2 Southend Borough Council (SBC) will co-ordinate admissions, for all schools including academy, community, foundation, free school and voluntary aided schools. Co-ordination is for all pupils into reception year, year 3 and year 7.
- 3.3 SBC will send offers of places to Southend residents even if the school is in another local authority. This includes offers on behalf of academy, community, foundation, free school and voluntary aided schools.
- 3.4 The SAF will enable parents to express:
- up to 3 preferences for admission to a primary school; or
  - up to 5 preferences for admission to a secondary school.
- 3.5 Only SBC will know the ranking of the parental preferences. Preferences will be shared with other local authorities in so far as they relate to their schools. Parental preferences may be shared with own admission authorities for the purposes of admission appeals.
- 3.6 In all cases academies, foundation, free school and voluntary aided schools will continue to be their own admission authorities, will apply their own criteria and will continue to be responsible for the organising of admission appeals.

## 4. General details of the scheme

### 4.1 Primary and secondary admissions up to the offer date

- 4.1.1 Parents will complete a Single Application Form (SAF) on which they will be able to express a preference for up to:
- 3 primary schools in order of priority; or
  - 5 secondary schools in order of priority.
- 4.1.2 Parents will be advised to apply on-line for a school place at [www.southend.gov.uk/admissions](http://www.southend.gov.uk/admissions) but will be able to complete a paper single application form if they wish.
- 4.1.3 All SAFs must be sent to SBC which is the only body that can make offers to Southend parents on behalf of primary and secondary schools.
- 4.1.4 Alerts of pupils that have not applied will be made available to current settings to identify any barriers preventing on-time applications being submitted.
- 4.1.5 Parents can express a preference for a school in another local authority as Southend co-ordinates admissions with other authorities. The offer of a place at a school in another local authority will be made by SBC on behalf of that local authority. Similarly other local authorities will offer places to their residents on behalf of Southend schools. The scheme requires councils to liaise before any offers are made on behalf of schools in the other council area.
- 4.1.6 The Southend coordinated scheme considers all preferences against the admissions criteria for the individual schools.
- 4.1.7 The SAF will detail which schools also require Supplementary Information Forms (SIFs). These may be obtained from either the school or the website. SIFs must be sent back to the individual school. SIFs for the Consortium of Selective Schools in Essex (CSSE) need to be downloaded from the CSSE website or by contacting the CSSE and completed forms need to be returned to the CSSE. These forms are not application forms and parents must complete the SAF. (See section 4.6 on SIFs and section 4.1.6 for the SIF for the Consortium of Selective Schools in Essex).
- 4.1.8 For each admission round there is a national closing date for receipt of the SAF. The deadline for receipt of any SIFs is set by individual schools and the Consortium of Selective Schools in Essex (CSSE). The date may be later than the national closing date. For registration for the selective test the closing date will be much earlier. Parents are encouraged to send in the SAF to SBC and any SIFs (if required) to the school as early as possible prior to the closing date.
- 4.1.9 If SBC receives any SIFs these will be forwarded onto the school or, where appropriate CSSE. Similarly if any school receives by mistake any SAFs these must be sent onto SBC.



- 4.1.10 Preliminary lists will be shared with voluntary aided schools to check SAFs against SIF's submitted.
- 4.1.11 On-line applications will be downloaded into the admissions database. SBC will input into the admissions database all information shown on any paper SAF's, including any reasons for the application, and will provide details to all academy, foundation, free school and voluntary aided schools.
- 4.1.12 SBC will send to other local authorities details of pupils who have applied to schools in their area and will receive from other local authorities details of their pupils who have applied to Southend schools. The respective councils will send to their own schools a list of pupils who have applied to the school which will include both Southend and their own residents. It has been agreed by schools that are part of the CSSE that both SBC and Essex will send information on those pupils who have applied to take the selective test direct to the consortium.
- 4.1.13 Pupils taking the selective test, or aptitude tests or auditions will need to register with CSSE or schools to make the necessary arrangements.
- 4.1.14 Academy, foundation, free school and voluntary aided schools and, where appropriate CSSE, are required to rank in order of the schools' criteria **all** pupils who have applied to their school and to return these lists to SBC by the agreed date. Applications that are not matched to a SIF, where relevant, must be ranked.
- 4.1.15 SBC will exchange information with other Local Authorities who will provide details of the ranking of Southend pupils who have applied to their schools.
- 4.1.16 SBC will match the parental preferences against the rank order lists provided by Southend schools.
- 4.1.17 The scheme operates according to the order in which parents select preferences. The order of preferences should reflect the order parents wish to be offered a place, but if for example parents are unsuccessful in gaining a place for the first preference school they are not disadvantaged in obtaining their second preference or their third preference etc. Schools do not receive details of the preference and have to put pupils in order of their admission criteria without knowing the preference. The process will continue until all preferences are exhausted.
- 4.1.18 SBC will provide any other local authority with details of any pupils resident in their area who can be offered places at schools in the Borough (and vice versa).
- 4.1.19 Where possible SBC will share allocation lists to schools and the CSSE as appropriate, before offer day. This will be dependent on the process being complete before offer day. Schools will be notified if it is not possible to send the lists to them. When lists can be sent schools will be reminded of section 2.10 of The School Admissions Code 2014, in that school must not contact parents about the outcome of the applications until after these offers have been received. Schools must be mindful that parents that made a paper application may not receive the offer of a place for one or two days after the offer date.

- 4.1.20 SBC will send an offer of a single place to pupils applying for a school places on the offer day.
- 4.1.21 Parents who completed an online application will be advised of the outcome of their application by email on offer day. Unless they indicate on the SAF that they would prefer a response by letter.
- 4.1.22 Parents who completed a paper SAF will be advised of the outcome of their application by 1<sup>st</sup> class post on offer day. Parents should expect to receive the letter within 1 to 2 days of the offer day.
- 4.1.23 Parents will be given 10 school days to either accept or reject an offer of a school place. Parents who applied online will be able to accept or reject the school place offered by using the online facility.
- 4.1.24 For any pupil who has not been allocated a place at one of their expressed preferences SBC will offer them a place at the school in the Borough nearest to the home address with vacancies at that time. Such offers will not be made to selective or faith schools.
- 4.1.25 Any places (that are in demand) will be reallocated if parents advise SBC that they no longer require a place.

## **4.2 Summer Born Children**

- 4.2.1 In the case of children born prematurely or the late summer months\* parents may request admission outside the normal age group.

\*Summer born age: DfE 'Advice on the admission of summer born children' July 2013: 'Children born from the beginning of April to the end of August reach compulsory school age on 31 August. It is likely that most requests for children to be admitted out of their normal year group will come from parents of children born in the later summer months or those born prematurely'.

- 4.2.2 There is no statutory barrier to children being admitted outside their normal year group. Due to the impact on future years for a child's schooling, requests to delay admission are very carefully considered by both the admitting authority and the parents. The decision to admit outside of a child's normal age group is made on the basis of the circumstances of each case. Any decision will seek a decision in the best interest for the child and be considered by a Panel of relevant persons. Parents applying for schools outside the Borough of Southend will need to consult the respective LA's policy in this regard.
- 4.2.3 Parents submitting a request for admission outside the normal age group must also complete the Single Application Form during the main admission round, 14<sup>th</sup> September – 15<sup>th</sup> January. Parents will need to provide the detailed reasons for their request including any supporting evidence from relevant professionals to enable their request to be given proper consideration.

- 4.2.4 The panel will only consider 'admission outside the normal age group', that is, whether or not a child can start school the year after they turn 5 years of age in the Reception year and not in year 1. The panel will not consider requests for deferment within the reception year as requests can be made by parents directly to the Headteacher of the allocated school (School Admissions Code 2014 section 2.16).
- 4.2.5 The panel will normally meet by the last week in February to consider applications from parents of children born prematurely or in the last summer months for admission outside the normal age group.
- 4.2.6 If the parents case for delayed admission into reception is upheld by the panel, a new application for a place in the next cohort **must** be made in the following round (between September and mid-January) and would be considered along with all the other applicants for admission in that year. There would be no guarantee that a place would be able to be offered in the preferred school. The decision of the panel is binding to the admitting school including own admission authority schools.
- 4.2.7 If the parent request for delayed admission into reception is refused, the submitted application would follow due process in the round for the child's normal age group. After the offer of a place has been made the parent could then still request the allocated school to delay entry, attend part-time within the reception year group or the parent can delay admission to the following year for admission to year 1. The Head Teacher would need to consider each case and make a decision that is in the best interest of the child.
- 4.2.8 The full policy on applications to admit outside the normal age group for summer born children will be available on the website.  
[http://www.southend.gov.uk/info/200176/school\\_admissions\\_and\\_home\\_education/46/primary\\_school\\_admissions](http://www.southend.gov.uk/info/200176/school_admissions_and_home_education/46/primary_school_admissions)

### **4.3 Co-ordinated arrangements between the offer date and start of autumn term.**

- 4.3.1 From the offer day until the last week of August SBC will continue to co-ordinate admission arrangements and make all offers on behalf of primary and secondary schools in Southend.
- 4.3.2. Where parents have refused the offer of the place then the vacant place will be offered in strict order of the waiting list until the place is accepted.
- 4.3.3 The offer of school places as they become available will continue to be made by SBC.

4.3.4 Once the final list is sent to schools on 22<sup>nd</sup> August the coordination procedures for reception year, year 3 and year 7 will cease. SBC will continue to administer waiting lists and in-year admissions for community primary schools. Academy, foundation, free school and voluntary aided schools will be responsible for their own waiting lists and for dealing with in-year admission applications.

#### **4.4 Year 7 - Under and over age applicants**

4.4.1 For admissions into year 7, an applicant is under age if he or she will be under 11 years of age on 31<sup>st</sup> August immediately prior to admission in September. SBC will only accept applications from under age applicants who have been registered in year 6 of their primary schools from the first day of the school year in which they apply for a secondary school place. This effectively requires that the decision to promote the child to the year group above his/her chronological age group must be taken by the primary school prior to the end of the summer term in the calendar year in which the child applies for a secondary school place. Confirmation of this is likely to be sought from the headteacher of the primary school concerned by SBC.

4.4.2 An applicant is over age if he or she is 12 years of age or over on 31<sup>st</sup> August immediately prior to admission in September. SBC will not accept over age applicants for year 7 admissions unless there are verified exceptional circumstances, for example, of extended illness, for a child to repeat one of the primary school years. SBC will seek verification from the headteacher of the primary school concerned that an over-aged applicant has medically certifiable reasons or some other exceptional reason for being an over-aged applicant. SBC will wish to investigate especially thoroughly the circumstances through which any child is found to be studying in Year 6 for the second time, especially if this should involve an application to sit the CSSE selection tests for a second time. Medical evidence will be required for such applicants.

#### **4.5 Overseas applicants – applications from children whose parents are living abroad and do not have a “home authority”**

4.5.1 Parents who are living abroad and who wish their child to apply for a Southend school have no “home authority” (through which the regulations stipulate that all applications should be made). They can nonetheless apply through what is a proxy home authority (i.e. the Council area in which they intend to buy a house or settle the child with relatives). However, although they may apply in this way, no place will be offered until they can provide clear evidence of residency in this country and this may include the relevant immigration documents. In addition, proof of the home address through either a house purchase, through exchange of contracts, or a long term letting agreement.

4.5.2 The CSSE will arrange for overseas applicants for year 7 to sit the selection tests overseas under invigilated conditions at an agreed test centre.

## **4.6 New applications, late applications, changes of preferences and additional applications – for coordination of reception, year 3 and year 7**

### 4.6.1 New applications:

Parents moving into the area, who in the view of SBC could not have made an application by the appropriate closing date, will have their application slotted into the system as and when received. The last date where it would be possible for this to happen is 19th January for secondary applications and 2<sup>nd</sup> March for primary applications. These will be regarded as new applications. This will also apply to parents who move within the Borough where the change of address would alter their ranking at a school. Any such application received after these will not be considered until after the initial allocation of places on offer day.

### 4.6.2 Late applications

Applications received after the closing date from those who could have made an application on time, will be regarded as late and will therefore not be considered until all “on time” applications have been considered and the initial allocation of places are notified to parents. SBC will be the final arbiter, under the coordinated scheme, as to whether an application is late or not. Schools should apply their admission criteria to such late pupils but identification as “Late” by SBC will prevent schools from putting a ranking against these pupils when the full list is sent back to SBC.

### 4.6.3 Changes in preference

Changes in the order of preferences already expressed will not be accepted after the closing dates unless, the circumstances are deemed to be exceptional and the changes can be accommodated. Changes received after the closing date will be considered after the appropriate national offer date.

### 4.6.4 Additional preferences

Any additional preferences received after the closing dates will be considered and added after the offer date to the waiting lists.

4.6.5 Southend-on-Sea Borough Council takes very seriously any attempt to gain unfair advantage in the admissions process by giving false information (for example providing a false address). Checks will be made with other departments in the Council and, where it is suspected that the family actually live outside Southend, contact will be made with the relevant Council. Where there is reasonable doubt as to the validity of a home address, the Council reserves the right to take additional checking measures including, in some cases, unannounced home visits. If, after offers of school places have been made, it is established that fraudulent or intentionally misleading information has been provided in order to gain a place at a primary or secondary school, the Council will withdraw any school place offered. If an offer of a school place is withdrawn under these circumstances the application would be considered afresh, (with proof of address or other relevant information) unless a new application form is deemed necessary and the parent advised of their right of appeal to an Independent Appeal Panel (2.12 of the Code) .

- 4.6.6 Changes of address between offer day and the last week of August will be checked by SBC. Parents will need to provide proof of the home address in the form of; a house purchase; exchange of contracts, or a long term letting agreement.
- 4.6.7 Places can be withdrawn up to the end of December in the situation where an offer is made in error or the application has been found to be fraudulent. Own Admission authorities must inform the LA of any places withdrawn for the coordinated round up to December of each year.
- 4.6.7 Schools must inform the LA of address discrepancies in ranking lists or in information provided by parents on the enrolment forms post offer day.

#### 4.7 Supplementary Information Forms

- 4.7.1 In order that they may seek further information to apply their admission criteria, the following schools require parents to complete a Supplementary Information Form (SIF) in addition to the appropriate application form.

School	Details
<b>Primary:</b>	
Our Lady of Lourdes Catholic Primary	For all applications
Sacred Heart Catholic Primary	For all applications
St George's Catholic Primary	For all applications
St Helen's Catholic Primary	For all applications
St Mary's, Prittlewell, C of E Primary	For all applications
<b>Secondary:</b>	
Cecil Jones Academy	For year 7 applications for selective places
St Bernard's High School	For all applications
St Thomas More High School	For all applications
Shoeburyness High School	For year 7 applications for selective places
Southend High School for Boys	For all applications for selective places
Southend High School for Girls	For all applications for selective places
The Eastwood School	For year 7 applications for Sport / Performing Arts places
Westcliff High School for Boys	For all applications for selective places
Westcliff High School for Girls	For all applications for selective places

- 4.7.2 The SIFs for year 7 applications for selective places must be returned to the Consortium of Selective Schools in Essex (CSSE), for all rounds of admissions SIFs must be returned direct to the school.
- 4.7.3 Parents are encouraged to send in the SAF and any SIF as early as possible prior to the closing date. The SIF for selective and aptitude testing will be before the SAF closing date (also refer to sections 4.1.5 and 4.1.6).
- 4.7.4 All SIFs must clearly indicate that they are not application forms and that the appropriate application form must be completed. SIFs cannot request:

- any personal details about parents and families, such as maiden names, criminal convictions, marital, or financial status (including marriage certificates);
- the first language of parents or the child;
- details about a parent's, parents' or a child's disabilities, special educational needs or medical conditions;
- parents to agree to support the ethos of the school in a practical way;
- both parents to sign the form, or for the child to complete the form (School Admission Code 2014 section 2.4 ).

4.7.5 Schools must consult the School Admissions Code 2014 sections 1.9 and 2.4 when developing their supplementary information forms.

4.7.6 Schools must be mindful of siblings from multiple births in oversubscription criteria and where possible admit them (e.g. selective, specialist and faith criteria exempted).

4.7.7 Applicants must 'submit' online forms. Unsubmitted forms will not be processed. Applicants must have evidence of submitted forms therefore if application forms were posted they must have proof of postage and if applied online they must produce the automatic online receipt.

## **4.8 Waiting lists**

4.8.1 For the reception, year 3 and year 7 rounds of admissions, on offer day SBC will have a waiting list for each Southend oversubscribed school which will exclude any late applicant and late changes in preference. Schools will be asked to re-rank the waiting list to include late application and changes to preference not already considered and on-time applications and to return the list to SBC. In most cases SBC will be able to rank the pupil from existing information, for example distance. Depending on the admission criteria a new application would then be slotted into the waiting list as appropriate.

4.8.2 SBC will maintain the waiting list as ranked by schools. Where any new pupil, such as a late application, is added to the waiting list SBC should be advised within 10 working days of where such pupils fit in relation to other pupils on the waiting list. Pupils who have been allocated a school place are only included on a waiting list if they indicate that they wish to remain on the list.

4.8.3 Where a vacancy does arise the place will be offered by SBC to the pupil on top of the waiting list on the basis of any revised rankings obtained from the school as at the end of the previous working day.

4.8.4 A parent of a child at the top of the waiting list offered a place as a result of a vacancy having arisen will be expected to confirm, within 10 working days, whether or not they wish to accept the place.

4.8.5 SBC will maintain waiting lists for all community schools in the Borough for the full school year. Waiting lists for academy, foundation, free school and voluntary aided schools will be maintained by them for at least the autumn term. Waiting lists will be maintained strictly in accordance with the admission criteria of the school concerned.

- 4.8.6 SBC will delete pupils from the waiting list who are offered and accept a place at a higher ranking school or who fail to advise SBC that they wish to remain on the waiting list.
- 4.8.7 Where, as part of the school admissions process, a parent is required to complete a SIF, SBC should be advised by the school within 10 working days of where such pupils fit in relation to other pupils on the waiting list. New pupils will not be added to the waiting list until this information has been provided by the school.



## 4.9 Appeals

- 4.9.1 Parents have the right of appeal against a decision to refuse admission to a school which they had put as a preference.
- 4.9.2 Parents will be given 20 school days to appeal against the decision to refuse their application for a place at a particular school.
- 4.9.3 Parents wishing to appeal for a place at any school in the Borough will be advised by SBC to read the on-line appeals information and complete the online appeal form which will be submitted to SBC. Paper copies of the appeals information and form will also be available if required. If the appeal relates to an academy, foundation, free school or voluntary aided school the form will immediately be sent to the school concerned for them to arrange the appeal. Appeals for places at community schools will be organised by SBC.
- 4.9.4 SBC will advise parents wishing to submit an appeal in respect of a school outside the Borough to contact the Local Authority where the school is located to enquire about the appeal arrangements.
- 4.9.5 Schools will send lists of submitted appeals to SBC. SBC will record the appeal against the admission record and provide the school with all relevant documentation to enable the School to prepare for the appeal.
- 4.9.6 In accordance with the School Admission Appeals Code, Independent Appeal Panels for community, academy, foundation, free school and voluntary aided schools must consist of:
- a) at least one lay member. Lay members are people without personal experience in the management or provision of education in any school (though it is permissible to use people who have experience as governors of other schools, or who have been involved in education in any other voluntary capacity) and
  - b) at least one person with experience in education, who is acquainted with educational conditions in the area, or who is a parent of a registered pupil at a school.
- 4.9.7 Academy, foundation, free school and voluntary aided schools must inform SBC within 5 school days of the outcome of any appeal. The outcome of any appeal does not mean that the parent will necessarily take up a place as they may have other appeals or may prefer the original place offered.
- 4.9.8 Having received notification from the school, SBC will contact parents and ask them to confirm in writing to SBC which place they wish to accept following the outcome of any appeals. They will be asked to confirm this within 5 school days of their last appeal. Once a place is released that place will be reallocated.

## **5. Annual Review of the Scheme**

- 5.1 Each year all local authorities must formulate and publish on their website a scheme by 1 January in the relevant determination year to co-ordinate admission arrangements for all publicly funded schools within their area.
- 5.2 The School Admissions Code confirms that if the Local Authority decides to continue to use the scheme from the previous year, this will fulfill the legal requirement to formulate a scheme. Local Authorities must consult admission authorities for schools affected by the scheme and other Local Authorities every 7 years as a minimum. If the scheme has changed substantially since the previous year, the Local Authority must consult school governing bodies and other admission authorities in the area even if that is less than 7 years since the last consultation.
- 5.3 A local authority must inform the Secretary of State whether they have secured the adoption of a qualifying scheme by 15 April. If this is not achieved the Secretary of State may impose a scheme.

## **6. Council and school duties under the scheme**

- 6.1 These are set out in the School Admissions (Admission Arrangements and Co-ordination of Admission Arrangements) (England) Regulations 2014 and schools should refer to these if they have any queries.
- 6.2 In summary the main duties are:

### Southend Borough Council

- To forward details submitted on the Single Application Form, together with any supporting information provided by the parent to the school or to any other local authority as appropriate;
- To sort the lists received from schools, or other local authorities, and according to the preference expressed by the parent determine which school place should be offered;
- To forward onto schools information received from other local authorities pupils who have applied to Southend schools;
- To notify schools and other local authorities of the offers to be made;
- To make an offer to parents on national offer day on behalf of schools, including for schools in other local authorities.

### Governing Body

- To notify Southend Borough Council of any application made direct to the school;
- To determine all applications in line with the school's admission criteria and to notify the Council of this.

## 7. List of schools to which the scheme applies

- 7.1 Southend Borough Council is the admission authority for community schools. The governing body is the admission authority for academy, foundation, free school or voluntary aided schools.

SECONDARY		
School Name	DfE Number*	Status**
Belfairs Academy	5434	Academy
Cecil Jones Academy	4001	Academy
Chase High School	4000	Academy
Futures Community College	4736	Foundation
St Bernard's High School	5465	Academy
St Thomas More High School	5447	Academy
Shoeburyness High School	4034	Academy
Southend High School for Boys	5446	Academy
Southend High School for Girls	5428	Academy
The Eastwood Academy	5414	Academy
Westcliff High School for Boys	5401	Academy
Westcliff High School for Girls	5423	Academy

\* DfE codes and status for schools may be subject to change if status of school changes (e.g. Community to Academy).

\*\* Schools may change status after the publication and before the admission round. Information as known on 15th August 2016.

PRIMARY		
School Name	DfE Number*	Status**
Barons Court Primary School & Nursery	2124	Community
Blenheim Primary School	2387	Community
Bournemouth Park Primary School	3822	Community
Bournes Green Infant School	2128	Community
Bournes Green Junior School (partner school)	2123	Community
Chalkwell Hall Infant School	2022	Community
Chalkwell Hall Junior School (partner school)	2019	Community
Darlinghurst School	2127	Academy
Earls Hall Primary School	2023	Community
Eastwood Primary School	3825	Foundation
Edwards Hall Primary School	3826	Community
Fairways Primary School	2407	Community
Friars Primary School & Nursery	3824	Community
Hamstel Infant School	2093	Community
Hamstel Junior School (partner school)	2092	Community
Heycroft Primary School	2126	Community
Hinguar Community Primary School	2094	Community
Leigh North Street Primary School	2096	Community
Milton Hall Primary School	5273	Foundation
Our Lady Of Lourdes Catholic Primary School	3328	Voluntary Aided
Porters Grange Primary School & Nursery	2408	Academy
Prince Avenue Academy	2000	Academy
Richmond Avenue Primary School	3823	Community
Sacred Heart Catholic Primary School & Nursery	3326	Voluntary Aided
St George's Catholic Primary School	3329	Voluntary Aided
St Helen's Catholic Primary School	3327	Voluntary Aided
St Mary's Prittlewell Church of England Primary School	3325	Voluntary Aided
Temple Sutton Primary School	2132	Community
The Westborough Primary School & Nursery	5206	Academy
Federation of Greenways Schools -Thorpe Greenways Infant School	2105	Community
Federation of Greenways Schools -Thorpe Greenways Junior School	2104	Community
Thorpedene Primary School	5225	Foundation
West Leigh Infant School	2109	Community
West Leigh Junior School (partner school)	2108	Academy

\*DfE codes and status for schools may be subject to change if status of school changes (e.g. Community to Academy).

\*\* Schools may change status after the publication and before the admission round. Information as known on 15<sup>th</sup> August 2016.

## 8. Definitions

**Academies** – Schools funded directly by Central Government where the academy trust employs the staff and is the admission authority.

**Additional applications** - An application from a parent who has already submitted an application and is requesting an additional school(s). This will normally be after the initial offer of places in March.

**Admissions Forum** – A body comprising of representatives from various groups which advises admissions authorities on admission arrangements in the area

**Catchment area** – A defined geographical area served by a particular school

**Changes in preference** - Changes in the order of preferences already expressed (that is not an additional application).

**Community schools** – Schools wholly funded by SBC, where the Council employs the staff and is the admissions authority.

**CSSE** – The Consortium of Selective Schools in Essex – a group of schools that are responsible for the selection test (11+) arrangements. The 11 schools below operate a consortium whereby only one test needs to be taken even though an application is being made to several schools. The schools are:

Cecil Jones Academy

Shoeburyness High School

Southend High School for Boys

Southend High School for Girls

St Bernard's High School

St Thomas More High School

Westcliff High School for Boys

Westcliff High School for Girls

King Edward VI Chelmsford (Boys) – school in Essex

Colchester County High School (Girls) – school in Essex

Royal Grammar School, Colchester (Boys) – school in Essex

**DFE - Department for Education** – Central government department responsible for education matters.

**Foundation schools** – Schools funded by the Council, where the Governing body employs the staff and is the admissions authority.

**Free School** - are state-funded schools normally set up in response to parental demand. They have the same legal requirements as academy schools.

**Late applications** - Applications received after the closing date from those who could have made an application on time.

**National Offer Day** – the day on which all offers of places are made. For year 7 this is on or about 1<sup>st</sup> March and reception year and year 3 this will be on or about 18<sup>th</sup> April (16<sup>th</sup> in the Code). In each case if the day falls on a weekend or bank holiday it will be next

working day. The offer day will therefore be 1<sup>st</sup> March 2017 for secondary applications and 18<sup>th</sup> April 2017 for primary applications.

**New applications** - Parents who in the view of SBC could not have made an application by the appropriate closing date, for example, when moving into the area, will have their application slotted into the system as and when received. Due to the allocation of places this can only be achieved up to 19<sup>th</sup> January for secondary applications and 2<sup>nd</sup> March for primary applications. Any application after that date will be slotted in after offer day.

**Non-selective places** – school places offered without reference to the selective (11+) procedure.

**Normal round of admissions** – Under the Southend Coordinated Admissions Scheme, the normal round of admissions refers to admissions to reception, year 3 and year 7 up to 22<sup>nd</sup> August 2017.

**Potential year 7 admissions** – All pupils in year 6 in primary schools (whether or not that is their age appropriate cohort) who will transfer to secondary schools in the following September.

**Single Application Form (SAF)** – the common application form on which parents indicate their preferences

**Selective places** – places offered at certain schools as a result of the pupils' performance in the selection (11+) procedure.

**SIFs** – Supplementary Information Forms – forms on which parents are asked to provide additional information in support of their applications in order to provide more information to enable the school to apply their admission criteria. These are not application forms.

**Southend Borough Council (SBC)** – In most cases the function of the Council will be undertaken by the School Admissions Team within the Department of People.

**Specialist places** – School places offered to a small number of pupils at certain schools as a result of an aptitude in certain areas of the curriculum

**Voluntary Aided schools** – Schools set up and owned by a voluntary body, usually a church body, largely financed by the Council. The governing body employs the staff and is the admission authority.

## 9. Key dates – Primary admissions September 2018

1st January 2017	Date for formulation of scheme
1st September to 11th September 2017	Publish Admissions Information Advertisements, fliers and letters to registered parents of early years children
14th September 2017	Opening of on-line admissions facility
Early October 2017	Distribution of year 3 “letter/fliers” to year 2 pupils
Mid December 2017	Preliminary lists to faith schools for SIF follow up
15th January 2018	Closing date for admission applications
22nd January 2018	Follow up list to faith schools for SIF follow up
31st January 2018	Final list of preferences to be sent to schools and other authorities
26th February 2018	Closing date for schools to return ranked preferences
2nd March 2018	Closing date for New Applications (see para. 4.5.1)
16th April 2018	National Offer Day (16th April or next working day)
30th April 2018	Closing date for acceptances
15th May 2018	Closing date for appeal forms
17th July 2018	All on-time appeals completed
22nd August 2018	Waiting lists passed to academy, aided, foundation and free schools

## 10. Key dates – Secondary admissions September 2018

1st January 2017	Date for formulation of scheme
1 <sup>st</sup> week in July 2017	Publication of Secondary Admissions Information (booklet) Admissions information distribution to year 5 pupils. Open evenings at schools that admit pupils as a result of testing / auditions
1st July – 7 <sup>th</sup> September 2017	Registration for testing / audition
1st September 2017	Opening of on-line admissions facility for transfer to secondary school
Week beginning 1 <sup>st</sup> September 2017	Distribution of reminder flier to year 6 pupils
XX September 2017*	11+ test
XX September 2017*	Alternative test date (for religious, illness or exceptional circumstances) 11+ test
mid October 2017*	Testing results to be sent to parents by CSSE / schools
23rd October 2017	Preliminary list to be sent to faith schools and Eastwood for SIF follow up
31 <sup>st</sup> October 2017	Closing date for admission applications
7 <sup>th</sup> November 2017	Follow up list to be sent to faith schools and Eastwood for SIF follow up.
30 <sup>th</sup> November 2017	Final list of preferences to be sent to schools and other authorities.
5 <sup>th</sup> January 2018	Closing date for schools to return ranked preferences
19 <sup>th</sup> January 2018	Closing date for New Applications (see paragraph 4.6.1)
1 <sup>st</sup> March 2018	National Offer day
14 <sup>th</sup> March 2018	Closing date for acceptances
May 2018	All on-time appeals completed - refer to School Admissions Appeals Code 2012.
20th August 2018	Waiting lists passed to academy, voluntary aided, and foundation schools

\*dates to be confirmed by CSSE



Southend on Sea Borough Council, Department of People, Civic Centre, Victoria Avenue,  
Southend on Sea SS2 6ER



# Southend-on-Sea Borough Council

## Report of the Corporate Director for People

to  
Cabinet  
on  
20<sup>th</sup> Sept 2016

Report prepared by: Brin Martin,  
Head of Learning

Agenda  
Item No.

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### 'Our Ambition for your child's education' – an Education Policy for Southend

People Scrutiny Committee  
Executive Councillor: Councillor James Courtenay  
A Part 1 (Public Agenda Item)

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#### 1. Purpose of Report

- 1.1 This report introduced the proposed education policy document "Our ambitions for your child's education in Southend" as set out in appendix one. The report is intended to inform Cabinet of the reasons behind the policy, indicate the purpose that it hopes to serve and outline the consultation process that will help shape it further.

#### 2. Recommendations

- 2.1 That Cabinet note, approve and adopt the draft policy, and the finalisation of the policy be delegated to the Director of People in consultation with the Portfolio Holder for Children's Services

#### 3. Background

- 3.1 Currently there is no education policy or vision that exists for Schools in Southend owned by the Council. As such, it would be difficult for parents, careers and indeed learners to understand the purpose of the Council's education services and functions.
- 3.2 The education climate has and will continue to change significantly over the next few years. Council has already recognised the need to ensure coherence influence and governance of this mixed economy of maintained schools and academies through the establishment of the Southend Education Board from 1<sup>st</sup> September 2016.
- 3.3 It is therefore even more important that the Council sets out clearly and unambiguously its education intentions and ambitions, based upon its statutory obligations to residents.
- 3.4 Education of children and young people is a relationship between three parties, parents, schools and the Council. This ambitions policy articulates the Councils

obligations and services that it is required to deliver to learners and their families. It recognises that Families and schools are in fact the prime educators of learners, and does not attempt to cover that relationship.

- 3.5 In making it clear its ambitions for children and young people, it bravely articulates what the Council aspires to do for them, in measurable outcomes, and further sets out in simple terms what services they can expect from us, the Council. However, it goes further to outline what it is the Council can expect in return from families to support us in delivering these duties.
- 3.6 The document has been derived through the Learning Service teams within People Directorate following significant consultation and engagement. It therefore has the ownership of the Council teams.
- 3.7 Following consultation, the document will be formatted to make it attractive and easy reading for parents and young people. It will then be formally launched as the Education Policy for Southend Borough Council.

#### **4. Summary of benefits of the proposal**

- 4.1 The policy will form the basis of the educational ambitions for families and young people in Southend.
- 4.2 It will allow them to see clearly what it is that the Council aspires to deliver on their behalf, and be able to hold us to account for those achievements.
- 4.3 It will allow far greater clarity when parents and families communicate with the Council on Education matters.
- 4.4 Importantly it will allow the Council to set out its own expectations of how parents and families can support the work of the Council and schools in educating their children.

#### **5. Other Options**

No other options were considered. (Please see reasons for recommendations below).

#### **6. Reasons for Recommendations**

The absence of any policy documentation on behalf of Southend Borough Council at the time of considerable uncertainty does not allow the Council to coalesce its statutory services with its ambitions for young people. This absence would ask questions concerning what is it that the Council does and wants for children, young people and their families in education terms.

#### **7. Corporate Implications**

The ambitions support the priorities identified by the Council for Education and school outcomes.

## 8.1 Financial Implications

The resource implications arising from the key priorities for each of the ambitions within the policy will be contained within the existing resources of the Service.

## 8.2 Legal Implications

The ambitions articulate the statutory duties and obligations that reside with the Local Authority.

## 8.3 People Implications

None

## 8.4 Property Implications

None

## 8.5 Consultation

Following Cabinet scrutiny, the policy will be the subject of further consultation. It will be shared with parental and young people's groups to secure their support, including Parent forum, Family Voice, parent Information Advice and Support Service and youth cabinet.

Secondly, the document will be made available to schools for comment via the Southend Learning Network. However, it should be remembered that this document is about the Council and its services ambitions rather than the work of schools.

## 8.6 Equalities and Diversity Implications

The ambitions support the Council's policy on supporting vulnerable groups, in particular disadvantaged learners.

## 8.7 Risk Assessment

None required

## 8.8 Value for Money

None

## 8.9 Community Safety Implications

None

## 8.10 Environmental Impact

None

**9. Background Papers**

None

**10. Appendices**

Appendix 1 'Our Ambition for your child's education' – an Education Policy for Southend

## **Our ambitions for your child's education in Southend Education Offer for your Child from Southend Borough Council**

### **Our ten ambitions**

The ambitions set out below indicate what we, Southend Borough Council, hope for your child from when they are born to when they leave school. We recognise that we, the Council, are **not** the prime educators of your child, that responsibility falls to **you** and to **schools**. We do however retain a number of key statutory functions that we are pleased to carry out. We will continue to work with schools to support them in their duty to provide the highest quality of education they can.

The ambitions are deliberately challenging, we may not achieve them all, but our aim is try and ensure that you and your child receive the best deal that we can offer.

They are written from the perspective of what it is we, the Council, do for you and your child. Schools will have their own individual "contract" that sets out their part in the process.

### **Introduction by Executive Councillor**

I am delighted to commend this set of ambitions to you from my role as Executive Councillor for Education, Schools and Learning for Southend Borough Council. I fully recognise the importance of giving children the best start in life, and continuing to ensure that we can do what we can to support you and support schools in providing them with the best education we can. The intention is for you to hold us to account for how we meet these ambitions.

### **Introduction by Director of People**

There is no current policy or vision for education in Southend. This document rectifies that position, and sets out what it is we are employed to do on your behalf. In my role as lead officer for children and young people, including schools, I am proud of the achievements of our learners, and proud of the professionalism of our staff employed in all settings who give so much to support your children. We cannot do this alone, and rely on you as parents and on schools as educators. Together, the three of us will continue to ensure that we do our best for children and young people in our Borough.

### **Outline of the context of education in Southend**

We currently have 53 state funded (funded by the government) schools in Southend, both academies and maintained schools, a smaller number of independent schools (funded by parents/trusts directly), a very wide range of early years providers, and the Southend Adult Community College, the South Essex College and part of Essex University based in Southend.

Education is the responsibility of either the Council for maintained schools, but increasingly in the case of academies, by trusts or sponsors. In Southend, these have very recently come together under the Education Board, a group of individuals who oversee, monitor and where needed intervene in schools where they are required to do so.

Currently our performance in Southend is good compared to the national average, but we are determined to improve it further. Nearly nine out of ten learners in Southend attend a good or an outstanding school.

### **Statutory duties places upon Southend Borough Council**

The government places a range of duties upon Local Authorities for all schools and pupils. These relate broadly to:

- Making sure there are sufficient good school places for learners in Southend when and where they are needed;
- Making sure children are safe at school;
- Ensuring that where they have special education needs these are identified and met.

In addition, the Council and the Academy Trusts share the responsibility for ensuring that the quality of education provided is good.

## Purpose of this policy

This document is unique; no other similar document exists in Southend. Its single intention is to set out, clearly, unambiguously and measurably what Southend Borough Council set out to achieve for learners and for families attending schools in Southend.

## Scope of this document

This ambition sets out what it is that Southend Borough Council seeks to achieve for all children, young people and their families in Southend schools and settings. Our ambitions can only be achieved by working in close partnership with **families** and with **schools**, who work directly with your child.

Each section repeats one of the ambitions, then sets out what we commit to in the form of measurable outcomes; what we ask from you in return; and then what it is the service actually provides for you, and what we hope to do differently over the next few years. Each section ends with a contact name at the Council.

In this ambition:

- "school" refers to any school or setting, irrespective of their status;
- "child" is used for any infant, pupil, learner, young person or student;
- "family" makes recognition of families, parents and carers.

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Valuing individuals	By the way we work we want to prove to you that your child's education is important to us, and that they are valued as individuals.
Better start in the early years	We recognise that even before birth <b>you</b> are the main people who give your child the best start in life, and will support you in encouraging the highest aspiration for your children towards their education. We want to work with our early years settings to ensure that your child gets a "better start" in life (we are one of three key partners delivering this national programme), building a strong foundation for school. We want to make the transition to school, and between schools, as smooth and as easy as possible.
Better communications	We will make our processes clearer, and you should feel supported when you need to access them. We will be responsive throughout your child's education, listening to your views and those of your children, and working with you and their school to try and meet your wishes where we can. We will always involve you when decisions are needed for your child. We will make sure our communications with you are clear, relevant and accessible.
Easier school admissions	We will do our best to ensure that your child receives a place at a local school of your choice, which best suits their needs. We will make applying for a school clear and simple for you, and make it clear when and what you need to do. When your child moves on to secondary school, we will work with schools to make application to a school understandable and stress free, including when applying to a selective school.
Great schools	We will know Southend schools as well as we can, and continue to work with all schools to make sure they are all good or outstanding. We will continue to work with school leaders and governors, supporting them in their aspirations for every child to reach their full potential. We will work with schools to make sure that children feel safe, included, confident and happy and are enthusiastic to attend. You should be made aware of the progress your child is making. We want your children to quickly develop a genuine lifelong passion for learning.
The best teachers	We will continue to encourage the best teachers and the best leaders to work in Southend schools. We will work with school leaders to support them in promoting an environment that inspires your children and allows them to thrive, realising just how much they can achieve.
Early intervention	Where schools do not meet the high standards they set for themselves, we will intervene quickly to ensure that they address any aspects that need attention.

<p>Effective pathway to work or further education</p>	<p>Before they move on from school, we want your child to know about pathways that suit their particular talents and aspirations, and we will continue to work with school and college leaders to ensure that students achieve the best outcomes in order that they are both ready for and enthusiastic about employment or further education.</p>
<p>Overcoming barriers to learning</p>	<p>If your child has particular needs, or finds school difficult, we will work with you to identify this as early on as possible in an attempt to overcome these barriers. We will make sure you and your child understand what it is you can expect from us, keeping you informed and involve you throughout the process. We will work with schools to make sure that your child receives the best and most appropriate provision. This means that for the vast majority of children, they will remain included in their school alongside their peers. This is especially important to us if your child has Special Educational Needs, is Looked After, or is in receipt of free school meals.</p>
<p>Keeping your child in school</p>	<p>We will work with all schools to ensure that your child succeeds at their school. Where a school no longer feel that they can meet your child's needs, you will be involved at the earliest opportunity in trying to resolve the problem, and seeking the best solution, in an open and clear way. We will endeavour to make exclusion a rare and last resort.</p>



## Better start in the early years

We recognise that even before birth you are the main people who give your child the best start in life, and will support you in encouraging the highest aspiration for your children towards their education. We want to work with our early years settings to ensure that your child gets a "better start" in life (we are one of three key partners delivering this national programme), building a strong foundation for school. We want to make the transition to school, and between schools, as smooth and as easy as possible.

### We will:

- Increase the take-up and participation for two year old funded places (currently 73%);
- Ensure there are sufficient places across Southend to offer 30 hours for children of eligible parents (new measure)
- Continue to deliver support to early years settings in Southend to help them provide good or outstanding quality early years education and childcare (Currently over 90%)
- **INSERT a Better Start KPI**

### In return we ask that you:

- Help your child to be "school ready"
- provide us with the information we need so that we are able to best support you and your child

### What the service provides

- High quality information advice and guidance
- Appropriate challenge monitoring and targeted interventions by our dedicated Early Years team
- Professional development opportunities to all early year providers
- Support and challenge to local early years providers to ensure they maintain good or outstanding Ofsted judgements.

### Key priorities for the service in the next few years

- Provide sufficient affordable and easily accessible childcare to help create more opportunities for parents who wish, or need, to work and raise children at the same time
- Build a stronger and better-qualified early years workforce
- Support early intervention from pre-birth to three years old
- Ensure the delivery of 30 hours of early education for eligible children

Contact name: [elainehammans@southend.gov.uk](mailto:elainehammans@southend.gov.uk)

## Better communications

We will make our processes clearer, and you should feel supported when you need to access them. We will be responsive throughout your child's education, listening to your views and those of your children, and working with you and their school to try and meet your wishes where we can. We will always involve you when decisions are needed for your child. We will make sure our communications with you are clear, relevant and accessible.

### We will:

- Initially respond within a day when you contact us

### What the service provides

- Our key function is making information available to School leaders

### Key priorities for the service in the next few years

- Explore the best ways to ensure that we listen to and act upon the voice of parents and young people
- Make it easy for you to find out what is happening in education in Southend

Contact name: [alisongellett@southend.gov.uk](mailto:alisongellett@southend.gov.uk)

## Easier school admissions

We will do our best to ensure that your child receives a place at a local school of your choice, which best suits their needs. We will make applying for a school clear and simple for you, and make it clear when and what you need to do. When your child moves on to secondary school, we will work with schools to make application to a school understandable and stress free, including when applying to a selective school.

### We will:

- Increase the number of children getting into a school of your choice (currently 96% primary and 93% secondary)

### In return we ask that you:

- Apply, if at all possible on line, by the deadlines set nationally
- Make use of all the available information to make the best choice of school for your child
- Make sure that your child attends school, and is on time

### What the service provides

- Clear information on the availability of school places
- Information on in year and school admissions applications in various formats
- Enough school places for every child though planning well ahead of time
- Working with other Local Authorities to make it easier to apply for a school place outside of Southend
- Support for you in considering options if you are finding it difficult to get the place of your choice

### Key priorities for the service in the next few years

- Work to reduce the number of late applications
- Make sure there are sufficient secondary places
- Work directly with schools to help them support you in the admissions process

Contact name: [chrissyappas@southend.gov.uk](mailto:chrissyappas@southend.gov.uk)

## Great schools

We will know Southend schools as well as we can, and continue to work with them to make sure they are all good or outstanding. We will continue to work with school leaders and governors, supporting them in their aspirations for every child to reach their full potential. We will work with schools to make sure that children feel safe, included, confident and happy and are enthusiastic to attend. You should be made aware of the progress your child is making. We want your children to quickly develop a genuine lifelong passion for learning.

### We will:

- Aim to ensure all of Southend schools are judged by OFSTED as good or outstanding (currently 86%)
- Work with schools to help them improve outcomes at Key Stage Two and Four (currently 80% primary and 64.7% secondary)
- Narrow the achievement gaps between disadvantaged learners and their peers (currently 22% primary and x% secondary)
- Improve attendance at primary and secondary schools (currently absence is 3.8% primary and 5.0% secondary)

### In return we ask that you:

- Support your child's school
- Make sure they attend school on time
- Help your child with their studies at home

### What the service provides

- We monitor the performance of all schools on a regular basis
- We make sure that schools do what they are required to do by law
- We check on a range of things in order that schools remain safe places to work and study
- We either provide or help schools find a range of services that help them to continue to improve
- Where we need to we intervene directly to ensure improvement

### Key priorities for the service in the next few years

- Work directly with schools and other organisations to both provide and check up on the services above
- To work further with all schools to enable them to work together

Contact name TBC

The best teachers
We will continue to encourage the best teachers and the best leaders to work in Southend schools. We will work with school leaders to support them in promoting an environment that inspires your children and allows them to thrive, realising just how much they can achieve.
We ask that you: <ul style="list-style-type: none"> <li>• Encourage your child to achieve their best throughout school</li> <li>• Respect the work of schools</li> </ul>
What the service provides <ul style="list-style-type: none"> <li>• We work with school leaders and governors to help them recruit the best staff and Headteachers to schools</li> <li>• We work with schools to make sure that teachers continue to receive the best training they need to make them even more effective</li> </ul>
Key priorities for the service in the next few years <ul style="list-style-type: none"> <li>• Keep on tracking the numbers of staff in our schools</li> <li>• Think of ways to make Southend a great place to teach</li> </ul>
Contact name TBC

## Early intervention

Where schools do not meet the high standards they set for themselves, we will intervene quickly to ensure that they address any aspects that need attention.

We will:

- Monitor the performance of all schools on a regular basis

What the service provides

- We work with school leaders to ensure that we know schools as well as we can, but recognise that school leaders are ultimately responsible for what goes on
- Where we need to we will hold school leaders to account for how the schools perform
- 

Key priorities for the service in the next few years

- Establish a group of school leaders alongside the council to ensure that Southend schools continue to thrive
- Ensure everyone knows and understands what is expected of them
- 

Contact name TBC

Effective pathways to work or further education

Before they move on from school, we want your child to know about pathways that suit their particular talents and aspirations, and we will continue to work with school and college leaders to ensure that students achieve the best outcomes in order that they are both ready for and enthusiastic about employment or further education.

We will:

- Increase the number of students who are in education, employment or training (currently 95%)

In return we ask that you:

- Support your child in making the right choices about their future

What the service provides

- Advice, information and guidance to any young person on their career
- Education and training courses at a range of levels
- Particular support for those young people with particular difficulties
- Apprenticeships

Key priorities for the service in the next few years

- A greater range of choice in courses
- Better matching of employment opportunities for the particular skills of young people
- Specific employment projects for Southend young people

Contact name SueHasty@southend-adult.ac.uk

## Overcoming barriers to learning

If your child has particular needs, or finds school difficult, we will work with you to identify this as early on as possible in an attempt to overcome these barriers. We will make sure you and your child understand what it is you can expect from us, keeping you informed and involve you throughout the process. We will work with schools to make sure that your child receives the best and most appropriate provision. This means that for the vast majority of children, they will remain included in their school alongside their peers. This is especially important to us if your child has Special Educational Needs, is Looked After, or is in receipt of free school meals.

### We will:

- Improve the educational outcomes for Looked After Children and those with Special Educational Needs (currently 36% primary and 23.1% secondary)

### In return we ask that you:

- Contact us as soon as you have concerns
- Work with our teams to best support your child

### What the service provides

- Early identification and possible assessment, leading to advice and recommendations about possible options for your child
- We support children that we know have additional needs in when they are very young
- Help children to get the best start in life, especially in preparing them for school
- We work with you to make sure you understand what is in the best interest of your child in order to meet their needs
- We support schools in allowing them to best meet the needs of your child whilst at school;
- We will act as a champion for your child, and ensure that as far as we can provide exactly the support that they need and when they need it

### Key priorities for the service in the next few years

- Support schools in becoming more confident to meet the increasing needs of SEN pupils at their school, with or without formal Education Health and Care Plan (EHCP)
- Have better plans and better communications between everyone concerned when your child moves between schools
- Make sure you and your child get what it is they are entitled to
- Consider how best to meet the needs of children not entitled to an EHCP

Contact name [ianmcfee@southend.gov.uk](mailto:ianmcfee@southend.gov.uk)



## Keeping your child in school

We will work with all schools to ensure that your child succeeds at their school. Where a school no longer feel that they can meet your child's needs, you will be involved at the earliest opportunity in trying to resolve the problem, and seeking the best solution, in an open and clear way. We will endeavour to make exclusion a rare and last resort.

### We will:

- Reduce the number of pupils excluded from school (currently 0.83% primary and 6.04% secondary)

### In return we ask that you:

- Support your child in ensuring that they behave and study well

### What the service provides

- Our service helps you access the support that is available to you
- Our information is available on the SHIP website
- We organise specific interventions to support your child if they are at risk of being excluded, including working with them face to face to help them before it gets too late
- If there is no alternative other than to exclude them, we will work hard to ensure that they can receive their education as best and as soon as they can

### Key priorities for the service in the next few years

- To make sure that we increase access to all children for suitable full time education, recognising that any missed hours are too many
- To make sure that we have a clear picture across all schools, and respond according to need
- To work further with you to help you access help to improve your child's behaviour if that is the cause of their problems at school

Contact name [cathybraun@southend.gov.uk](mailto:cathybraun@southend.gov.uk)

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**Southend-on-Sea Borough Council**  
**Report of Corporate Director for People**  
**to**  
**Cabinet**  
**on**  
**20<sup>th</sup> September 2016**

**Agenda  
Item No.**

Report prepared by: Glyn Halksworth, Strategy Manager

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**Adult Drug and Alcohol Treatment Services Contract Extension**  
**People Scrutiny Committees**  
**Executive Councillor: Councillor Salter**  
**A Part 1 (Public Agenda Item)**

**1. Purpose of Report**

To inform Cabinet of a 4 month extension to the contract the Council holds with Change, Grow, Live (CGL) for the delivery of treatment and support for adults with drug and alcohol problems.

**2. Recommendation**

2.1 That cabinet note the extension to the CGL contract.

**3. Background**

3.1 Work to procure new drug and alcohol services for Southend is underway. This will be the first time some aspects of treatment have been competitively tendered, with others not having been tendered for between 2 and 9 years. In order to enable fuller research and planning to be undertaken in preparation for the procurement phase of the programme, the Southend Community Safety priority Leadership Group agreed to an extension to the CGL at its meeting on 28 July. This decision has been further endorsed using the Tender Exception Request Process by the Head of Service for Adult Services and Housing, and the Group manager of Corporate Procurement.

3.2 Since the last large-scale recommissioning of drug and alcohol services in Southend there have been considerable changes in both the commissioning landscape at local and national levels, and in the demands and expectations placed upon drug and alcohol services. In order that Southend Council is able to commission the most suitable configuration of services to meet the varied needs of the local community, further research is required to inform procurement planning.

3.3 The decision to extend the CGL contract by 4 months is governed by the Council Contracts Procedure Rules and the Public Contract Regulations 2015. Due to the value of the contract of £1.625m per annum, and the maximum permissible value of any contract extension of £589,148 (Public Contract Regulations), a 4 month extension with a value of £541,667 was agreed.

3.4 A fully compliant tender process comprising of all specialist drug and alcohol services, ranging from prevention and early intervention to medical treatment, and for all ages, will be awarded to the Most Economically Advantageous Tenderer by in early summer 2017, with new contractors required in place from 1<sup>st</sup> August 2017.

#### **4. Other Options**

4.1 The alternative option available was to expedite procurement of replacement provision in order that new contractor(s) are in place from 1<sup>st</sup> April 2017. It was felt that this would likely lead to contracts being offered in a very similar manner to those currently in place given the reduced capacity for consultation with service users, carers and professional stakeholders. It was additionally felt that this would negatively impact the potential to develop the local voluntary and community sector (VCS) market such that it would be able to compete on equal terms with larger national organisations.

#### **5. Reasons for Recommendation**

5.1 The decision to extend the contract will provide better value for money and minimise financial risks for the Council, together with enabling best commissioning practice in service user consultation and VCS market development.

#### **6. Corporate Implications**

##### **6.1 Contribution to Council's Vision & Corporate Priorities**

This contract extension supports several of the Corporate Priorities, notably that Southend Council will 'Work with and listen to our communities and partners to achieve better outcomes for all.' The benefits of the extension will increase capacity to meet priorities relating to crime, safeguarding, health and reducing inequalities and social deprivation.

##### **6.2 Financial Implications**

The contract extension is compliant with Financial Procedure Rules. Costs of continuing the contract will be met from existing budgets allocated to drug and alcohol provision, with no increase in overall spend.

### 6.3 Legal Implications

The contract extension is compliant with both the Public Contracts regulations 2015 and the Southend-on-Sea Borough Council Contracts Procedure Rules.

### 6.4 People Implications

None.

### 6.5 Property Implications

None.

### 6.6 Consultation

Key stakeholders across the council have been consulted in developing this work. Consultation is ongoing.

### 6.7 Equalities and Diversity Implications

A detailed Equality Analysis will be undertaken prior to finalising procurement options, and before the end of the contract extension. The additional time allowed for consultation by this contract extension will enable detailed analysis of the procurement programme on communities with protected characteristics and other key local resident groups.

### 6.8 Risk Assessment

Continuation of the existing contract will facilitate fuller planning of the implementation of new contractor(s) and mitigate associated risks.

### 6.9 Value for Money

The proposed decision will require continued funding of existing contracts, at rate of £1.625m pro rata. It is important to note both that this is a reduction against the original contract rate for the pilot following recent negotiations, and that the subsequent delay to contracting new arrangements will mean that no additional costs will be incurred by the Council and this action is achievable within agreed budgets.

### 6.10 Community Safety Implications

The extension of the contract will enable the continuation of existing work with substance misusers, including where this is undertaken in partnership with criminal justice services. Additional consultation undertaken during the extended procurement planning will allow better understanding of how best to commission future substance misuse and criminal justice partnerships.

### 6.11 Environmental Impact

None.

**7. Background Papers**

None.

**8. Appendices**

Tender Exception Request Form

## Tender Exception Request Form

Under the circumstances outlined in Appendix A of the Council's Contract Procedure Rules: the Group Manager Procurement and the Head of Service (under which the request is made) have the discretion to waive the need for Officers to tender for required supplies, works or services.

This type of request is reserved for special circumstances and can only be granted where good reasons can be sufficiently evidenced in conjunction with the clauses of Appendix A.

A Tender Exception Request must be made via [eprocurement@southend.gov.uk](mailto:eprocurement@southend.gov.uk) by using and completing this form to set out why an exception sought. The email with the form attached should also include any supporting documentation.

Please note:

- Lack of planning or convenience will not be acceptable as grounds for requesting an exception to tender.
- Any Tender Exception Request made against any of the Council's rules must be sought in advance of any contractual agreement.
- Tender Exception requests cannot be made or granted retrospectively.
- It is not lawful for Officers or members to waive compliance with the EU Procurement Regulations. Therefore, approval of any Exception Request equal to or over the relevant EU Threshold is not permitted.
- No request must be made by an Officer that may result in a conflict of interest should the request be Approved.

If the Group Manager Procurement believes the request to be significant or sensitive then the relevant Member with Portfolio should be consulted as to whether the exception request should be referred to Cabinet.

Corporate Procurement Unit will hold a complete record of all Tender Request Forms.

Please provide all the information that you can in relation to the questions asked below: as this will increase the likely hood of your exception being granted and ensure the efficient processing of your form.

1	Name of the Officer Making the Request:	Glyn Halksworth		
	Department	Adult Services and Housing		
	Directorate	People		
2	Department & Directorate that the Request is in relation to (If different from above)			
3	Title of Original Contracts if applicable	Southend Drug and Alcohol Treatment and Recovery Service		
4	Type of Original Contract (delete as applicable)	Works	Supply	Service
5	Length and value of Original Contract not including VAT (If Applicable)	<b>Southend Treatment and Recovery Service (STARS; Provider - Change, Grow, Live (CGL)) Contract: 1.5.14-31.3.17 @ £5.267m total (Rate for 16/17 has been reduced from £1.9m to £1.625m)</b>		
6	When was the Original contract let (If Applicable)	The <b>STARS</b> contract was first let, as a pilot arrangement, in May 2014. This succeeded prior contracts with CRI and SEPT, the new contract arrangement effecting a prime contractor arrangement with CRI (which SEPT departed from on 31.12.16). The original contracts with SEPT were part of the block Mental Health Contract from the South East Essex PCT, as well as directly from SBC (1.10.10 – 31.3.12 & 1.4.12 – 31.3.13 + extensions whilst renegotiations ongoing). SBC first let contracts with CRI in January 2008 and April 2008, with subsequent contracts also being awarded. Since this time no contracts have been competitively tendered, with extensions being granted.		
7	Has the Original Contract previously been extended	Existing <b>STARS</b> contract has not been extended.		
8	Has the Original Contract had previous PRG exemptions or Tender Exceptions approved against it. If yes please confirm the value of these and the date that they were approved.	Some antecedent contracts have been (e.g. SEPT, March 2009; for SBC component of prescribing services, £200k); Other extensions have been agreed with procurement staff in consultation with Head of Procurement, but not all via PRG.		



9	Length and Value of your Exception Request Contract (not including VAT)	STARS – 4 months (up to 31.7.17) - £541,667		
10	Contract Type of the Exception (delete as applicable)	<del>Works</del>	<del>Supply</del>	Service
11	Please confirm from what budget will the exception be funded and that the use of these funds has been approved	<p>Drug and Alcohol Commissioning Team.</p> <p>This extension request was fully endorsed by the Southend Community Safety Partnership (28 July 2016), including representation by Executive Councillor Mark Flewitt and chaired by Rob Tinlin. The endorsement was made on the following premise:</p> <ul style="list-style-type: none"> <li>- <i>In order to better develop the capacity of the local voluntary and community sector (VCS) to engage in competitive tender processes.</i></li> <li>- <i>In order enhance capacity for System change / redesign</i></li> <li>- <i>And to Minimize the impact of change</i></li> </ul> <p>The extension is also supported by Sharon Houlden, Head of Service for Adult Services and Housing.</p>		
12	Clause in Appendix A to be applied to this request (1, 2, 3, 4, or 5)	2		

13	<p>Please provide significant detail into why this Exception from Tendering is being sought (At the the very least this should include information on: Key Stakeholders, Contract Value, Contract Dates, why the approval of this request represents best value for the council and evidence to confirm that value has been sought)</p>
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The below applies to **STARS** and **YPDAT** contracts.

The current contract is due to expire on 31<sup>st</sup> March 2017, and due to the high value of the contract, a 4 month extension is sought for the following reasons:

- Service user and carer consultation:* It is imperative that the opportunity to contract new prevention, treatment and recovery services for is well founded on both need and the aspirations of local communities. Needs are relatively well-understood and there is a significant body of data in place to assist in this respect. However, it is also important to complement this with the voice of potential and current service users, those who care for and live with them, and those who work in their support. In keeping with the recent Ofsted inspection of SBC Children Services, it is essential that we better engage with service users and actively see their voice and include their views when redesigning services. In order to be effective in these creative approaches will need to be developed and deployed, such as peer research, in order to gain as wide a perspective as possible and through which to optimally inform new approaches to service design (below). It is expected that this work will take place between August – November 2016 ;
- System change / redesign:* the current Southend treatment system model is very similar to most others nationally, and it is believed that there will be benefits achieved in redesigning this. Based on discussions with some stakeholders, we feel that offering contracts with specific specialisms as “lots” under the main contract (e.g. targeted criminal justice interventions, preventive education services) rather than generic ‘one size fits all’ services will benefit the community of Southend and the broader partnerships. Additional time is required to understand how best to break up existing models (including the voice of service users etc., above), to develop effective service specifications (including consultation with peer services, other professional stakeholders) and to agree contract prices for each lot to be tendered. This work is underway and is anticipated to conclude by December 2016;
- In order to better develop the capacity of the local voluntary and community sector (VCS) to engage in competitive tender processes.* Amongst the key components of effective recovery is engagement within communities and a sense of belonging which we feel can be facilitated by the local VCS. Currently the drug and alcohol treatment sector is dominated by large national organisations and some of the benefits of ‘localism’ may be lost. Working with SAVS and Corporate Procurement we wish to grow local capacity to compete alongside these and increase their capacity to win contracts or work collaboratively with larger organisations. This work will involve further consultation and capacity building. It is anticipated that this work will take place between September 2016 and January 2017;

- *Minimize the impact of change*: it has been noted in many areas of the country, that when drug and alcohol treatment service contracts change hands, performance dips notably. We are therefore keen to make changes at a point when performance is substantially improved, in order to dampen any such impact. Additionally, we are keen to ensure sufficient attention is given to the implementation of contracts, in order that communications with clients and delivery partners are effective and distress kept to a minimum. It would be anticipated that a minimum of 2 months is spent on implementing new contracts, building on the preceding 10 months of engagement and consultation work.

In summary, it is argued that what is required is an extension in order to facilitate better value for the council and local residents, and to deliver better compliance with the Duty of Best Value and National Compact requirements.

As noted in Section 11 above, this course of action is wholly supported by Southend Community Safety Priority Leadership Group (Community Safety Partnership Board), which discussed this at its meeting of 28 July 2016. It endorsed the extension request on the above grounds.


14	Are there any significant risks that the Council will take on should your exception be approved.	None known.
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15	Please detail and evidence the consequences / risks should your request be rejected	
<p>It is believed that if this is rejected that procurement activity would need to commence without having realised the fullest benefits of service user / carer consultation, that any disaggregation of existing contracts undertaken would not be fully informed, and that potentially there would be tacit continuation of existing delivery models, and thus that we would not be offering the local VCS the opportunity to compete on equal terms with larger national organisations. It is likely that the sooner the existing contract is terminated, the lower the starting point will be for any subsequent performance reduction associated with the procurement activity / contract transfer. This is a well known phenomena in many drug and alcohol procurements (as evidenced via Public Health England / National Treatment Agency for Substance Misuse data). Following concerning levels of performance in Southend for the last few of years, and with improvement actions now taking effect and performance lifting beyond the requirements of local KPIs, it is hoped that performance can be raised to the highest possible level in order to mitigate any such effects.</p>		

16	I confirm that the information set out in this form and the supporting documentation is correct (You can either type this in or add your signature )	<p>Name <b>Glyn Halksworth</b></p> <p>Signature <i>Glyn Halksworth</i></p> <p>Post / Title <b>Strategy Manager, Drug &amp; Alcohol Commissioning Team</b></p> <p>Date 1<sup>st</sup> August 2016</p>
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**To be completed by Corporate Procurement**

Confirmation of Decision in relation to Tender Exemption Request Form

Approved by Group Manager of Procurement	Name <b>Mark Atkins</b>  Signature   Post / Title <b>Group Manager of Procurement</b>  Date 8 <sup>th</sup> August 2016
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Approved by Head of Service	Name <b>Sharon Houlden</b>  Signature <i>Sharon Houlden</i> (approved via email 8.8.16)  Post / Title <b>Head of Adult Services and Learning</b>  Date 8 <sup>th</sup> August 2016
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# APPENDIX A

## Exceptions from Tendering Requirements in Contract Procedure Rules

The following exceptions from tendering requirements may be applied following the prior approval Tender Exception Request Form.

The Exceptions from having to Tender are:

- 1) For the purchase of supplies, works or services which is prevented by Legislation.
- 2) If the supply of goods or materials to be acquired constitutes an extension of an existing supply contract. The extension can only be granted if all four of the following criteria are met:
  - The increase to the quantity of goods and materials was not envisaged at the time the original contract was awarded
  - The extension is based upon comparable terms and conditions as the original contract
  - The extension has a value less than 50% total value than the original contract requirement
  - The extension does not breach the threshold of the EU Regulations.
- 3) For the execution of works or provision of services where the proposed contract outlined in the Exception Request is required due to unforeseen technical or economic reasons and is directly linked to the continuation and success of an existing contract. The existing contract itself must have been awarded competitively in accordance with Council's Contract Procedure Rules.
  - If the proposed contract is to be undertaken by the Contractor named in the existing contract, terms of the proposed contract must be negotiated on the basis of the rates and prices contained in the existing contract, **Or**
  - If a new Contractor has been sought then the Exemption Request must be accompanied with evidence outlining the steps taken to ensure best value for the Council.

This exemption does not cover works and services carried out under annual contracts or values for proposed contracts that are greater than the relevant EU Threshold.

- 4) Where it is considered the execution of work or the supply of either goods or services is required so urgently so as not to permit the invitation of tenders. Any request for an exemption under this clause must be based upon circumstances brought about by circumstances that could not have been reasonably foreseen. Exceptions cannot be granted under this clause where a lack of foresight has given rise to difficulties.
- 5) In circumstances where a contract does not contain an option for an extension: but where an extension is required to facilitate full and compliant tender exercise for operational reasons. An extension can only be granted under this clause if:

- The initial contract itself was awarded as part of a competitive procurement process under the Contract Procedure Rules
- The terms under which the extension is agreed must be equal to the existing contract in relation to the Scope, the Pricing and the Terms and Conditions.

The actual length of any extension granted under this clause is at the discretion of the Head of Procurement: but cannot be more than 12 months in duration and cannot be longer than the initial contract itself. Only in circumstances where delays in publicised changes to legislation would make procurement impractical can multiple extensions be granted in relation to a single contract. In all other cases this exemption may only be used once per contract.

# Southend-on-Sea Borough Council

Agenda  
Item No.

## Report of Corporate Director for People

to  
**Cabinet**

on

**20<sup>th</sup> September 2016**

Report prepared by: John O'Loughlin, Head of Children's  
Services &  
Diane Keens, Group Manager, Placements & Resources

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### **6<sup>th</sup> Month mid-year Adoption Report**

**Department for People Scrutiny Committee – Executive Councillor:  
Councillor James Courtenay**

***A Part 1 Public Agenda Item***

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#### **1. Purpose of Report**

- 1.1 To report on the activities of the Southend Adoption Service between January and June 2016

#### **2. Recommendation**

- 2.1 That the report be noted and agreed.

#### **3. Background**

- 3.1 The provision, standards and operations of the adoption service is governed by:
- The Local Authority Adoption Service (England) Regulations 2005 (amend 2013 & 2014)
  - The Adoption Agencies and Independent Review of Determinations (amendment) Regulations 2011 and the
  - Adoption National Minimum Standards 2011
- 3.2 National Minimum Standard 25.6 states that the Executive side of the Local Authority should:
- receive written reports on the management and outcomes of the agency
  - monitor the management and outcomes of the service in order to satisfy themselves that the agency is effective and is achieving good outcomes for children and/or service users
  - satisfy themselves that the agency is complying with the conditions of registration.

## **4. Other Options**

- 4.1 The functions undertaken by the adoption agency are statutory requirements. In April 2014, Southend became a member of the East Anglian Adoption Consortium, following the ending of the Partners in Adoption Consortium. With however the new Regional Adoption Agency activity which was set up in 2015, this consortium ceased to exist and since that time, Southend has been a part of the activity of the Adopt East regional Adoption Agency.
- 4.2 The Adopt East Regional Adoption Agency activity consists of Southend, Essex, Suffolk, Hertfordshire, Luton and Adoption plus.

## **5. Reasons for Recommendations**

- 5.1 This report shows the activities of the Southend Adoption service in the first 6 months of 2016.

## **6. Corporate Implications**

- 6.1 Contribution to Council's Vision & Corporate Priorities

The mid-year report sets out the framework for the work of the adoption agency/service. It directly supports the delivery of the Corporate Priority to 'improve outcomes for vulnerable children'.

- 6.2 Financial Implications

The Partners in Adoption Consortium was a no fee consortium and therefore on its cessation we had concerns over the financial impact that this would have on Southend given that all external placements would in future cost £27K per placement. However in addition, any placements made with Southend adopters by other local authorities brings income into the Council, given that the local authority placing the child will pay for the adoption placement to cover costs of the recruitment, training support etc. This is a nationally agreed fee for all adoption placements, which local authorities have to pay.

At the end of 2014/15, we were for the first time able to assess the impact of this. During 2014/15, the Adoption Service spent £122,800 on inter-agency placements for adopters outside of the Borough. However £308,125 was raised by outside local authorities using Southend adopters meaning a net gain of £182,325. Taking into account the core budget of £85,650 available for such expenditure the total saving was £267,975.

In 2015/16, although the number of children being placed nationally for adoption dropped, due to other grant activity by the government, supporting payments for some inter agency placements, Southend continued to be successful in providing adopters through the national register and thus bringing income into the authority, to counteract the placements purchased for Southend children. During 2015/16 the Adoption Service spent £177,000 on interagency placements, less the core budget of £85,650, leaving a spend of £91,350. The income generated however



was £254,701 leaving an income surplus of £163,350. For the past few years there has been an income target of £170,000 which was just missed.

The adoption service has successfully brought in income for the past four years by finding and recruiting potential adopters that are then subsequently used by other local authorities, and it is hoped that this will continue. This does have a longer term impact as it means an increased number of young people being brought into Southend who in the longer term require post adoption services and a business case is currently being prepared for an additional post adoption worker. Whilst initially this would be a cost to the authority, if the current Government post adoption fund continues, we are confident that the full cost of this post would be recovered through grant applications.

There continues nationally to be a drop in the number of children being placed for adoption, which continues to lead to an increase in the numbers of adopters available nationally and therefore a decline in the number of inter-agency placements.

### 6.3 Legal Implications

None

### 6.4 People Implications

None

### 6.5 Property Implications

None

### 6.6 Consultation

The adoption service was inspected by OFSTED in May 2016 and adopters and prospective adopters were also consulted at that time by Inspectors. The outcome of the inspection was reported to Cabinet in July 2016 when adoption services were found to be good. Further consultation took place in early spring 2016 with regards to the Adopt East regional activity. Regular feedback is requested from adoptive families to ensure that services continue to meet their needs and are adaptive to the changing horizon of adoption.

Some adopter representatives attended the Regional conference regarding Adopt East and the way forward and several are now a part of the formal Adopter Voice consultation group, who are represented on the Adopt East Board.

### 6.7 Equalities and Diversity Implications

Adopt East covers a diverse geographical area and enables a wider choice of families for Looked after Children in Southend-on-Sea being placed for adoption. Every effort is made to match children and adopters in relation to culture, ethnicity and religion, but such factors are only one element of the matching

process and do not take priority over the overall ability of a prospective adopter to meet the needs of a child.

In the first 6 months of 2016, The Southend adoption service has approved 7 new adoptive households and has matched 13 Southend children with adoptive parents.

Another 7 children are due to be matched in the next 2 panels. The numbers of adopters coming forward nationally has continued to drop and there is no sign of this trend changing in the near future due to increased complication in court decision making processes.

#### 6.8 Risk Assessment

Adopt East should continue to reduce the risk of not finding suitable adoptive families for children. Although not yet formally agreed as an adoption agency in its own right, considerable work has already been undertaken in ensuring joint registers for adopters and children to ensure the widest availability of placements both within the RAA and nationally.

#### 6.9 Value for Money

Effective quality assurance supports value for money within the service. Adopt East gives Southend-on-Sea a wider choice of families.

The regional negotiations and planning also looks at shared services such as Adoption Exchange days and Adoption Parties.

Funding available for the Regional Adoption programme and reduced in 2016/17 and as such progress towards a fully shared service has slowed down.

#### 6.10 Community Safety Implications

None

#### 6.11 Environmental Impact

None

### 7. Background Papers

Regionalising adoption June 2015, DFE

### 8. Appendices

None

# Southend-on-Sea Borough Council

Agenda  
Item No.

Report of Corporate Director for Place

to  
Cabinet

on

20<sup>th</sup> September 2016

Report prepared by:

Amanda Rogers (Senior S106 & CIL Officer, Planning)

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**Corporate Policy for Planning: Interim Affordable Housing Policy  
Place Scrutiny Committee  
Executive Councillor: Councillor Flewitt**

***A Part 1 Public Agenda Item***

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## **1. Purpose of Report**

- 1.1 To seek Members agreement to the Interim Affordable Housing policy being adopted as Corporate Policy.
- 1.2 The policy sets out the approach the Council will take in respect of Affordable Housing Policy and financial contribution calculations, until such time that any amendments are made to adopted planning policies as part of the Local Plan review, which will be informed by updates to the Strategic Housing Market Assessment (SHMA). It is in direct response to recent Government changes to national housing policy.
- 1.3 For the avoidance of doubt, this Interim Affordable Housing Policy will supplement but not supersede the following existing adopted planning policies:- Core Strategy Policy CP8 and Development Management Development Plan Document (DPD) policy DM7.

## **2. Recommendations**

- 2.1 That Members agree the following:
  - 2.1.1 **Agree the “Interim Affordable Housing Policy (September 2016)” document attached at Appendix 2 as Corporate Policy; and**
  - 2.1.2 **Delegate to the Corporate Director for Place in connection with the Portfolio Holder for Housing, Planning and Public Protection authority to make any minor amendments to the Interim Affordable Housing Policy to take into account the latest available evidence from the SHMA or its equivalent successor.**

### 3. Background

- 3.1 The Council secures affordable housing through adopted planning policies:- Core Strategy Policy CP8 and Development Management Development Plan Document (DPD) policy DM7.
- 3.2 Recent changes in national housing policy dealing with how Registered Providers operate and how development viability is considered, has led to developers increasingly seeking to deviate from adopted affordable housing policy in terms of mix of tenure and unit sizes. This presents significant risks in terms of the Council's ability to meet the Borough's affordable housing needs. This Interim Affordable Housing Policy seeks to minimise these risks as far as possible and assist in meeting the Borough's affordable housing needs. It also seeks to ensure that a fair and consistent affordable housing provision is required of all developers, avoiding any site being disadvantaged in comparison to any other due to the impact that changes in tenure and unit sizes have on residential sales values.
- 3.3 The Council is experiencing unprecedented levels of housing demand as a result of the changes in national housing and planning policies, which combined with welfare reforms is making it increasingly difficult for a household on a low income to meet their own housing needs.
- 3.4 In addition, since the publication of the Core Strategy in 2007 the Council has not published any further guidance in relation to the preferred arrangements for obtaining a financial contribution to fund off-site provision where, exceptionally, the Council is satisfied that on-site provision of affordable housing is not practical, feasible or appropriate. This will be formally addressed in the Local Plan review of affordable housing policies; however, this is a lengthy and formal statutory process that is prescribed in the Town and Country Planning Regulations (2012), so in the interim it is deemed appropriate to adopt a Corporate Policy describing in more detail how the Council intends to apply the existing adopted policies.
- 3.5 To ensure that the approach to securing financial contributions in lieu of on-site provision of affordable housing is fair, consistent and comparable with other local authorities, a report by BNP Paribas Real Estate (a leading consultancy specialising in this area) were commissioned to review and prepare a report. This report assessed the pros and cons of different approaches and concluded that the Council's current adopted approach allows for a simple, transparent and quick calculation of a payment in lieu, which is one of the Council's objectives in avoiding full viability assessments on each occasion an application is considered. A copy of this report is included in **Appendix 1**.
- 3.6 **Appendix 2 and 3** include copies of the proposed Interim Affordable Housing Policy (September 2016) and an example of a payment calculation where a payment is being accepted in lieu of on-site provision of affordable housing. This is set out in a table at **Appendix 3**. This table will enable planning and housing officers to establish the level of financial contributions for affordable housing where considered appropriate.

- 3.7 The payments in lieu of affordable housing are significantly lower than the open market value (OMV) of the residential properties being constructed within a development. However, the contributions that will be secured are reasonable when considered in the context of the values involved in on-site provision. The reason for this is because when completed affordable housing units are secured by a Section 106 agreement for transfer to a Registered Provider (RP), typically the RP will purchase the units from a developer at a price equivalent to their OMV less approximately 30% to reflect the land value. For example, if the OMV of a residential unit is £200,000 each, a reasonable offer from a RP would be £140,000 each. This would result in the developer making a contribution of £60,000 per unit. Hence, whether the Council receives a financial contribution in lieu of on-site provision or units are provided on-site, the financial contribution towards affordable housing secured from the developer is comparable. It is then proposed that 10% be added to the contribution to reflect the on-costs associated with the local authority delivering the affordable housing instead of the developer. Without the 10%, some of the affordable housing financial contribution would be lost to fees and acquisition costs.

#### **4. Options**

- 4.1 For the reasons set out in this report, officers recommend adoption of the Interim Affordable Housing Policy.
- 4.2 The only alternative option would be to not adopt the Interim Affordable Housing Policy as set out in this report. This would mean to continue developer affordable housing negotiations relating to housing mix, tenure and financial contributions in lieu of on-site provision on a more ad hoc basis. This presents significant risks in terms of the Council's ability to meet the Borough's affordable housing needs; may result in inconsistencies in planning negotiations; and may also delay delivery of development.

#### **5. Reasons for Recommendation**

- 5.1 The proposed Corporate Policy is intended to maximise the potential to deliver affordable housing and meet the Borough's local affordable housing need, through existing planning policy, planning applications and Section 106 agreements, whilst ensuring development remains deliverable.
- 5.2 The proposed Interim Affordable Housing Policy also seeks to ensure that a fair and consistent affordable housing provision is required of all developers, avoiding any site being disadvantaged in comparison to any other due to the impact changes in tenure and unit sizes have on residential sales values.
- 5.3 The proposed Corporate Policy will assist in meeting the key Corporate Priorities relating to affordable housing as set out in paragraph 6.1 below.

#### **6. Corporate Implications**

- 6.1 Contribution to Council's Vision & Corporate Priorities

Any financial contributions received through S106 agreements will be spent on enabling the Council to deliver affordable housing within the Borough. As such, this will support the following Corporate Priorities for 2016/17:-

*Prosperous: Maximise opportunities to enable the planning and development of quality, affordable housing.*

*Healthy: Work with the public and private rented sectors to provide good quality housing.*

## 6.2 Financial Implications

This policy will enable the Council to secure financial contributions in lieu of onsite provision and such financial contributions will support the delivery of affordable housing. The policy will enable a consistent and clear approach to be applied to the negotiation of financial contributions.

## 6.3 Legal Implications

In terms of planning legislation, a Corporate Policy will be given less weight than an adopted planning policy. However, a Corporate Policy will constitute a material consideration in the determination of any planning applications; and until such time that the affordable housing planning policies are formally reviewed as part of the Local Plan review; the Interim Affordable Housing Policy will provide clarity and consistency to developers. The Corporate Policy will also help maximise opportunities for delivering affordable housing.

## 6.4 People Implications

None.

## 6.5 Property Implications

None.

## 6.6 Consultation

None required.

## 6.7 Equalities and Diversity Implications

The proposed Corporate Policy seeks to ensure an equitable approach to affordable housing negotiations and delivery.

## 6.8 Risk Assessment

There is a risk that ad hoc negotiations on a site by site basis will result in less affordable housing being delivered in the Borough; and claims of the Council acting inconsistently.

## 6.9 Value for Money

The proposed Corporate Policy is an important means of ensuring value for money for the wider community from development.

## 6.10 Community Safety Implications

None.

## 6.11 Environmental Impact

None.

## 7. Background Papers/Reference Documents

Development Planning Document: Core Strategy December 2007

Development Planning Document: Development Management Document July 2015

## 8. Appendices

**Appendix 1** Report by BNP Paribas Real Estate

**Appendix 2** Interim Affordable Housing Policy (September 2016)

**Appendix 3** Example affordable housing in lieu payment calculation  
(calculator spread sheet)

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## **Commuted Sum In Lieu Of On-Site Affordable Housing Formula Study**

Prepared for  
Southend-on-Sea Borough Council

October 2015

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# 1 Introduction and Terms of Reference

BNP Paribas Real Estate has been commissioned by Southend-on-Sea Borough Council ('the Council') to provide advice on potential approaches to securing payments in lieu of on-site affordable housing.

We set out below the Council's brief in respect of the requirements of this commission:

- An exploration of the right approach for the authority to affordable housing (AH) commuted sum calculations when on-site provision is deemed unfeasible;
- In practical terms, if developers are not claiming viability issues and are happy to pay a commuted sum in lieu of the policy compliant number of AH units, then we need a robust, simple and transparent formula to apply. Whilst it is more accurate to assess each site individually based on a viability appraisal we feel it would be a bit unfair to require an appraisal if the proportion of AH is not being disputed as our policy allows for a commuted sum in lieu of on-site provision;
- Considering Core Strategy Policy CP8 and the fact that it allows for commuted sums to be sought on schemes of any size we would like a formula that could be applied above and below the 10 unit AH threshold;
- Provide 2/3 different commuted sum formula options to consider.

This report evaluates the current approach adopted by the Council in addition to common approaches to securing payments in lieu adopted by other authorities. This report considers the benefits and issues associated with each approach and their subsequent suitability to the Council given their local circumstances.

## 1.1 BNP Paribas Real Estate

BNP Paribas Real Estate is a leading firm of chartered surveyors, town planning and international property consultants. The practice offers an integrated service from nine offices in eight cities within the United Kingdom and 150 offices, across 30 countries in Europe, Middle East, India and the US, including 15 wholly owned and 15 alliances.

BNP Paribas Real Estate has a wide ranging client base, acting for international companies and individuals, banks and financial institutions, private companies, public sector corporations, government departments, local authorities and registered social landlords.

The full range of property services includes:

- Planning and development consultancy;
- Affordable housing consultancy;
- Valuation and real estate appraisal;
- Property investment;
- Agency and Brokerage;
- Property management;
- Building and project consultancy; and
- Corporate real estate consultancy.

This report has been prepared by James Purvis MRICS under the supervision of Anthony Lee MRICS MRTPI, RICS Registered Valuer.

The Affordable Housing Consultancy of BNP Paribas Real Estate advises landowners, developers, local authorities and registered social landlords ('RSLs') on the provision of affordable housing.

In 2007 we were appointed by the GLA to review its Development Control Toolkit Model (commonly referred to as the 'Three Dragons' model). This review included testing the validity of the Three Dragons' approach to appraising the value of residential and mixed use developments; reviewing the variables used in the model; and advising on areas that required amendment in the re-worked toolkit. We were appointed again in 2012 by the GLA to review the Three Dragons model and our recommendations were carried forward to the 2014 version of the Toolkit.

Anthony Lee is a member of the RICS 'Experts in Planning Service' panel, which was established in March 2009 to support the Planning Inspectorate on major casework and local development plan work submitted for independent examination. He has assisted the inspectors examining the economic viability of housing policies within the Core Strategies of Stockton Borough Council; Hinckley and Bosworth Council; and East North Hants District Council. He was also a member of the working group which drafted guidance for planning authorities on viability, which was published by the Local Housing Delivery Group in June 2012 as 'Viability Testing Local Plans: Advice to Planning Practitioners'.

In addition, we were retained by the Homes and Communities Agency ('HCA') to advise on better management of procurement of affordable housing through planning obligations.

The firm therefore has extensive experience of advising landowners, developers, local authorities and RPs on the value of affordable housing and economically and socially sustainable residential developments.

## 1.2 Report Structure

This report is structured as follows:

- **Section two** evaluates the Council's current approach to securing payments in addition to approaches adopted by other local authorities;
- **Section three** considers how these approaches might be adopted in the Lambeth context; and
- **Section four** sets out our conclusions and recommendations.

## 1.3 Disclaimer

This report contains several appraisals of hypothetical development scenarios. These appraisals do not constitute valuations in accordance with PS 1.6 of the RICS Valuation – Professional Standards (January 2014 Edition) (the 'Red Book'), the provisions of VPS 1 to VPS 4 are not of mandatory application and accordingly this report should not be relied upon as a Red Book valuation. This report is addressed to Southend-on-Sea Borough Council only and its contents should not be reproduced in part or in full without our prior consent.

## 2 Approaches to securing payments in lieu

### 2.1 Background and Policy Position

Under section 106 of the Town and Country Planning Act 1990 (S106), the council can, in appropriate circumstances seek a legal agreement as part of a planning permission for a development. The Local Planning Authority must ensure that a S106 obligation meets the relevant tests set out in the Community Infrastructure Levy Regulations 2010 (CIL).

It must be satisfied that the obligation is necessary to make the development is:

- Acceptable in planning terms;
- Directly related to the development and fairly and
- Reasonably related in scale and kind.

Requirements may vary depending upon site specific conditions, but could include making a contribution to open space, affordable housing etc. This can either be physical provision on site or a commuted sum in lieu of on-site provision.

Government guidance on affordable housing commuted sums is set out in the National Planning Policy Framework ('NPPF'). The NPPF strongly recommends that affordable housing contributions be satisfied by building the homes on site, however, when there is robust justification, off-site provision in the form of a commuted sum may be acceptable. Any financial contribution should be of 'broadly equivalent value'.

The Council recognises the practical difficulties of securing affordable housing on-site on smaller schemes and therefore accepts that a payment in lieu might be preferable in many cases. The ability of schemes to make financial contributions in-lieu inevitably varies between sites and areas. It is therefore unlikely to be possible to arrive at a common formula that can be applied to all sites and there may therefore be a need to assess the level of financial contributions on a site by site basis.

Whilst it is recognised to be more accurate to assess each site individually based on a viability appraisal. The Council is of the opinion that a full appraisal would be onerous in the event that the proportion of AH is not being disputed as the Council's policies allow for a commuted sum payment in lieu of on-site provision. In practical terms, if developers are not claiming viability issues and are happy to pay a commuted sum in lieu of the policy compliant number of affordable housing units, the Council require a suitable formula.

The challenge for the Council is therefore to develop an approach that can be relatively simple and time efficient way of determining an appropriate payment in lieu of on-site affordable housing.

### 2.2 The Council's current approach

In this section we consider the current approach adopted by the Council which is has also been adopted by Mole Valley.

The Council through their SPD (2007) adopt formula based contribution for schemes of between 1 and 9 units. The Council has indicated that it may also use the formula in exceptional circumstances when sites of 10 or more units are to provide a payment in lieu. The current formula has also been amended to

reflect the National Space Standards which outlines required space standards for affordable housing units.

The formula is summarised as follows:

- The market value of each residential unit in the development is determined (by reference to comparable evidence);
- The value per square metre is calculated by dividing the total value by the Unit's floor area;
- The market value (rate per sq/m) of a market housing unit is applied to an equivalent sized affordable housing unit. If for example, a four bed unit is 173 square metres and an equivalent affordable 4 bed unit is 100 square metres, the market value on a per square metre basis would be applied to a 100 square metre unit;
- A 'residual value' or 'plot value' is determined by taking 30% of the 'market value' of an affordable-sized unit and adding 10% for acquisition fees. (30% is a broad 'rule of thumb' for land value as a percentage of Gross Development Value (GDV));
- The Council's policy requires 20% affordable, so the payment in lieu is based on 20% of the resulting 'plot value' figure applied across the scheme.

We set out below an example of how this formula works in practice.

#### **Example of Formula**

1 x 173m<sup>2</sup> (GIA) 4-bed house with reference to comparable evidence has a market value of £495,000

Guide size for a suitable affordable home – 130 m<sup>2</sup> (GIA).

**Step 1:** Open market value (OMV) of a relevant or comparative property divided by the size of the property and multiplied by the appropriate affordable housing size that would have been required on site.

$$£495,000 / 173 \text{ m}^2 = £2,861 \text{ per m}^2$$

$$£2,861 \text{ per m}^2 \times 100\text{m}^2 = £371,930$$

**Step 2:** Multiply the OMV (completed sale value, or GDV) by the residual land value percentage (30%)

$$£371,930 \times 30\% = £111,579 \text{ (base land / plot value)}$$

**Step 3:** Add 10% to the step 2 result to reflect site acquisition costs (this gives the per unit sum for that property type)

$$£111,579 + 10\% = £122,737$$

**Step 4:** Apply to the relevant number of units and affordable housing policy requirement (i.e. 20%)

$$£122,737 \times 20\% = \text{Payment in Lieu of } £24,547$$

We set out as appendix 1 a further worked example of this approach.

### 2.2.1 Evaluation of the Council's current approach

This is a fairly simple approach and lends itself well to an area with fairly homogenous developments. Key issues for the Council to consider if they were to continue to adopt this approach are set out in the following paragraphs.

**Issue 1:** Step 2 involves multiplying the GDV of the unit (adjusted for size) by 30% to arrive at a 'land value' or 'plot value'. An addition of 10% is then made for land acquisition costs.

The difficulty with this approach is that the 30% used to arrive at a land or plot value is a broad rule of thumb and may not be at all reflective of individual site circumstances. Given the range of locations within the borough it is unlikely that it would be possible to arrive at a percentage to reflect land value that would reflect all developments, even at a very high level. However, we have been informed by the Council that their recent experience has found this percentage to be reasonably accurate.

We would also question whether the addition of 10% to the land value to cover site acquisition costs is an appropriate method of calculation. It should be noted that if acquisition costs were reduced this would reduce the potential payment in lieu. However, if the Council has evidence to support the acquisition costs this would mitigate this issue.

**Issue 2:** If a plot size for a typical home in the area would allow for a home of 173 square metres (as per the example) but the calculations are based on a property of only 100 square metres, it is questionable as to whether the commuted sum will be sufficiently large to purchase land on an alternative site.

We consider that the developer should be in no better position in providing a payment in lieu of actually providing the unit on site as this would incentivise the developer to seek off-site payments.

**Issue 3:** The most significant issue for the application of this approach is that the model assumes that affordable housing is always self-financing. The model generates the ability for the Council to provide clean and serviced land to RPs, but the costs of building might exceed the capitalised rental income.

**Issue 4:** We would question whether it is sufficiently flexible insofar that the approach complies with the requirements of CIL Regulations 122. Although the approach is formulaic, there is clearly scope for adjustment in Step 3. If a particular scheme could not viably meet a payment based on 20% affordable housing, the percentage could be adjusted downwards. This would need to be supported by a viability appraisal. This viability appraisal would need to be undertaken as a separate exercise.

## 2.3 Alternative approaches adopted by other Councils

In this section, we consider the alternative approaches adopted by other Councils.

### 2.3.1 Basingstoke & Deane Borough Council

Basingstoke's methodology is set out in appendix 2 of the 'Draft Planning Obligations SPD' published in November 2014. We set out below the following extract from the document

*"Where the council agrees to accept a commuted sum towards affordable housing instead of either on-site or off-site affordable housing provision, the value of that financial contribution should be equivalent to the cost of providing 40% affordable housing on-site (i.e. the financial contribution will be the value of*

*private subsidy that the applicant, land-owner or developer would have been required to make, had the affordable housing been provided on-site).*

*The method that will be used to calculate the level of the commuted sum for affordable housing requires is very closely related to the method used in the main Community Infrastructure Levy evidence base work. It is a residual value approach sharing a viability methodology and development appraisal assumptions and is reliant on the same market evidence base.*

*The following inputs will be used to calculate the cost of the financial contributions towards off-site affordable housing provision:*

- *Development scenarios (number of dwellings, dwelling mix, site area, site coverage and density);*
- *Level of affordable housing;*
- *Affordable housing rents and shared ownership costs;*
- *Market values;*
- *Build costs;*
- *Development costs (including professional fees, finance costs, marketing, developers return and contractors return);*
- *S106 costs;*
- *Appropriate CIL charge; and*
- *Cost to registered provider of acquiring affordable housing from developer.*

*The values and costs used will reflect those used in the Basingstoke and Deane Viability Study (November 2013) and the Manydown and Golf Course Viability Report (July 2014). They will be updated over time.*

*The output will be expressed in terms of a cost per square metre. This cost will then be multiplied by the total gross internal floor area of all net additional dwellings to establish the total cost of the financial contribution towards affordable housing.”*

### **2.3.2 Evaluation of Basingstoke’s approach**

This approach relies upon the Council’s 2013 viability study and 2014 viability studies for 2 large strategic sites. From a high level perspective, this approach is simple and straight forward for the Council and/or developer to calculate. It provides a degree of transparency insofar that the Council and developer have full knowledge of the inputs that will be used to calculate and as a result there is likely to be minimal disagreement on the inputs. However, there are flaws with this approach, which we set out below.

If this approach was to be considered for future use by the Council the viability studies that inform the Council’s CIL charging schedule may be used as a basis for calculating such payments in lieu.

**Issue 1:** The approach relies upon inputs from historic viability studies and as a result it is unlikely that the appraisal inputs (i.e. costs and values) will be valid/relevant due to changes in the market. For example, the use of this data will not capture movement’s in house prices or cost inflation from the date of the viability studies to the date of the calculation of the payment in lieu. One method through which to address this flaw would be to update values on a regular basis or more simply to increase/decrease housing values in line with the land registry house price index or tender price inflation set out on the BCIS website.

The affordable housing values would also be set as a specific rate per sq/ft dependent upon tenure type the values would be unresponsive to changes in Government policy.



**Issue 2:** The viability studies provide a high level perspective of viability and appraisal inputs across a wide geographical area. This approach is unable to capture the value or cost implications associated with specific sites and emerging development proposals.

We consider that this approach would not suit Southend due to the diverse range of values that are currently being achieved within the Borough. For example, if apartments in Leigh-on-Sea were banded there would be complications with ascertaining appropriate values as values are extremely sensitive to location, height, views etc. As a result, developers could potentially gain benefit from paying a commuted sum that is artificially low in comparison to the market values they would be achieving for the units.

Notwithstanding the above issues, the approach fails to provide a means to calculate a payment in lieu on the basis of present day inputs that reflect the subject site.

### 2.3.3 London Borough of Richmond-Upon-Thames

This approach attempts to directly tackle the question of compliance with Regulation 122 by adopting an 'opportunity cost' approach (i.e. calculating the cost to the developer, in terms of value that would have been forgone had the affordable housing been provided on site). Under this approach, the developer is no better (and no worse off) than they would have been had the affordable housing been provided on site.

The formula is calculated by using a simple Microsoft Excel spreadsheet. This calculates the benefit accruing to the developer of providing units that would otherwise have been affordable as private housing.

The commuted sum is calculated as follows:

**A** = Market Value of unit LESS profit (profit does not apply to affordable housing);

**B** = Value of affordable housing (capitalised net rent for rented units plus capitalised rent and equity sales for shared ownership units);

**A – B** = payment in lieu (equivalent to the 'opportunity cost' or value that would have been lost, had the affordable units been provided on site.

An example of the calculation is provided at Appendix 2.

### 2.3.4 Evaluation

The Richmond approach is superior to the Council's current adopted approach, as the calculation reflects individual site circumstances and does not rely upon the broad rule of thumb 30% of GDV calculation. It provides a reasonably accurate reflection of the value uplift enjoyed by the developer resulting from the replacement of on-site affordable units as private.

The model addresses compliance with CIL regulation 122 by enabling the user to select the affordable housing percentage upon which the payment in lieu is to be calculated. If the developer has demonstrated that the scheme is only viable with a reduced quantum of affordable housing (or financial equivalent of), then the payment in lieu can be based on that agreed quantum.

The spreadsheet model is easy to replicate and amend so that it is suitable for use in Southend. However, there are several issues with the spreadsheet model that would need to be addressed if it were to be used by the Council in order to meet their requirements. These issues are outlined below. None of the issues

identified are sufficiently significant to warrant abandoning the approach altogether.

**Issue 1:** The information required to complete the model is somewhat onerous and could be simplified. In particular, determining the price a RP might pay for the units could be simplified by seeking a firm price. This would then reduce the need to determine weekly rent levels, management costs and yields. This would also help to address some of the other issues below.

**Issue 2:** The current calculations make no allowances for voids and bad debts, which has the effect of slightly over-valuing the affordable housing value. This could be addressed through an addition to the management costs, although it should ideally be entered separately to aid comparison of inputs.

**Issue 3:** RPs typically pay the developer the agreed purchase price during the build period. Having affordable housing on-site therefore provides a cash flow benefit, despite the reduction in value compared to private housing. However, this is unlikely to be so significant that the calculated sums are inaccurate. Arguably, there is potentially an uplift in value in the private housing values which is also not accounted for in the model, so the two factors may well balance each other out.

**Issue 4:** The model calculates the capital value of the affordable housing, but makes no account for the RPs deduction for on-costs (i.e. acquisition costs and employer's agent). On-costs are typically between 5% to 9% of value. The lack of a deduction for on-costs incorrectly enhances the affordable housing value, which in turn reduces the 'gap' between private and affordable values (and reduces the commuted sum).

**Issue 5:** Although full profit is deducted from private housing, there is no corresponding profit deducted from the affordable housing. It is widely recognised that developers typically apply a profit to both tenures, although at a considerably reduced rate to the affordable housing (circa 6%, compared to 20% on private).

**Issue 6:** A decision needs to be made as to the tenure assumptions on the 'rented' element used entered into the model. Clearly the decision as to which tenure would have been provided on-site has a profound impact on the commuted sum. For example, if the capital value of the affordable housing units is based on social rented tenure, the value will be considerably lower than would be the case if they were provided as affordable rent. The lower the affordable housing value, the higher the payment in lieu.

### 2.3.5 London Borough of Bromley

Bromley's approach is set out in the 'Addendum (June 2013) to the Council's Adopted Supplementary Planning Document Planning Obligations (2010)

Bromley's formula for calculating financial contributions in lieu of on-site affordable housing provision is as follows:

*"Difference between the open market value of the equivalent on-site affordable housing units and the maximum price that a Registered Provider (RP) would reasonably pay for those units, assuming nil grant (with limited adjustment reflecting potential cost variation for provision of units for private sale rather than affordable housing e.g. marketing costs)."*

In summary, the approach adopted by Bromley is a simplified version of the Richmond approach.

### 2.3.6 Evaluation of Bromley's approach

Whilst the approach is simplistic it relies upon the maximum price that a RP would be prepared to pay for the affordable housing units. However, in circumstances where a scheme is only required to provide a small number of units RPs do not tend to be interested in taking on a small number of units in a scheme due to management issues. As a result, the Council would need to have access to values for affordable units that can be applied to the formula to reflect a policy compliant tenure mix. In addition, the formula does not allow the ability to deduct profit.

### 2.3.7 London Borough of Wandsworth

Wandsworth Council's approach is essentially the same as Richmond's in that the Council indicates that where payments in lieu are to be agreed "*there can be no financial advantage to the developer in not delivering the affordable housing onsite*".

However, in contrast to Richmond, Wandsworth do not provide a specific formula to calculate the payment in lieu. Wandsworth's Planning Obligations SPD indicates that the Council will seek two appraisals from the developer. The first is to assume that the scheme incorporates the required percentage of affordable housing. The second assumes that the scheme is 100% private.

The payment in lieu is determined by deducting the residual land value generated by the second appraisal from the residual land value generated by the first.

As a principle for calculating a payment in lieu, the approach is identical to the approach adopted by Richmond. The only material difference between the two approaches is how the payment in lieu is calculated. The Wandsworth approach is arguably more onerous, as the developer is required to complete two appraisals (although in reality, the additional work required to turn an appraisal which includes some affordable housing into a 100% private housing scheme is relatively limited).

Completing two full appraisals also offers the advantage of addressing most of the modelling issues raised in relation to the Richmond model. The main advantage of the Wandsworth approach is that it can be used for dual purposes of (a) determining the overall level of affordable housing – if a policy compliant level is considered unviable and (b) determining the amount of a payment in lieu.

In terms of applying this approach in Southend, there may be instances where a subsequent appraisal of a scheme where affordable housing is not being contested may reveal that the scheme on a current day basis may be unviable and unable to support a payment in lieu.

Viability has been an issue in Southend in recent years and as a result this approach when applied specifically to Southend may result in a reduction in payments for off-site affordable housing.

## 2.4 Comparing the outcome of the approaches

We have tested a hypothetical 10 unit development to the approaches set out above (excluding Basingstoke) to provide an indication of the likely levels of payment in lieu that would be generated. For simplicity, we have assumed that all units in the scheme are two bed flats. We have also reflected a policy

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compliant level of affordable housing of 20% assuming a tenure mix split 70/30 between affordable rent and intermediate units.

### **Southend**

The current Southend approach generates a payment in lieu of £107,784. The calculations are attached as Appendix 1.

### **Basingstoke & Deane Borough Council**

We have not modelled this scenario due to the evidence base that informs the approach.

### **London Borough of Richmond-Upon-Thames**

The Richmond approach generates a payment in lieu of £144,502. The calculations are attached as Appendix 2. The higher payment in lieu in comparison to the current Southend approach reflects the cross-subsidy required from the private housing to the affordable housing. In contrast, the Southend approach assumes that the affordable housing is cost neutral (i.e. the price payable by the RP equals the development costs).

### **London Borough of Wandsworth**

The Wandsworth approach generates a payment in lieu of £96,586.

### **London Borough of Bromley**

We modelled this scenario assuming a blended capital value for the affordable units of £1,500 per sq/m. The payment in lieu generated is £129,500 and we attach a copy of this calculation as appendix 3.

### 3 Conclusion

In our view, payment in lieu structures should be tested against the three criteria, as follows:

- That the structure satisfies the tests contained within CIL Regulation 122;
- Ease of application to small schemes; and
- Provides a robust approach and is capable of reflecting the Council's policies and specific market conditions.

Basingstoke's approach is the least suitable approach and does not meet the criteria as the information base to be used for the calculation, although transparent, is unable to respond to market conditions or site specific factors that influence cost and value.

The Council's current approach is also unable to fully meet these three tests. Although it is a simple approach to apply, it is reliant on a percentage of GDV to arrive at a plot value. Whilst this approach could serve to distort the true value of the site, the Council have advised us that in their experience this method has been reasonably accurate.

We have previously discussed with the Council an approach that determines varying land values which would adopt different land values to reflect the three areas outlined in the Council's CIL Charging Schedule. However, there would be considerable difficulty in arriving at an appropriate method of adopting generic land values assessed for generic typologies and applying them to site specific scenarios. Furthermore, this approach would not allow for the payment in lieu to reflect movements in values of residential dwellings.

One positive of the current adopted methodology is that the payment in lieu will always be a function of current day sales as at the date of assessment and as a result as sales values increase the Council can capture higher payments in lieu.

The Richmond approach is based on the principle that replacing on site affordable housing provision with a payment in lieu should be financially neutral for the developer. In other words, the payment in lieu option should leave the developer no better, but no worse off. Consequently, the option meets the test of reasonableness in CIL Regulation 122; the approach is not punitive when considered alongside the Council's policies.

In terms of practical application, Bromley's approach is simple (comparing the value 100% market value of the units against what a RP is prepared to pay), but requires the developer to complete this exercise. However, there are potential issues for the Council to determine the value of the affordable units.

In summary, the Wandsworth approach is the most reliable and transparent way of ascertaining an appropriate payment in lieu formula in which two appraisals are modelled with 100% market housing and one with policy compliant affordable housing. The payment in lieu would therefore be the sum which is the difference between the land values.

However, we note from the brief that the Council feel it would be onerous to require a full appraisal from a developer if the level of affordable housing was not being disputed as the Council's policy allows for a commuted sum in lieu of on-site provision. We have also set out that if this approach was adopted it may serve to highlight that such schemes are unviable on a current day basis if a negative land value is generated and therefore a payment in lieu could not be justified.

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In summary, none of the approaches set out above sufficiently meet all of the Council's objectives and therefore the Council will need to accept a compromise position. In doing so, the Council will need to consider all of the pros and cons of each approach and choose the approach they consider will best fit their prioritised objectives

We highlight however that the Council's current adopted approach allows for a simple, transparent and quick calculation of a payment in lieu which is one of the Council's objectives in avoiding full viability assessments on each occasion.

The fact there are a wide range of approaches adopted by a number of Council's indicates that there is not a 'one size fits all' approach to ascertaining an appropriate formula that can tick every Council's requirements.

We would highlight that if the Council were to adopt an alternative approach it is likely that any approach would be subject to scrutiny and challenge from developers. We understand that the Richmond approach has in the past attracted opposition from developers and that there have been appeals in respect of the payment in lieu. However, Richmond's policy is subject to viability and we understand that appeals have focused upon agreeing the actual viability position of the scheme.

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## Appendix 1 - Southend-on-Sea Commuted Sum Formula

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**For each property type:**

**Step 1:** Market value (MV) of the relevant or comparative market property divided by the size of that property and multiplied by the affordable housing property size equivalent (to assess the market value of a suitably sized affordable home).

**Step 2:** Multiply by the residual land value percentage (30%) – to get to the base plot value for that home.

**Step 3:** Add 10% to the step 2 figure, to reflect site acquisition costs (this gives the per unit sum)

Then to get to the total contribution:

**Step 4:** Apply the resulting per unit sum(s) to the relevant site number and proportion (i.e. Step 3 per unit sum x number of dwellings in scheme x 20%).

**Calculation**

**Step 1:** Value of each property = £175,000

Size of each unit (private) 75 sqm = £2,333 per sqm

Size of equivalent affordable housing unit (70 sqm) = £163,310

**Step 2:** £163,310 x 30% = £48,993

**Step 3:** £48,993 + 10% = £53,892

**Step 4:** 10 units @ £53,892 each x 20% = £107,784



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## Appendix 2 - Richmond-upon-Thames Commuted Sum Formula



**LONDON BOROUGH OF RICHMOND UPON THAMES  
AFFORDABLE HOUSING SPD - ANNEXE A - COMMITTED SUM CALCULATION**

Site Name:	Example	Date	Notes
Number of Units on proposed development	10 No.		
Level of Affordable Housing required	20% Per DMH 06		See SPD Para 2.8.3
Number of Affordable Units required	2.00 No.		
Percentage Affordable Rented required	70%		
Number of Affordable Rented Units required	1.40 No.		
Percentage Intermediate required	30%		
Number of Intermediate units required	0.60 No.		
<b>Less on Site provision</b>			
Affordable Rented Units provided on site	0 No.		
Net number of units of Affordable Rented off-site	1.40 No.		
Intermediate Units provided on site	0 No.		
Net number of Intermediate units off-site	0.60 No.		

**Off-Site Committed Sum calculation**

Affordable Rented	Unit type	Off Site Provision	OMV £	Profit 0.00%	Net Total Cost	Rent per week	Mgt Charge 25.00%	Yield 6.00%	Capitalised Rent	Committed Sum
	1 Bed Flat			0	0		0	6.00%	0	0
	2 Bed Flat	1.40	175,000	0	175,000	150	1,850	6.00%	97,500	108,500
	3 Bed Flat			0	0		0	6.00%	0	0
	3 Bed Hse			0	0		0	6.00%	0	0
	4 Bed Hse			0	0		0	6.00%	0	0
	5 Bed Hse			0	0		0	6.00%	0	0
	<b>Total</b>	<b>1.4</b>								<b>108,500</b>

**Intermediate - Shared Ownership**

Unit type	Off Site Provision	OMV £	Profit 0.00%	Net Total Cost	Equity Rent 2.75%	Mgt Charge 0.50%	Yield 6.00%	Capitalised Rent	1st Tranche	Committed Sum
1 Bed Flat			0	0	0	0	6.00%	0	0	0
2 Bed Flat			0	0	0	0	6.00%	0	0	0
3 Bed Flat	0.60	175,000	0	175,000	2,888	188	6.00%	44,997	70,000	36,002
3 Bed Hse			0	0	0	0	6.00%	0	0	0
4 Bed Hse			0	0	0	0	6.00%	0	0	0
5 Bed Hse			0	0	0	0	6.00%	0	0	0
<b>Total</b>	<b>0.6</b>									<b>36,002</b>

Total Units	2.00	TOTAL Committed Sum	144,502
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## Appendix 3 - Bromley's Commuted Sum Formula

Bromley's formula for calculating financial contributions in lieu of on-site affordable housing provision is as follows:

*“Difference between the open market value of the equivalent on-site affordable housing units and the maximum price that a Registered Provider (RP) would reasonably pay for those units, assuming nil grant (with limited adjustment reflecting potential cost variation for provision of units for private sale rather than affordable housing e.g. marketing costs).”*

### **Calculation**

#### **Step 1 – Market Value of Units**

Market Value of 2 bed units (75 sq/m) is £175,000 (£2,333 per sq/m)

10 units x £175,000 each = £1,750,000

Less 3% for sales and marketing fees = £1,697,500

#### **Step 2 – Scheme with 20% Affordable Housing**

##### **Affordable Values**

Policy compliant affordable housing is 20%. Affordable housing on a 10 unit scheme would be 2 units.

2 x 2 bed units = floor area of 140 sq/m

140 sq m x value of units of £1,500 per sq/m = £210,000

##### **Market Housing Values**

8 units x £175,000 each = £1,400,000

Less 3% for sales and marketing fees = £1,358,000

**Value of scheme with 20% affordable Housing = £1,568,000**

#### **Step 3 -**

##### **Deduct scheme with affordable from scheme with 100% market housing**

£1,697,500 - £1,568,000 = £129,500 payment in lieu

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## Appendix 4 - Wandsworths Approach

## Appraisal Model assuming 100% Market Housing

**APPRAISAL SUMMARY**
**BNP PARIBAS REAL ESTATE**
**Wandsworth - Payment in Lieu example  
100% Market Housing Model**
**Summary Appraisal for Merged Phases 1 2**

Currency in £

**REVENUE**

Sales Valuation	Units	m <sup>2</sup>	Rate m <sup>2</sup>	Unit Price	Gross Sales
2 Bed Flats	10	750.00	2,333.00	174,975	1,749,750

**Rental Area Summary**

	Units	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Ground Rents	10	200	2,000	2,000
<b>Totals</b>	<b>10</b>		<b>2,000</b>	<b>2,000</b>

**Investment Valuation**

Ground Rents					
Current Rent	2,000	YP @	5.5000%	18.1818	36,364
					<b>36,364</b>

**GROSS DEVELOPMENT VALUE**
**1,786,114**

Purchaser's Costs	5.80%	(2,109)	(2,109)
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**NET DEVELOPMENT VALUE**
**1,784,005**
**NET REALISATION**
**1,784,005**
**OUTLAY**
**ACQUISITION COSTS**

Residualised Price			154,644
Stamp Duty	3.00%		4,639
Agent Fee	1.00%		1,546
Legal Fee	0.80%		1,237
			<b>162,067</b>

**CONSTRUCTION COSTS**

Construction	m <sup>2</sup>	Rate m <sup>2</sup>	Cost
2 Bed Flats	882.35 m <sup>2</sup>	1,150.00 pm <sup>2</sup>	1,014,706
Contingency		5.00%	50,735
CIL			26,471
			<b>1,091,912</b>

**PROFESSIONAL FEES**

Architect	6.00%	60,882	60,882
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**MARKETING & LETTING**

Marketing	1.50%	26,246	26,246
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**DISPOSAL FEES**

Sales Agent Fee	1.50%	26,760	
Sales Legal Fee	0.50%	8,920	
			<b>35,680</b>

**FINANCE**

Debit Rate 7.000% Credit Rate 0.000% (Nominal)			
Land			13,673
Construction			36,322
Total Finance Cost			<b>49,994</b>

**TOTAL COSTS**
**1,426,782**
**PROFIT**
**357,223**
**Performance Measures**

Profit on Cost%	25.04%
Profit on GDV%	20.00%
Profit on NDV%	20.02%
Development Yield% (on Rent)	0.14%
Equivalent Yield% (Nominal)	5.50%
Equivalent Yield% (True)	5.69%

## Appraisal Model with 2 affordable housing units

<b>APPRAISAL SUMMARY</b>		<b>BNP PARIBAS REAL ESTATE</b>			
<b>Wandsworth - Payment in Lieu example</b>					
<b>Affordable Housing Model</b>					
Summary Appraisal for Merged Phases 1 2					
Currency in £					
<b>REVENUE</b>					
<b>Sales Valuation</b>	<b>Units</b>	<b>m<sup>2</sup></b>	<b>Rate m<sup>2</sup></b>	<b>Unit Price</b>	<b>Gross Sales</b>
2 Bed Flats Affordable	2	150.00	1,500.00	112,500	225,000
2 Bed Flats	<u>8</u>	<u>600.00</u>	2,333.00	174,975	<u>1,399,800</u>
<b>Totals</b>	<b>10</b>	<b>750.00</b>			<b>1,624,800</b>
<b>Rental Area Summary</b>					
	<b>Units</b>	<b>Initial MRV/Unit</b>	<b>Net Rent at Sale</b>	<b>Initial MRV</b>	
Ground Rents	2	200	400	400	
<b>Investment Valuation</b>					
Ground Rents					
Current Rent	400	YP @	5.5000%	18.1818	7,273
<b>GROSS DEVELOPMENT VALUE</b>				<b>1,632,073</b>	
Purchaser's Costs		5.80%	(422)	(422)	
<b>NET DEVELOPMENT VALUE</b>				<b>1,631,651</b>	
<b>NET REALISATION</b>				<b>1,631,651</b>	
<b>OUTLAY</b>					
<b>ACQUISITION COSTS</b>					
Residualised Price			58,118		
Stamp Duty		3.00%	3,146		
Agent Fee		1.00%	1,049		
Legal Fee		0.80%	839		
				63,152	
<b>CONSTRUCTION COSTS</b>					
<b>Construction</b>	<b>m<sup>2</sup></b>	<b>Rate m<sup>2</sup></b>	<b>Cost</b>		
2 Bed Flats Affordable	176.47 m <sup>2</sup>	1,150.00 pm <sup>2</sup>	202,941		
2 Bed Flats	<u>705.88 m<sup>2</sup></u>	1,150.00 pm <sup>2</sup>	<u>811,765</u>		
<b>Totals</b>	<b>882.35 m<sup>2</sup></b>		<b>1,014,706</b>	<b>1,014,706</b>	
Contingency		5.00%	50,735		
CIL			26,471		
				77,206	
<b>PROFESSIONAL FEES</b>					
Architect		6.00%	60,882		
				60,882	
<b>MARKETING &amp; LETTING</b>					
Marketing		1.50%	20,997		
				20,997	
<b>DISPOSAL FEES</b>					
Sales Agent Fee		1.50%	21,100		
Sales Legal Fee		0.50%	8,158		
				29,258	
<b>FINANCE</b>					
Debit Rate 7.000% Credit Rate 0.000% (Nominal)					
Total Finance Cost					33,245
<b>TOTAL COSTS</b>				<b>1,299,446</b>	
<b>PROFIT</b>				<b>332,205</b>	
<b>Performance Measures</b>					
Profit on Cost%		25.57%			
Profit on GDV%		20.35%			
Profit on NDV%		20.36%			
Development Yield% (on Rent)		0.03%			
Equivalent Yield% (Nominal)		5.50%			

**Payment in lieu calculation =**

Residual Land Value of 100% Market Housing scheme = £154,644

Less

Residual Land Value of scheme with 20% affordable housing = £58,118

**= Payment in Lieu of £96,256**





# **Interim Affordable Housing Policy**

September 2016

## 1. Introduction

- 1.1 For the avoidance of doubt, this **Interim Affordable Housing Policy** will supplement and not supersede the following existing adopted planning policies: - Core Strategy Policy CP8 and Development Management Development Plan Document (DPD) policy DM7.
- 1.2 This represents the Corporate Policy position as of September 2016, and sets out the approach the Council will take until further notice in respect of affordable housing policy and financial contribution calculations. The position set out in this document will apply until such time that any amendments are made to adopted planning policies as part of the Local Plan review, which will be informed by any updates that are made to the Strategic Housing Market Assessment (SHMA).
- 1.3 This Corporate Policy is intended to maximise opportunities for the Council to meet the Borough's local affordable housing need, whilst ensuring development remains viable and deliverable.
- 1.4 In accordance with National Planning Practice Guidance, contributions to affordable housing will not be sought from developments of 10-units or less, and which have a maximum combined gross floor space of no more than 1000sqm. Therefore, this Interim Affordable Housing Policy only applies to schemes above these thresholds.
- 1.5 This document should be read in conjunction with using the "Example AH in lieu payment calculation Jan 2016" calculator spread sheet.

## 2. Planning Policy Background

- 2.1 Core Strategy Policy CP8 states that the Council will *"enter into negotiations with developers to ensure that a. all residential proposals of 10-49 dwellings or 0.3 hectares up to 1.99 hectares make an affordable housing or key worker provision of not less than 20% of the total number of units on site; and b. all residential proposals of 50 dwellings or 2 hectares or more make an affordable housing or key works provision of not less than 30% of the total number of units on the site"*. The policy goes on to state that *"For sites where, exceptionally, the Borough Council is satisfied that on-site provision is not practical, they will negotiate with developers to obtain a financial contribution to fund off-site provision. The Council will ensure that any such sums are used to help address any shortfall in affordable housing."*
- 2.2 Development Management Development Plan Document (DPD) policy DM7 sets out the dwelling mix, size and type of housing, both market and affordable, that is then required. This is based on the latest Strategic Housing Market Assessment (SHMA) information relating to housing need in the Borough, which was published at the time the DPD was adopted in July 2015 and may be subject to updates.

### 3. Application of policy CP8 and DM7

- 3.1 Unless it can be demonstrated that there are exceptional circumstances, policy CP8 and DM7 will be consistently applied, to ensure that an appropriate mix of dwellings are provided across the Borough. This will also ensure a fair and consistent affordable housing provision is required of all developers, avoiding any site being disadvantaged in comparison to any other due to the impact on sales values.
- 3.2 On-site affordable housing provision should include what is practical to comply with these policies. For example, it is clearly not possible to provide 0.4 of a dwelling; and it may also be impractical in some instances to provide large units on a site (although this would need to be justified). Therefore, in applying policy CP8 developers will be given the option of either rounding up the affordable housing number, and providing an additional affordable housing unit on site, or providing any proportion above a whole number (up to the 20/30% affordable housing requirement applicable) as an equivalent financial contribution. This approach is consistent with policy CP8, which states that a **minimum** of 20/30% affordable housing is required, and it is therefore inappropriate to round down if 0.49 or less. For example, if policy CP8 requires 6.4 units then 6 units could be provided on site (consisting of a mix to comply with policy DM7) plus 0.4% equivalent financial contribution; or 7 units could be provided (consisting of a mix to comply with policy DM7). And if, for example, it can clearly be demonstrated that units of a particular size are not practical to meet the requirements of policy DM7 (for reasons **not** including how the scheme has been designed or developer preference), then the units that cannot be provided could also be converted to a financial contribution.

### 4. Tenure Mix

- 4.1 The Council's current planning policy DM7 of the Development Management DPD states that a 60:40 tenure mix between social and/or affordable rented accommodation and intermediate housing respectively will be sought. This is based on the most recent SHMA evidence in respect of local affordable housing need, which may be subject to updates.
- 4.2 Due to changes in national housing policy and Government funding priorities developers and Housing Associations/Registered Providers consider it is no longer viable for them to provide rented accommodation and are only providing shared-ownership units. The Council is concerned that this will result in an over-provision of this tenure and a significant under-provision of affordable rented accommodation. There is no evidence at this point in time that there is greater than a policy compliant need for intermediate housing in the Borough, particularly if its supply threatens the Council's ability to meet the Borough's affordable rented housing need. Due to the impact on sales values, there is also the potential to unfairly disadvantage some sites when compared with others if tenure is varied on an ad hoc basis.
- 4.3 Taking into account the difficulties developers and Housing Associations/Registered Providers are encountering in delivering rented affordable housing, the Council's starting position is to invite developers to

consider retaining the policy compliant 40% intermediate accommodation and offering a financial contribution in lieu of on-site provision of the rented element (60%). If this is not feasible then 100% financial contribution will be considered. If this still remains unfeasible for financial viability reasons, then a Viability Assessment will be required to support any application to depart from an affordable housing policy compliant position.

## **5. Approach to Financial Contribution Calculations**

### **5.1 Approach for new schemes and new Section 106 (S106) agreements**

5.1.1 Depending on the number of affordable housing units required there may be a combination of on-site provision and financial contribution sought to reflect the dwelling and tenure mix set out in Development Management DPD policy DM7.

5.1.2 If a financial contribution is considered appropriate in lieu of on-site affordable housing provision, the following evidence/information will be required in support of any such request:

- a table of open market sales values for each of the residential units in a scheme together with comparable market evidence to support these values;
- details of the size of each of the residential units in a scheme;
- evidence in the form of correspondence from Registered Providers to demonstrate that there is no interest in the on-site affordable housing units in question (this must include explanations as to why the lack of interest to ensure terms of offer are reasonable).

5.1.3 If a financial contribution is sought, the methodology/formula is summarised as follows:

- The open market value (OMV) of **each** (i.e. all units including market and affordable) residential unit in the development is determined (by reference to comparable evidence);
- The value per square metre is calculated by dividing the total value by the unit's floor area;
- The market value (rate per sq/m) of a market housing unit is applied to an equivalent sized affordable housing unit (based on National Technical Housing Standards March 2015). If for example, a three storey four bed unit is 173 square metres and an average three storey affordable 4 bed unit is 116.5 square metres (based on the National Technical Housing Standards), the market value on a per square metre basis would be applied to a 116.5 square metre unit;
- A 'residual value' or 'plot value' is determined by taking 30% of the 'market value' of an affordable-sized unit and adding 10% on-costs associated with the local authority delivering the affordable housing (e.g. for site acquisition costs). 30% is a broad 'rule of thumb' for land value as a percentage of Gross Development Value (GDV);

- The Council's Core Strategy policy CP8 requires 20% or 30% affordable housing depending on the size, so the payment in lieu is based on 20% or 30% of the resulting 'plot value' figure applied across the scheme.

5.1.4 See Appendix 1 for a working example showing how to apply the above formula.

## **5.2 Approach for previously approved schemes and existing S106 agreements**

5.2.1 In most instances the above approach will be most suitable, particularly if on-site affordable housing is deemed unfeasible from the outset. However, **if affordable housing units are already specified** and detailed in a completed S106 and an applicant is seeking to renegotiate to secure a financial contribution in lieu of the on-site provision, **apply Steps 1-3 outlined above only to the units allocated as affordable housing properties**. If this approach is adopted, only the affordable housing units should be listed in the calculator spread sheet (i.e. not every unit in the scheme), and Column I in the spread sheet should be ignored with the total of Column H being used instead.

## Appendix 1: Working example of formula

1 x 173m<sup>2</sup> (GIA) 4 bed house with reference to comparable evidence has a market value of £495,000

Guide size for a suitable 4 bed, 2 storey affordable home – 110.5 m<sup>2</sup> (GIA)

**Step 1:** Open market value (OMV) of a relevant or comparative property divided by the size of the property and multiplied by the appropriate affordable housing size that would have been required on site (based on National Technical Housing Standards as detailed in Appendix 2).

$$£495,000 / 173 \text{ m}^2 = £2,861 \text{ per m}^2$$

$$£2,861 \text{ per m}^2 \times 110.5 \text{ m}^2 = £316,140.50$$

**Step 2:** Multiply the OMV (completed sale value, or GDV) by the residual land value percentage (30%)

$$£316,140.50 \times 30\% = £94,842.15$$

**Step 3:** Add 10% to the step 2 result to reflect on-costs (this gives the per unit sum for that property type)

$$£94,842.15 \times 1.10 = £104,326.37$$

**Step 4:** Depending on whether affordable housing policy requirement is 20% or 30%, apply to each of the units within the scheme

$$\text{e.g. } £104,326.37 \times 0.20 = \text{Payment in Lieu of } £20,865 \text{ in relation to this unit}$$

**Step 5:**

Apply steps 1 to 4 to **each** unit in the scheme then add together for a total financial contribution in lieu of on-site provision of affordable housing (total of Column I in the calculator spread sheet).

**Appendix 2: Affordable Housing National Technical Housing Standards  
March 2015 (NTHS)**

Size averages are to be used when entering NTHS figures in the calculator spread sheet e.g. 1 bed 1 storey =  $(39+50)/2 = 44.5\text{sqm}$ ; 2 bed 1 storey =  $65.5\text{sqm}$ ; 3 bed 1 storey =  $85\text{sqm}$ ; 1 bed 2 storey =  $58\text{sqm}$ ; 2 bed 2 storey =  $74.5\text{sqm}$ ; 3 bed 2 storey =  $93\text{sqm}$

<b>Affordable Housing National Technical Housing Standards</b>					
		<b>1 storey dwelling</b>	<b>2 storey dwelling</b>	<b>3 storey dwelling</b>	<b>Built-in storage</b>
<b>Number of Bedrooms</b>	<b>Number of bed spaces (persons)</b>	<b>NSS</b>	<b>NSS</b>	<b>NSS</b>	<b>NSS</b>
1 bedroom	1	39			1
	2	50	58		1.5
2 bedroom	3	61	70		2
	4	70	79		
3 bedroom	4	74	84	90	2.5
	5	86	93	99	
	6	95	102	108	
4 bedroom	5	90	97	103	3
	6	99	106	112	
	7	108	115	121	
	8	117	124	130	

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# Appendix 3

## Example affordable housing in lieu payment calculation (calculator spread sheet)

Column E comment – unless Strategic Housing have specified the no. of bed spaces for each of the affordable units, enter average sizes (see accompanying guidance for figures)

Column I comment – formula needs changing depending on % to be applied whether this be 30% for larger schemes in accordance with CP8 or a lower % to take into account what cannot be provided on-site up to the required proportion of 20/30%

A	B	C	D	E	F	G	H	I
<b>[SITE ADDRESS]</b>								
Plot No:	Floor	Bedroom	m2	AH Min (based on National Technical Housing Standards)	Sq ft	Open Market Value (OMV)	Residual land value percentage 30%	Payment in lieu (based on 20% AH)
1		2	68.00503	65.5	732	£150,000.00	£47,676.62	£9,535.32
2		2	69.95599	65.5	753	£159,000.00	£49,127.82	£9,825.56
3		1	48.9599	44.5	527	£125,000.00	£37,492.42	£7,498.48
4		2	68.00503	65.5	732	£152,500.00	£48,471.23	£9,694.25
5		2	68.00503	65.5	732	£152,500.00	£48,471.23	£9,694.25
6		2	52.0257	65.5	560	£142,500.00	£59,204.15	£11,840.83
7		2	57.04247	65.5	614	£150,000.00	£56,839.23	£11,367.85
8		2	68.00503	65.5	732	£153,000.00	£48,630.16	£9,726.03
9		2	69.95599	65.5	753	£160,000.00	£49,436.80	£9,887.36
10		1	48.9599	44.5	527	£123,500.00	£37,042.51	£7,408.50
11		2	68.00503	65.5	732	£162,000.00	£51,490.75	£10,298.15
12		2	68.00503	65.5	732	£162,000.00	£51,490.75	£10,298.15
13		2	52.0257	65.5	560	£144,000.00	£59,827.35	£11,965.47
14		2	57.04247	65.5	614	£152,000.00	£57,597.09	£11,519.42
15		2	68.00503	65.5	732	£152,000.00	£48,312.31	£9,662.46
16		2	69.95599	65.5	753	£162,000.00	£50,054.76	£10,010.95
17		1	48.9599	44.5	527	£128,000.00	£38,392.23	£7,678.45
18		2	68.00503	65.5	732	£162,500.00	£51,649.68	£10,329.94
19		2	68.00503	65.5	732	£162,500.00	£51,649.68	£10,329.94
20		2	52.0257	65.5	560	£146,500.00	£60,866.02	£12,173.20
21		2	57.04247	65.5	614	£153,500.00	£58,165.48	£11,633.10
22		2	58.99343	65.5	635	£160,000.00	£58,623.48	£11,724.70
23		2	65.03213	65.5	700	£165,000.00	£54,841.74	£10,968.35
24		1	44.96507	44.5	484	£129,000.00	£42,129.70	£8,425.94
25		2	57.04247	65.5	614	£167,000.00	£63,281.01	£12,656.20
26		1	45.987	44.5	495	£129,500.00	£41,353.15	£8,270.63
27		2	52.95473	65.5	570	£152,250.00	£62,145.22	£12,429.04
		<b>Totals</b>	<b>1620.972</b>		<b>17448</b>	<b>£4,057,750.00</b>	<b>£1,384,262.57</b>	<b>£276,852.51</b>

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# Southend-on-Sea Borough Council

Agenda  
Item No.

Report of Corporate Director for Place

to

**Cabinet**

on

**20<sup>th</sup> September 2016**

Report prepared by: Mark Sheppard and Matthew Thomas  
(Strategic Planning)

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**Southend Central Area Action Plan (SCAAP) – Proposed Submission Document**  
**Place Scrutiny Committee**  
**Executive Councillor: Councillor Flewitt**  
***A Part 1 Public Agenda Item***

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## **1. Purpose of Report**

- 1.1 To seek Member agreement to the Southend Central Area Action Plan (SCAAP) for consultation, prior to consideration at Full Council on 20<sup>th</sup> October 2016.
- 1.2 To agree response to previous consultation comments on earlier iterations of the SCAAP, as set out in the accompanying Consultation Statement.
- 1.3 To seek agreement to carry out statutory public consultation for a minimum of 6 weeks on a Publication version of the SCAAP.
- 1.4 To seek agreement, following consultation, to then prepare and submit the SCAAP to the Secretary of State for examination in public.

## **2. Recommendation**

- 2.1 **Approve the Proposed Submission version of the SCAAP (Appendix 1) and associated Policies Map (Appendix 2) to be published for public consultation under Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012.**
- 2.2 **Note and endorse response to the consultation comments received on earlier iterations of the SCAAP, as set out in the accompanying Consultation Statement at (Appendix 3).**
- 2.3 **Approve the SCAAP to be submitted to the Secretary of State, prior to Examination in Public, under Regulation 22 of the Town and Country Planning (Local Planning) (England) Regulations 2012.**

**2.4 That the Corporate Director for Place in consultation with the Executive Councillor, for Housing, Planning and Regulatory Services, in conjunction with the Local Development Framework Working Party (if necessary), is authorised to:**

- a) approve and make amendments to the SCAAP that may result from *inter alia* analysis of the representations made following public consultation, recommendations of the Sustainability Appraisal and any additional evidence considered and then consult on these changes, if required, before they are submitted to the Secretary of State; and**
- b) agree and approve amendments that may be proposed by the Inspector during the Examination in Public process and to any further consultation that may be required as a result of this; and**
- c) take all necessary steps to ensure compliance with the relevant statutory processes and procedures necessary for preparation and participation of the Council at the Examination in Public.**

### **3. Background**

#### ***Preparation of the SCAAP to date***

**3.1** In accordance with Southend Borough Council's Local Development Scheme timetable and the 'Strategic Objectives' and policies within the adopted Southend Core Strategy, the Borough Council has prepared an Area Action Plan for the Central Area of the town and associated policies map. It is a spatial plan that will provide:

- An up-to-date statutory basis for assessing planning applications within the Town Centre and Central Area; and
- A local planning framework for guiding development within the Town Centre and Central Area, within which the Council, other agencies and key stakeholders can coordinate their investment programmes.

**3.2** The overarching vision and aim of the SCAAP is described as follows:

*"Our vision for Southend Central Area, which includes the Town Centre and Central Seafront Area, is a destination 'City by the Sea'. As a prosperous and thriving regional centre and resort, it will be an area that is vibrant, safe and hospitable, rich in heritage, commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips, overnight and longer stays.*

*Our aim is to transform the perception and image of Southend through sustainable economic growth, high quality development and social provision and for it to be independently recognised as a popular location for businesses, residents, students and visitors."*

- 3.3 The SCAAP contains policies and proposals that in combination address: the development strategy for the Plan area (matters such as retail, transport, heritage); development principles for the 'Policy Areas' (including identification of appropriate land uses, access / public realm improvements); and a set of more detailed, site specific policies in the 'Opportunity Areas'.
- 3.4 The SCAAP is divided into Policy Areas, each having its own set of 'development principles' to guide development and investment. Within the Policy Areas the SCAAP only seeks to allocate sites where evidence suggests that they are deliverable by 2021, the end of the Core Strategy plan period. These sites are set out in Table 1 below. Sites that are likely to be delivered after 2021 will be taken forward as part of the preparation of the Southend Local Plan.
- 3.5 The non-allocation of a site within the SCAAP will not prevent the site from being implemented prior to 2021. The timescales provided reflect current published evidence and the understanding regarding the likely implementation of the sites. Any planning application proposed in the SCAAP area on any site would be determined on its merit, taking into account adopted and emerging planning policies and any other material considerations.

Table 1: SCAAP Policy Area's and Opportunity Site's

<b>Policy Area</b>	<b>Opportunity Sites</b>
PA1: High Street	-
PA2: London Road	-
PA3: Elmer Square	Elmer Square Phase 2 (PA3.1)
PA4: Queensway	Queensway (PA4.1)
PA5: Warrior Square	-
PA6: Clifftown	-
PA7: Tylers	Tylers (PA7.1)
CS1: Central Seafront	Southend Pier (CS1.1) Seaways (CS1.2) Marine Plaza (CS1.3) New Southend Museum (CS1.4)
PA8: Victoria Gateway Neighbourhood	Victoria Avenue (PA8.1) Baxter Avenue (PA8.2)
PA9: Sutton Gateway Neighbourhood	Sutton Road (PA9.1) Guildford Road (PA9.2)

- 3.6 The SCAAP Proposed Submission Document is being prepared as the final stage of public consultation, prior to submission to the Secretary of State.

- 3.7 Representations received at this stage of consultation on the SCAAP will be submitted to the Secretary of State, who will then arrange for an Examination in Public. The Examination will be undertaken by the Planning Inspectorate on behalf of the Secretary of State. Those parties who have made representations may be invited by the Inspector to appear.
- 3.8 The Examination will comprise a number of roundtable hearing sessions to discuss, in more detail, matters which the Planning Inspectorate considers necessary to make a decision on whether the SCAAP may be found 'sound'. The Planning Inspector will issue an Inspector's Report on the soundness and legal compliance of the SCAAP and make recommendations, which under current legislation are not binding on Councils. The outcome of the examination may require the Council to consult on modifications to the SCAAP to address outstanding matters which the Inspector considers can be resolved.
- 3.9 Following this and subject to the plan being sound, the SCAAP may be put before Full Council for adoption. The document, when adopted, will form part of the Development Plan for the authority. From previous experience, it is likely that the time from submission to adoption could take between 3 and 9 months, therefore, the date for adoption of the SCAAP (including Council approvals) is anticipated to be summer 2017.

### ***Public Car Parking provision within the Town Centre***

- 3.10 The Council commissioned consultant Steer Davies Gleave (SDG) to prepare a Car Parking Report and Strategy for the SCAAP area. The Report has informed the 'Transport, Access and Public Realm' section and Policy DS5 of the SCAAP. The Study reviewed current and future public car parking provision in the SCAAP area, set out the current level of use of the existing car parking network and the potential impact of development proposals.
- 3.11 In respect of the impact of future development proposals, it forecast future supply of, and demand for, public car parking, based on information currently available. It reveals that additional parking, expected to be provided by development in the SCAAP area, supported by existing network provision, is likely to accommodate future demand for parking generated in the period up to 2021. This tended to focus on the month of August in particular.
- 3.11 Overall, the Report concludes that the SCAAP parking area network rarely exceeds 85% occupancy. However, the Report identified that there is a clear imbalance in the SCAAP parking network at peak periods of demand, where car parking 'south of the railway line' experiences much greater capacity issues than public car parking 'north of the railway line'. This occurs at peak weekend periods in the summer.
- 3.12 In conjunction with this, survey data analysed in the Report appears to suggest that the price of parking is prioritised by visitors, yet there is little differentiation in the pricing of parking between car parks south of the railway line, which are sometimes over capacity during peaks, and those north of the

railway line, where there is plenty of spare capacity. The Report therefore recommends that making better use of available spare capacity within a reasonable walking distance of key destinations should be a key priority in any parking strategy for the SCAAP area.

- 3.13 The Report also recommends a series of measures in the short and medium term (in the next 5 years) which will assist with managing this peak demand in the network. This includes the application of differential pricing, allocation of long and short stay parking, improved travel information with use of smart technology, encouraging more sustainable travel options, better signage and access, and improved Variable Message System technology.
- 3.14 Overall a combination of measures to encourage greater use of all the SCAAP area car parks for peak demand is put forward in the short term, which includes **no net loss of parking south of the railway line** i.e. those conveniently located for the seafront. This, together with a medium and longer term approach which adds to those short term measures, with a preference for creating new car park capacity that favours locations south of the railway line, within a 10 minute walk of the seafront, or locations slightly further away but still convenient for users that wish to access the seafront at peak periods.

3.15 ***Workshops, Drop in Sessions and Meetings***

During the public consultation on the Preferred Approach version of the SCAAP, which commenced on 18<sup>th</sup> December 2015, a number of events and meetings took place to discuss the Plan as a whole, as well as concentrating of specific elements including Parking.

- 3.16 Public workshops were held on 20<sup>th</sup> and 21<sup>st</sup> January 2016 at Park Inn, Palace Hotel located within the plan area. The workshops sought to further engage the local business community and local residents, and included a detailed look at the proposed Policy Areas as outlined in the SCAAP. Six separate sessions were held over the two days. Two sessions were targeted at each specified group, namely local businesses, the local community and Southend elected Members. These comments were all collated and taken into account in the preparation of the pre-submission version of the SCAAP.
- 3.17 In addition, meetings took place with the representatives of the Business Improvement District (BID) and representatives of the Seafront Traders who, as part of two separate groups, made representations on the Preferred Approach version of the SCAAP, detailed in the Consultation Statement (**Appendix 3**). These representations focussed substantially on the amount of public car parking available within the seafront area and the impacts during peak periods in particular. As a consequence the Council commissioned some additional survey work and analysis. The output of this work was shared with the BID and a further meeting was held with representatives from the BID on the 20<sup>th</sup> July to feedback on the findings and to seek additional views and comments. As a result of this meeting additional work was commissioned including looking at the nature of demand for car parking north and south of the railway as well as for the SCAAP areas as a whole, this more detailed

analysis has in turn informed the pre-submission version of the SCAAP. This Report reflects that additional work.

- 3.18 The final version of the Car Parking Study will be published alongside the pre-submission version of the SCAAP when it goes out to consultation in October/November, and will form part of the evidence base for the Plan to be considered by an independent Planning Inspector at examination.

#### **4. Other Options**

- 4.1 Not to prepare the SCAAP and consult on the Plan. This is not recommended as an up-to-date plan prepared using local evidence and guided by community consultation is the most appropriate guide for local planning decisions and regeneration of the town centre and central seafront area.
- 4.2 The absence of a robust plan and the resulting 'planning by appeal' scenario could result in the inability to control development in Town Centre and Central Area and an increase in service costs for Southend if the Borough Council has to respond to development appeals or public inquires.

#### **5. Reason for Recommendation**

- 5.1 To ensure the expeditious production of the SCAAP under the terms of the recommendation, resulting in an anticipated adoption date of spring 2017 and to ensure the Borough has an up to date suite of planning documents as expected by Central Government.

#### **6. Corporate Implications**

##### **6.1 Contribution to Council's Vision & Corporate Priorities**

- 6.1.1 The successful delivery of the SCAAP will contribute to the fulfilment of a number of spatial elements of the Council's vision and priorities, for example, in relation to town centre and central seafront regeneration, improving economic prosperity, promoting green technologies and protecting and enhancing the natural and built environment.

##### **6.2 Financial Implications**

- 6.2.1 Financial input is necessary to fulfil the requirements of all statutory stages in the preparation and delivery of the SCAAP. Costs associated with this consultation will be met from existing agreed budgets.

##### **6.3 Legal Implications**

- 6.3.1 There are legal implications for the SCAAP as it will form part of the Council's development plan which will have implications for the assessment of planning applications in the Plan area.



6.3.2 As with any decision made by the Council there is also the potential for judicial review following the adoption of the document in the future at Full Council. The Council must therefore ensure that the correct procedures are followed to reduce the potential risk of such a challenge.

#### 6.4 People Implications

6.4.1 Staff resources from the Strategic Planning Team will be required in order to produce the SCAAP. Support from the Department for Place Business Support Unit will also be required particularly with regards to the public consultation.

#### 6.5 Property Implications

6.5.1 Southend Borough Council owns a number of the sites promoted for development within the SCAAP. The proposed Opportunity Sites are outlined in Table 1 above and can be viewed on the Policies Map (**Appendix 2**).

#### 6.6 Consultation

6.6.1 There has been a number of public consultation exercises carried out on the SCAAP. Previous representations received through the public engagement stages have been taken into account as the Plan has progressed. These consultations are referenced below. A separate technical paper, the Consultation Statement (**Appendix 3**), sets out the consultation stages, the key issues arising, and Council response to representations received on the Preferred Approach version of the SCAAP:

- Issues and Options Consultation 2010
- Pre-Submission Consultation 2011
- Preferred Approach 2015/ and early 2016

6.6.2 It is envisaged that the SCAAP will be published for consultation in October / November 2016. Consultation will be carried out in accordance with the Councils' Statement of Community Involvement. Unlike earlier stages of public participation, representations at this juncture can only be made on legal compliance and the soundness of the plan, as set out in planning regulations and reiterated in National Planning Policy which sets out that to be sound, a plan should be "justified, effective and consistent with national policy".

#### 6.7 Equalities and Diversity Implications

6.7.1 Public consultation has provided opportunity for different sections of the community to input into the plan making process. An Equality Impact Assessment (EqIA) has been completed in respect of the effects of the proposed policies and sites on equality and diversity issues (**Appendix 5**).

#### 6.8 Risk Assessment

6.8.1 If the SCAAP was not to be published and taken forward to adoption, the absence of the SCAAP policies may result in inappropriate or piecemeal development in Southend Central Area being allowed on appeal, which would not be aligned with the Borough Council's Vision and Priorities for the regeneration and growth of the town. Further, the Council may not be able to demonstrate deliverability of the Core Strategy's spatial approach to housing delivery, nor a five year land supply, and may have to consider the release of land elsewhere in the Borough.

6.8.2 The SCAAP has facilitated opportunity to draw upon additional funding, such as funding from the Growth Deal and City Deal, to deliver the planned growth within Southend Central Area. If the SCAAP were not to be published and taken forward for adoption, opportunity to leverage such funding in the future may be affected.

## 6.9 Value for Money

6.9.1 There will be significant beneficial impacts in terms of value for money from carrying out the work proposed using in-house resources wherever possible. This will bring benefits in terms of building in-house experience and expertise for officers, as well as utilising local knowledge and experience, within the Strategic Planning team which would not be gained otherwise. The SCAAP has also facilitated opportunity to draw upon additional funding, such as funding from the Growth Deal and City Deal.

## 6.10 Community Safety Implications

6.10.1 The SCAAP seeks to improve the natural and built environment thereby contributing towards improving community safety.

## 6.11 Environmental Impact

### 6.11.1 *Sustainability Appraisal*

All iterations of the SCAAP have been subject to Sustainability Appraisal, which is an assessment of the potential significant social, environmental and economic impacts of development and forms an integral part of the plan making process. It ensures that all policies and proposals are prepared with a view to contributing to the achievement of sustainable development. These appraisals have been used to assist with the identification of the most sustainable policies to take forward.

### 6.11.2 *Habitats' Regulations Screening Report*

Southend and the surrounding districts include a number of important designated sites for nature conservation. Habitats' screening is an assessment of the potential significant effects of a policy on European Sites designated for their nature conservation importance. These include Special Areas of Conservation, Special Protection Areas and international Ramsar sites. A policy should only be approved after determining that it will not

adversely affect the integrity of such sites. Each policy has been assessed for any significant impacts on European sites within or outside the Southend and it was considered that there was no significant effect.

## **7. Background Papers**

- 7.1 The Town and Country Planning (Local Development) (England) Regulations 2012
- 7.2 Planning and Compulsory Purchase Act 2004
- 7.3 Southend on Sea Local Development Scheme timetable 2015
- 7.4 Southend on Sea Statement of Community Involvement 2012
- 7.5 Southend on Sea Core Strategy DPD 2007
- 7.6 Central Area Master Plan 2008
- 7.8 Southend-on-Sea Borough Local Plan 1994
- 7.9 Southend-on-Sea Cabinet Report: Southend Central Area Action Plan (SCAAP) Preferred Approach Public Consultation 2015

## **8. Appendices**

**Appendix 1:** Southend Central Area Action Plan (SCAAP) Revised Proposed Submission Version 2016

**Appendix 2:** SCAAP Policies Map

**Appendix 3:** Consultation Statement

**Appendix 4:** Sustainability Appraisal

**Appendix 5:** Equalities Impact Assessment

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Southend Central Area Action Plan DPD

Revised Proposed Submission Version 2016



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- DS3: Landmark and Landmark Buildings
- DS4: Flood Risk Management and Sustainable Drainage
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# Part A: The Plan and its Context

## 1. Introduction

### Strategic Planning Context

The Southend Central Area Action Plan (SCAAP), when adopted, will form part of the Southend-on-Sea (hereafter referred to as 'Southend') Local Planning Framework.

The location and context of Southend Central Area is depicted on **Map 1: Strategic Context**. A more detailed boundary of the Southend Central Area is set out on **Map 2: SCAAP Boundary and Policy Areas** and on the accompanying **Policies Map**.

The SCAAP reflects the vision, strategic objectives and spatial strategy of the Southend Core Strategy (2007). The Core Strategy is a strategic level document that provides the framework for subsequent DPDs, including the SCAAP. **Appendix 1** provides a broad overview of the Core Strategy policies.

The Core Strategy establishes housing and job growth targets for the SCAAP area, over a plan period of 2001- 2021, as follows:

- 2,474 additional dwellings<sup>1</sup>
- 7,250 additional jobs<sup>2</sup>

Between 2001 and 2016, 1,087 dwellings have been built within the Southend Central Area. Employment data<sup>3</sup> for the entire Borough suggests that job numbers have declined over the plan period. However, more recently, since 2010, job numbers have increased and efforts to boost job creation is underway.

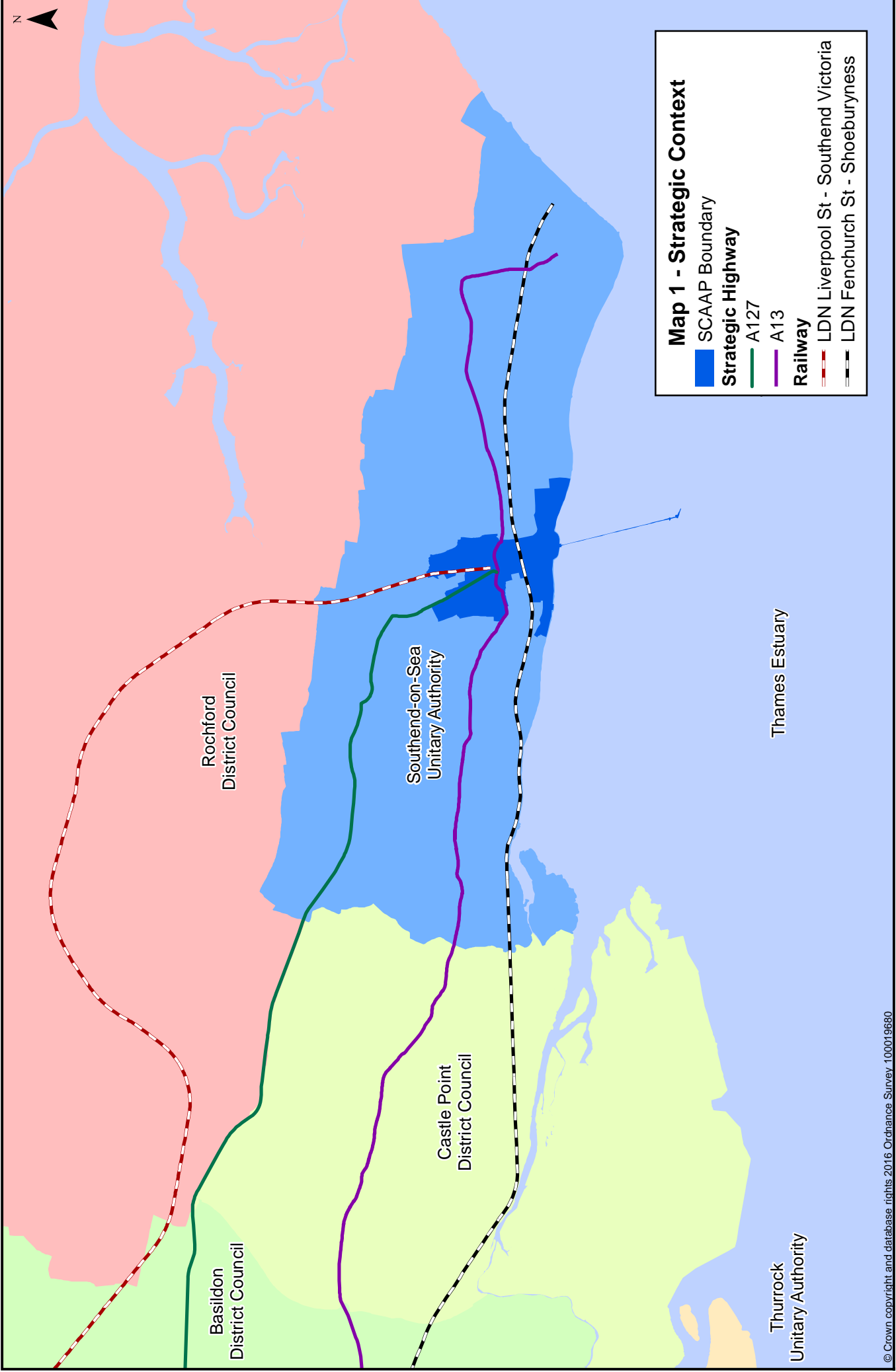
Building on this more recent resurgence and growth, the SCAAP is considered to be an important catalyst and driver for inward investment and for the delivery of the remaining proportion of planned regeneration and growth in the Southend Central Area to meet or exceed Core Strategy targets up to 2021.

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<sup>1</sup> Core Strategy CP8: Town Centre (2,000), plus Seafront (550), minus SHLAA sites identified in the rest of the seafront outside the SCAAP area (76) = 2,474

<sup>2</sup> Core Strategy Cp1: Town Centre (6,500), plus Seafront (750) = 7,250

<sup>3</sup> Southend Annual Monitoring Reports



**Map 1 - Strategic Context**

- SCAAP Boundary
- Strategic Highway**
- A127
- A13
- Railway**
- LDN Liverpool St - Southend Victoria
- LDN Fenchurch St - Shoeburyness

Rochford  
District Council

Southend-on-Sea  
Unitary Authority

Basildon  
District Council

Castle Point  
District Council

Thames Estuary

Thurrock  
Unitary Authority

## **Local Plan preparation and other planning policy and guidance for Southend**

It is also acknowledged that further work has been jointly undertaken to establish an objectively assessed need, in terms of jobs and housing, for Southend and surrounding housing market area. This will be a key evidence document in the preparation of the Southend Local Plan, which will set out new long term growth targets replacing those of the adopted Southend Core Strategy, including a review of unimplemented development sites within the SCAAP.

The Borough Council adopted the Development Management Document (DMD) in July 2015. The DMD sets out policies for positively managing development in Southend and will be used to assess and determine planning applications within the SCAAP area as well as throughout the Borough.

The Council's adopted Community Infrastructure Levy (CIL) charging schedule sets out where the levy may be payable, where exemptions apply, together with the CIL rates for development types and charging areas, including Southend Central Area. The proceeds can be spent on providing infrastructure to support the development within that authority's area.

The Borough Council has also adopted the following Supplementary Planning Documents (SPDs) which provide further guidance and advice:

- **Design and Townscape Guide SPD** (adopted 2009). This document provides clear contextual development and design guidance and should be referenced within all development proposals;
- **Planning Obligations Guide SPD** (revised 2015). This document provides guidance in relation to potential planning obligations or developer contributions in relation to development. The document also includes procedural information and contact details to assist in the negotiation of legal agreements.
- **Streetscape Manual SPD** (revised 2015). This document provides guidance to ensure a coordinated, high quality streetscape is sustainably achieved within the Borough.

### **South East Local Enterprise Partnership (SELEP)**

Southend, together with the areas of Essex, Thurrock, Kent, Medway and East Sussex, form part of the South East Local Enterprise Partnership (SELEP). The SELEP partnership has enabled the Council to secure a range of measures to support regeneration and growth within the Borough, including a City Deal which will link together a series of interventions including a newly formed business support facility and incubator space to aid business development, support for the regeneration of Victoria Avenue, and initial funding through the Growth Deal for the SCAAP area which will help to facilitate public realm enhancements.

The Council will continue to work with SELEP to generate public and private investment and support housing and jobs growth within Southend, with a particular focus on Southend Central Area.

South Essex Growth Partnership is driven by the private sector with support from the public sector and is part of the SELEP. The partnership seeks to draw upon the areas key assets to help unlock the growth potential of South Essex. The South Essex authorities work collaboratively to ensure the area achieves regeneration, economic growth, new infrastructure and skills for the population.

### **Southend Business Improvement District (BID)**

A Business Improvement District (BID) was established in Southend town centre and the seafront and began trading as the Southend BID Ltd in April 2013. This has helped to unlock £2.7m of investment for the town centre and seafront. The BID has introduced a number of measures to enhance the experience of visitors to the town, including the introduction of street wardens and planters to enliven the High Street experience.

### **Sustainable Development**

The Council's Low Carbon Energy and Sustainability Strategy 2015-2020 focuses on delivering low carbon growth, improving energy efficiency and providing a more sustainable future for residents, communities and businesses, with the aim of establishing Southend as Low Carbon City.

### **Southend Central Area Action Plan DPD**

#### **Context and Issues for the Southend Central Area**

- a. **Housing** – the **core** town centre has relatively fewer residential dwellings when compared to the rest of the Borough, where residential development dominates. The result of this is a relatively small town centre population, and lower levels of activity, particularly footfall in the evening, once shops and businesses have closed.
- b. **Offices** – Southend Central Area is characterised by concentrations of large, out-dated and often redundant office development<sup>4</sup>, which has been identified for mixed-use redevelopment in this Plan. Modern, fit-for-purpose, smaller-scale, flexible high-quality office accommodation, which better reflects demand, is therefore needed to support economic growth objectives.
- c. **Retail** – there has been limited investment in new retail development in recent years and there is a need for the town centre to diversify its offer, whilst maintaining its retail function, to ensure it remains attractive and competitive as high streets adapt to the market.
- d. **Education** – the higher and further educational offer of Southend has significantly improved in recent years, including a number of successful developments within Southend Central Area. There is also a need to ensure that any increase in the local population is accommodated in terms of school places.

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<sup>4</sup> Southend Employment Land Review (2010)

- e. **Leisure, Tourism, Recreation and Culture** – Southend has a vibrant offer in terms of leisure, tourism and cultural facilities, enhanced in recent years by a number of successful new developments. However, there is opportunity to further maximise Southend’s potential as a visitor destination, particularly in terms of the evening economy and overnight and longer stays<sup>5</sup>.
- f. **Central Seafront Area** – the central seafront is a valuable asset to the town, however, connections between it and parts of the town centre are disjointed and opportunities for ‘linked trips’ are not maximised<sup>6</sup>. With European and international environmental designations, it offers a unique form of open space, the biodiversity interests of which need to be sensitively balanced with regeneration and growth. The provision, and enhancement, of open and green spaces in Southend Central Area will be of benefit in terms of relieving pressure on these designations.
- g. **Transport, Access and Public Realm** – the car continues to dominate parts of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. There is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including walking and cycling around the Central Area, whilst acknowledging the role the car plays in this balance.

The Parking Study for Southend Central Area identifies that the car parking network within Southend Central Area rarely exceeds 85% occupancy. It does identify however that there is a clear imbalance in the Southend Central Area parking network at periods of peak demand, with car parking south of the railway line experiencing overcapacity issues, while car parking north of the railway line has available spare capacity.

As a result of the peak capacity issues, as identified by the Parking Study and to support the vitality and viability of the central seafront area, it is expected that there will be no net loss of public car parking south of the railway line.

- h. **Heritage** – Southend Central Area boasts a wealth of heritage assets which will be celebrated as part of this Plan. However, there is a need to ensure that these assets and their setting are conserved and enhanced to ensure they continue to make a full contribution to the character of Southend Central Area.
- i. **Climate Change, Flood Risk Management and Sustainable Drainage** – Underpinning all these issues is the need for this plan, in association with the Core Strategy, to address the challenge of Climate Change and Flood Risk in the Central Area. Southend has been identified by the Environment Agency as susceptible to local surface water flooding under conditions of extreme rainfall. Additionally areas of the Borough are at risk from tidal flooding, as demonstrated by the Strategic Flood Risk

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<sup>5</sup> Southend Local Economic Assessment (2013)

<sup>6</sup> Southend Local Economic Assessment (2013)

Assessment (SFRA). There is a need to manage development within areas of flood risk, particularly within the Central Seafront Area, and to incorporate properly designed Sustainable Drainage Systems (SuDS) into development proposals to reduce the rate and quantity of surface water runoff.

The SCAAP aims to address these issues by promoting land uses that support economic growth and housing delivery in order to create sustainable, vibrant communities.

### **The Purpose of this Document**

The purpose of the SCAAP is to give more detailed consideration to how and where regeneration and growth can sustainably be accommodated in the Southend Central Area, including the Town Centre, Central Seafront Area and gateway neighbourhoods.

It contains proposals for 'Policy Areas' and 'Opportunity Sites' aimed at strengthening and transforming Southend Town Centre's sub-regional role as a successful retail and commercial destination, cultural hub and educational centre of excellence, leisure and tourist attraction, and a place to reside.

The intention is also to seek to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources in the area and on the foreshore, as well as to bring about public realm and access improvements.

### **Relationship between Policies**

*All policies within this Area Action Plan should be read in conjunction with relevant national and local planning policies and guidance.*

*Please note that this Area Action Plan should be read as a whole, as the policies are cross-cutting and interrelate.*

*A policy linkage box is provided at the end of each section or policy, setting out links between policies within the SCAAP and other key documents within the Council's local planning framework.*

### **Supporting Documents**

The following documents together with other evidence base documents that have helped to inform the preparation of the SCAAP are available to view on the Council's website at [www.southend.gov.uk](http://www.southend.gov.uk).

### **Sustainability Appraisal**

A Sustainability Appraisal (SA) is an assessment of the potential significant social, environmental and economic impacts of development and forms an integral part of the plan making process. It ensures that all policies and proposals are prepared with a view to contributing to the achievement of sustainable development. The latest assessment of the

sustainability and the potential significant effects of this plan can be found in the SA Report, which is available for comment.

### **Habitats Regulations Screening Report**

Southend and the surrounding districts are home to a number of important designated sites for nature conservation. Habitats screening is an assessment of the potential significant effects of a policy on sites designated for their nature conservation importance. These include Special Areas of Conservation, Special Protection Areas, and international Ramsar sites.

The SCAAP was assessed for any significant impacts on European sites within or outside Southend. The screening report concluded that the proposed policies will have no significant impact on the European/ international designations, either alone or in combination with other plans and strategies.

### **Policies Map**

The SCAAP is accompanied by a Policies Map, which illustrates the boundary of the SCAAP area, its Policy Areas and Opportunity Sites, proposals and the extent of land use designations related to policy.



## 2 Vision and Objectives for Southend Central Area

The **Vision** for Southend Central Area is:

### Proposed Vision

- Our **vision** for Southend Central Area, which includes the Town Centre and Central Seafront Area, is a destination 'City by the Sea'. As a prosperous and thriving regional centre and resort, it will be an area that is vibrant, safe and hospitable, rich in heritage, commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips, overnight and longer stays.
- Our **aim** is to transform the perception and image of Southend through sustainable economic growth, high quality development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.

Our objectives for achieving this are:

### Strategic Objectives

1. To improve and transform the economic vitality, viability and diversity of Southend Central Area by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for learning, recreation, leisure and tourism.
2. To promote design excellence and good quality development proposals and public realm improvements to reinforce a distinctive sense of place, complement new and existing development, and contribute towards the Council's aspirations to establish Southend as a Low Carbon City.
3. To increase the number and diversity of people living within Southend Central Area and its Gateway Neighbourhoods by building more homes, and ensure that living in the area becomes appealing to more families with children, supported by social and community infrastructure that contribute to reducing inequalities in health and wellbeing and support all ages to lead independent lives and live healthy lifestyles.
4. To encourage the establishment and expansion of businesses in Southend Central Area by identifying, promoting or actively bringing forward suitable sites for development to meet modern user and investor requirements.
5. To promote and enhance the tourism, cultural and leisure offer within the Central Area, including visitor accommodation, having regard to the assets

offered by the area, in order to attract greater visitor numbers and promote more overnight stays.

6. To promote the Central Area as a thriving learning quarter that provides state of the art facilities and well-designed student accommodation.
7. To improve accessibility to the area, ensuring streets, public and green spaces are well-connected, well-designed and safe, utilising a coordinated palette of materials and furniture that enhance the quality of the streetscape and improve opportunities for walking and cycling, and access to more sustainable modes of transport, such as rail and bus.
8. To promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and central seafront area, managing the balance of parking provision to address peak demand and capacity, and provide good access to the seafront by encouraging improvements to the quality of access to and from parking areas that are convenient, well-signposted, safe and secure.
9. To address climate change matters and appropriately manage and mitigate flood risk and to encourage the provision of Sustainable Drainage Systems and urban greening measures in order to reduce surface water run-off.
10. To enhance the quality of, and access to, Southend Central Area's natural environment and open spaces, connecting to the green grid, and to improve connectivity between the Town Centre and Central Seafront Area in order to relieve pressure on the Site of Special Scientific Interest (SSSI), Ramsar site, Special Protection Areas (SPA) and other environmental designations, to protect and enhance local biodiversity and nature conservation, and to encourage opportunity for linked trips.
11. To celebrate and enhance the setting of Southend's unique heritage assets, such as the Grade II listed Pier, to ensure these assets are appropriately conserved and enhanced and continue to form an integral part of how Southend Central Area is experienced by those who live, work and visit the area.

## Part B: Development Strategy

### 3. Central Area Strategy and Criteria Based Policies

#### Central Area Strategy

The Central Area Strategy seeks to develop a ‘**City by the Sea**’ – a change in the function and transformation in the quality of the Town Centre and Seafront and renewal of Southend Central Area with additional residential development creating a new critical mass to support growth and inward investment.

Spatially, this concept embraces the vision of Southend as a prosperous regional centre defined by sustainable growth of its urban functions and the identification of Southend as a location of choice for businesses, residents and visitors. This will be achieved through the creation of Policy Areas and Opportunity Sites (see **Map 2: SCAAP Boundary and Policy Areas**), which will guide new development.

The SCAAP establishes Policy Areas which, to varying extents, take on a new mixed-use sustainable character. Development within these Policy Areas will be appropriate to their context, either seeking to strengthen the existing competitive advantage of current uses, encourage a greater mix of uses or defining new roles, contributing to the regeneration of the identified opportunity sites as well as Southend Central Area as a whole.

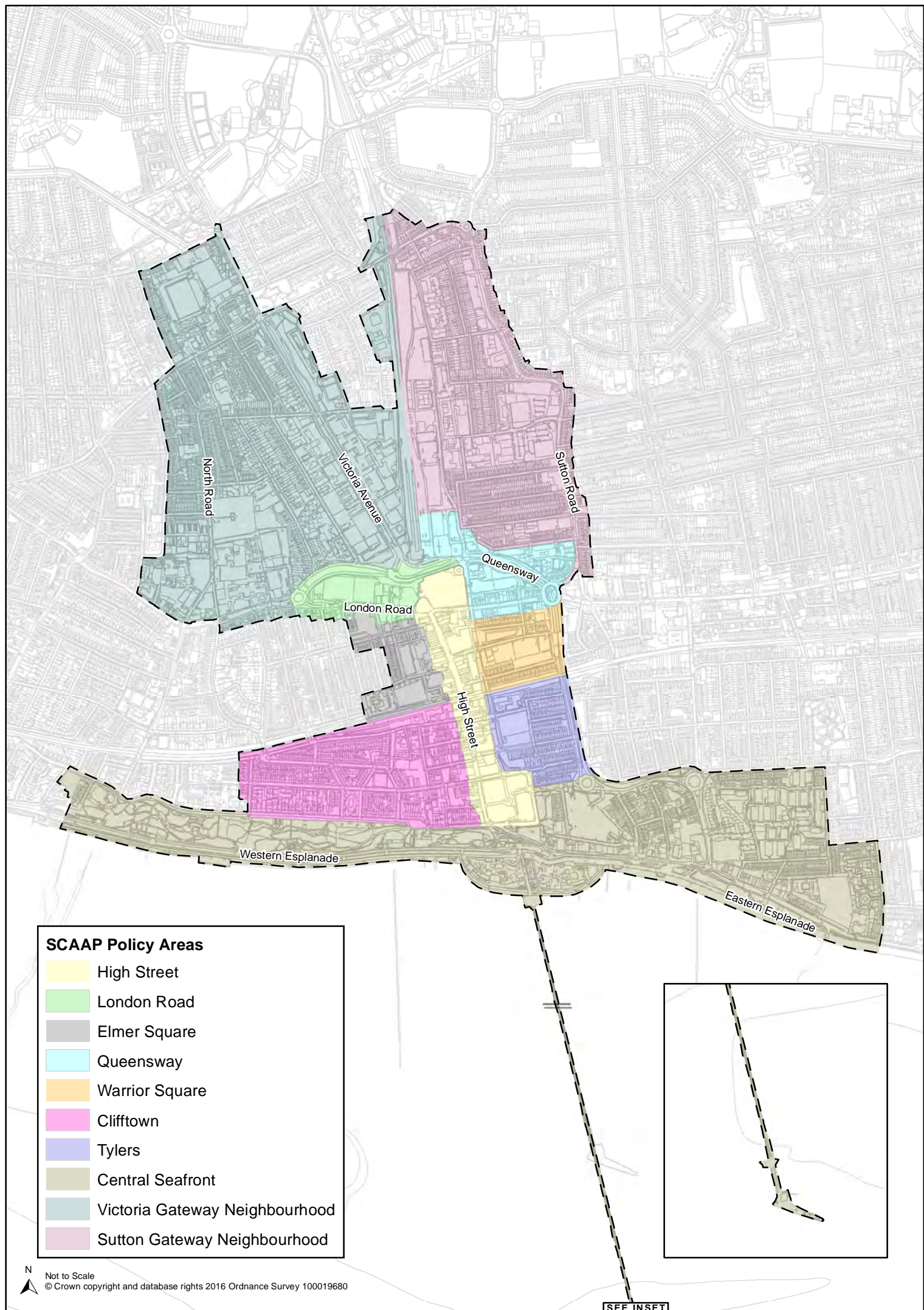
The introduction of new residential uses as part of a broader mix is a key element in achieving a vibrant, thriving Town Centre.

The Policy Areas have been identified as follows:

- **High Street**
- **London Road**
- **Elmer Square**
- **Queensway**
- **Warrior Square**
- **Cliff town**
- **Tylers**
- **Central Seafront**
- **Victoria Gateway Neighbourhood**
- **Sutton Gateway Neighbourhood**

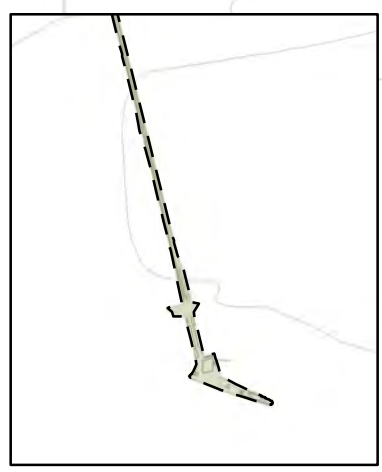
Within the Policy Areas there are also a number of ‘Opportunity Sites’. The approach for managing these sites, and wider policy areas, is set out in Part C: Policy Areas and Site Allocations.

# Map 2 - SCAAP Boundary & Policy Areas



**SCAAP Policy Areas**

- High Street
- London Road
- Elmer Square
- Queensway
- Warrior Square
- Clifftown
- Tylers
- Central Seafront
- Victoria Gateway Neighbourhood
- Sutton Gateway Neighbourhood





## Criteria Based Policies

### 4.1 Introduction

This section sets out the policy context for key uses and development within Southend Central Area. It includes a strategy and, where relevant, policies<sup>7</sup> for the delivery and management of:

- Retail
- Employment
- Housing
- Culture, Leisure, Tourism and Recreational facilities
- The Historic Environment
- Open and Green Spaces
- Key Views
- Landmarks and Landmark Buildings
- Flood Risk Management and Sustainable Drainage
- Transport, Access and Public Realm
- Infrastructure Provision (including education, health and social and community facilities)

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<sup>7</sup> Where there is not a policy sited in this section of the Plan there is a 'Policy Linkages' box which highlights another Plan where relevant policies may be found.

## 4.2 Retail

### *Southend Town Centre's Primary Shopping Area*

The Primary Shopping Area of Southend's town centre (see **Map 3** and **Policies Map**) is focused around a long, well established linear High Street, and anchored by The Victoria shopping centre to the north and The Royals shopping centre to the south.

New retail development should complement and strengthen the offer of the town centre, in accordance with **Core Strategy Policy CP2: Town Centre and Retail Development** and the provisions of the National Planning Policy Framework (NPPF), reinforcing pedestrian circuits around the two main shopping centres.

Opportunities for additional retail floorspace will be expected to arise from some incremental increases in existing floorspace through extending shop units or creating larger trading areas through internal unit reconfiguration<sup>8</sup>. Additionally, consideration and use of vacant floorspace, particularly in The Victoria shopping centre should be made.

The following Policy Areas and Opportunity Sites are located/partly located within the Town Centre Primary Shopping Area and have the potential to deliver additional retail floorspace where opportunities arise:

- P1 High Street;
- P2 London Road;
- P4 Queensway and Opportunity Site PA4.1 along Southchurch Road;
- P6 Clifftown (for small scale niche retail);
- P7 Tylers, including Opportunity Site PA7.1.

Public realm enhancements throughout the town centre, particularly within areas that have existing poor quality environments, would be expected to increase footfall and assist with letting vacant units. A schedule of access and public realm improvements is set out within the development principles of each Policy Area.

Outside the Town Centre Primary Shopping Area, the Council may permit additional small-scale convenience retail provision to meet the needs of residents. Details are contained in each of the relevant Policy Areas.

### **Town Centre Primary and Secondary Shopping Frontages**

The retail sector is crucial to the health of the local economy in terms of its attraction to visitors, business and investment. The changing nature of the 'High Street', facing competition from internet shopping, out-of-town retail parks and neighbouring centres, has impacted the level of trading in the Town Centre, and consequently there is a need to enhance and broaden its offer and function to possibly further include other complimentary uses.

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<sup>8</sup> Southend Retail and Town Centre Study (2011)

However, an over-concentration of non-retail uses within the primary frontage can detract from its shopping function and may prejudice its vitality and viability, create extensive lengths of 'dead' frontage and a lack of proper or conventional shop window displays. Maintaining a high concentration of retail uses ensures the attractiveness of the centre as an accessible, diverse shopping area; which is paramount to the vitality and viability of the local economy.

Town Centre Primary and Secondary Shopping Frontages, as defined on the Policies Map (and outlined on Map 3 below), perform a vital role by managing the shopping function of the town centre to ensure its long term vitality and viability is not significantly harmed as a sub-regional destination.

To ensure that a healthy balance of uses is maintained, the Council will actively manage the concentration of different Use Classes (under the Use Class Order) within the Primary Shopping Frontages, as depicted on the Policies Map. By designating and protecting key frontages it is possible to manage the proportion of retail and non-retail uses which will help to ensure that the town centre remains an attractive place to shop.

The Council recognises that shopping should be just one part of a rich mix activities within the Town Centre. Therefore, **Policy DS1** seeks to manage the designated primary frontages so that the proportion of retail use does not decrease below 60%. This approach not only seeks to secure the primacy of retail within these frontages by setting a percentage target, but also allows for an increase in supporting non-retail town centre uses when compared to the existing policy approach (80%)<sup>9</sup>. It also recognises that these primary frontages are crucially supported by adjacent secondary frontages, which do not include a retail percentage target, and therefore allows for further diversification of the town centre and its offer to further sustain its role of a retail, leisure and lifestyle destination.

It is also important to understand that Southend's town centre is perpendicular and well connected to the central seafront area. The central seafront area represents an important visitor destination in its own right, comprising a range of leisure uses, which together with the town centre supports a wider multifunctional Central Area within Southend that offers a unique and diverse visitor/ shopper experience.

The entire High Street length measures approximately 0.5 miles, a considerable distance for a high street. It is considered that the primary shopping frontage of the town centre comprises three inter-related distinct zones, the High Street, The Victoria Shopping Centre and The Royals Shopping Centre. Each of these zones should maintain a core retail function, but also be able to provide for a range of supporting town centre uses, particularly Class A3 restaurants and café uses, in order to enhance the experience for visitors and help towards achieving a low vacancy rate within the area.

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<sup>9</sup> Southend-on-Sea Borough Local Plan (1994)

The SCAAP substitutes all primary frontage not located on the main high street or the ground floor levels of the two respective shopping centres (The Victoria and The Royals) with secondary frontage. This reduces the length of primary frontage in the town centre by approximately 40% as compared to that designated by the Southend Borough Local Plan (1994).

Secondary shopping frontages located within the town centre, as defined on the policies map, are often located adjacent to a 'high street', and allow for a greater number and diversity of uses.

Where an empty unit has little prospect of being occupied within a primary or secondary shopping frontage in the short term, the Council will encourage the landowner/landlord to display local art within the windows to create visual interest from the public realm.

### **Permitted Development Rights and Temporary Uses**

Under permitted development rights<sup>10</sup> buildings in specific Use Classes, including A1 Retail, are able to change to a number of alternative Use Classes, either for a temporary period or indefinitely. However, there will remain instances where prior approval applies as part of the permitted development or the change of use of a building does not constitute permitted development and would require the granting of planning permission.

Where permitted development is sought and prior approval is applicable Policy DS1 will apply as follows:

- Within Primary Shopping Frontages the following will apply:
  - The 60% retail threshold will equate to an "adequate provision of services"
  - The marketing criteria in Appendix 8 will apply in determining whether "there is a reasonable prospect of the building being used to provide such services".
- A "key shopping area" is the same as the Primary Shopping Frontages and Secondary Shopping Frontages as defined on the Policies Map.

In respect to Policy DS1.4(a) vacant units could include units occupied for temporary or 'flexible' uses, permitted through a temporary planning permission or under permitted development rights.

For the purposes of calculating the proportion of retail in any given frontage (in respect to policy DS1 point 4a, any building operating under a permitted 'flexible use' at the time of assessment will be considered on the basis of the use class it had prior to the temporary use change. For example, a retail shop (A1) which has temporarily changed its use to a café or restaurant (A3) under the permitted development rights would still be considered as an A1 unit for the purposes of determining the overall percentage of retailing (A1) or whether there are more than two consecutive non-A1 uses.

### ***Development Management Policy***

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<sup>10</sup> Town and Country Planning (General Permitted Development) (England) Order 2016



Development Management Policy DM13 (Shopping Frontage Management outside the Town Centre) identifies 3 discreet areas of Secondary Shopping Frontage **within the central area**, which act as local centres and are located outside the Town Centre Primary Shopping Area. The boundaries of these are defined on the Policies Map.

<b>Policy DS1: A Prosperous Retail Centre</b>
1. Proposals for retail development inside or outside the Primary Shopping Area will be determined in accordance with <b>Policy CP2: Town Centre and Retail Development of the Southend-on-Sea Core Strategy</b> and the provisions of the National Planning Policy Framework (NPPF).
2. New retail development should be well integrated and closely linked with the Town Centre Primary Shopping Area, as defined on the Policies Map, in terms of proximity, continuity of function and ease of access.
<p>3. The Council will seek to maintain a high level of retail use with at least 60% Class A1 retail use within town centre primary shopping frontage. Alternative appropriate non-retail uses, particularly Class A3 restaurants and café uses, will also be supported provided that they contribute to the vitality of the Town Centre and would result in:</p> <ul style="list-style-type: none"> <li>a. no more than 40% of the town centre primary shopping frontage, measured in terms of length of frontage*, being used for non-retail purposes. Where non-retail uses would exceed 40% of the primary shopping frontage length, no further loss of Class A1 will be allowed**;</li> <li>b. an active frontage is retained or provided with a display function for goods and services rendered and the proposed use will provide a direct service to visiting members of the general public;</li> <li>c. no detrimental impact to those living or working nearby, for example by causing undue noise, odour and disturbance.</li> </ul> <p><i>* The measurement will be applied separately to each distinct Town Centre Primary Shopping Frontage zone, these being the High Street (944m), Victoria Shopping Centre (367m) and Royals Shopping Centre (405m)</i></p> <p><i>** exceptions to this will be considered if it can be demonstrated to the satisfaction of the Council that the A1 use is no longer viable through an effective 2 year marketing exercise where the vacant property has been offered for sale or letting on the open market at a realistic price and no reasonable offers have been refused. Appendix 8 sets out further information to be provided in relation to marketing of vacant floorspace.</i></p>
4. All proposals in the town centre secondary shopping frontage, as defined on the Policies Map, must ensure that: <ul style="list-style-type: none"> <li>i. an active frontage is retained or provided with a display function for goods and services rendered and the proposed use will provide a direct service to visiting members of the general public; and</li> <li>ii. it would not be detrimental to those living or working nearby, for example by causing undue noise, odour and disturbance.</li> </ul>
5. All new shop frontages will be of a high standard of design that is compatible with the architectural style, roofscape and character of the building and surrounding area. The design of new shop fronts should have regard to the Design and Townscape Guide SPD

and address the following design principles:

- i. The loss of traditional features and shop fronts, which make a positive contribution to the character and appearance of the building or surrounding area, will be resisted unless it can be demonstrated that the benefits of a proposal significantly outweigh their loss;
- ii. Blank frontages will be resisted on principal elevations and opportunities for exposing upper floor windows maximised.

6. Proposals for the use of upper floors in shopping frontages for retail, residential, leisure, office or other complementary uses which help to maintain or enhance the character and vitality of the centre will be supported. Where upper floors are currently in retail use, developers should seek to retain retail uses where viable and appropriate.

7. The Council will seek to maintain and enhance 'street market' provision within the Town Centre Primary Shopping Area, and will work with the private sector to promote the establishment of a new well designed street market within the pedestrianised London Road Policy Area. Proposal for street markets development elsewhere within the Town Centre Primary Shopping Area will be considered on their merits.

**POLICY LINKAGES - RETAIL**

**CORE STRATEGY DPD**

**Strategic Objectives:** 3, 5, 6, 8

**Policies:**

KP2, CP2

**SOUTHEND CENTRAL AAP**

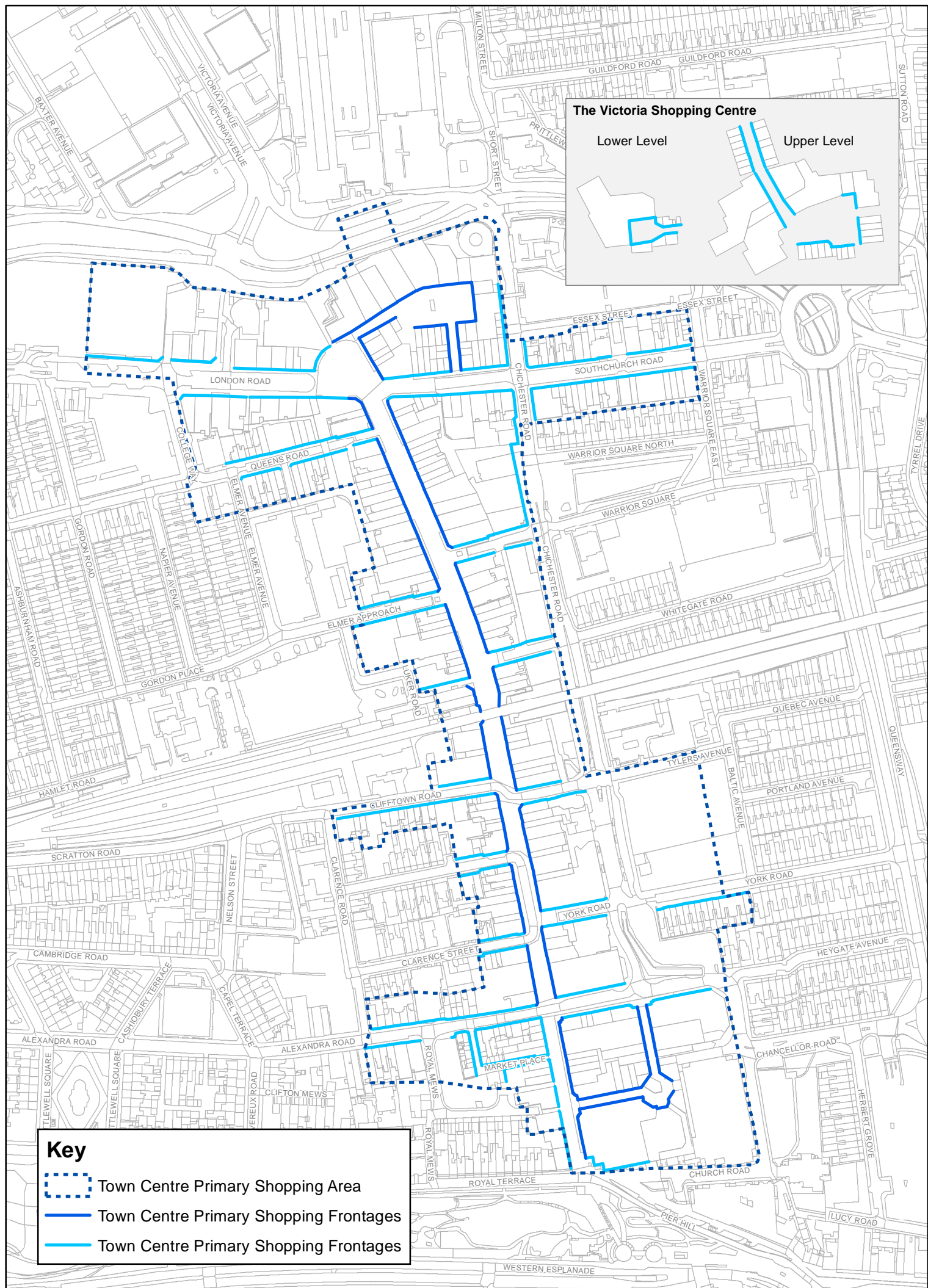
**Objectives:** 1, 2, 8

**Policies:**

PA1, PA2, PA4, PA6, PA7

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

# Map 3 - SCAAP Town Centre Primary Shopping Area & Shopping Frontages



**The Victoria Shopping Centre**

Lower Level

Upper Level

**Key**

- Town Centre Primary Shopping Area
- Town Centre Primary Shopping Frontages
- Town Centre Primary Shopping Frontages

### 4.3 Employment

The employment base of Southend as a whole has become increasingly diverse. The creative and cultural sectors, aviation and medical technologies are all growing and offer further potential for growth in the future. The Town Centre is a sustainable location for significant employment growth. This growth is concentrated in service sectors that require flexible and good quality offices, such as those for finance and business services as well as knowledge based creative industries.

It is recognised that delivery of the Core Strategy employment target (7,250 additional jobs to be delivered in the Town Centre and Central Area between 2001 – 2021<sup>11</sup>) is challenging, particularly following the impacts of the global economic downturn. In fact, monitoring of employment data across the Borough suggests that job numbers have declined over the plan period. However, more recently, since 2010, job numbers have begun to increase and efforts to boost job creation are underway. Clearly, the Borough-wide employment targets as set out in the Core Strategy will be reviewed as part of preparing a new Southend Local Plan. Nevertheless, the SCAAP will seek to maximise employment opportunities and the SCAAP is seen as an important catalyst in helping to deliver a sustainable balance of new jobs alongside housing within the Central Area.

The **South East Local Enterprise Partnership** (SE LEP), a business-led partnership, has enabled the Council to secure a range of measures to support regeneration and growth. One such initiative, **The Southend City Deal** provides support for small and medium-sized businesses, seeks to create new jobs, and attracts inward investment. An incubator system of one-on-one support ('The Hive'), based in the former Central Library on Victoria Avenue (in the **Victoria Gateway Neighbourhood Policy Area**), will help to improve business performance, safeguard jobs, and form part of the regeneration of Victoria Avenue.

#### Offices

The market for office space within the Central Area is oversupplied with outdated office stock, particularly within **Victoria Avenue Office Area (Opportunity Site PA8.1)**. Much of this stock is too large, underused/vacant, and unlikely to meet the changing requirements of small to medium sized occupiers - the focus of demand for office space in Southend. Providing a range of flexible, good quality, offices as part of mixed use developments will help to create viable proposals and a better balance of space than currently on offer.

Flexible, good quality office development is principally promoted in the following policy areas **High Street, London Road, Warrior Square, Clifftown, Tylers, and Victoria Gateway Neighbourhood Policy Area**. The policies for these areas, and opportunity sites are set out within **Part C: Policy Areas and Site Allocations** of this plan.

#### Southend as a Knowledge-Based Employment Centre

With the assistance of the university campus, Southend has significant potential to become a knowledge-based employment centre, utilising links with the A127 strategic corridor, the

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<sup>11</sup> Core Strategy CP1: Town Centre (6,500), plus Seafront (750) = 7,250

growth of London Southend Airport and the associated business parks, provision for which is made within the London Southend Airport and Environs Joint Area Action Plan (JAAP).

Southend has a high level of business start-ups. To date, business survival and therefore growth has struggled. Providing the support and infrastructure required to sustain and grow local businesses will be a crucial component in addressing this, and such activity will be supported by the **Southend City Deal** incubator hub (the Hive) at Victoria Avenue.

### **Southend’s Cultural and Creative Industries**

The Southend Cultural Strategy 2012-2020 sets out the vision for Southend: *‘To be recognised as the cultural and leisure capital of the East of England’*. The town has a significant concentration of creative and cultural businesses located across the Borough, particularly in the Town Centre.

The Local Economic Assessment (2013) outlines that whilst the creative and cultural industries have significant employment and wealth generating capacity, they also have the ability to create a step change in the economy, attracting new, ambitious people to Southend.

<b>POLICY LINKAGES - EMPLOYMENT</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 1, 2, 3, 4, 5	<b>Policies:</b> KP1, CP1
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM10, DM11
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 9	<b>Policies:</b> PA2, PA5, PA6, PA8, PA9

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 4.4 Housing

There are a number of existing residential areas in the Central Area. However, when compared to the rest of the Borough, the core town centre has relatively few residential properties.

Delivering new homes within Southend Central Area, including residential above ground floor commercial, will contribute to creating sustainable communities that will add critical mass to support the vitality and vibrancy of the town centre, throughout the day and evening economy.

New housing development within the Central Area will be encouraged to provide a mix of housing types and sizes, including affordable housing, in accordance with Core Strategy CP8 (Dwelling Provision) and Development Management Policies DM7 (Dwelling Mix, Size and Type), DM8 (Residential Standards), DM9 (Specialist Residential Accommodation); although care will need to be taken to ensure there is a balanced housing offer, taking into account the existing tenure mix of a particular area.

### Scale of Residential Development

The SCAAP is considered to be an important catalyst and driver for inward investment and for the delivery of the remaining proportion of planned regeneration and growth in the Southend Central Area to meet, or exceed, Core Strategy targets up to 2021.

Further work has been jointly undertaken to establish an objectively assessed need, in terms of jobs and housing, for Southend and its surrounding housing market area. Following publication of this evidence, preparation of a Southend Local Plan will commence alongside delivery of the SCAAP. The Local Plan will set out new growth target replacing those of the adopted Core Strategy and will review unimplemented development sites within the SCAAP.

The Core Strategy requires at least 2,474<sup>12</sup> net additional new dwellings to be provided within Southend Central Area during the period from 2001 to 2021. According to the Southend Annual Monitoring Report (AMR), between 2001 and 2016, 1,087 dwellings have been built within the Southend Central Area. An additional 1,732 net dwellings have been identified through Opportunity Sites and 1,040 of these have planning permission as of 1 April 2016. A further 434 dwellings have been identified by outstanding planning permissions located outside of the opportunity sites and are predicted to be delivered by 2021, see table 1 below.

**Table 1: The Scale of new Residential Development to be delivered by 2021**

SCAAP Policy Area	Net additional dwellings identified in Opportunity Sites (of which committed)	Other committed at 1 April 2016 (net)	Total
PA1: High Street	n/a	171	171
PA2: London Road	n/a	1	1

<sup>12</sup> Core Strategy CP8: Town Centre (2,000), plus Seafront (550), minus SHLAA sites identified in the rest of the seafront outside the SCAAP area (76) = 2,474

PA3: Elmer Square	0	73	73
PA4: Queensway	380 (8)	0	380
PA5: Warrior Square	n/a	16	16
PA6: Clifftown	n/a	57	57
PA7: Tylers	150	4	154
CS1: Central Seafront	278 (278)	4	282
PA8: Victoria Gateway Neighbourhood	782 (662)	39	821
PA9: Sutton Gateway Neighbourhood	142 (92)	69	211
<b>TOTAL</b>	<b>1,732 (1,040)</b>	<b>434</b>	<b>2,166</b>

*Committed = with planning permission or prior approval*

Appendix 6 shows the amount of dwellings identified to be delivered by 2021 within the SCAAP area and relationship with the Core Strategy targets, further details are also included within each Policy Area, Part C: Policy Areas and Opportunity Sites.

### Student Accommodation

The University of Essex and South Essex College have a strong presence within the Central Area, reinforced in recent years by the delivery of phase 1 of Elmer Square with The Forum opening in 2013. The Core Strategy makes provision for the regeneration of the town centre and Central Area led by the development of the university campus, and it is anticipated that the higher and further education sector will continue to expand, with increases in student numbers.

There will be a need to provide student accommodation, much of which could be within the Central Area. The provision of student accommodation can often be met through purpose built development, such as the existing University Square development within the town centre, or through the private rented sector. The Council will support the provision of well-designed student accommodation in Southend Central Area, as it provides a sustainable location for students, with easy access to the university and college buildings. It will also help to contribute to the aim of increasing the residential population and potential spend in the Central Area.

The University of Essex has an accreditation scheme that all approved private landlords must meet, and this provides a measure to ensure student accommodation is of high quality and meets the needs of students. **Development Management Policy DM8: Residential Standards** sets out the internal space standards that all non-self-contained accommodation, such as student accommodation, will be required to meet.

POLICY LINKAGES – HOUSING	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 6, 7, 14	<b>Policies:</b> KP1, KP2, KP3, CP8
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM7, DM8, DM9
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 8, 10	<b>Policies:</b> PA1, PA2, PA4, PA5, PA6, PA7, CS1, PA8, PA9

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*



## 4.5 Culture, Leisure, Tourism and Recreational Facilities

**'To be recognised as the cultural and leisure capital of the East of England.'**

*Southend-on-Sea Cultural Strategy 2012-2020*

Southend Central Area will continue to be the primary focus for further enhancement of cultural, leisure, tourism and recreational attractions and facilities. This will build on the town's role as a major resort and contribute to a stronger, more vibrant centre.

There have been a number of recent developments within the Central Area that have helped to progress Southend's cultural and tourism offer, including the Royal Pavilion cultural centre at the end of the Pier, the relocation of the Beecroft Gallery to the former central library building on Victoria Avenue, the relocation of the Focal Point Gallery to The Forum at Elmer Square, the regeneration of the former Palace Hotel as the Park Inn, and the new Premier Inn development on Eastern Esplanade, which has increased the quality as well as capacity of hotel offer.

Despite recent successes, the range of commercial leisure and recreational uses on offer in the town centre is moderate, and enhancing this could serve to diversify the centres offer overall as well as draw in additional visitors and investment. The strategy for the **Central Seafront Policy Area** within this Plan (see **Part C**) seeks to create a seamless connection between the Seafront and the Town Centre. Clearly the Seafront offers a considerable commercial leisure offer, and providing better connectivity between these areas may well be a positive way of maximising the attraction of the Southend Central Area.

Tourism is an important economic driver for the Town Centre. However, the tourism industry still tends to operate on low levels of overnight stays, and the relatively short supply of high quality hotels, bar those mentioned above, and current restaurant offer in the Central Area may not attract those visitors with more spending power. The refresh of the **Southend Local Economic Assessment (2013)** concludes that potential remains to improve and diversify the tourism offer to increase overnight and longer stays and add value, whilst at the same time, harness the spending power of visitors and out commuting residents alike.

The tourism and hotel sector is expected to grow in Southend over the next 20 years. The **Development Management DPD (Policy DM12: Visitor Accommodation)** seeks to manage this growth by focusing new visitor accommodation to the Central Area, London Southend Airport and at locations with good access and a clear and strong relationship with the seafront. The Central Seafront Policy Area, in particular, offers a good location for the development of visitor accommodation, given close proximity to both the Town Centre and Seafront.

Enhanced evening attractions, including provision of restaurants, have the potential to address concerns about the vitality of the evening and night-time economy through improved management and maintenance of the Town Centre, and by providing more pedestrian activity after shopping hours to help tackle the perception of safety after dark.



This could be complemented by increased public art provision and streetscape improvements to enrich the streetscape and enhance the quality of the public realm – purveying the Central Area’s cultural qualities and promoting legibility and way finding. The Council will seek to establish an increase in public art provision, where possible with local artists, within the Central Area, in line with its Public Art Strategy, to create a ‘Central Area Art Trail’.

<b>POLICY LINKAGES – CULTURE, LEISURE, TOURISM AND RECREATION</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 1, 2 13, 14, 15, 18	<b>Policies:</b> KP1, KP2, KP3, CP1, CP4, CP6, CP7
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM6, DM10, DM12
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 3, 5, 6, 7, 8, 10	<b>Policies:</b> PA1, PA2, PA3, PA4, PA5, PA6, PA7, CS1, CS4, PA8, PA9

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 4.6 The Historic Environment

This Plan seeks to celebrate heritage and to conserve and enhance Southend Central Area's heritage assets in a manner appropriate to their significance, with the emphasis on high quality design in all development proposals. Heritage assets are an important component of the tourist economy and play a crucial role in the identity-making. Development Management Document **Policy DM5: Southend-on-Sea's Historic Environment** sets out the local approach to the management of the historic environment within the Borough.

Development proposals within the Central Area, including enhancements to the public realm, will be responsive to the setting of heritage assets and should seek to improve the quality of their environmental context. Heritage assets will be promoted and enhanced as part of the future development of the town.

Policy criteria regarding the historic environment are provided within the relevant **Policy Areas and Opportunity Sites** set out in **Part C** of this Plan, details of which are provided within the Policy Linkage box below. It should be noted that listed buildings, buildings in Conservation Areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Part L Building Regulations where compliance would unacceptably alter their character and appearance.

### Conservation Areas

There are a number of Conservation Areas within the Central Area, as depicted on the Policies Map. These include: Prittlewell, Eastern Esplanade, The Kursaal, Clifftown, and Warrior Square. Each has its own unique character which must be conserved and enhanced.

### Listed and Locally Listed Buildings

Southend Central Area contains a large number of listed and locally listed buildings, which help define the town's unique heritage. A list can be found on the Council's website [www.southend.gov.uk](http://www.southend.gov.uk)

### Frontages of Townscape Merit

Frontages of Townscape Merit are non-designated heritage assets and apply specifically to historic facades, many of which are shopping parades. This designation, as depicted on the Policies Map, will be a material consideration for planning applications affecting these frontages.

### Archaeology

Within this relatively small area there have been archaeological discoveries dating from the earliest evidence of humans in the area, to the medieval and later periods. The highest concentration of finds is in the Prittlewell area. Some of this area has been excavated for brickearth and other minerals but this remains the historic heart of the town and the potential for new finds is still significant.

Two Scheduled Ancient Monuments are located close to the Southend Central Area boundary. Prittlewell Priory just north of the area and Southchurch Hall to the south east. Immediately to the east of Prittlewell Priory are Roman and early Saxon cemeteries, which

included the chambered tomb of the ‘Prince of Prittlewell’, a discovery of international significance.

**Areas of Archaeological Potential in Southend Central Area**

Although most of Southend Central Area has been previously developed there are still areas of archaeological interest where there is potential for new finds. In particular, these sites include:

1. Seaways Car Park area (Opportunity Site CS1.2)
2. Roots Hall area
3. Nazareth House
4. Southend Cliffs (which includes Opportunity Site CS1.4)

Any additional areas that are subsequently considered to exhibit significant archaeological potential, should be assessed in line with national guidance and **Policy DM5** of the Development Management Document.

<b>POLICY LINKAGES – THE HISTORIC ENVIRONMENT</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objective: 14</b>	<b>Policies:</b> KP2, CP4
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM4, DM5, DM6
<b>SOUTHEND CENTRAL AAP</b> <b>Objective: 7</b>	<b>Policies:</b> Transport and Access Strategy, DS3, DS5, PA1, PA5, PA6, CS1, PA8

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 4.7 Open and Green Spaces

Southend Central Area includes the Benfleet and Southend Marshes European Marine Site, encompassing both the SPA and Ramsar, which comprises the intertidal part of the Thames Estuary and also constitutes a Site of Special Scientific Interest (SSSI).

The Appropriate Assessment (AA) of the Core Strategy highlights that Core Strategy Policy KP1, which promotes development in the seafront area, is likely to result in increased recreational and development pressures on designated international and European sites. It is therefore imperative that Southend Central Area provides and enhances functional open and green space, such as pocket parks and play areas, linked to other attractive destinations in and around the Borough, in order to assist with relieving pressure on the Borough's designated sites. This builds on, and is embedded within, the South Essex Green Grid Strategy and Thames Gateway Parklands Initiative which seek to help promote South Essex as a green place, improving the local environment and access to it, linking all green spaces where possible.

The existing green spaces within Southend Central Area are depicted on the Policies Map. The Central Seafront Policy Area provides access to an abundance of green and open space. However, the Town Centre, in comparison, has relatively few areas of such space. This deficit will be addressed within the relevant Policy Areas and Opportunity Sites.

Particular attention will be paid to the improvement of existing public spaces and to the creation of new public and civic spaces. Existing and new green and open spaces will be linked together in a legible network. New green and open spaces should be linked through the green grid, and should seek to contribute to local biodiversity and, together with other urban greening measures such as green walls, improved landscaping, and tree planting, help mitigate the effects of climate change.

In order to ensure these open and green spaces are accessible they should be connected by an attractive network of accessible streets, and the quality of the public realm will be a key component in defining Southend Central Area as an urban environment where people want to live, work, visit and move around. The **Transport, Access and Public Realm Strategy** of this plan, the Council's **Design and Townscape Guide SPD** and **Streetscape Manual SPD** should be referenced for all street works within the Central Area.

POLICY LINKAGES – OPEN AND GREEN SPACES	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 14, 18	<b>Policies:</b> KP2, KP3, CP4, CP7
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 3, 6	<b>Policies:</b> DS5, PA1, PA3, PA4, PA5, PA6, CS1, PA8, PA9

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 4.8 Key Views

There are a number of ‘Key Views’ from within, and of, Southend Central Area that further help to define its character, including links with the Thames Estuary. The Council will seek to ensure that Key Views, as identified below, are not adversely impacted by development:

- **The Seafront** – views to and from the seafront, with particular recognition given to views from: Westcliff Parade; Clifftown Parade; Clifton Terrace; Royal Terrace; Pier Hill; Pier Head; Queensway; Western Esplanade; Marine Parade; and Eastern Esplanade.
- **Southend Pier** – with particular recognition given to views from: the High Street in order to enhance the link between the town centre and seafront; Eastern Esplanade; Western Esplanade; Marine Parade; Royal Terrace; and Clifftown Parade.
- **The Kursaal** – with particular recognition given to views from: Marine Parade; Eastern Esplanade; Lucy Road; Queensway and Southchurch Avenue.
- **Royal Terrace and Clifftown Parade** – with particular recognition given to views from Western Esplanade.
- **All Saints Church** (outside of the SCAAP boundary) – with particular recognition given to enhancing the setting of this heritage asset, improving the quality of the public realm at Queensway dual carriageway;
- **Porters** (outside of the SCAAP boundary) – with particular recognition given to enhancing the setting of this heritage asset, improving the quality of the public realm and highway at Queensway dual carriageway;
- **St Mary’s Church** (outside of the SCAAP boundary) – with particular recognition given to improving the setting of this heritage asset, improving the quality of the public realm and highway junction at Victoria Avenue/East Street.

### Policy DS2: Key Views

New development within Southend Central Area will be expected to demonstrate that it is compatible with and/or enhances Key Views of:

- **The Seafront**
- **Southend Pier**
- **The Kursaal**
- **Royal Terrace and Clifftown Parade**
- **All Saints Church** (outside of the SCAAP boundary)
- **Porters** (outside of the SCAAP boundary)
- **St Mary’s Church** (outside of the SCAAP boundary)

### POLICY LINKAGES – KEY VIEWS

<b>CORE STRATEGY DPD</b> Strategic Objective: 14	<b>Policies:</b> KP2, CP4
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM4, DM5, DM6
<b>SOUTHEND CENTRAL AAP</b> Objectives: 2, 7	<b>Policies:</b> PA1, PA4, PA6, CS1, PA8

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 4.9 Landmarks and Landmark Buildings

***A Landmark Building is defined as one that has become, or may become, a point of reference because of its positive contribution to place making. This may include reference to its height, siting, distinctive design or use that sets it apart from surrounding buildings. Examples may include: churches, theatres and town halls.***

Landmarks or Landmark buildings provide orientation and aid way-finding. They are relatively limited in number and generally occupy strategic locations such as road junctions, terminations of vistas, and corners.

A building or feature will not be considered a landmark simply owing to its height or massing, indeed many of the existing landmarks within Southend Central Area are of a modest scale; essentially they must be of high quality, recognisable and distinctive. A landmark could also be represented by a significant piece of public art, a distinct architectural feature, or use of innovative and distinctive materials.

For the purposes of the SCAAP, the following have been identified as existing landmarks and landmark buildings (Table 2, and Appendix 3):

**Table 2: Existing Landmarks and Landmark Buildings**

Adventure Island, Western Esplanade <i>(Central Seafront Policy Area)</i>	Royal Hotel and Royal Terrace <i>(High Street and Clifftown Policy Areas)</i>
All Saints Church, Sutton Road <i>(outside of the SCAAP boundary)</i>	Seafront / Estuary <i>(Central Seafront Policy Area)</i>
Central Library (former), Victoria Avenue <i>(Victoria Gateway Neighbourhood Policy Area)</i>	South Essex College, Luker Road <i>(Elmer Square Policy Area)</i>
Central Museum, Victoria Avenue <i>(Victoria Gateway Neighbourhood Policy Area)</i>	St John's Church, Herbert Grove <i>(Central Seafront Policy Area)</i>
Civic Centre, Victoria Avenue <i>(Victoria Gateway Neighbourhood Policy Area)</i>	St Mary's Church, Victoria Avenue <i>(outside of the SCAAP boundary)</i>
Cliff Lift, Western Esplanade <i>(Central Seafront Policy Area)</i>	Swan Hall, Victoria Avenue <i>(Victoria Gateway Neighbourhood Policy Area)</i>
Cliffs Pavilion, Station Road <i>(Central Seafront Policy Area)</i>	The Forum, Elmer Square <i>(Elmer Square Policy Area)</i>
Clifftown Church/Studios, Nelson Street <i>(Clifftown Policy Area)</i>	The Kursaal, Eastern Esplanade <i>(Central Seafront Policy Area)</i>
Park Inn Palace Hotel, Pier Hill <i>(Central Seafront Policy Area)</i>	The Pier <i>(Central Seafront Policy Area)</i>
Pier Hill Observation Tower and Lift, Pier Hill <i>(Central Seafront Policy Area)</i>	University of Essex, Elmer Approach <i>(Elmer Square Policy Area)</i>

Porters, Southchurch Road ( <i>outside of the SCAAP boundary</i> )	University of Essex Student Accommodation, London Road ( <i>Elmer Square Policy Area</i> )
Prittlewell Chapel, North Road ( <i>Victoria Gateway Neighbourhood Policy Area</i> )	

New development should not compete with existing landmarks in terms of bulk or height, and views of these buildings should not be compromised by new development.

The following (Table 3) have been identified as potential locations for new landmark buildings and features within Southend Central Area, as detailed in the relevant Policy Areas and Opportunity Sites. These are also depicted on the Policies Map.

**Table 3: Potential Locations for New Landmarks**

Opportunity Site (PA7.1): Tylers Avenue (Tylers Policy Area)
Opportunity Site (PA8.1): Victoria Avenue (Victoria Gateway Neighbourhood Policy Area)
Central House, Clifftown Road (Clifftown Policy Area)
Central Seafront Policy Area, including in particular Opportunity Site (CS1.2): Seaways, Opportunity Site (CS1.3) Marine Plaza, and Opportunity Site (CS1.4): New Southend Museum.

Where considered appropriate in principle, development proposals for new landmark buildings and landmark features within Southend Central Area should demonstrate a coherent design approach, based on an understanding of the character, form and function of the surrounding townscape. Opportunities to enhance the setting of landmark buildings with improvements to the public realm, provision of open space, will be encouraged in order to retain views, enhance way-finding and to reinforce a sense of place.

Table 4 set out below and the Policies Map depicts the location of existing and potential Landmarks and Landmark Buildings by Policy Area.

<b>Policy DS3: Landmarks and Landmark Buildings</b>
1. The Council, through its role in determining planning applications, masterplanning, and other initiatives, will seek to conserve landmarks and landmark buildings as identified in Table 2 and Appendix 3 from adverse impact by: <ul style="list-style-type: none"> <li>a. encouraging the provision of open spaces and public realm improvements which provide views to landmarks or landmark buildings or enhance their setting;</li> <li>b. resisting adverse impacts of new development by virtue of excessive height, massing or bulk;</li> <li>c. ensuring development proposals respect views, setting and character.</li> </ul>
2. The Council will support and encourage the creation of new landmarks in the areas identified within Table 3, where development proposals must demonstrate that: <ul style="list-style-type: none"> <li>a. design, detailing and use of materials are of exceptional quality and interest and will help to reinforce local character and distinctiveness;</li> <li>b. the location would provide a focal point for an existing vista/sight line or generate</li> </ul>

- a new one;
- c. the proposals do not adversely affect the amenity of local residents; and
- d. the proposals do not harm the setting of nearby heritage assets.

<b>POLICY LINKAGES - LANDMARKS</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objective:</b> 14	<b>Policies:</b> KP2, CP4
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM4, DM5, DM6
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 2, 3, 7	<b>Policies:</b> DS5, DS2, PA1, PA3, PA4, PA6, CS1, PA8

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*



**Table 4: Existing and Potential Landmarks and Landmark Buildings by Policy Area**

	Existing Landmarks within	Existing Landmarks near	Potential Landmarks Within	Potential Landmarks near
PA1 High Street	- Royal Hotel	- Royal Terrace - Seafront/ Estuary	N/A	- Central House - OS (PA7.1): Tylers Avenue - OS (CS1.2): Seaways
PA2 London Road	N/A	-UoE Student Accommodation - Central Museum	N/A	- OS (PA8.1): Victoria Avenue
Policy PA3 Elmer Square	- The Forum - SE College - UoE Building - UoE Student Accommodation	N/A	N/A	N/A
PA4 Queensway	N/A	- All Saints Church - Porters	N/A	N/A
PA5 Warrior Square	N/A	- All Saints Church - Porters	N/A	- OS (PA7.1): Tylers Avenue
PA6 Clifftown	- Clifftown Church/ Studios - Royal Terrace	- Royal Hotel - Seafront/ Estuary	- Central House	- OS (CS1.3): New Southend Museum
PA7 Tylers	N/A	N/A	- OS (PA7.1): Tylers Avenue	- OS (CS1.2): Seaways
CS1 Central Seafront	- Adventure Island - Cliff Lift - Cliffs Pavilion - Park Inn Palace Hotel - St John's Church - The Kursaal - The Pier	- Royal Hotel - Royal Terrace	- OS (CS1.2): Seaways - OS (CS1.3): Marine Plaza - OS (CS1.4): New Southend Museum	- OS (PA7.1): Tylers Avenue
PA8 Victoria Gateway	- Central Library (former) - Central Museum - Civic Centre - Prittlewell Chapel - Swan Hall	- St Mary's Church	- OS (PA8.1): Victoria Avenue Office Area	-London Road
PA9 Sutton Gateway	N/A	- All Saints Church	N/A	N/A

		- Porters		
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## 4.10 Flood Risk Management and Sustainable Drainage

Southend-on-Sea Borough Council, with the Environment Agency and Anglian Water Services Ltd. (Anglian Water) has formed a Local Flood Risk Management Partnership. The aim of this partnership is to work together to manage local sources of flooding.

The Core Strategy establishes a need to focus development within Southend Central Area, including the central seafront. The Southend Surface Water Management Plan (SWMP) and Strategic Flood Risk Assessment (SFRA) indicate that areas within the SCAAP are at risk from tidal and surface water flooding. A Level 1 SFRA was completed for Southend in September 2010 and a Level 2 SFRA in November 2010.

The Council has prepared a Local Flood Risk Management Strategy (LFRMS). The LFRMS outlines the priorities for local flood risk management across the Borough and provides a delivery plan to manage the risk over the next six years. The LFRMS complements and supports the National Flood and Coastal Erosion Risk Management Strategy published by the Environment Agency which outlines a National framework for flood and coastal risk. The SWMP, SFRA and LFRMS are available on the Council's website.

The extent of tidal flooding is limited to the Central Seafront Policy Area, Environment Agency Flood Zones 3a (higher risk) and Flood Zone 2 (lower risk). The SFRA indicates that sea levels are projected to rise so that more areas within the Central Seafront Policy Area will become increasingly affected by flooding over time.

To address this, the Essex and South Suffolk Shoreline Management Plan (2010) establishes an approach to hold the existing line of flood defence within the Central Area, which includes taking account of the effects of climate change. The Council will promote and help to deliver this strategic flood defence for the Central Area. It will do this by seeking Community Infrastructure Levy contributions from developers as well as seeking other sources of private sector and Government funding.

Given the long term timescales for implementing a strategic flood defence, the planning of individual new development sites also need to take into account the flood risk hierarchy as follows:

- Assess - a site specific flood risk assessment (FRA) may be required.
- Avoid (higher) flood risk areas – the Core Strategy establishes the need for new development within the SCAAP area. The sequential test will be applied within two separate areas: the Central Seafront Policy Area; and the remainder of the SCAAP area. The sequential test will also apply within individual Opportunity Sites.
- Substitute - more vulnerable uses should be located within parts of the development site at less risk of flooding. This will be balanced where necessary alongside other planning, design and deliverability objectives.
- Control and Mitigate – this will be a proportionate response taking account of the delivery of a strategic flood defence in the longer term, and the residual risk (that

the defence is breached or overtopped). This will ensure that individual developments achieve an appropriate degree of safety over their lifetime.

The Policies Map does not depict the areas at risk of flooding. This is contained in the Strategic Flood Risk Assessment and any future advice and/or new information that will be provided by the Environment Agency. This approach is necessary to enable the flood risk data to be updated when required. Users should contact both Southend Borough Council and the Environment Agency to confirm the most up to date information.

### **Site-specific Flood Risk Assessment**

A site-specific Flood Risk Assessment (FRA) will enable a developer to identify measures (if any) that are necessary to make a development safer and ensure it will not increase the risk elsewhere, to satisfy the Exception Test<sup>13</sup>.

In accordance with national planning policy a FRA will be required for development proposals:

- 1 hectare or greater in Flood Zone 1;
- for new development (including minor development or change of use) in Flood Zones 2/3, or in areas within Flood Zone 1 which have critical drainage problems; and
- where proposed development or change of use to a more vulnerable use class may be subject to other sources of flooding.

It is the responsibility of a developer to undertake the site-specific FRA, and they are strongly advised to agree the content with the Environment Agency prior to submission of it with the application. The FRA should be commensurate with the degree of flood risk posed to and by the proposed development, and take account of national planning practice guidance. Information from the SFRA should be used when developing the FRA.

### **Sustainable Drainage**

Sustainable urban drainage systems (SuDS) are designed to reduce the potential impact of new and existing developments with respect to surface water drainage discharges. SuDS try to replicate natural systems and use cost effective solutions with low environmental impact to drain away dirty and surface water run-off through collection, storage, and cleaning.

SuDS should be designed in accordance with the National Standards for Sustainable Drainage Systems (December 2011) guidance in the SuDS Manual (2007) published by Construction Industry Research and Information Association (CIRIA).

The 'core town centre' and central seafront policy area is characterised by a geology that exhibits low infiltration potential, although there are also surrounding areas where the

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<sup>13</sup> The Exception Test, as set out in paragraph 102 of the NPPF, is a method to demonstrate and help ensure that flood risk to people and property will be managed satisfactorily, while allowing necessary development to go ahead in situations where suitable sites at lower risk of flooding are not available.

geology offers greater permeability and potential for SuDs. The SCAAP area more widely is susceptible to localised surface water flooding, as indicated in the SFRA and Environment Agency online mapping. As such, all new development shall be drained via SuDs. It should be noted that SuDs must receive planning approval before construction is commenced and:

- For extensions and other single property developments the owner or developer will remain responsible for maintaining the system in good working order;
- For developments above single property scale, once the Council, as the Lead Local Flood Authority, is satisfied it has been constructed to an appropriate standard, the Council will adopt the SuDs for maintenance.

The design target will be to limit the discharge of the site run-off to green-field levels wherever possible. It may be found that this standard is not achievable, but any derogation will have to be approved by the organisation managing the receiving water system. For main rivers and ordinary watercourses this will be the Council, and for public surface water sewers Anglian Water.

**Developers are encouraged to consider the layout of their SuDS proposals prior to any other site masterplanning is undertaken, and to discuss them with the Council, as SuDs have specific requirements for location and construction.**

#### **Other Considerations**

In developing infrastructure schemes the Council will consider how these projects/improvements, such as highway, rail and public realm works, could be used to deliver flood risk/surface water management benefits. Similarly measures that would provide benefits to the environment, including the protection/enhancement of biodiversity, habitats, water quality and watercourses, will be considered.

<b>Policy DS4: Flood Risk Management and Sustainable Drainage</b>
<p>1. Development proposals which are or will be within a flood risk zone:</p> <ul style="list-style-type: none"> <li>a. Will be accompanied by a flood risk assessment that considers all sources of flooding;</li> <li>b. Will: <ul style="list-style-type: none"> <li>i. Locate more vulnerable uses in the area of the proposal least at risk; and</li> <li>ii. Provide a safe access and egress route away from the flood risk (i.e. to flood zone 1) during a design flood event;</li> <li>iii. Or provide a clear justification as to why these requirements are not practical, viable or appropriate in planning and design terms.</li> </ul> </li> <li>c. Will achieve an appropriate degree of safety over the lifetime of the development. The minimum safety standards are as follows: <ul style="list-style-type: none"> <li>i. For more vulnerable uses, the floor levels of habitable rooms will be above the design flood level, with an allowance for climate change*. Within Flood Zone 3 the floor level must be situated above the design flood level with allowance for climate change*, incorporating an allowance of at least</li> </ul> </li> </ul>

300mm for freeboard\*\*.

- ii. For all uses the development will:
  - 01. Remain structurally sound in an extreme flood event;
  - 02. Provide appropriate flood resistance / resilience measures to the extreme flood level;
  - 03. Not generate an increase in flood risk elsewhere;
  - 04. Provide a flood plan, which covers methods of warning and evacuation;
  - 05. Provide an appropriate safe refuge above the extreme flood level if criterion 2bii is not met.

*\* This is to ensure that floors must be set above the 1 in 200 annual probability event level plus climate change*

*\*\* Freeboard is an allowance to take account of: (i) physical processes that affect the defence level, that have not been allowed for in the design water level and (ii) adverse uncertainty in the prediction of physical processes that affect the defence level*

*Further technical information and definitions for this policy are included in Appendix 4*

2. For all new development, the Council will require new impermeable areas to be drained via SuDS. This will ensure the risk of surface water flooding is not increased onsite or elsewhere. Under no circumstances will surface water be permitted to discharge into a separate foul sewer or sewerage system. Surface runoff that cannot be discharged into the ground, a surface water body or a surface water sewer or local highway drain, must be discharged to a public, combined sewer system.

<b>POLICY LINKAGES – FLOOD RISK &amp; SUSTAINABLE DRAINAGE</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objective:</b> 15	<b>Policies:</b> KP1, KP2, KP3, CP4
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM6
<b>SOUTHEND CENTRAL AAP</b> <b>Objective:</b> 5	<b>Policies:</b> PA1, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 4.11 Transport, Access and Public Realm

The level of regeneration and growth proposed for Southend Central Area will have an effect on the strategic transport network. The Transport, Access and Public Realm Strategy (Appendix 5), together with this Policy (DS5), seek to improve transport, access and connectivity, building on the approach set out within the Core Strategy and the Local Transport Plan (LTP).

This will be supported by a coordinated, sustainable public realm that addresses the principles of the Streetscape Manual SPD to create an attractive, inclusive environment for walking and cycling, improving the setting of, and links to, the Policy Areas and Opportunity Sites, and well-defined access points and gateways to the town centre, supported by accessible and well signed car parking servicing the entire SCAAP area. **Map 4: SCAAP Car Parking, Access and Public Realm** depicts the existing parking network, traffic information signs and information hubs, and as well as future public realm and access improvements to enhance connectivity within and through the Southend Central Area.

In respect of the public realm, there are instances in the Central Area where backs of buildings face onto the public areas, but have blank facades and are visually inactive thus creating a negative environment, particularly for pedestrians. Within the Central Area therefore, the Council will seek to encourage visually active frontages, particularly in specific locations identified on the Policies Map, in order to promote an enhanced urban environment.

The SCAAP has been used as a key evidence document to support the Council's priorities in the **South East Local Economic Partnership's (SELEP) Strategic Economic Plan and Growth Deal**, identifying funding priorities within Southend and the wider Thames Gateway South Essex (TGSE) sub-region.

There have already been positive outcomes from this, including funding for road and public realm improvements<sup>14</sup> within Southend Central Area to support the delivery of housing and economic growth, and as the SCAAP progresses it will be utilised to identify further opportunities for funding and partnership working. Specific schemes and projects are identified in the Implementation Section of this Plan.

There are also opportunities along access routes to allow other measures to be implemented that facilitate the use of sustainable transport modes, such as cycle lanes and bus priority measures, which will be implemented through the Local Transport Plan and associated strategies, together with linked improvements to the quality of the public realm. Improving signage will aid way-finding, and should encourage more linked trips, highlighting linkages between Southend Central Railway Station, Southend Victoria Railway Station and bus interchange, and the travel centre. **Map 5: SCAAP Public Transport** shows the public transport network within Southend Central Area.

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<sup>14</sup> South East Growth Deal

## Approach to Car Parking Management

Well informed and effective parking management techniques are likely to contribute towards an efficient transport network in and around the SCAAP area, ensuring that visitors are directed to convenient and accessible parking areas to access the many facilities and services that the town centre and central seafront areas have to offer and helping to mitigate the negative impacts of congestion. To assist with development of this approach, Southend Borough Council commissioned a Car Parking Study (the 'Study') for Southend Central Area.

The Study reviews current and future car parking provision in Southend Central Area. It sets out the performance of the existing parking network, and the potential impact of development proposals on the network. It also assesses the economic importance of parking in Southend Central Area based on a recent survey of shoppers. As a result it provides a good indication of modes of travel and associated spend within Southend Central Area. It reveals that all visitors, including those who travelled by car, bus, train, cycle or walk, contribute to the local economy by spending in Southend Central Area. It also shows that generally car users spend more but visit less often than other mode users.

The Study found that the Southend Central Area parking network rarely exceeds 85% occupancy. On the busiest day of 2015 (a Saturday in August) the peak network demand in Southend Central Area was 87% occupancy from 15:00 to 16:00. At all other times, demand was below 85%. It did identify however that there is a clear imbalance in the Southend Central Area parking network at periods of peak demand, with car parking south of the railway line experiencing overcapacity issues, while car parking north of the railway line has available spare capacity. Overall, the Study shows that parking areas to the south of Southend Central Area were busiest, and exceeded 85% occupancy on one in every ten days between May 2015 and April 2016.

The Study also considered the impact of the proposed indicative development outlined in the SCAAP Opportunity Sites, as well as approved planning applications (as of 1 April 2016), on car parking. It revealed that the additional parking expected to be provided by development in Southend Central Area, supported by existing network provision, is likely to accommodate future demand for car parking generated in the plan period up to 2021. However, this is indicative only and further work will be needed, in the light of the Study, to ensure that parking supply is carefully balanced between the car parks and development sites north and south of the railway line.

It is considered, therefore, that collectively the car parks located in Southend Central Area have the potential to serve both the Town Centre and Central Seafront, facilitating linked trips and increasing the potential for associated shared spend. Nevertheless it is also recognised that generally those car parks located south of the central railway line are better positioned to provide more direct and convenient access to the Central Seafront area.

There are currently around 2,600 publicly available car parking spaces south of the railway line serving both the seafront and southern parts Southend Central Area. As a result of the



peak capacity issues, as identified by the Parking Study, and to support the vitality and viability of the central seafront area, it is expected that there will be no net loss of public car parking south of the railway line, and, where viable and feasible, the Council will seek further provision in association with development

Furthermore the SCAAP will also seek to ensure that the existing traffic management network is as efficient and effective as possible to manage these periods of peak usage of the road network and car parks. Car parking demand within the SCAAP network will be managed through a combination of the following measures:

- ensure there is no net loss in car parking south of the central railway line, and to maintain overall capacity at a level that supports the vitality and viability of the SCAAP area, and enables the delivery of relevant Opportunity Sites;
- Seek to rebalance the discrepancies of parking supply and demand both sides of the railway line by acting on the outcome of the Study;
- application of Policy DM15 of the Development Management Document, particularly in respect to the requirements for transport assessments, travel plans and parking standards;
- the use of Smart technology providing up to date customer information and enhancing Variable Messaging Signs (VMS), detailed below, to direct visitors to the car parks with appropriate capacity within the overall car parking network for the SCAAP area;
- significant improvements to the public realm and car parks, to create a safe and pleasant environment in which to park a vehicle, in combination with well-signed routes, enhanced pedestrian links with good legibility to and from different parts of the SCAAP area, particularly between the Town Centre and Central Seafront;
- flexible, responsible and differential competitive pricing arrangements for car parking within the overall SCAAP network to provide consumer choice and options, taking account of demand, as well as convenient ways to pay for and top up parking;
- keep car parking capacity and demand under review to ensure that this capacity remains at a level to assist economic growth and regeneration;
- deliver strategic junction and transport improvements to improve vehicle circulation and the promotion and implementation of sustainable transport measures.

### **Variable Messaging Signs and Managing Car Parking and the Network**

An extension of the existing car park Variable Messaging Signs (VMS), or updated technology, is encouraged to direct drivers to the most convenient car park and avoid unnecessary circulating traffic. This may be particularly beneficial, together with the promotion of other sustainable travel modes, during seasonal visitor peaks where parking is at greater demand, such as the summer months and during December. Improving access to a number of the SCAAP car parks by managing the road network will provide enhanced access to and between SCAAP car parks and help reduce traffic circulating through the town centre and Central Seafront.

<b>Policy DS5 – Transport, Access and Public Realm</b>
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1. In order to improve access to, from and within Southend Central Area through the
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implementation of the Opportunity Sites and Policies within this Plan, the determination of planning applications and other initiatives, and partnership working, the Council will:

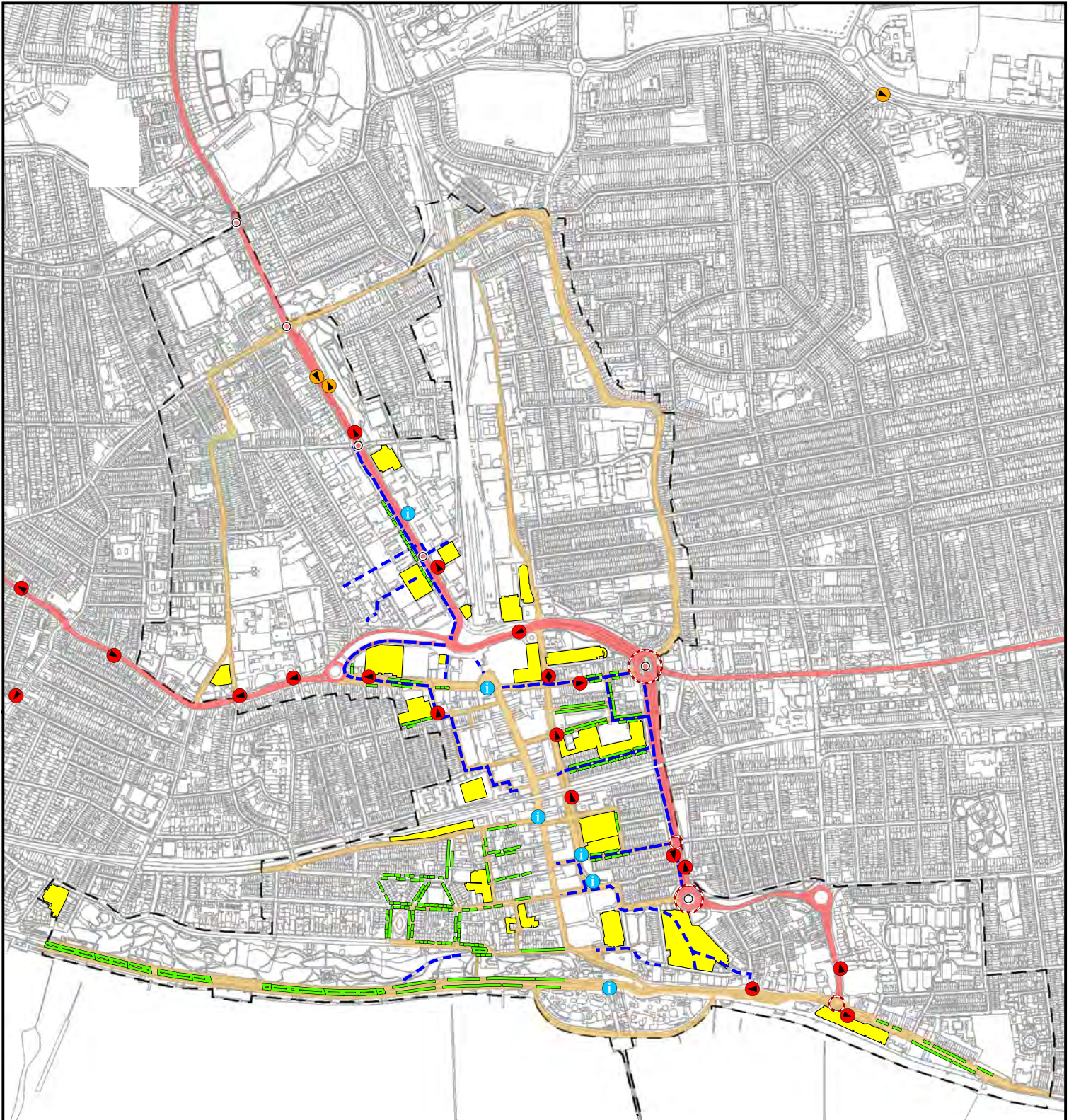
- a. Provide strategic junction improvements to improve vehicle circulation and to accommodate inward investment and growth;
- b. Seek to better manage demand on the road network leading to, from and within the SCAAP area safely, and balance this with the needs of other modes, particularly where this would give greater reliability to road users and priority to pedestrians, cyclists, public transport users and other vulnerable road users;
- c. Implement sustainable transport measures in line with the Transport, Access, and Public Realm Strategy as set out in Appendix 5;
- d. Have regard to Policy DM15 of the Development Management Document, particularly in relation to sustainable transport measures, travel plans, transport assessments, parking standards and the provision of facilities for charging electric vehicles and other ultra-low emission vehicles;
- e. Work with bus operators to encourage more users through a programme of bus priority measures, encouraging non-car trips to the SCAAP area, and enhance services later into the evening to serve the night time economy;
- f. Ensure bus priority measures enhance the A13 passenger transport corridor and the connections with London Southend Airport and the seafront, focusing on the Queensway dual-carriage way junctions at London Road, Southchurch Road and Seaways;
- g. Improve the quality of existing and promote the creation of new pedestrian and cycle priority routes to improve access to the SCAAP area, considering the potential for mixed-mode or segregated priority routes where appropriate;
- h. Improve gateway crossings for pedestrians at key locations on Queensway dual carriageway and routes into the SCAAP area from surrounding neighbourhoods;
- i. Encourage businesses to provide appropriate service and delivery arrangements and minimise their environmental impact; working with the freight industry and logistics to implement more efficient use of vehicles in terms of guidance, zoning and delivery timetables and this can be set out in a freight management plan;
- j. Review signage and implement an integrated signage strategy for vehicles, buses, freight, pedestrians and cyclists, including its integration with public art where possible, ensuring signage is kept to a minimum and appropriately scaled and sited to avoid cluttering the streetscape. Make full use of technology to facilitate the shift to sustainable transport modes;
- k. Ensure street lights are maintained, CCTV is prominently sited, and public transport and taxis operate after dark to help improve the perception of safety within Southend Central Area;
- l. In order to promote and reinforce local distinctiveness, ensure all public realm improvement works, including those outlined in the relevant Policy Areas, seek to provide a coordinated palette of materials, facilitate a reduction in street clutter, consider the needs of all users, including vulnerable and disabled users, the provision of additional seating where appropriate to provide resting places, and have regard to guidance within the Design and Townscape Guide and Streetscape Manual;
- m. Encourage visually active frontages through the installation of public art, green walls, well detailed signage, and appropriately placed windows and entranceways to

<p>enliven blank frontages, as defined on the Policies Map;</p> <p>n. Improve road safety and the quality of the environment by introducing traffic calming and related measures within predominantly residential areas as appropriate.</p>
<p>2. In order to support the vitality and viability of the SCAAP area the Council will:</p> <p>a. Maintain parking capacity within Southend Central Area, including for cars, motorcycles, taxis, bicycle and Blue Badge holder provision at a level that supports vitality and viability, whilst enabling the delivery of relevant opportunity sites;</p> <p>b. Ensure that there is no net loss in car parking south of the central railway line in Southend Central Area;</p> <p>c. Seek to rebalance the discrepancies of parking supply and demand both sides of the railway line by acting on the outcome of the Study and work with private car park owners and operators to ensure maximum usage of car park capacity;</p> <p>d. Assess the costs and benefits of an extension to the existing VMS scheme, or updated technology to enable real-time direction of drivers to the most appropriate car park for their destination based on proximity and available capacity, avoiding unnecessary circulating traffic, and by giving consideration to the management of the road network and access points to car parks;</p> <p>e. Improve the information available about the range of parking and sustainable travel options for visitors to Southend, including improvements to the Council website and through working with local businesses;</p> <p>f. Seek to relieve the pressure on the more well-used car parks at peak times and encourage use of less occupied car parks through a combination of dynamic signage, competitive pricing and pre-journey information;</p> <p>g. Ensure pedestrian routes to and from public car parks, railway stations and other public transport interchanges are direct, well-lit and signposted, benefiting from a high quality public realm that links well with main areas of interest;</p> <p>h. Ensure new and existing car parks add to the overall aesthetic quality of an area through such measures as landscaping, green walls, public art, pedestrian walkways and pedestrian permeability, as well incorporating innovative layouts to reduce visual impact and effect on key views within and to Southend Central Area.</p>
<p>3. The Council will work in partnership with key stakeholders to improve transport infrastructure and access in Southend Central Area, and to secure funding for transport and public realm improvements.</p>

<b>POLICY LINKAGES – TRANSPORT, PUBLIC REALM</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 9, 10, 14	<b>Policies:</b> KP2, KP3, CP3, CP4
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM15
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 3, 4	<b>Policies</b> PA1, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9
<b>Local Transport Plan 3 (refresh)</b>	<b>Policies:</b> LTP Policy 2, LTP Policy 4, LTP Policy 21

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*





**Southend Central Area Boundary**

— Southend Central Area Boundary

**Parking**

■ Off Street Payment Parking

— On Street Payment Parking

**Variable Message Signs**

● Parking Information

● Traffic Information

**Information**

① Information Hubs For Pedestrians

**Movement and Activity**

■ Key Public Realm Improvement

— Improved Pedestrian Routes

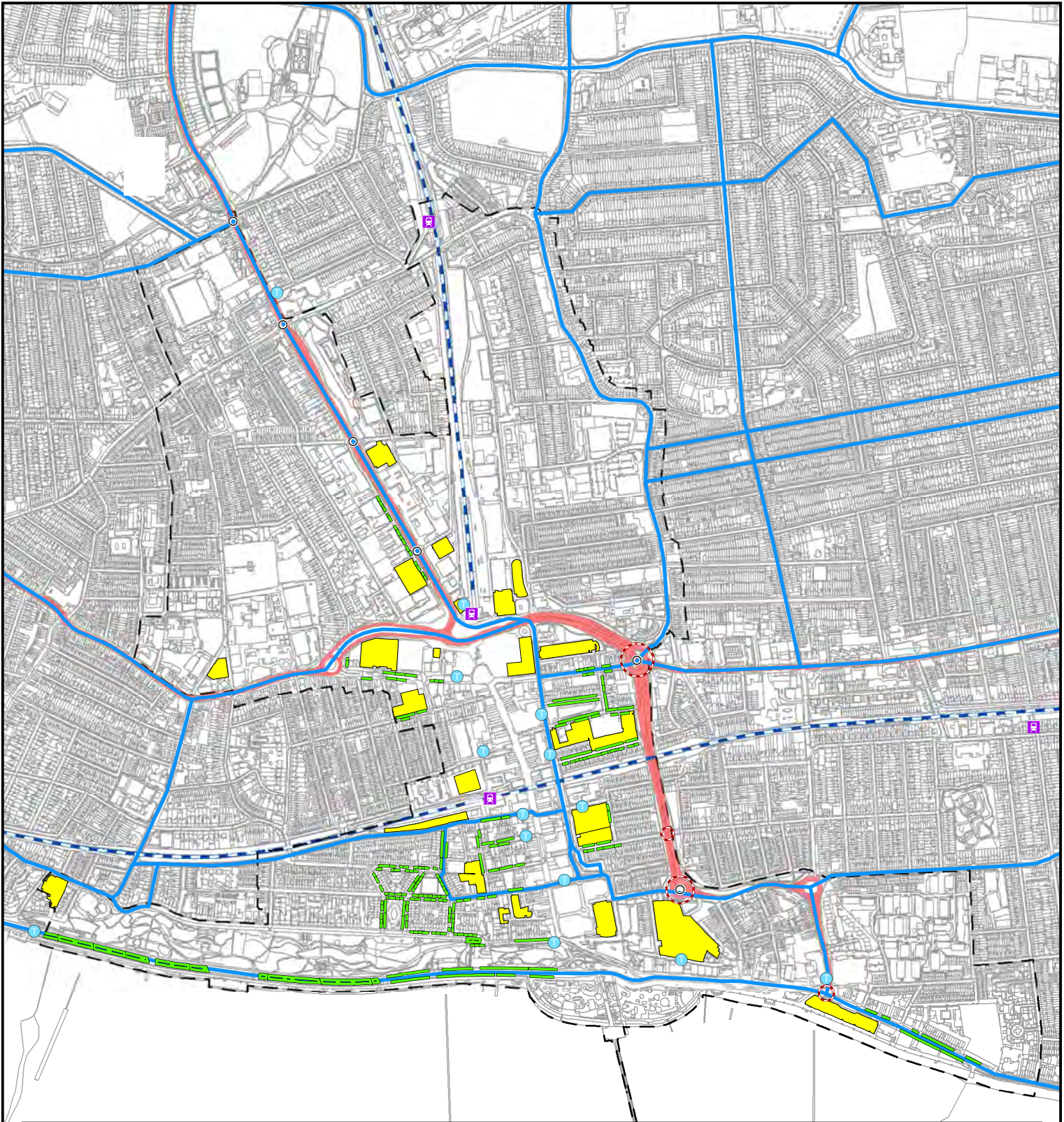
— Improved Gateway Access for Pedestrians

— Main Route Network - Crossing and Environmental Improvements

○ Proposed Strategic Junction Improvement

*This map is intended to provide a visual overview only. Please refer to the accompanying SCAAP Policies Map for policy designation and proposals*





**Southend Central Area Boundary**

Southend Central Area Boundary

**Taxi Ranks**

Taxi Rank

**Parking**

Off Street Payment Parking

On Street Payment Parking

**Public Transport and Access**

Railway Station

Railway Line

Bus Stop

Bus Route - Road served at least 5 days a week

Improved Gateway Access for Pedestrians

Main Route Network - Crossing and Environmental Improvements

Proposed Strategic Junction Improvement

*This map is intended to provide a visual overview only. Please refer to the accompanying SCAAP Policies Map for policy designation and proposals*

## 4.12 Infrastructure Provision

### Central Area Infrastructure

Infrastructure will be required to support and, in some cases, enable the scale and location of growth set out in the Core Strategy. This includes the delivery of a significant number of new dwellings and jobs in the Central Area, which is expected to result in a notable increase in population. It is important that these residents have access to facilities and services and that these are in convenient locations to minimise the need to travel, creating sustainable communities.

The infrastructure types and projects vary, but include: education, health, transport, social and community facilities (such as museums, libraries and community buildings), flood risk management (see Policy DS4), utilities (such as water, gas and electricity), green infrastructure and open space/public realm (see section 4.7 and Policy DS5). All have been taken into account within the Southend Infrastructure Delivery Plan (IDP). Recent examples of new provision include a new Care Commissioning Group (CCG) facility at North Road, a new library at the Forum, the Royal Pavillion on the pier, the Beecroft art gallery and Prittlewell Chapel.

The IDP is produced to identify the range of infrastructure types and projects required to support growth. Importantly it identifies likely funding sources, delivery agents, timescales and priorities, and forms an important supporting document in relation to the Council's Community Infrastructure Levy (CIL) Charging Schedule. The document was produced through collaboration with key partners and infrastructure providers, and will be updated, where necessary, to reflect project delivery and change.

The mechanisms for requiring and encouraging infrastructure delivery include adopted planning policy, planning conditions, S106 agreements and planning contributions (via Southend Planning Obligation – A Guide to the Section 106 and Developer Contributions SPD); and the CIL. These mechanisms are broadly set out in the Core Strategy and CIL documents, and for this reason are not repeated.

Education: it is considered that the planned population growth in the Central Area will be accommodated via the expansion of existing schools, however, it is recognised that there may be a need for additional schools, and this will be kept under review. Consideration will be given to the provision of additional education facilities based on an assessment of expansion needs when and where appropriate development opportunities arise, particularly in the Sutton and Victoria Gateway Neighbourhoods.

Higher and further education is a key driver in providing economic and social benefits. The Council will support the expansion of higher education facilities in the Central Area through the continued development of South Essex College and The University of Essex's Southend campus to consolidate the role of Southend as an educational centre of excellence.



Health: the IDP identifies a need for new and enhanced GP floorspace provision in the Central Area, including extension, reconfiguration, refurbishment and re-equipping of surgeries.

Transport: opportunities identified in the IDP for local public transport measures (such as bus interchanges and stops, real time systems), local walking and cycling measures (such as cycle network upgrades and cycle parking), local traffic management and highway network measures (including minor junction modifications and local bus priority schemes), and local traffic control systems (upgrades to control systems and junctions).

Social and Community Facilities: all Policy Areas may provide opportunities for new and improved social and community facilities, particularly Victoria and Sutton Gateway Neighbourhoods. Regeneration in the Queensway and Warrior Square Policy Areas will also provide opportunity for further provision of social and community infrastructure, where feasible. The IDP identifies provision for a new museum on Western Esplanade (see Policy CS1 and Opportunity Site CS1.4).

Public Realm: future phases of the City Beach and Victoria Gateway public realm schemes are identified by the IDP as an infrastructure need within the Central Area (see Policy CS1). It also recognises the limited provision of children’s play equipment in the Central Area, identifying opportunity for future provision in Warrior Square Gardens.

Utilities: Water companies are subject to a statutory duty to ‘effectually drain’ their area. This requires them to invest in infrastructure suitable to meet the demands of projected population growth. It has been demonstrated to the satisfaction of the Environment Agency and Natural England, that Southend Waste Water Treatment Works has adequate capacity to accommodate the Core Strategy growth targets to 2021 and beyond. However, developers will need to consider the effect of their development on the capacity of the local waste water network. Proposals will need to demonstrate that they will not overload this.

There is statutory provision for developers to fund additional sewerage infrastructure required to accommodate flows from a proposed development. Adequate sewerage infrastructure should be in place to serve the area before development progresses. Developers should seek pre-planning advice from Anglian Water at the earliest opportunity to ensure appropriate provision is made. Further details and useful guidance can be found on Anglian Water’s website.

New development will require separate foul and surface water drainage/sewerage, as drainage of surface water to foul sewers is a major contributor to sewer flooding. Provision should be made for surface water to drain to SuDS systems (refer to Policy DS4).

In terms of water supply and sewerage, developers will be required to pay the infrastructure provider for any mains diversions resulting from development proposals.

<b>POLICY LINKAGES – INFRASTRUCTURE</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 2, 4, 9, 13	<b>Policies:</b> KP1, KP2, KP3, CP3, CP4, CP6, CP7

<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM2, DM14
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 8, 10	<b>Policies:</b> DS5, PA1, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9
<b>COMMUNITY INFRASTRUCTURE LEVY</b>	Charging Schedule A guide to S106 and developer contributions Infrastructure delivery plan

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*



## Part C: Policy Areas and Site Allocations

### 5.1 Introduction

This section introduces the Policy Areas and their key Development Principles. Some of these Policy Areas contain allocated sites, comprising of Opportunity sites that establish parameters for development in specific locations. These sites are considered to be deliverable, at least in part, by 2021, the end of the SCAAP's plan period.

The boundary of each Policy Area and Site Allocation can be viewed on the Policies Map and Map 6.

Any planning application proposed in the SCAAP area on any site would be determined on its merit taking into account adopted and emerging planning policies and any other material considerations.

The policies are not explicit on the precise quantum of development, which leaves flexibility as development proposals come forward. Nevertheless, the scope for development, suitable uses and the deliverability of proposals is explored and presented in this section.

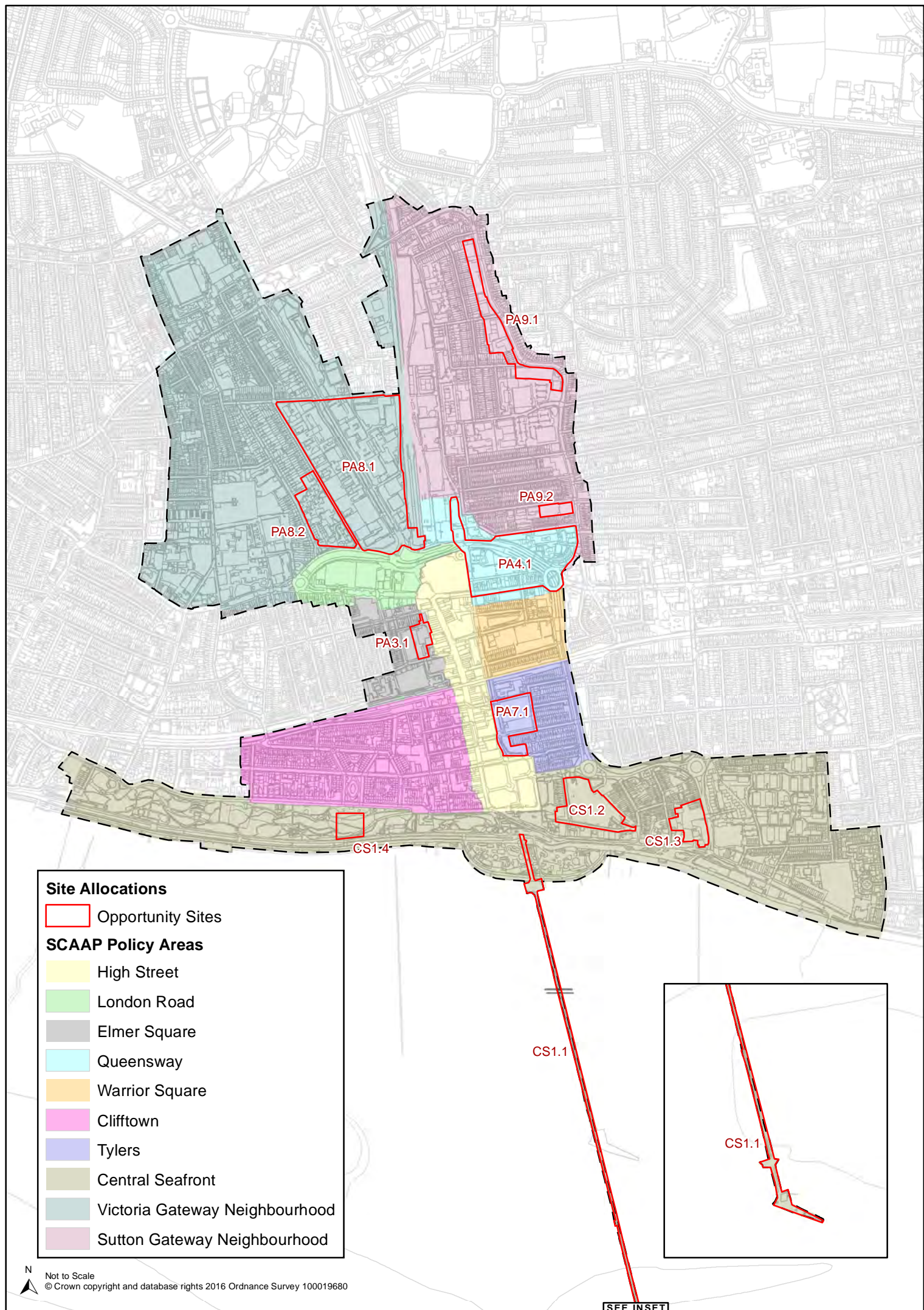
Applicants should demonstrate that they have considered and responded to the range of uses and site specific guidance identified in the policies in preparing their planning applications.

Informal planning guidance in the form of Master Plans or Development Briefs may be prepared for individual Policy Areas and Opportunity Sites, as necessary and appropriate, to provide greater clarity and further guide delivery and implementation.

**Table 5: Opportunity Sites**

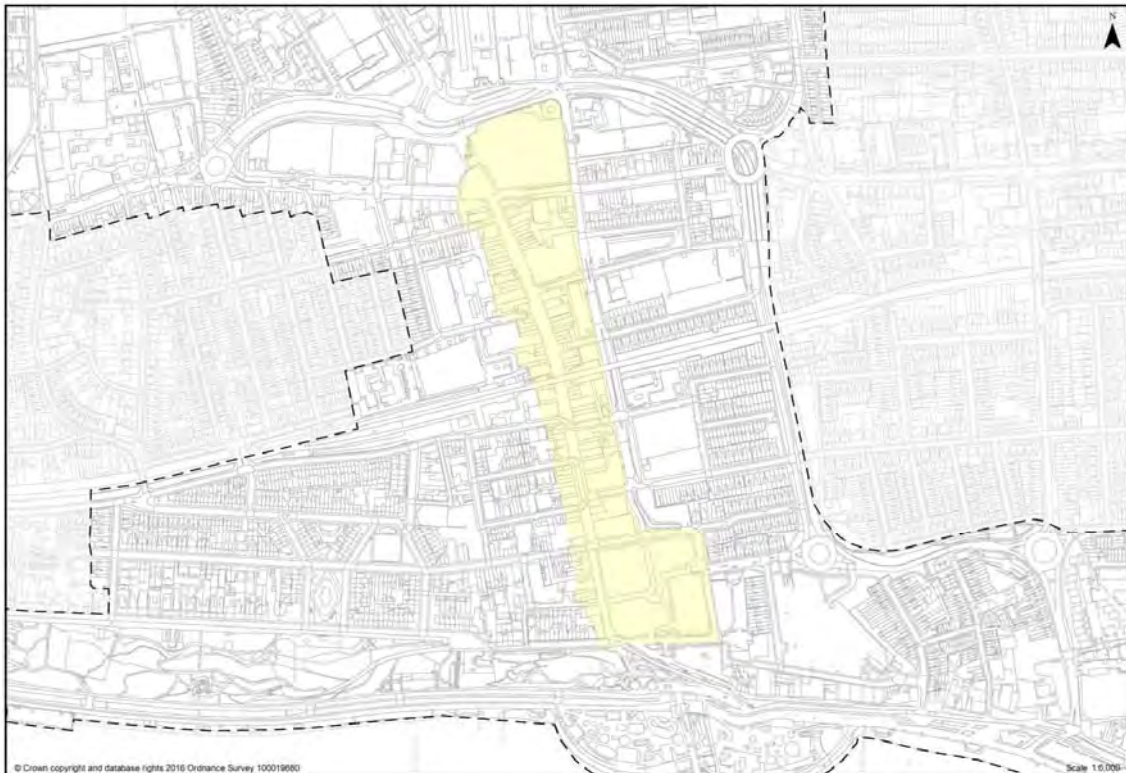
Opportunity Site		Proposed Land Use (summary)	Indicative Residential Capacity		Phasing
			Gross	Net	
PA3.1	Elmer Square Phase 2	Cultural and learning & supporting uses, including cafes, commercial workspace and studios.	-	-	Delivered by 2021
PA4.1	'Better Queensway' Project	Residential, social & community uses, secondary town centre uses, including small retail, cafes.	1200	760	Half of site delivered by 2021
PA7.1	Tylers	Retail, residential, public parking, transport interchange.	150	150	Delivered by 2021
CS1.1	Southend Pier	Leisure & cultural uses, including cafes, restaurants, small shops	-	-	Delivered by 2021
CS1.2	Seaways	Leisure, tourism, restaurants, cinema, hotel, public parking	-	-	Delivered by 2021
CS1.3	Marine Plaza	Residential, leisure, restaurants, local shops	282	278	Delivered by 2021
CS1.4	New Southend Museum	Cultural, leisure, public parking, supporting café, restaurant and shops	-	-	Delivered by 2021
PA8.1	Victoria Avenue	Residential, office, convenience retail, leisure, cafes, community facilities, public parking	1000	1000	Planning permissions delivered by 2021 (662 gross/net)
PA8.2	Baxter Avenue	Residential	500	240	Half of site delivered by 2021
PA9.1	Sutton Road	Residential, community uses	214	214	Planning permissions delivered by 2021 (92 gross/net)
PA9.2	Guildford Road	Residential, convenience retail	50	50	Delivered by 2021

# Map 6 - SCAAP Policy Areas and Opportunity Sites





## 5.2 High Street Policy Area



### Aims

The High Street, along with The Victoria and The Royals shopping centres, will form part of a vibrant and successful Town Centre Shopping Area, being the destination of choice within the sub-region.

A vibrant and viable Town Centre will be complemented by a variety of town centre uses, such as cafes and restaurants (particularly around new and improved public spaces), which enhance the experience for visitors, residents and workers and extend the economy throughout the day and into the evening.

The High Street will act as a spine for the Central Area, providing safe, quality pedestrian links to the adjoining policy areas, in particular the seafront.

### Overview

The High Street is almost 800 metres in length and contains multiple retail outlets interspersed with cafes, restaurants, coffee bars, banks and building societies. It is anchored in the north by The Victoria Shopping Centre and in the south by The Royals Shopping Centre where, via Pier Hill, there is a continuous link to the **Central Seafront Policy Area**. It is also linked to the London Road Policy Area and the opportunities identified within Policy

PA2 for street market provision and public realm enhancements will connect to the High Street.

The High Street, along with The Victoria and The Royals shopping centres, falls within the Town Centre Primary Shopping Area, which is a sub-regional comparison shopping destination and the first preference for all forms of retail and town centre uses within Southend.

<b>Policy PA1: High Street Policy Area Development Principles</b>
1. The High Street forms part of the Primary Shopping Area. The Council will support retail and Town Centre uses that contribute to the vitality and viability of the centre in accordance with Policy DS1.
2. Development proposals that would assist delivery of the following will be supported in principle: <ul style="list-style-type: none"> <li>a. a net increase in dwellings, including live-work units, above existing or new commercial development, where appropriate;</li> <li>b. the conservation and restoration of historic shopfronts (including frontages of townscape merit) in line with Policy DM5 of the Development Management Document;</li> <li>c. mixed-use development with active ground floor frontages;</li> <li>d. the provision of active frontage on the southern façade of The Royals Shopping Centre;</li> <li>e. the introduction of additional A3 cafes and restaurants, subject to the provisions of <b>Policy DS1: A Prosperous Retail Centre</b></li> <li>f. energy efficiency, as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.</li> </ul>
3. The Council will seek to conserve existing landmarks and landmark buildings and ensure new development respects their views, setting and character, in line with <b>Policy DS2: Key Views</b> and <b>Policy DS3: Landmarks and Landmark Buildings</b> .
4. In order to enhance the High Street experience, the following public realm improvements will be promoted as development opportunities arise, addressing the principles of the Streetscape Manual where applicable: <ul style="list-style-type: none"> <li>a. transforming and enhancing the existing public space at Victoria Circus, enabling flexibility in its design and layout for public events;</li> <li>b. encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way;</li> <li>c. enhancing the public space to the High Street either side of the railway bridge, including a creative lighting scheme;</li> <li>d. further connect the Town Centre to the Central Seafront Policy Area: <ul style="list-style-type: none"> <li>i. by a series of multi-level public spaces, including an upper level public piazza (as referred to in Policy Area CS1.10.b);</li> <li>ii. through improved signage and public art provision;</li> </ul> </li> <li>e. maintain and improve the High Street as public space for pedestrians by providing quality landscapes and streetscapes, pursuing urban greening projects, including improved landscaping, green walls and roofs, tree planting, improved lighting and integrated signage, in order to create an attractive, coordinated public realm with</li> </ul>

opportunities for outside seating areas to cafes/restaurants to enliven the streetscene;

- f. pedestrianisation and enhancement of a number of the High Street’s inter-linking access (‘stub’) roads, supporting access to car parks, green space, retail and surrounding neighbourhoods;
- g. at key junction points, create a strong public realm to emphasise the intersection of east–west routes.

<b>POLICY LINKAGES – HIGH STREET</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 1, 4, 5, 8, 14, 15, 18	<b>Policies</b> KP1, KP2, KP3, CP1, CP2, CP4
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM2, DM5, DM7, DM8, DM15
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7, 8, 9, 10	<b>Policies:</b> DS1, DS2, DS3, DS4, DS5, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

### 5.3 London Road Policy Area



#### Aims

The London Road Policy Area will be a vibrant gateway to the Town Centre, providing high quality office space, shops, cafes/restaurants, and homes above street level. This will be complemented by public realm enhancements, public art installations, creative lighting, and landscaping to create a pedestrian-priority public space with opportunities for outside seating to cafes/restaurants.

Permeability for pedestrians and cyclists will be enhanced at this key gateway and interchange to the town centre, including improved links to/from the Victoria Gateway Policy Area as part of the 'Victoria Gateway' public realm improvement scheme.

#### Overview

The Policy Area, as defined on the Policies Map, is one of the main entry points to the Town Centre and High Street and is characterised by a varied architecture dominated by the Odeon Cinema and Sainsbury's food store, both of which present blank, 'inactive' frontages onto the Queensway dual carriage way. There is opportunity for this to be addressed within any development proposals to ensure that active frontages are created, including opportunities for public art and landscaping as well as enhancement to the facades of existing buildings.

London Road has transformed in recent years into a vibrant area of cafés and restaurants that, together with the cinema and shops, provides day time and evening attractions.

Consequently there is significant pedestrian activity in the area including movements to and from the High Street. Forming part of a future phase of the Victoria Gateway scheme, there is opportunity to improve pedestrian and cycle links to and from London Road and Queensway dual carriageway and the Queensway Policy Area, public transport interchanges, and links with Elmer Square Policy Area.

There is a principal taxi rank in London Road which serves the Town Centre. The width of the road also encourages the circulation of private cars; there is potential for this to be established as a pedestrian-priority space, retaining provision for the taxi rank within the Policy Area in consultation with taxi providers.

#### **Policy PA2: London Road Policy Area Development Principles**

1. The Council, through its role in determining planning applications and other initiatives, will:
  - a. promote Town Centre uses that deliver the aims for the Policy Area and support the vitality and viability of the town centre, including leisure, retail floorspace, cafes/restaurants, office and residential (to upper floors);
  - b. encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way;
  - c. support development proposals that promote the provision of a street market on a new pedestrianised length of London Road, which connects well with the High Street;
  - d. support the provision of additional Higher and Further Education facilities based on an assessment of the expansion needs of the University of Essex and South Essex College;
  - e. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
  - f. seek to ensure that new development respects the views, setting and character of landmark buildings located near to the Policy Area, in line with **Policy DS3: Landmarks and Landmark Buildings**.
2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:
  - a. pedestrianisation of the eastern end of the London Road, linking with the pedestrianised High Street, to provide an attractive, coordinated public realm with opportunities for outside seating areas to cafes/restaurants to enliven the streetscene, with priority also given to cyclists;
  - b. relocation of taxi facilities to west of College Way on London Road, its location and facilities to be determined in consultation with taxi providers;
  - c. short and direct access maintained to the University Car Park, College Way, via London Road;
  - d. junction improvements at Queensway dual carriageway / London Road to improve pedestrian and cycle crossing;
  - e. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map;
  - f. pursue urban greening projects including improved landscaping, green walls and roofs, and tree planting, with new/ improved open space at Queensway dual carriageway;
  - g. seek provision of public art and integrated signage that combine with more traditional signage to signal entry to the Town Centre from Victoria Gateway and facilitate clear

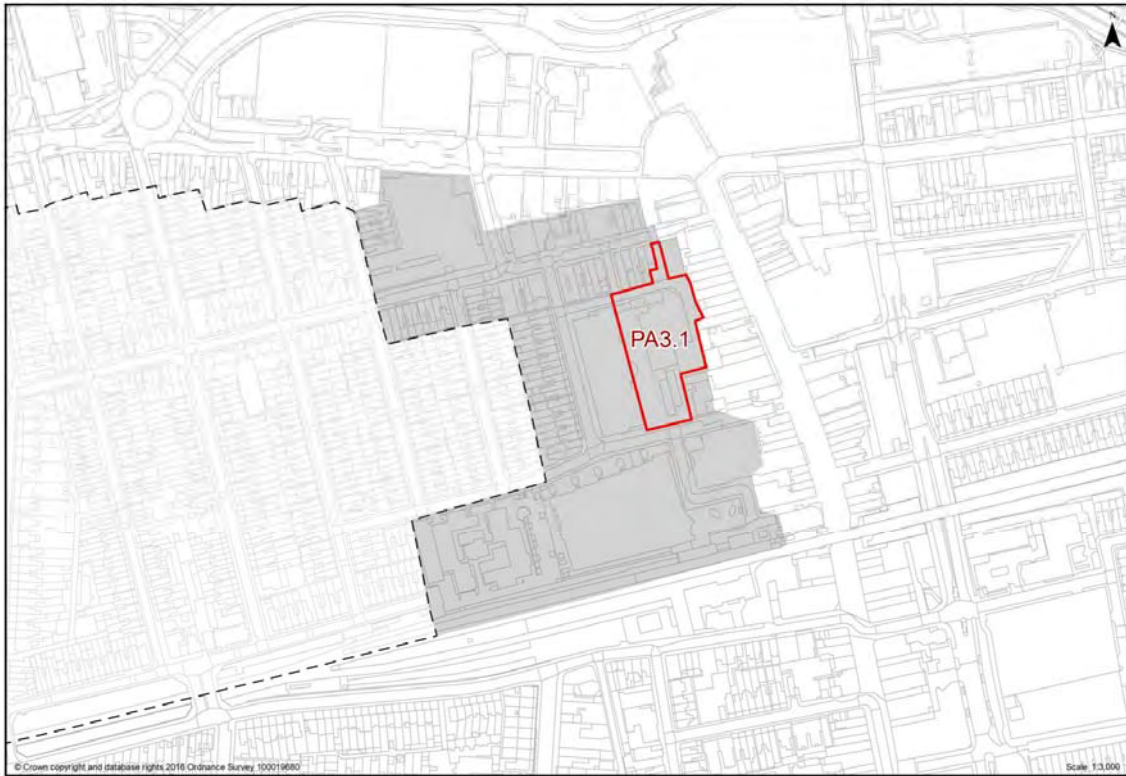


way-finding to improve legibility and pedestrian access, together with further improvements to the public realm and accessibility as part of the Victoria Gateway public realm improvement scheme.

<b>POLICY LINKAGES – LONDON ROAD</b>	
<b>CORE STRATEGY</b> <b>Strategic Objectives:</b> 1, 4, 5, 8, 14, 15	<b>Policies:</b> KP1, KP2, KP3, CP1, CP2, CP4
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM2, DM7, DM8, DM15
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7, 8, 9, 10	<b>Policies:</b> DS4, DS5, PA1, PA4, PA8, PA9,

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 5.4 Elmer Square Policy Area



### Aims

Elmer Square will be the heart of the educational hub in Southend, providing state of the art library and learning facilities set within a quality public realm with integrated pedestrian links with the High Street and London Road policy areas.

Ground floors of all buildings will be visually active, encouraging stronger engagement with the public space, the Forum and academic buildings and reinforcing Queens Road as a secondary shopping area.

Future development in this area will be well-designed, innovative and complementary to the Forum and phased to meet the expansion and growth needs of the University of Essex and South Essex College.

### Overview

Elmer Square is on the edge of the Town Centre in an area of transition between the High Street to the east and the residential areas to the west. The area contains a state of the art library 'The Forum' and learning facilities, and is complemented by the adjacent higher and further education campuses. Queens Road to the north of the Policy Area contains a range of popular cafes and small scale retail units and provides an important and vibrant link with the High Street.

The University Square student accommodation is situated at the northern extent of the Policy Area, providing a distinctive landmark, as well as high quality public car parking that will be maintained. The Forum, South Essex College and University of Essex Buildings are also identified as landmark buildings in Policy DS3.

Significant improvements have been made to the public realm; nevertheless, the backs of buildings on the High Street that front onto the public open space and associated service area have a detrimental visual impact.

**Opportunity Site (PA3.1): Elmer Square Phase 2** provides the opportunity to develop additional educational facilities, of a high quality design that complements the Forum and reinforces key links through the site.

**Policy PA3: Elmer Square Policy Area Development Principles**

1. The Council, through its role in determining planning applications and other initiatives, will:

- a. promote educational and supporting uses that deliver the aims of the Policy Area;
- b. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
- c. seek to conserve existing landmark buildings and ensure new development respects views to and from them, their setting and character, in line with **Policy DS3: Landmarks and Landmark Buildings**.

2. Planning applications for new student accommodation should be accompanied by a long term management and maintenance plan, to ensure the development has a positive impact on local amenity and the local environment for the lifetime of its use.

3. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:

- a. creation of new shared space along Queens Road between Elmer Avenue and the High Street;
- b. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map;
- c. provision of public art and integrated signage and artwork to building elevations that combine with more traditional signage to signal entry to the Town Centre, the High Street and Southend Central Railway Station, where appropriate, and enable clear way-finding;
- d. pursue urban greening projects including improved landscaping, green walls and roofs, and tree planting.

4. The following Opportunity Site, as identified on the Policies Map, is allocated primarily for educational use (Use Class D1):

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA3.1	Elmer Square Phase 2	NA	N/A	D1, A3, B1

\*Planning Status as of April 2016. NA = New Allocation

i. Within **Opportunity Site (PA3.1): Elmer Square Phase 2**, planning permission will be granted for educational and supporting uses, such as commercial studios and workspace

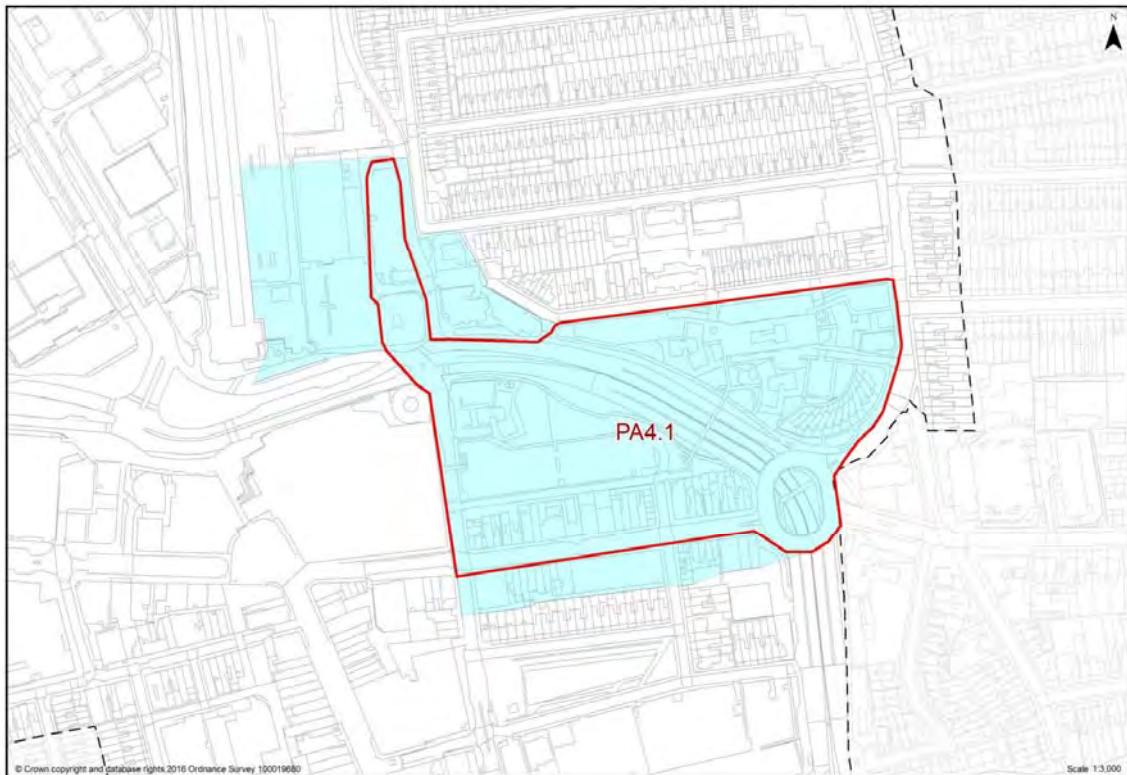
and cafes/ restaurants to complement Phase 1 and to further reinforce Elmer Square as the heart of the learning hub.

ii. Opportunities to improve the visual appearance of the rear of buildings on the High Street that front onto the public space, and associated public realm enhancements including surfacing, lighting, landscaping and the continued provision of high quality outside public space to complement Phase 1 will also be promoted within Opportunity Site PA3.1. Efforts to further connect this area and create new vistas with the high street area will be encouraged.

<b>POLICY LINKAGES – ELMER SQUARE</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 2, 4, 13, 15, 18	<b>Policies:</b> KP1, KP2, KP3, CP4, CP6
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM2, DM15
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 10	<b>Policies:</b> DS3, DS4, DS5

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 5.5 Queensway Policy Area



### Aims

The development of the Queensway Policy Area will be based on a long term strategy that secures the regeneration of the area to create a balanced community, supported by social and community infrastructure, and complemented by active ground floor uses to Chichester Road and the secondary shopping frontage along Southchurch Road, an enhanced public realm and landscaping as well as well-defined public and private green open spaces.

It will be residential-led and create a vibrant, sustainable neighbourhood with a distinctive character and innovative housing typologies, providing opportunities for a range of building heights and densities suitable to the location. The development will be an exemplar of successful design-led estate regeneration, based on a partnership approach.

Queensway dual carriageway will be transformed, ensuring that vulnerable road users are prioritised and that the area is safely accessible by foot and bicycle. The environment will be more user friendly with appropriately sited pedestrian and cycle crossings.

Development will reinforce Southchurch Road as a secondary shopping area and provide new employment opportunities.

### Overview

The Queensway Policy Area is dominated by a swathe of 1960s residential tower blocks. These provide redevelopment potential (including the re-provision of social housing) and

associated opportunities to enhance the setting of All Saints Church (locally listed) and Porters (Grade 1 listed) heritage assets (situated just outside the SCAAP boundary). Locations such as Coleman Street will provide opportunity to re-establish urban grain (i.e. the physical form of street patterns and blocks) by providing residential development that complements existing dwellings in the streetscene.

To the north-west of the Policy Area is a retail outlet occupied by The Range on a long term lease, and the cleared site of the former Focus Youth Centre now utilised as a public car park. Given the prominence of this site if a redevelopment opportunity was to come forward there may be potential for it to be integrated within a comprehensive scheme for the redevelopment of the adjacent residential tower blocks (see Opportunity Site PA4.1 'Better Queensway' project below).

To the south of the Policy Area is Southchurch Road (secondary shopping frontage) containing a mix of older, low rise, buildings that have a poor visual appearance. Even so, Southchurch Road plays an important role as a secondary retail and commercial frontage, and is currently a principal route for traffic entering the Town Centre from the east in order to use the car parks in and around the Chichester Road area.

Queensway dual carriageway bisects the Policy Area and acts as both a major highway approach to the Town Centre and a ring road around it. Its scale and design acts as a barrier between the Town Centre and its outlying neighbourhoods, despite this its verges are amongst some of the most significant green wedges in the Town Centre, but as green spaces they are not useable given their nature and there is opportunity to enhance these spaces.

Chichester Road currently provides access through the Queensway Policy Area to the **Warrior Square** and **Tylers Policy Areas** and a number of Town Centre car parks, as well as being the major bus access to the Travel Centre in the Tylers Policy Area. The environmental quality of Chichester Road is very poor. Chichester Road is widely used by vehicles accessing the town centre car parks. Opportunity exists to enhance pedestrian links to the High Street Policy Area centre via Queensway and Chichester Road.

#### **Opportunity Site (PA4.1): 'Better Queensway' Project**

The Council has initiated the 'Better Queensway' project, which aims to regenerate the area that includes the large residential tower blocks and the site of the former Queensway House, now in temporary use as a public car park, to provide for modern purpose built social housing set within an enhanced local environment.

The project will improve this part of the Queensway Policy Area to form an integrated part of central Southend. It is envisaged that it will be an attractive area with a community focus that people want to visit, spend time in and live due to its improved and welcoming surroundings.

Regeneration and development of the 'Better Queensway' project will be the catalyst for wider regeneration in the Central Area, broadening the demographic and increasing the

number of residents living in the Central Area, generating more activity and demand for local services. Given the scale and nature of the redevelopment project it is envisaged that approximately half of the site will be delivered during the SCAAP plan period (by 2021). The site, including any outstanding phases of development, will be reviewed during the Local Plan preparation process.

The initiative provides significant opportunity for redevelopment and regeneration to re-establish the historic urban grain and uplift the image of the area, complemented by enhancements to the carriageway and public realm and re-provision of social housing.

The project also provides the opportunity to provide for improved landscaping, and the provision of a new park, the 'Queensway Urban Park.'

#### **Policy PA4 : Queensway Policy Area Development Principles**

1. The Council, through its role in determining planning applications, masterplanning, and other initiatives, will:

- a. promote residential and supporting uses that deliver the aims for the Policy Area;
- b. support well-designed, sustainable buildings appropriate to the location in terms of use, scale, massing and detailed design and contribute positively to successful place making;
- c. ensure that development will not result in a net loss of affordable housing provision, which includes the re-provision of social housing, as part of the regeneration of the area;
- d. support proposals for well-designed refurbishment or redevelopment of retail and commercial frontages to Southchurch Road, that are compatible with the Secondary Shopping Frontage designations;
- e. promote the provision of new social and community infrastructure, which may include facilities such as community centres and clubs, doctor and dental surgeries, and nurseries and childcare provision;
- f. support new commercial development and community uses that provide activity to ground floor including offices to upper floors, along Essex Street and Chichester Road where they contribute to the aims for the policy area;
- g. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
- h. ensure that new development respects the views, setting and character of all designated and non-designated heritage assets, including listed and locally listed buildings in line with Policy DM5 of the Development Management Document, and landmark buildings located near to the Policy Area, in line with **Policy DS2: Key Views** and **Policy DS3: Landmarks and Landmark Buildings**.

2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:

- a. improvements to the streetscape at Chichester Road opposite Victoria Shopping Centre to enhance the setting of new and existing buildings and improve the pedestrian experience, including improved pedestrian crossing points;
- b. improve connectivity and legibility to aid way finding and create a high quality pedestrian and cycling environment, enhancing links with the High Street, Elmer



Square, Warrior Square, Victoria Station, Victoria and Sutton Gateway Neighbourhood Policy Areas;

- c. provision of public art to enhance the urban environment, particularly to the Queensway carriageway frontage and at the junction with Sutton Road;
- d. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map, together with improved crossings and gateway improvements at the Queensway/Sutton Road Junction, Queensway/Short Street/Chichester Road junction in association with capacity requirements for development on the Better Queensway Opportunity Site (PA4.1);
- e. Urban Greening, including improved landscaping, green walls and roofs, and tree planting and establish the Queensway Urban Park, which sensitively addresses and enhances the setting of Porters and All Saints Church, and links well with Warrior Square Policy Area;

3. The following Opportunity Site, as identified on the Policies Map, is considered suitable primarily for residential development, supported by social and community uses and retail provision:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Timescale for delivery
PA4.1	'Better Queensway' Project	NA	1200**	D1, A1

\*Planning Status as of April 2016. NA = New Allocation

\*\*Half of site assumed to be delivered during SCAAP plan period (i.e. by 2021)

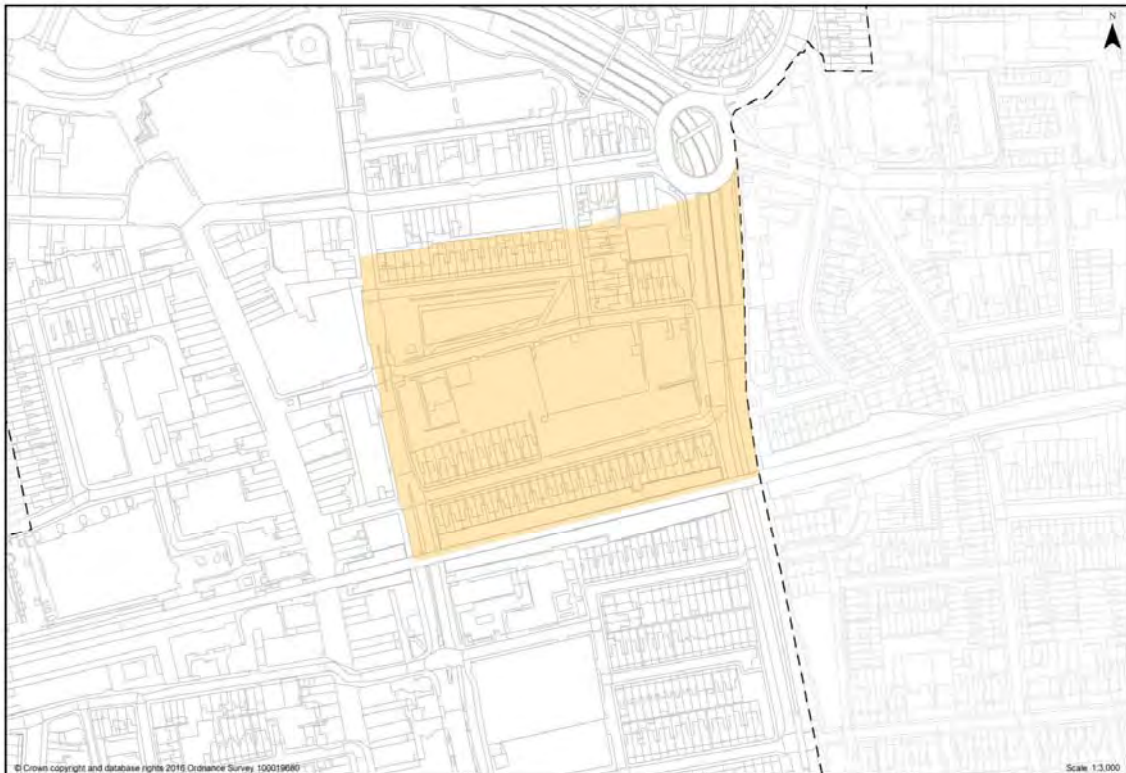
- i. Within Opportunity Site (PA4.1): 'Better Queensway' Project, planning permission will be granted for comprehensive redevelopment of this site to transform it into a modern social housing-led development with supporting community and secondary town centre uses set within an enhanced local environment. The development will:
  - a. re-establish the historic urban grain of the area;
  - b. fully integrate with the surrounding area through the provision of pedestrian and cycle routes to improve access and linkages;
  - c. incorporate climate change mitigation and sustainability measures;
  - d. provide for comprehensive landscaping through the creation of linked public green space and the Queensway Urban Park;
  - e. provide for new/improved open space fronting Chichester Road and at Coleman Street;
  - f. provide for a comprehensive drainage system.

POLICY LINKAGES - QUEENSWAY	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 3, 4, 6, 7, 10, 13, 14, 15, 18	<b>Policies:</b> KP1, KP2, KP3, CP1, CP4, CP6, CP8
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM2, DM3, DM7, DM8, DM15
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 8	<b>Policies:</b> DS1, DS2, DS3, DS4, DS5, PA1, PA3, PA5, PA8, PA9,

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken*



## 5.6 Warrior Square Policy Area



### Aims

Warrior Square will provide a tranquil contrast to the vibrant High Street area, focused on the predominantly small-scale residential character of the Conservation Area and the green quality of Warrior Square Gardens.

All buildings will be well designed to sensitively respect the setting of the Warrior Square Conservation Area in terms of detailing, scale and massing. Landscaping, tree planting and other urban greening techniques will be employed within new development to complement the existing green character of the area.

Access to Warrior Square from neighbouring policy areas and residential neighbourhoods will be enhanced and a legible network of new / improved pedestrian/ cycle priority links will be formed.

### Overview

Development within the Policy Area will need to sensitively address the setting of the Conservation Area in terms of scale, massing and detailed design. Additional residential-led development with car parking and the potential for appropriate supporting uses such as office development, particularly fronting Chichester Road, and community uses would be appropriate for the area. New development also provides the opportunity to bring activity and natural surveillance to Warrior Square Gardens.

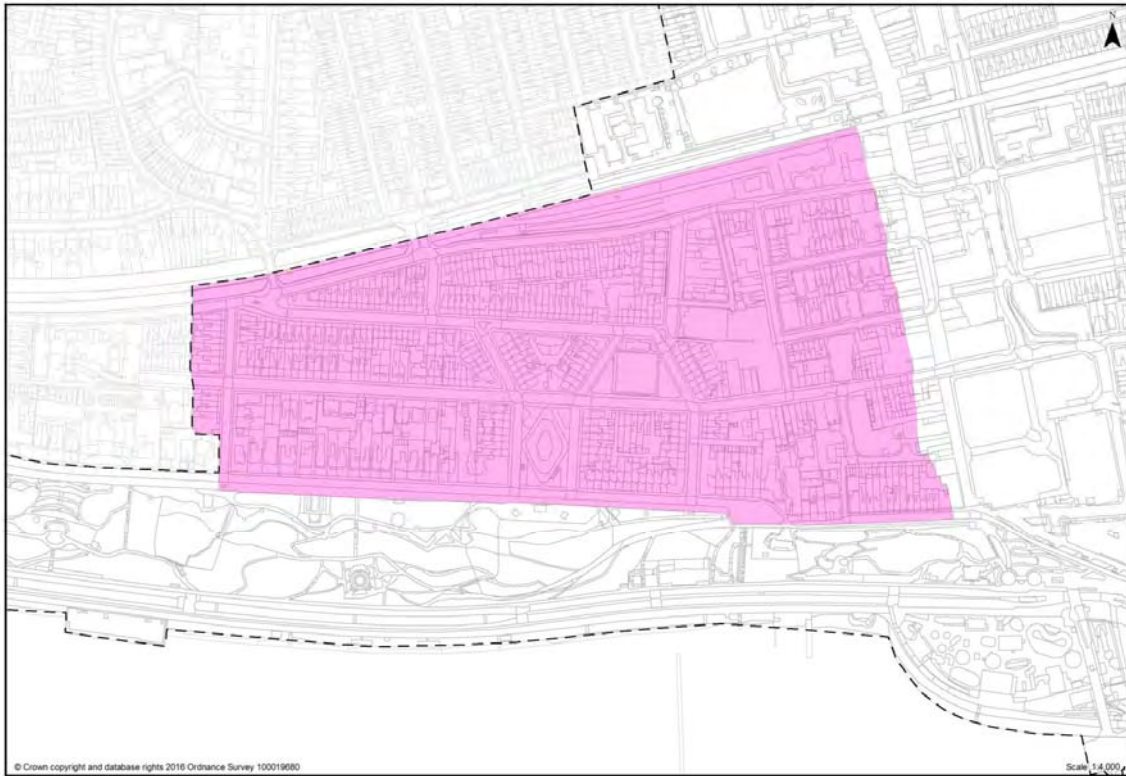
Chichester Road presents a main thoroughfare within the Policy Area yet the quality of the streetscape is poorly defined in part, and there is scope for enhancement to be made to the public realm, such as upgrading of the footway surfaces, tree planting and public art provision, as well as pedestrian and cycle links to and from the town centre and surrounding area, particularly the Queensway Policy Area via Chichester Road and Warrior Square East.

<b>Policy PA5 : Warrior Square Policy Area Development Principles</b>	
<p>1. The Council, through its role in determining planning applications and other initiatives, will:</p> <ul style="list-style-type: none"> <li>a. promote residential-led mixed-use development that re-establishes the urban grain and delivers the aims for the Policy Area, with active ground floor uses, including new community infrastructure such as doctor and dental surgeries, on Chichester Road with residential and offices above;</li> <li>b. conserve and enhance Warrior Square Conservation Area and its setting;</li> <li>c. reinforce the residential nature of Warrior Square East and Whitegate Road (east);</li> <li>d. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.</li> <li>e. seek to ensure that new development respects the views, setting and character of landmark buildings located near to the Policy Area, in line with <b>Policy DS3: Landmarks and Landmark Buildings</b>.</li> </ul>	
<p>2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:</p> <ul style="list-style-type: none"> <li>a. maintain the environmental and design quality of Warrior Square Gardens and promote future public realm improvements and open space that respect and engage with the Gardens;</li> <li>b. provision for new/ improved pedestrian/ cycle priority link, as identified on the Policies Map, improving the access and linkages between Warrior Square Policy Area and Queensway, and appropriate crossing and footway improvements on Chichester Road as well as tree planting and other enhancements to the urban environment;</li> <li>c. environmental improvements to Queensway dual carriageway including planting to establish links to Queensway Urban Park and useable green spaces where appropriate;</li> <li>d. a restriction in the provision of hard landscaping, encouraging opportunities for soft landscaping to complement the character of the Gardens and assist drainage;</li> <li>e. public Art provision to buildings, public and private spaces.</li> <li>f. pursue urban greening projects, including improved landscaping, green walls and roofs, and tree planting.</li> </ul>	

<b>POLICY LINKAGES – WARRIOR SQUARE</b>	
<p><b>Core Strategy DPD</b>  <b>Strategic Objectives:</b> 1, 3, 4, 5, 6, 7, 9, 10, 13, 14, 15, 18</p>	<p><b>Policies:</b>            KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP 8.</p>
<p><b>Development Management DPD</b></p>	<p><b>Policies:</b>            DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM10, DM15.</p>
<p><b>Southend Central AAP</b>  <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7, 8, 9</p>	<p><b>Policies:</b>            DS4, DS5, PA1, PA4, PA7</p>

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 5.7 Clifftown Policy Area



### Aims

Clifftown will be a vibrant area, creating a lively setting for food, drink and small niche retail offer that is active throughout the day and into the evening, particularly in parts close to the high street.

The distinctive character and appearance of the Clifftown Conservation Area will be conserved and enhanced, and the setting of designated and non-designated heritage assets within the area will be respected. There will be much better access to information regarding the area's heritage.

The area will also have a strong cultural identity, capitalising on the fine grain of its historic streets, attractive character properties and links to the leisure and recreational resource of the Central Seafront.

Public realm improvements will enhance the setting of buildings and the experience for pedestrians and cyclists.

### Overview

The Policy Area is home to a variety of uses including small scale retail, food and drink premises, commercial, education and residential. There are opportunities to improve the promenade circuits, including linkages to the Cliffs and access to the Central Seafront Policy

Area, and to improve the retail and food and drink offer to reinforce the vibrancy of this area throughout the day and into the evening.

A significant proportion of the area is designated as Clifftown Conservation Area with associated concentrations of listed and locally listed buildings, and frontages of townscape merit closer to the High Street. The quality of these buildings and the historic fine grain of the area is one of its defining characteristics.

Noteworthy heritage assets within the Policy Area include: 1-15 Royal Terrace (Grade II listed), built in the 1870s as the first phase of the 'New Town', and Southend's only surviving Georgian Terrace. These act as landmark buildings (see Section 4.9 of this Plan) within the Policy Area, aiding way-finding, occupying a visible location on top of the cliffs.

Southend Central Station, locally listed, is at present hidden away from the High street, with a very low quality forecourt and entrance which is dominated by cars. While public realm enhancements to the street in recent years have lifted the appearance of the area, there is potential to enliven this space and further improve the setting of the station and access to/from it. This could be complemented by the redevelopment of Central House on Clifftown Road for a new landmark building, which should also address the public space shared with the station (Refer to Table 4 and Policy DS3).

#### **Policy PA6: Clifftown Policy Area Development Principles**

1. The Council, through its role in determining planning applications and other initiatives, will:

- a. promote independent small-scale retail, boutiques, cafés, restaurants, bars and small studio style workshops to create an area with a strong cultural identity together with residential uses above ground floor level to reinforce the fine grain historic street pattern and character;
- b. ensure that all development proposals affecting all designated and non-designated heritage assets, including Conservation Areas, listed and locally listed buildings conserve and enhance these buildings and their settings in line with Policy DM5 of the Development Management Document;
- c. require all development proposals, including replacement shopfronts, that impact upon 'Frontages of Townscape Merit' to have regard to the preservation and restoration of features which contribute to the special character of their frontage, in line with Development Management Policy DM5 (Historic Environment);
- d. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
- e. seek to conserve existing landmarks and landmark buildings and ensure new development respects views to and from them, their setting and character, in line with **Policy DS2: Key Views** and **Policy DS3: Landmarks and Landmark Buildings**.

2. The Council will pursue the upgrading and enhancement of this area with private sector land and property owners and developers by supporting applications that:

- a. regenerate the forecourt and entrance to Southend Central Railway Station as a signature public space designed in a way that respects the setting of the locally listed station building;
- b. redevelop Central House for new larger retail units with frontage on the High Street and Clifftown Road and office/residential development above. There is potential for a landmark building in this location and new public realm opportunities at the shared space/forecourt with

Southend Central Railway Station;

c. regenerate the site of the Empire Theatre with uses that contribute to the Policy Area's aim, including cultural uses such as galleries and performance space, particularly at ground floor to create an active frontage.

3. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:

- a. seek a reduction in general vehicle circulation in residential streets by securing the most direct route to and out of the car parks at Alexandra Street and Clarence Road, and improving the quality of the public realm and cycle routes;
- b. streetscape and landscape design improvements, including urban greening and tree planting and improved way-finding signage, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central Railway Station/ Central House, to Cliff Gardens and Pier Hill, facilitating better pedestrian access to the High Street;
- c. seek an improvement of soft landscaping and open space provision within the area;
- e. public art provision to buildings, public and private spaces.

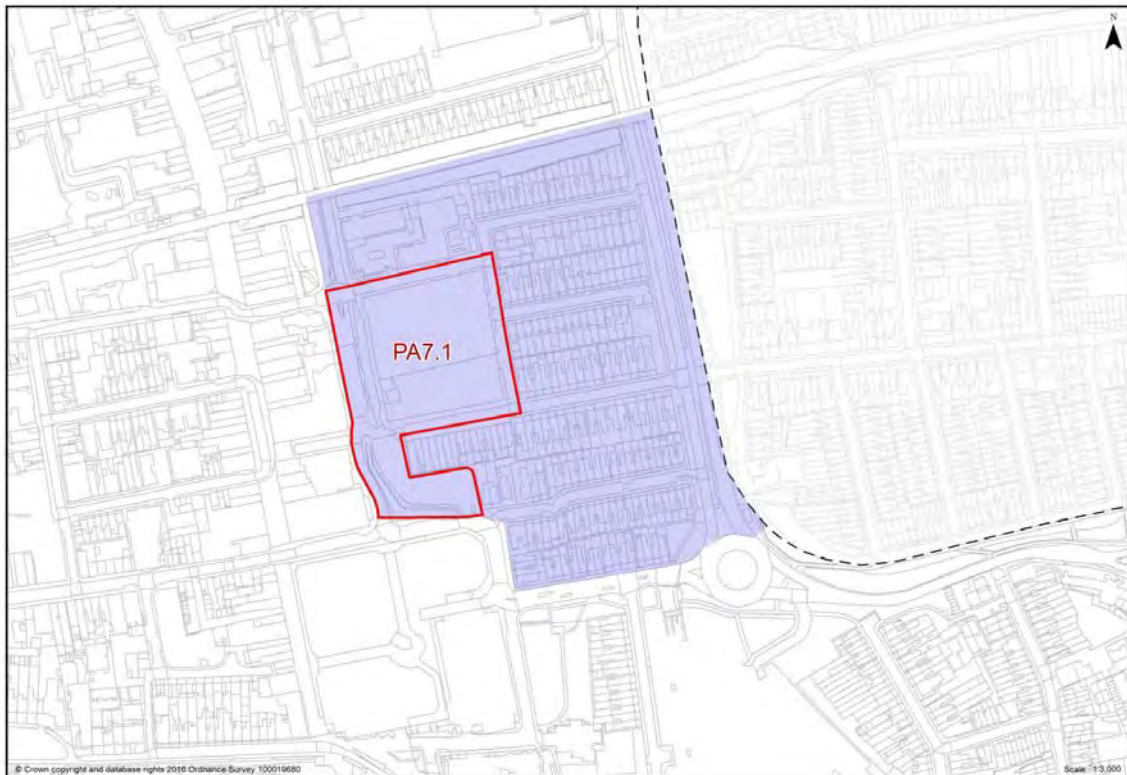
**POLICY LINKAGES - CLIFFTOWN**

<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 1, 2, 4, 8, 14, 15, 18	<b>Policies:</b> KP1, KP2, KP3, CP2, CP4, CP7
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM2, DM4, DM5, DM6, DM14
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7	<b>Policies:</b> DS1, DS2, DS3, DS4, DS5, PA1, CS1

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*



## 5.8 Tylers Policy Area



### Aims

The policy area will benefit from a high quality public realm, complemented by landscaping, tree planting and public art, where pedestrians and cyclists are prioritised and bus travel is accessible, creating opportunities for shared public spaces, linked with opportunities for the future relocation and re-provision of the Travel Centre within the policy area.

A new public transport bus interchange would form part of an integrated development that allows for an area of public spaces to be created to the south western edge of the policy area, adjacent to its boundary with the High Street, improving links south to the Central Seafont. It will be complemented by retail units at ground floor, with residential on the floors above, and may provide opportunity for houses to the rear of the site where these may re-establish the historic urban grain.

Car parking will be addressed within this integrated approach to development, which combines with other objectives for the policy area, and contributes to the vitality and viability of the town centre.

### Overview

The Tylers Policy Area has strong connections with the High Street, which lies to its west, and forms part of the link between the town centre and established residential communities to the east, as well as providing access to the Central Seafont Policy Area, and key opportunity sites at Seaways and Marine Parade. It contains a fragmented area of office

blocks, Southend Travel Centre (the Town Centre public transport interchange), public surface level car parking at Tylers Avenue, and residential streets.

It is severed from the High Street by Chichester Road, which at present functions as a main access route for cars and service vehicles accessing the Town Centre and car parks, and for buses serving the Travel Centre. While it provides access to the Central Seafront Area, the quality of the public realm is poor and connections are weak. Queensway dual carriageway forms another barrier, severing links with and into the residential areas to the east.

Within this Policy Area there is one **Opportunity Site (PA7.1): Tylers Avenue**.

Redevelopment of the site could include the re-provision of the travel centre as a new public transport bus interchange, as part of a mixed-use scheme that includes retail uses at ground floor, and residential uses at upper floors, together with the provision of enhanced public space and parking.

Adjoining this fragmented area is an established residential area (comprised of Quebec Avenue, Portland Avenue, Baltic Avenue and Heygate Avenue) based on a traditional street pattern containing houses of different sizes and tenures. This residential area is somewhat isolated from the Town Centre because of the poor connectivity, given the barrier created by Chichester Road to the High Street. Measures to create a more cohesive and seamless transition through new development and public realm improvements will be welcomed.

#### **Policy PA7: Tylers Policy Area Development Principles**

1. The Council, through its role in determining planning applications, masterplanning and other initiatives, will:

- a. promote mixed-use development that delivers the aims for the Policy Area, which may include a new public transport interchange as part of the Tylers opportunity site;
- b. seek active frontages at ground floor on Chichester Road and York Road;
- c. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.

2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:

- a. creation of a new public space in the location of the existing travel centre subject to this use relocating to the Tylers Opportunity Site, to provide enhanced connectivity to the Central Seafront and High Street Policy Areas;
- b. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map, including appropriate crossings on Queensway dual carriageway and Chichester Road and improved linkages and access to the seafront;
- c. consider a 'Home Zone' style approach for the residential streets of Quebec Avenue, Portland Avenue, Baltic Avenue and Heygate Avenue including landscaping, tree planting, cycle parking and surface improvements.
- d. facilitate better pedestrian access to the High Street and Southend Central railway station;
- e. promote environmental improvements to Queensway dual carriageway including: crossing points to neighbouring residential areas; the removal of guardrails as appropriate; enhancing areas of landscaping and tree planting; and appropriately sited street furniture;
- f. junction improvements at Queensway dual carriageway/Seaway/Chancellor Road to

enhance access to the Central Seafront Area;  
g. public art provision to buildings and public spaces.

3. The following Opportunity Site, as identified on the Policies Map, is allocated for mixed-use development primarily comprising of residential and retail:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA7.1	Tylers Avenue	NA	150	A1, B1

\*Planning Status as of April 2016. NA = New Allocation

i. Within **Opportunity Site (PA7.1): Tylers Avenue**, planning permission will be granted for well-designed, sustainable buildings that provide a mix of uses compatible with the area, including active ground floor retail uses that connect well with the High Street and front Chichester Road, with residential uses and the potential for offices to upper floors;

ii. Any development of the Opportunity Site should address a need for replacement car parking provision in line with **Policy DS5: Transport, Access and Public Realm**, identifying how any displaced parking needs are to be met on the site or in this part of the town centre and explore the potential for relocating the travel centre on the northern extent of the site where applicable to provide for enhanced passenger transport facilities and improved pedestrian connectivity to the town centre and central railway station;

iii. Any development should incorporate a building design, form and massing that provides for a permeable environment that is pedestrian and cycle friendly, takes into account its setting and the proximity of neighbouring properties, with improved linkages to the High Street, Central Seafront Policy Area via St John's Church and Opportunity Site CS1.2: Seaways, with all servicing and deliveries from Chichester Road.

iv. The Council will encourage the application of masterplanning to guide development on this Opportunity Site.

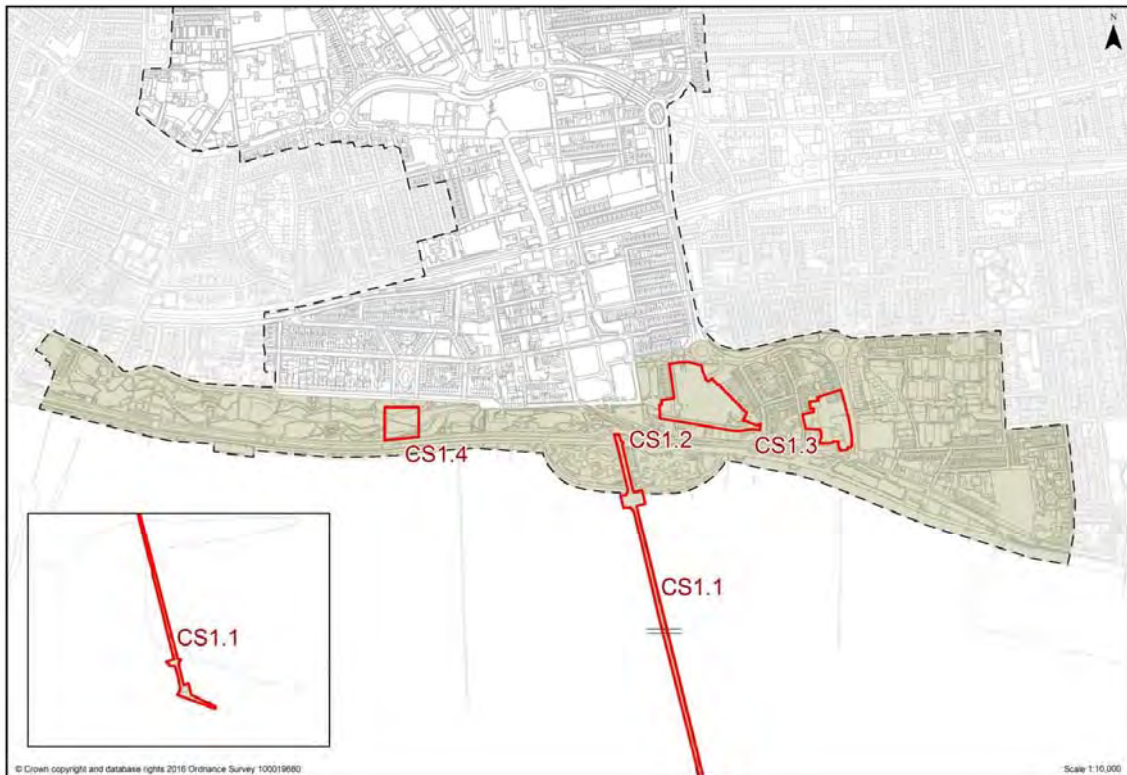
#### POLICY LINKAGES - TYLERS

<b>CORE STRATEGY DPD</b> <b>Strategic Objective:</b> 1, 3, 4, 5, 6, 7, 8, 9, 10, 14, 15	<b>Policies</b> KP1, KP2, KP3, CP2, CP3, CP4, CP8
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM2, DM3, DM4, DM7, DM8, DM10, DM15
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 8, 9	<b>Policies:</b> DS1, DS4, DS5, PA1

\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.



## 5.9 Central Seafront Policy Area



### Aims

The Central Seafront will be a thriving and vibrant leisure, cultural and tourism area centred on the iconic Grade II listed Pier, which will be rejuvenated to reinforce its status as a key local landmark and attraction.

High quality mixed use schemes will be developed, including provision of hotel and visitor accommodation and heritage and natural assets conserved and enhanced. Innovative schemes such as 'Spanish steps,' providing pedestrian links to the seafront, beach, a seafront lido and new lagoon and a new world class museum will be promoted.

There will be seamless transition between the Central Seafront and the town centre. New and enhanced access points will create a network of routes that lead seamlessly to the estuary and foreshore from surrounding areas. This will increase permeability and encourage better functional links between the different policy areas, increasing footfall and opportunities to contribute towards the local economy.

Public realm improvements will be complemented by the placement of well-designed functional and creative lighting schemes and public art, which will visually enrich the area at night. The City Beach public realm scheme will be seamlessly extended facilitating improvements to Eastern Esplanade.

## Overview

*“The central area of the seafront is associated with a vibrant architectural style and sea-front leisure and pleasure. It provides a stark contrast to the orderly and mannered Victorian and Edwardian suburbs in the surrounding areas.”* Southend Borough Wide Character Study (January 2011)

The Central Seafront Policy Area, as defined on the Policies Map, is a thriving leisure and tourism area. Although the Pier Lift, a landmark building (Policy DS3) has helped to improve access between the Central Seafront Policy Area and Town Centre, if access was more straightforward and more pronounced in other locations such as Opportunity Site CS1.2 Seaways, there may be a better exchange of visitors between the Central Seafront and Town Centre and their functions. Its regeneration and successful integration with the town centre through improved and enhanced pedestrian links amongst other things, will therefore be key to increasing footfall and improving the areas vitality and viability.

The area encompasses a number of environmental designations, SSSI, SPA and Ramsar site. These designations highlight the estuary’s importance as a wildlife habitat. The policy approach to Nature Conservation and Biodiversity is set out within **Policy CS2** of this Plan.

While the estuary provides an important habitat for birds and wildlife, it has also attracted many human visitors. As such the area is under pressure from a number of competing influences. There is a need to strike a balance between the protection and conservation of natural and built assets, including Conservation Areas and listed buildings, with the needs of residents and visitors utilising these resources, and the regeneration ambitions for the wider Southend Central Area. In order to retain important views across the foreshore, development south of the sea wall will be restricted, and any acceptable proposed use will also have to be water compatible<sup>15</sup>, such as a lido or lagoon.

The seafront benefits from some notable buildings and structures. The Grade II listed Pier, the longest pleasure Pier in the world, for example, has recently benefitted from considerable investment, including the development of the Royal Pavilion and the Council will seek further opportunities for its enhancement.

In respect to leisure and tourism the Central Seafront draws in residents and visitors for a range of activities including use of the beach, water sports and other seafront attractions. Adventure Island is a major tourism asset to Southend, but its physical form tends to be inward looking and isolated from its urban context. It also obscures esplanade level views and routes to the sea. If redevelopment and expansion does occur options should be explored with the owners how changes within the site could simultaneously benefit the public realm around it by creating a more permeable boundary and incorporating active frontages to increase footfall around the site edges.

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<sup>15</sup> Planning Practice Guidance, paragraph 066, reference id: 7-066-20140306

The Cliffs Pavilion on the western edge of the Central Seafront Policy Area is another major visitor destination and is an important cultural asset which should be enhanced where possible to develop further the visitor offer.

### **Managing Flood Risk and Sustainable Drainage in the Central Seafront Policy Area**

The Central Seafront Policy Area is at risk of flooding from tidal and surface water flooding, including areas within the Environment Agency Flood Zones 3a (higher risk) and Flood Zone 2 (lower risk). Therefore, all development within the Central Seafront Policy Area, including within its Opportunity Sites, should have particular regard to **Policy DS4 Flood Risk Management and Sustainable Drainage**.

#### ***Opportunity Site (CS1.1): Southend Pier***

Southend Pier has the potential to be further rejuvenated as a landmark and destination, building on the success of recent developments such as The Royal Pavilion.

#### ***Opportunity Site (CS1.2): Seaways***

Seaways presents a major opportunity for mixed-use development, contributing to the leisure and cultural offer of Southend Central Area through the provision of uses such as restaurants and cinema as well as possibly a hotel or residential, car parking, public open and green spaces, improved access and connectivity through the creation of 'Spanish Steps' linking this opportunity site to the promenade of Marine Parade.

#### ***Opportunity Site (CS1.3): Marine Plaza***

The site offers potential for residential development, with supporting commercial uses and quality public open spaces, to reinforce the offer of the eastern end of Marine Parade. The site has potential for taller and larger buildings, creating a quality landmark to secure the regeneration of this part of the seafront. The site should have regard to the setting of the historic Kursaal building and the Conservation Area.

#### ***Opportunity Site (CS1.4): New Southend Museum***

A new museum within the cliff face will feature a range of displays from the collections of the Central Museum and Beecroft Gallery, including the internationally significant Saxon King find, in a new high quality iconic building for Southend. Other facilities will include: a planetarium, collections store with associated curatorial facilities, a museum shop, café and restaurant, and public car and cycle parking, complemented by and the creation of high quality green space, including amphitheatre within the cliffs, seating and good signage, linked to the High Street and Central Seafront via Cliff Gardens, Prittlewell Square and the wider Clifftown Policy Area.

The siting of the new building within the cliff face will minimise the potential impact on the Clifftown Conservation Area whilst improving accessibility between the Clifftown and Central Seafront Policy Areas, enabling good views of the estuary from the building and spaces around it.

### Policy CS1: Central Seafront Policy Area Development Principles

1. The Council through its role in determining planning decisions and other initiatives will:
  - a. consider favourably proposals which enhance or diversify the range of arts, culture, entertainment, tourism, leisure and recreational facilities, subject to an assessment of the scale, character, location and impact of the proposal on existing facilities and environmental designations, including protected green space;
  - b. promote the provision of hotels and visitor accommodation, subject to satisfactory access and parking provision;
  - c. secure high quality and sustainable redevelopment of poor quality, vacant or underused sites and buildings to improve the local townscape, including provision of active ground floor frontages to add to the vibrancy and vitality of the streetscene;
  - d. ensure that all development proposals affecting all designated and non-designated heritage assets, including Conservation Areas, listed and locally listed buildings, conserve and enhance these buildings and their settings in line with Policy DM5 of the Development Management Document;
  - e. ensure that all future sea defences and flood mitigation measures integrate seamlessly with the public realm;
  - f. seek to maintain foreshore views by restricting development south of the sea wall. Any proposed use will also have to be water compatible as defined in the Planning Practice Guidance;
  - g. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
  - h. seek to conserve existing landmarks and landmark buildings and ensure new development respects views to and from them, their setting and character, in line with **Policy DS2: Key Views** and **Policy DS3: Landmarks and Landmark Buildings**.
  - i. require all development within the Central Seafront Policy Area to:
    - i. have regard to **Policy DS4** in order to manage and mitigate against flood risk;
    - ii. safeguard, and where appropriate, enhance the biodiversity of the foreshore and respect the European designations in line with **Policy CS2: Nature Conservation and Biodiversity**
2. There is potential for archaeological deposits within the area of Southend Cliffs and Seaway Car Park and as such developers should have regard to Policy DM5 – Southend-on-Sea’s Historic Environment of the Development Management Document.
3. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:
  - a. emphasise landmarks and landmark buildings (Policy DS3), orientation points, views and vistas, and improve accessibility between the seafront and town centre;
  - b. create a well-defined piazza area at the southern end of the High Street between The Royals, The Palace Hotel and Pier Hill and encourage new and existing uses to provide active frontages to face onto this space;
  - c. preservation and integration of the open spaces of the seafront and foreshore with the ‘green grid’ to create a series of linked, functional green spaces to relieve pressure on the seafront;
  - d. use creative lighting and public art to strengthen identity and connectivity;
  - e. remove unnecessary street furniture and improve and rationalise signage, with particular focus on public realm adjacent to listed and locally listed buildings and

- Conservation Areas, in particular around The Kursaal;
- f. provision of a more permeable boundary to Adventure Island to provide views in and through the site;
  - g. implement a rolling programme of improvements to the promenade and public spaces (further developing the City Beach scheme at Eastern Esplanade) and incorporating flood mitigation measures, such as SuDS;
  - h. junction improvements at Queensway/Seaways/Chancellor Road;
  - i. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map;
  - j. pursue urban greening and provide additional seating, tree planting and landscaping, as well as enhanced links between neighbouring Policy Areas;
  - k. upgrade the Cliffs Pavilion outdoor space and improve its connection to the Cliffs;
  - l. improve traffic management with the aid of VMS and improved signage, parking, including taxi rank and coach drop off provision, and walking and cycling, including SUSTRANS route;
  - m. improvements to the Sealife Centre through redesign or redevelopment;
  - n. regeneration of redundant lavatories and the crazy golf site for kiosks or other small-scale seaside businesses;
  - o. explore development of a Seafront lido or new lagoon to compliment the seafront leisure offer.

4. The following Opportunity Sites, as identified on the Policies Map, are considered suitable for development for mixed-use purposes within the Central Seafront Policy Area:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
CS1.1	Southend Pier	NA	N/A	D2, D1, A3, A1
CS1.2	Seaways	NA	N/A	D2, A3, C1
CS1.3	Marine Plaza	NS	282	A1, A3, D2
CS1.4	New Southend Museum	NS	N/A	D1, A3, A1

\*Planning Status as of April 2016. NA = New Allocation. NS = Not started with full planning permission

i. **Opportunity Site (CS1.1): Southend Pier**, the Council will pursue with private sector partners and through other initiatives, sensitive redevelopment at both ends of the pier to provide a mix of cultural and leisure uses during the day and in the evening, including uses such as: cafes, restaurants, shops, events, and small scale moorings; deckchairs, telescopes, seating, cycle parking and improved pedestrian signage; facilities for traditional activities such as angling; creative lighting; and sensitively sited renewable technologies, where appropriate.

ii. **Opportunity Site (CS1.2): Seaways**, the Council will pursue with private sector partners, landowners and developers a high quality, mixed use development including the provision of leisure, cultural and tourism attractions, which may include: restaurants, cinema, gallery, hotel, public and private open spaces, and vehicle and cycle parking. The potential for residential development may also be explored. Design and layout solutions should allow for:

- a. remodelling of the urban form to create a north-south axis on the Seaway site, providing a clear sight-line from Queensway dual carriageway to the sea;
- b. a stronger relationship with the Town Centre through the provision of safe and legible pedestrian and cycle routes;

- c. opportunities for a new link to Marine Parade from the Seaway site designed around ‘Spanish Steps’ and in doing so ensure that development does not prejudice its future delivery as a new link between the seafront and town centre;
- d. addressing the need for replacement car parking provision in line with **Policy DS5: Transport, Access and Public Realm;**
- e. active frontages to all new and existing streets and spaces;
- f. a palette of good quality materials to reflect the vibrancy and colour of the seaside;
- g. relocation of a coach-drop off point within the site. The relocation of coach parking bays may be provided either on or off-site or a combination of both, provided off-site provision is well connected to the Seaway site and would not significantly adversely impact the local transport network;
- h. urban greening projects, including the creation of new public and private green space within new development;
- i. innovative design which allows the site to take advantage of the elevation and creates a legible environment with views of the estuary, respecting the amenity of neighbouring residential uses;
- j. the provision of appropriate seating, signage and way-finding aids to improve connectivity to the Town Centre, Seafront and Opportunity Site CS1.3: Marine Plaza.

iii. **Opportunity Site (CS1.3): Marine Plaza**, the Council will support the comprehensive redevelopment of the site for high quality/ iconic residential development with complimentary leisure and supporting uses that create activity at ground floor fronting Marine Parade, incorporating areas of public open space into the site which take advantage of views of the seafront and estuary. The provision of appropriate seating, signage and way-finding aids to improve connectivity to the seafront and town centre, including links to Opportunity Site CS1.2: Seaways, will also be promoted.

iv. **Opportunity Site (CS1.4): New Southend Museum**, the Council will promote the development of an exemplary, sustainable building that includes the new Southend Museum, gallery space, planetarium, conference/events spaces, and associated café/restaurant, together with public car and cycle parking and the creation of high quality green space, including amphitheatre within the cliffs, seating and good signage, linked to the High Street and Central Seafront via Cliff Gardens, Prittlewell Square and the wider Clifftown Policy Area. The design of new development will need to retain the open feel of this area and ensure that new planting includes native species and increases biodiversity in the area. Vehicular access should ensure that the primary road network, i.e. via Western Esplanade, is used to access the development and any new parking facilities.

<b>POLICY LINKAGES – CENTRAL SEAFRONT</b>	
<b>CORE STRATEGY DPD</b> <b>Strategic Objective:</b> 4, 6, 7, 9, 10, 12, 14, 15, 17, 18	<b>Policies:</b> KP1, KP2, KP3, CP3, CP4, CP7, CP8
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM2, DM3, DM4, DM5, DM6, DM7, DM8, DM9, DM10, DM12, DM14, DM15
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7, 8, 10	<b>Policies:</b> DS2, DS3, DS4, DS5, PA1, PA6, PA7, CS2, CS3

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## **Nature Conservation and Biodiversity in the Central Seafront Policy Area**

The foreshore is designated for International and European sites for nature conservation. Particularly relevant to the Central Seafront Policy Area are Benfleet and Southend Marshes (SPA, SSSI and Ramsar site), which comprises the intertidal part of the Thames Estuary from Benfleet to Shoeburyness and cover the same land area within the SCAAP and wider Southend-on-Sea Borough.

The marshes also provide an attractive environment for both marine activities and more passive enjoyment of natural habitats. There may be opportunities to design high quality visitor facilities, giving visitors a better understanding of the ecosystems. All future activity and development will need to ensure that they do not adversely affect the interests of the nature conservation designations on the foreshore.

Developments which may affect a site of International or European nature conservation importance (SPA, Ramsar) will be subject to rigorous examination in consultation with Natural England and other relevant authorities.

Even if a development is located some distance from an International or European site it may still have a detrimental impact on the site and will need to be subject to a Habitats Regulations Assessment. Natural England should be consulted at an early stage of a planning application.

The applicant must submit appropriate biodiversity surveys, impact assessment and mitigation proposals to enable the Council to determine a planning application in addition to a Habitat Regulation Assessment, where required.

If it cannot be demonstrated that the application will not adversely affect an International or European site, then the application will be refused, unless there are no alternative solutions and the development has to be carried out for imperative reasons of over-riding public interest as set out in the Habitats Regulations.

In such cases compensatory habitat will be required. In addition, the Council will consider applying planning conditions or legal obligations to secure the integrity of the International or European site from any adverse impacts arising from the development.

### **Policy CS2: Nature Conservation and Biodiversity**

1. The Council will:

- a. Ensure that all development proposals within the Central Seafront Area are accompanied by a Habitats Regulations Assessment and associated documentation to ensure there will be no adverse effect on the European and International foreshore designations (SPA and Ramsar) either alone or in combination with other plans or projects;
- b. Not permit development proposals that will have an adverse impact, either directly or indirectly, on the foreshore designations;
- c. In exceptional circumstances make exceptions for development proposals on a Site of Special Scientific Interest (SSSI), only if it can be demonstrated that:
  - i. there are no alternative solutions; and



- ii. the reasons for the development clearly outweigh the nature conservation value of the site and is in the public interest;
- d. Apply planning conditions or legal obligations to secure the protection, conservation and enhancement of a Site of Special Scientific Interest (SSSI) from any harmful impacts arising from the development;
- e. Integrate the seafront and foreshore open space within a broader Southend ‘green grid’ of linked and functional green space to relieve visitor pressure on the seafront, and protect the sensitivities of the biodiversity interest. Areas of new/ improved public open space will be particularly promoted at Pier Hill, Seaways, Marine Parade and along Eastern Esplanade;
- f. Consider favourably the development of a high quality visitor facility close to the foreshore which will assist with interpretation of the natural habitat in the area, providing visitors a better understanding of the ecosystems and local biodiversity.

<b>POLICY LINKAGES – CENTRAL SEAFRONT NATURE CONSERVATION</b>	
<b>CORE STRATEGY DPD</b> Strategic Objectives: 12, 18	<b>Policies:</b> KP1, KP2, KP3, CP4, CP7
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM6
<b>SOUTHEND CENTRAL AAP</b> Objectives: 3, 5, 6	<b>Policies:</b> DS4, DS5, CS1, CS3

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

### **The Waterfront**

The Council will promote the waterfront for a wide range of sport, recreation and leisure activities, whilst also respecting the natural environment in line with Policy CS2.

Improving marine activity facilities will encourage more water based activities, users and visitors, and cater for leisure demand and tourism. Jetties, moorings and support facilities are vital components of an active and attractive waterfront. The Council will promote the beaches, foreshore and estuary for boat users, including through the maintenance and enhancement of existing facilities. There is opportunity to build on the success of water based sports and recreation in other seafront locations in the Borough and beyond to further broaden its offer within the Central Seafront Policy Area.

The provision of information and interpretation boards and other information-based facilities about the waterfront and wildlife, will be encouraged.

<b>Policy CS3: The Waterfront</b>
1. The Council, with private sector partners and through the exercise of its planning powers and other initiatives will: <ul style="list-style-type: none"> <li>a. promote the beach, foreshore and Estuary for appropriate cultural, leisure and tourism activities, including the maintenance and enhancement of facilities for: <ul style="list-style-type: none"> <li>i. seafront, beach and water-based recreation activities and attractions including tidal paddling pools;</li> </ul> </li> </ul>



- ii. marine and boat users, including moorings, support facilities (wharfs, jetties, landing stages and slipways), club facilities and information.
- b. continue to maintain the quality and cleanliness of the beach and foreshore experience, including:
- i. pursuing a rolling programme of co-ordinated public realm improvements to the promenade;
  - ii. integrating the protection and interpretation of biodiversity interests, heritage assets and landscape features, including views across the Estuary, into the overall visitor experience through:
    - 01. provision of information boards/facilities including making increasing use of mobile phone and digital technology;
    - 02. themed walking and cycling signed routes, and links to a broader borough-wide network.
2. Proposals for waterfront development within the Central Seafront Area and improved facilities will need to demonstrate that there will be no unacceptable impact upon navigation, biodiversity, flood risk or the special character and designations of the area.

<b>POLICY LINKAGES – CENTRAL SEAFRONT WATERFRONT</b>	
<b>CORE STRATEGY DPD</b> Strategic Objectives: 12, 18	<b>Policies:</b> KP1, KP2, KP3, CP4, CP7
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM6
<b>SOUTHEND CENTRAL AAP</b> Objectives: 3, 5, 6	<b>Policies:</b> DS4, DS5, CS1, CS2

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 5.10 The Victoria Gateway Neighbourhood Policy Area



### Aims

A regenerated Victoria Avenue will create an attractive and vibrant gateway to the town centre, further enhanced by future phases of the Victoria Gateway scheme, which will see improved connections and accessibility. New development will be of a high standard of design, with urban greening techniques employed such as pocket parks, community gardens, tree planting and landscaping, together with a consistent palette of surface materials and street furniture.

Victoria Avenue will be an attractive area in which to live, where residents will benefit from the sustainability of the location, particularly with fast and convenient access to London and the City. Enhancements to the public realm will be undertaken throughout the neighbourhood, to encourage walking and cycling and improve access to the town centre, employment area and public transport interchanges.

The heritage of Prittlewell Conservation Area will be celebrated and enhanced, and the character of the area will be reinforced by sensitively restored buildings that positively contribute to a distinctive sense of place. Buildings will be set within a quality public realm, with improved access to information about the area's history.

The neighbourhood will benefit from a thriving local shopping parade on West Street.

## Overview

The Policy Area is home to Southend's traditional office zone at Victoria Avenue (**Opportunity Site PA8.1**), which includes the civic quarter. The significant challenge for this neighbourhood is to address the large amount of underused, vacant and outmoded office buildings. Some have gained prior approval to residential through recently changed permitted development rights introduced by central government, but others still provide opportunity for more comprehensive and holistic development. As the Opportunity Site is large and in multiple land ownership, requiring redevelopment of existing buildings, an assumption has been made that only development proposals with planning permission will be delivered during the SCAAP plan period (i.e. by 2021).

There is also the opportunity to regenerate an existing area of social housing at the junction of Queensway and Baxter Avenue close to the Victoria Avenue opportunity site for new high quality, mixed tenure residential accommodation, including additional sheltered and affordable housing (**Opportunity Site (PA8.2): Baxter Avenue**). Given the scale of the redevelopment it is envisaged that approximately half of the site will be delivered during the SCAAP plan period (i.e. by 2021). Both opportunity sites (PA8.1 and PA8.2) will be reviewed, including progress made with implementation, during the Local Plan preparation process.

Prittlewell Conservation Area to the north and the buildings, structures and spaces within it are important heritage assets, forming a key gateway on the main route into the Town Centre along Victoria Avenue. This Conservation Area contains some of the town's oldest and most important buildings, including St Mary's Church a landmark building located adjacent to the SCAAP boundary.

The neighbourhood also contains a local shopping parade at West Street, designated as secondary shopping frontage, which provides an important and convenient resource for local residents and businesses, and as the neighbourhood regenerates it is anticipated that this centre will continue to support the needs of the local population.

Some areas within this Policy Area are susceptible to surface water flooding. Therefore, development will need to have regard to local flood risk management policies, particularly regarding SuDS as set out in Policy DS4.

### **Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles**

1. The Council, through its role in determining planning applications and other initiatives, will:
  - a. look favourably on high quality developments and schemes which can demonstrate that they will contribute to the transformation of this area into a vibrant community, which is integrated with the surrounding neighbourhood and set within a remodelled built form of a quality that befits this key gateway to the Town Centre;
  - b. ensure all development within and adjacent to Prittlewell Conservation Area, seeks to conserve and enhance the heritage assets and repair gaps in the frontage along Victoria Avenue, realising the potential of the backland area to the rear of Victoria Avenue (west side 255-289) as a 'Lanes' style development, promoting specialist and independent industries, associated small scale businesses and ancillary

residential units;

- c. consider the provision of additional education facilities based on an assessment of expansion needs when and where appropriate development opportunities arise;
- d. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
- e. use its enforcement and other powers to reduce the damage to amenities and the environment resulting from long term vacant and derelict land and buildings;
- f. promote the provision of easily accessible new social and community infrastructure, such as doctor and dental surgeries, nurseries and community hubs;
- g. promote enhanced cultural facilities to complement the Beecroft Centre, the Central Museum Building and the former Water Board site on North Road;
- h. ensure that housing development including mix and tenure is delivered in line with Development Management Policy DM7 – Dwelling Mix, Size and Type;
- i. seek to conserve existing landmark buildings and ensure new development respects views to and from them, their setting and character, in line with **Policy DS3:**

**Landmarks and Landmark Buildings.**

2. There is potential for archaeological deposits within the area of Nazareth House and Roots Hall and as such developers should have regard to Policy DM5 – Southend-on-Sea’s Historic Environment of the Development Management Document.

3. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual SPD and any future masterplan for the area where applicable:

- a. a priority public transport route linking Southend Central Area with London Southend Airport and adjacent development areas;
- b. appropriate enhancements to North Road, including new civic space at the junction with Chelmsford Avenue, to improve the residential environment, provide for walking and cycling, and improve linkages to West Street local shopping centre, and cultural and community facilities on North Road, including Prittlewell Chapel;
- c. public realm improvements to the Victoria Avenue service road in association with development proposals within Opportunity Site PA8.1;
- d. public art provision to buildings, public and private spaces;
- e. full integration with the surrounding area through the provision of pedestrian and cycling routes, to improve access and linkages. Provision for mixed mode - pedestrian and cycle priority route along Victoria Avenue between Queensway dual carriageway and Harcourt Avenue;
- f. urban greening projects linked to the green grid, including planting and the creation of new public and private green space within new development;
- g. enhancement of the existing Civic Space (including the Holocaust Memorial) on the east side of Victoria Avenue between the Civic Centre and Law Courts, and its integration with the broader area;
- h. Junction improvements at along Victoria Avenue at Fairfax Drive, East Street/ West Street, Carnarvon Road and Great Eastern Avenue and provide an enhanced public realm complemented by soft landscaping and planting.

4. The following Opportunity Sites, as identified on the Policies Map, are considered suitable for mixed-use residential development:

Site	Site Name	Planning	Indicative number	Other potential
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Reference		Status*	of dwellings	use classes
PA8.1	Victoria Avenue	NA	1000**	D1, B1, A1, A3
PA8.2	Baxter Avenue	NA	500***	

\*Planning Status as of April 2016. NA = New Allocation.

\*\*Just sites with planning permission or prior approval (662 dwellings) assumed to be delivered during the SCAAP plan period (i.e. by 2021)

\*\*\* Half of site assumed to be delivered during SCAAP plan period (i.e. by 2021)

i. Within **Opportunity Site (PA8.1): Victoria Avenue Office Area**, planning permission will be granted for comprehensive redevelopment of this site, or incremental development within the area, to transform it into a sustainable mixed use community with high quality developments, this will include:

- a. an acceptable mix of uses focussed on residential uses to upper floors and small scale flexible office accommodation complemented by local convenience retail uses, leisure (cafes and bars) and community facilities to ground floors;
- b. full integration with the surrounding area through the provision of pedestrian and cycling routes, to improve access and linkages;
- c. limited strategic locations for taller buildings;
- d. urban greening projects, including:
  01. the use of green walls and roof gardens;
  02. comprehensive landscaping;
  03. the creation of a series of linked public green space within the area linked to a wider network of parks and gardens;
  04. a comprehensive sustainable drainage system;
- e. pursue, as appropriate, a full range of measures to enable delivery of the site, including Compulsory Purchase powers, application of masterplanning techniques to guide comprehensive redevelopment, partnership working with private sector landowners and developers;
- f. in the event of incremental redevelopment of individual sites, the Council will require each development site to demonstrate how it meets the policy criteria and development principles set out above and accords with any future masterplan related to the opportunity site;
- g. the grade II listed old museum building will be conserved and its setting enhanced as part of the proposals for the policy area.

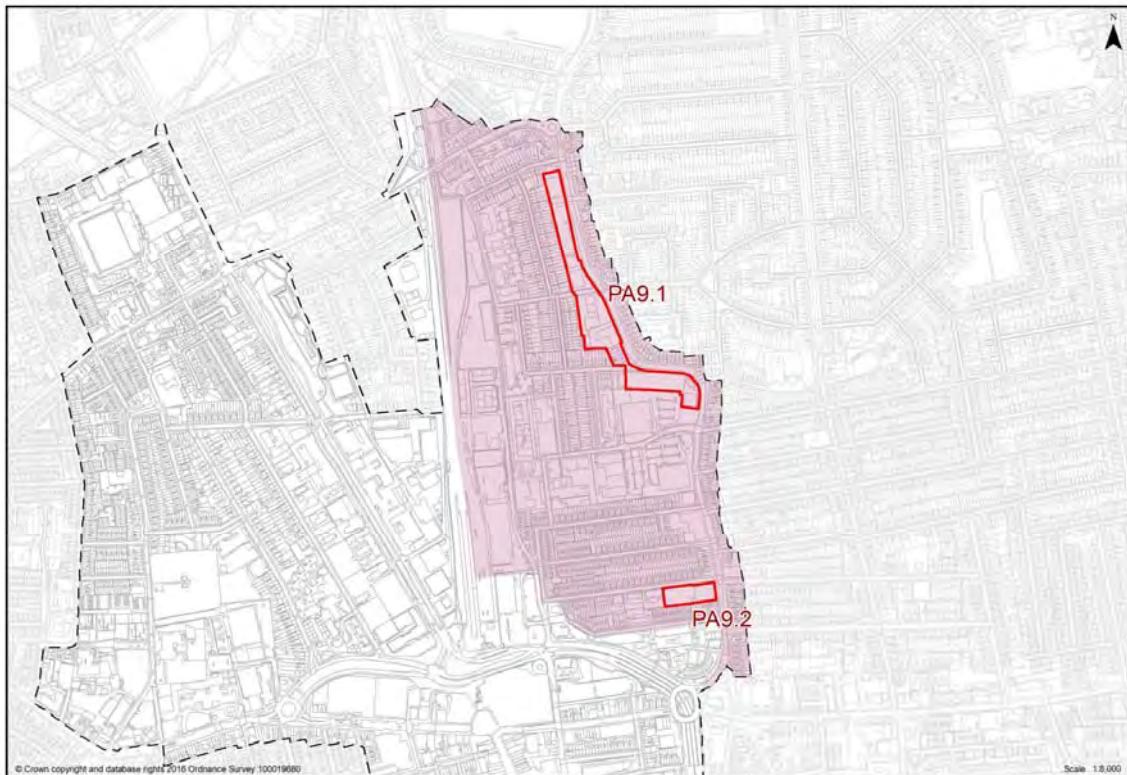
ii. Within **Opportunity Site (PA8.2): Baxter Avenue** the Council will promote the regeneration of the site for high quality mixed tenure residential development, including sheltered and additional affordable housing. Any scheme should incorporate amenity open space, urban greening and sustainability measures as well as providing pedestrian access and linkages between Victoria, Baxter and Boston Avenues.

POLICY LINKAGES – VICTORIA AVENUE	
<b>CORE STRATEGY DPD</b> Strategic Objectives: 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 13, 14, 15, 18	<b>Policies:</b> KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM9,

	DM10, DM13, DM15
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7, 8, 9, 10	<b>Policies:</b> DS2, DS3, DS4, DS5, PA1, PA9

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## 5.11 Sutton Gateway Neighbourhood Policy Area



### Aims

The Sutton Gateway will be regenerated, with high quality, sustainable buildings helping to restore the urban grain, creating a distinctive sense of place where people are proud to live and work. It will be supported by a thriving local shopping parade on Sutton Road.

This will be achieved by repairing, unifying and knitting together the townscape to create a cohesive neighbourhood that retains a variety of uses, which relate well to each other and support the neighbourhood.

The policy area will provide employment opportunities, protecting, maintaining and promoting Grainger Road and Short Street Employment Growth Areas as locations for increased employment floorspace.

The area will be easily accessible by foot and by bike, with improved links between residential areas, the town centre, public transport nodes, retail and employments areas.

### Overview

The Sutton Gateway Neighbourhood Policy Area is defined on the Policies Map. It contains a diverse mix of uses including: residential, employment areas and a retail park. The southern section of Sutton Road comprises a local shopping parade with a mix of retail uses and services for the local community.



The SCAAP aims to maintain and reinforce the existing local shopping parade and in design terms, repair, unify and knit together the townscape to create a neighbourhood that retains a variety of uses but where these uses relate better to each other in an enhanced urban environment.

There is also scope to maintain and promote Grainger Road and Short Street Employment Growth Areas as locations for increased modern employment floorspace through a managed approach, using masterplanning as appropriate, which will set out the quantum of development and appropriate uses. Refer to Development Management Document Policy DM11 – Employment Areas.

Clearly access to and within this neighbourhood and to the Town Centre and public transport facilities are important, and there are opportunities to improve the environment of Short Street along its length, including continuing the footway north. Sutton Road is also a major multimodal route and environmental improvements here would support the local shopping parade.

**Opportunity Site (PA9.1): Sutton Road** is considered suitable for redevelopment for additional housing alongside an appropriate level of supporting uses, such as community facilities. Currently it contains a number of buildings, primarily in employment use, which front Sutton Road. In recent years change has slowly begun to take place, transforming the area to a residential-led community.

As Opportunity Site (PA8.1) is large and in multiple land ownership and will require redevelopment of existing buildings, an assumption has been made that only development proposals with planning permission will be delivered during the SCAAP plan period (i.e. by 2021). The site, including any outstanding phases of development, will be reviewed during the Local Plan preparation process.

**Opportunity Site (PA9.2): Guildford Road**, at the junction of Sutton Road and Guildford Road, is currently occupied by a three-storey convenience store, the upper two levels of which are vacant. The site offers opportunity for redevelopment to achieve a new enhanced convenience store and new residential accommodation. The façade of the current building fronting onto Sutton Road must be retained and incorporated into any proposals.

<b>Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles</b>
<p>1. The Council, with private sector partners, through the determination of planning applications and other initiatives will:</p> <ul style="list-style-type: none"><li>a. maintain and promote Grainger Road and Short Street Employment Growth Areas as locations for increased employment floorspace in line with Development Management Policy DM11 – Employment Areas;</li><li>b. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;</li><li>c. consider the provision of additional education facilities based on an assessment of expansion needs when and where appropriate development opportunities arise;</li><li>d. seek to ensure that new development respects the views, setting and character of</li></ul>



landmark buildings located near to the Policy Area, in line with <b>Policy DS3: Landmarks and Landmark Buildings.</b>				
2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable: <ul style="list-style-type: none"> <li>a. appropriate enhancements to Sutton Road to uplift the residential environment and enhance provisions for walking and cycling;</li> <li>b. facilitate better pedestrian and cycle access along the length of Short Street, enhancing connections between East Street and Queensway dual carriage-way;</li> <li>c. streetscape and landscape design improvements, including urban greening and tree planting;</li> <li>d. public art provision to buildings, public and private spaces.</li> </ul>				
3. The following Opportunity Sites, as identified on the Policies Map, are considered suitable for redevelopment:				
Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA9.1	Sutton Road	NA	214**	A1, D1
PA9.2	Guildford Road	NA	50	A1
* <i>Planning Status as of April 2016. NA = New Allocation</i>				
** <i>Just sites with planning permission or prior approval (92 dwellings) assumed to be delivered during the SCAAP plan period (i.e. by 2021)</i>				
i. Within <b>Opportunity Site (PA9.1): Sutton Road</b> , the Council will support the redevelopment of this area for high quality housing and community facilities. The Council will require the building design, form and massing to: <ul style="list-style-type: none"> <li>a. have regard to residential buildings on the opposite side of Sutton Road and contribute positively to repairing the street scene and urban grain in this area;</li> <li>b. include enhancements to the public realm to create a coordinated, sustainable palette of materials and furniture in accordance with the Streetscape Manual.</li> </ul>				
ii. Within <b>Opportunity Site (PA9.2): Guildford Road</b> the Council will support the redevelopment of this site to achieve a replacement convenience store fronting Sutton Road that enhances the Secondary Shopping offer of this locality together with new residential accommodation. The façade of the current building fronting onto Sutton road must be retained and linked architecturally into any proposal. The scheme should also incorporate amenity open space, urban greening and sustainability measures. Site access will be via Guildford Road.				

POLICY LINKAGES - SUTTON	
<b>CORE STRATEGY DPD</b> <b>Strategic Objectives:</b> 2, 3, 4, 5, 6, 7, 9, 13, 14, 15, 17, 18	<b>Policies:</b> KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8
<b>DEVELOPMENT MANAGEMENT DPD</b>	<b>Policies:</b> DM1, DM2, DM3, DM4, DM7, DM8, DM9, DM10, DM11, DM13, DM14, DM15
<b>SOUTHEND CENTRAL AAP</b> <b>Objectives:</b> 1, 2, 3, 5, 6, 8, 9, 10	<b>Policies:</b> DS4, DS5, PA2, PA4, PA8

*\*This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

## Part D Implementation and Monitoring Framework

### 6. Delivery of the SCAAP

#### 6.1 Introduction

By setting out an approach to implementation, this section will assist with co-ordinating the delivery of SCAAP policies and proposals by identifying key partners as well as describing necessary infrastructure for creating sustainable developments in this location.

#### 6.2 Delivery

The SCAAP proposes 11 Opportunity Sites shown in Table 6. These have been allocated in terms of their perceived deliverability, based primarily upon viability, land ownership and alignment with key objectives in Council plans and strategies. These sites:

- have a positive impact on viability within the SCAAP area and will impact favourably on later or additional development within Southend Central Area;
- may require development of publicly owned land where the greatest control over outcomes may be applied;
- will be able to be delivered through private sector involvement or using Council budgets.

The SCAAP proposals are expected to come forward within 5 years, the plan period to 2021. Preparation of the Local Plan will act as an early review of the SCAAP and will consider all development sites over a longer time period.

In order for development to come forward as indicated, the Council will need to maximise its own town centre land assets, consider using, where necessary, statutory powers for land assembly and work with the private and other public sector land owners, where required, and explore all funding sources available.

It is acknowledged within the SCAAP boundary that other development will come forward in the Policy Areas which will contribute to the delivery of jobs and housing.

A key objective is to ensure that any change of use to residential and other value-generating uses must also provide wider benefits for the local area, such as helping to deliver access, public realm, employment, educational, health and other community related improvements either indirectly or directly.

**Table 6: Development Sites within SCAAP Policy Areas**

Policy Reference	Opportunity Site name	Ownership
<b>2016 to 2021</b>		
Policy PA3: Elmer Square	Elmer Square Phase 2 (PA3.1)	Southend Borough Council,

		University of Essex, South Essex College
Policy PA4: Queensway	Opportunity Site (PA4.1): Better Queensway Project	Southend Borough Council
Policy PA7: Tylers	Tylers Avenue (PA7.1)	Southend Borough Council
Policy CS1: Central Seafront	Southend Pier (CS1.1) Seaways (CS1.2) Marine Parade (CS1.3) New Southend Museum (CS1.4)	Southend Borough Council, Multiple Private Ownership
Policy PA8: Victoria Avenue Gateway Neighbourhood	Victoria Avenue (PA8.1) Baxter Avenue (PA8.2)	Southend Borough Council and Multiple Private Ownership
Policy PA9: Sutton Gateway Neighbourhood	Sutton Road (PA9.1) Guildford Road (PA9.2)	Multiple Private Ownership

### Indicative Figures for SCAAP Potential New Developments

Table 7 sets out an indicative total number/ floorspace of new development to be delivered within the Opportunity Sites by 2021. The figures provided will be subject to variation when each Opportunity Site comes forward and do not account for other development proposals that may come forward within the SCAAP area but outside the identified Opportunity Sites.

**Table 7: Indicative Scale of Development (Gross) within Opportunity Sites (2016 – 2021)**

Residential	Commercial, including eating and leisure	Retail	Community
1,732	17,500 m <sup>2</sup>	5,500 m <sup>2</sup>	18,500 m <sup>2</sup>

### 6.3 Implementation

This section outlines how the SCAAP and its policies will be implemented and monitored. It seeks to show how each policy will be delivered and by whom. Implementation of the SCAAP will be dependent on the provision of necessary infrastructure as described in the preceding chapters.

The Council has experience in working with private sector partners and securing funding, particularly recently with money secured in conjunction with the Local Enterprise Partnership. It is committed to working with agencies across the public, private and voluntary sectors to successfully realise a shared vision for the town centre and surrounding area.

The Implementation Plan sets out a 'rolling programme' of projects and tasks that is not exhaustive and will be kept under review. Potential delivery mechanisms identified are as follows:

- Planning Conditions or Obligations – site specific elements such as affordable housing or new open space provided by private or public developers and secured using planning conditions or planning obligations. Priorities for S106 agreements may be found in the adopted Planning Obligations SPD, however in particular regard will be given to:
  - Affordable Housing;
  - Sustainable Design and Development;
  - Open Space (and enhancement and management of the public realm); and
  - Transport Infrastructure
- Community Infrastructure Levy (CIL) – wider area improvement projects delivered by the Council. CIL is a charge on new development to spend on local and sub-regional infrastructure to support the development of the SCAAP.
- The SCAAP will also be used as an Investment Tool – to secure resources from funding bodies in support of the projects identified such as regional, national and European funding.
- Creation of a Limited Liability Partnership.

A Limited Liability Partnership (LLP) between the Council and a Private Sector Partner has been established that offers a mechanism to assist with delivery of SCAAP sites where appropriate. Under this arrangement the Council and a Private Sector Partner will each own 50% of the shares of the LLP whose main purpose will be to:

- Invest private sector funds in projects of mutual benefit.
- Facilitate comprehensive regeneration projects throughout the Borough.
- Provide potential capital receipts and/or revenue income streams to the Council from the on-going development of surplus land and buildings.

- Provide opportunities for any Council in-house surplus capacity to be deployed on development projects with a further fee income stream opportunity.
- Support the Council in the development of its strategic review of the property portfolio.

Access and public realm improvements will be delivered through a range of initiatives including the implementation of Opportunity Sites, partnership working, S106 planning obligations, CIL and through the Council's capital programme. The Implementation Plan for the Local Transport Plan 3 available on the Council's website sets out funding sources and a package of measures.

### **Monitoring**

To ensure that the vision and strategic objectives of the Southend Central Area Action Plan (SCAAP) are being met, the Council will monitor the implementation of the Plan's policies and proposals to gauge its overall performance.

To achieve this, a series of indicators and, where appropriate, targets, for the Plan's policies and proposals are set out below. Progress in implementing the Plan's provisions will be monitored against these indicators and targets. This will be carried out each year after the adoption of the SCAAP as part of the Council's Annual Monitoring Report. Where it is clear that any of the objectives of the Plan are not being met, appropriate action will be taken as part of the monitoring process or a review of the plan may be implemented.

In order to avoid duplication of policy provisions contained in other adopted plans and to keep the SCAAP plan concise and effective, the SCAAP does not contain specific policies relating to: employment, housing, culture, leisure, tourism and recreational facilities, and open and green spaces. These are contained within the Southend Core Strategy and Development Management Document and their provisions will be monitored as part of the annual monitoring process. They will be reported in the Southend Annual Monitoring Report (AMR) and will contribute to the process of gauging the effectiveness of the SCAAP.

Similarly, the Southend Local Transport Plan (LTP) contains a number of indicators for measuring the effectiveness of the LTP. The SCAAP does not repeat these but regard will be had to them in assessing the overall impact of the SCAAP on transport provision within the Central Area. Progress Reports on the Southend Local Transport Plan will be produced every two years starting with the period April 2015/16 to March 2016/17.

## Implementation and Monitoring

### Criteria Based Policies

#### Monitoring

Where feasible, the monitoring indicators as outlined in the Core Strategy will also be presented for the SCAAP area. This includes the indicators presented for the following Core Strategy Policies:

- Policy CP1: Employment Generating Development;
- Policy CP2: Town Centre and Retail Development;
- Policy CP3: Transport and Accessibility;
- Policy CP4: The Environment and Urban Renaissance;
- Policy CP6: Community Infrastructure;
- Policy CP7: Sport, Recreation and Green Space;
- Policy CP8: Dwelling Provision.

Specific reference to monitoring indicators is also provided below in reference to the SCAAP policies.

Policy DS1: A Prosperous Retail Centre			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Annual monitoring of retail floor space and refreshes of the retail study.	DS1.1 Proportion of frontage within Town Centre Primary Shopping Frontage that are in A1 Retail use – ensure compliance with policy target.  DS1.2 Proportion of units within Town Centre Primary and Secondary Frontage that are vacant - reduce As Core Strategy Policy CP2	Reliance on private sector funding and developer interest. Lack of Developer interest in retail sites. Out of centre developments reducing the capacity to support town centre retail. Growth of neighbouring and sub-regional town centre retail offer.

		As Indicator DM13.2	Changes to Central Government policy on Town Centre First. Further changes to Prior Approval or permitted development rights in town centres.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP2, CP2 Development Management DPD: DM1, DM5, DM13</b>		

Policy DS2: Key Views			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Implementation of public realm improvements as set out by Policy Area Development Principles.	DS2.1 number of schemes that enhance visually important views – sight lines, access, open space and views improved to identified areas.	
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP2, CP4 Development Management DPD: DM1, DM4, DM5, DM6</b>		

Policy DS3: Landmarks and Landmark Buildings			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Implementation of public realm improvements as set out by Policy Area Development Principles.	DS3.1 number of appropriately located new landmark buildings – delivery of land mark buildings.	The new landmark building is not of a high quality design, and is poorly located in the townscape to the detriment of the local environment.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP2, CP4 Development Management DPD: DM1, DM4, DM5, DM6</b>		

Policy DS4: Flood Risk Management and Sustainable Drainage			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council	Through the continual submission and determination of planning	DS4.1 Number of developments incorporating	A risk of low quality flood risk

Environment Agency Anglian Water Public and private developers	application. Site based flood risk assessments.	sustainable drainage systems (SuDS) - For all new development, new impermeable areas will be drained by SuDS. As Core Strategy Policy CP4.	assessments. Poorly designed SuDS.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD KP1, KP2, KP3, CP4: Development Management DPD: DM6</b>		

<b>Policy DS5 – Transport, Access and Public Realm</b>			
<b>Key Responsibilities</b>	<b>Implementation</b>	<b>Monitoring Indicators and Targets</b>	<b>Risks</b>
Southend Borough Council. Local Transport Operators. Public and private developers and owners.	Through the continual submission and determination of planning applications. Joint working with local transport operators. Joint working with private operators of car parks. Local Transport Plan and other funding mechanisms – £7m secured from first round of Local Growth Fund (LGF) to deliver transport and public realm improvements in the SCAAP area.	DS5.1 Providing a level of publically available car parking provision to support the vitality and viability of the central area – no net loss of permanent publically available car parking south of the central railway line. As Core Strategy Policy CP3. As Development Management Policy DM15.	Lack of funding for transport projects. Changes to rail or bus network, quality of service, number of services provided. Level of co-operation between operators and the local authority.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD KP2, KP3, CP3, CP4: Development Management DPD: DM15</b>		



## Policy Areas

Policy PA1: High Street Policy Area Development Principles			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Landowners Business Improvement District English Heritage	Through the continual submission and determination of planning applications. Implementation of public realm improvements. LGF Funding. Stub end roads Pedestrianisation. Event space. Public realm improvements (greening). Town centre/ seafront connection (multi-level).	As Core Strategy Policies CP1, CP2, CP4, CP8  PA1.1 Total number of dwellings built, by size and tenure within Policy Area – 2,474 net additional dwellings by 2021 within SCAAP area.	Lack of interest in retail in the Town Centre. Growth of neighbouring and sub-regional town centre retail offer. Changes to Central Government policy on Town Centre First Further changes to Prior Approval or permitted development rights in town centres. Lack of inward investment opportunities. Effect of any out of town retail development.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP1, KP2, KP3, CP1, CP2, CP4 Development Management DPD: DM1, DM2, DM5, DM15</b>		

Policy PA2: London Road Policy Area Development Principles			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Street Market Operators University of Essex South Essex College	‘Victoria Gateway initiative’ Phase 2. Local Transport Plan 3. LGF Funding. Through the continual submission and determination of planning applications. Mixed-mode pedestrian and cycle priority route (LGF funding application). Tree planting.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Higher and further education establishments to not want to develop further in the town centre.

	landscaping/public art/integrated signage. Pedestrianisation/relocation of taxi rank.		
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP1, KP2, KP3, CP1, CP2, CP4 Development Management DPD: DM1, DM2, DM15</b>		

<b>Policy PA3: Elmer Square Policy Area Development Principles</b>			
<b>Opportunity Site Elmer Square Phase 2 (PA3.1)</b>			
<b>Key Responsibilities</b>	<b>Implementation</b>	<b>Monitoring Indicators and Targets</b>	<b>Risks</b>
Southend Borough Council University of Essex South Essex College Public and private developers	Elmer Square Phase 2 project to complement the recently completed Forum public and academic library - Exploration of use of £6m notional allocation of LGF funding. Through the continual submission and determination of planning applications. Local Transport Plan 3. Mixed mode pedestrian and cycle priority route.	As Core Strategy Policies CP1, CP4, CP6	Lack of funding for transport and public realm improvements Lack of inward investment opportunities. Higher and further education establishments to not want to develop further in the town centre. Lack of funding for large scale projects .
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: Development Management DPD:</b>		

<b>Policy PA4: Queensway Policy Area Development Principles</b>			
<b>Opportunity Site 'Better Queensway' Project (PA4.1)</b>			
<b>Key Responsibilities</b>	<b>Implementation</b>	<b>Monitoring Indicators and Targets</b>	<b>Risks</b>
Southend Borough Council Public and private developers Registered Housing Providers	Better Queensway Project. Through the continual submission and determination of planning applications. Local Transport Plan 3. New community infrastructure. New public open space - Queensway Urban Park. Public realm improvements. Pedestrian and cycle crossing.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP6, CP7, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Additional cost of transport realignment, particularly in relation to the Queensway Dual Carriageway. Lack of interest from developers.

	Create mixed mode pedestrian and cycle priority route and shared priority route. Chichester Road improvements. Improvement to Southchurch Road retail area. Application made for Local Growth Funding specific to Better Queensway Project.		Change to political focus and priority for a large scale project of this size. Lack of support from local residents and wider community.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP1, CP4, CP6, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM7, DM8, DM15		

### Policy PA5: Warrior Square Policy Area Development Principles

Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Linked to Better Queensway Project. Public realm improvements. New pedestrian and cycle priority route and shared priority route. LGF Funding. Environmental improvements to Queensway and Chichester Road. Children's play facility at Warrior Square Gardens - £150,000 cost identified by IDP.	As Core Strategy Policies CP1, CP4, CP6, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Lack of interest in office development. Lack of funding for children's play facility.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP 8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM10, DM15		

### Policy PA6: Clifftown Policy Area Development Principles

Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Landowners Transport Operators English Heritage	Through the continual submission and determination of planning applications. Tree Planting Programme. LGF Funding. Local Transport Plan 3. Public realm improvements. Regenerate the forecourt at Southend Central Station.	As Core Strategy Policies CP1, CP2, CP4, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Lack of support from local community in relation to proximity to conservation area and noise.

	Redevelop Central House for retail, residential, offices. Regenerate site of Empire Theatre for cultural uses. Provision of information boards/digital technology to interpret historic assets.		Level of co-operation between rail operators and local authority to initiate public realm improvements
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP2, CP4, CP7 <b>Development Management DPD:</b> DM1, DM2, DM4, DM5, DM6, DM14		

<b>Policy PA7: Tylers Policy Area Development Principles</b> <b>Opportunity Site Tylers Avenue (PA7.1)</b>			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Travel Operators	Through the continual submission and determination of planning applications. Need for a masterplan. LGF funding. Local Transport Plan 3. Creation of a new public open space. Mixed mode pedestrian and cycle priority route. Home Zone. Improved walking and cycling linkages. Junction improvements at Queensway.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP8	Lack of interest in retail or commercial space. Cost of parking re-provision and new travel interchange. Lack of funding for transport and public realm improvements Lack of inward investment opportunities. Lack of support from local community for home zone.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP2, CP3, CP4, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM7, DM8, DM10, DM15		

<b>Policy CS1: Central Seafront Policy Area Development Principles</b> <b>Opportunity Sites: Southend Pier (CS1.1); Seaways (CS1.2); Marine Plaza (CS1.3); New Southend Museum (CS1.4)</b>			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Environment Agency	Through the continual submission and determination of planning applications. Completion of committed sites at Marine Plaza and New Museum. Application made for LGF specific to museum. Continual maintenance and investment in the Pier, including the	As Core Strategy Policies CP1, CP2, CP3, CP4, CP7, CP8. As Development Management Policy DM12.	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Outcome of screening under

	<p>installation of new digital technologies. Expansion of City Beach. Completion of committed new lagoon. Flood risk and mitigation measures. Improving connectivity from Town Centre and Central Seafront. Rationalise signage, street furniture, green grid. Upgrade the Cliffs Pavilion outdoor space. Improve traffic management, parking, walking and cycling. New frontage on the southern side of the Royals Shopping Centre. LGF funding.</p>		<p>Habitats Regulations. Lack of developer interest. Development of out of town retail and leisure attractions.</p>
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP3, CP4, CP7, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM5, DM6, DM7, DM8, DM9, DM10, DM12, DM14, DM15		

Policy CS2: Nature Conservation and Biodiversity			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Natural England	<p>Through the determination of planning applications. Project-level Habitats Regulation Assessment where necessary. Development of visitor facility close to foreshore. Provision of public open space at Pier Hill, Seaways, Eastern Esplanade.</p>	As Core Strategy Policies CP4, CP7	Outcome of screening under Habitats Regulations.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP4, CP7 <b>Development Management DPD:</b> DM6		

Policy CS3: The Waterfront			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council	<p>Through the determination of planning applications. Completion of committed new lagoon (Coastal Communities Fund). Public realm improvement. Provision of information boards/digital technology to interpret biodiversity of area.</p>	As Core Strategy Policies CP4, CP7	Lack of funding
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP4, CP7 <b>Development Management DPD:</b> DM6		

**Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles**

**Opportunity Sites: Victoria Avenue (PA8.1); Baxter Avenue (PA8.2)**

Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
<p>Southend Borough Council Public and private developers Land owners Registered Housing Provider</p>	<p>Through the continual submission and determination of planning applications. Completion of committed sites at Victoria Avenue and Carnarvon Road. Local Transport Plan 3. Recent completion of the Hive Southend Business Hub (Southend City Deal and £0.7m LGF match funding). Additional education facilities. Junction improvements at Victoria Avenue/ Fairfax Drive. Junction improvements at Victoria Avenue/ East Street/West Street (LGF funding). Junction improvements at Victoria Avenue/ Carnarvon Road (LGF funding). Junction improvements at Victoria Avenue/ Great Eastern Avenue (LGF funding). Enhancements to North Road including civic space at junction with Chelmsford Avenue. Enhancement of the Civic space on east side of Victoria Avenue/urban greening. Create mixed mode pedestrian and cycle priority route (LGF funding).</p>	<p>As Core Strategy Policies CP1, CP2, CP3, CP4, CP6, CP7, CP8.</p>	<p>Lack of funding for transport and public realm improvements Lack of inward investment opportunities. Lack of inward investment Further changes to Prior Approval or permitted development rights. Lack of interest for new office accommodation. Fragmented approach. Multiple site ownership.</p>
<p><b>Other Relevant Policies</b></p>	<p><b>Core Strategy DPD:</b> KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM9, DM10, DM13, DM15</p>		

**Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles**

Opportunity Sites: Sutton Road (PA9.1); Guildford Road (PA9.2)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Completion of committed sites at Sutton Road. Enhancements to Sutton Road – streetscape and landscape. LGF funding	As Core Strategy Policies CP1, CP2, CP3, CP4, CP6, CP8.	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Multiple site ownership.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM7, DM8, DM9, DM10, DM11, DM13, DM14, DM15		

## Appendix 1: Southend Core Strategy Policies

Core Strategy Policy KP1: Spatial Strategy	Sets out the spatial strategy for the Borough; the primary focus of regeneration and growth will be the Town Centre and Central Area, including the seafront.
Core Strategy Policy KP2: Development Principles	Sets out the ways in which new development in the Borough, including transport infrastructure, should contribute to economic, social, physical and environmental regeneration in a sustainable way, and to the regeneration of Southend's primary role within the Thames Gateway as a cultural and intellectual hub and higher education centre of excellence.
Core Strategy Policy KP3: Implementation and Resources	Makes provision for the preparation of Area Action Plans and Supplementary Planning Documents to help deliver the provisions of the Core Strategy, ensuring that development of an appropriate scale, mix and quality is brought forward in key areas of opportunity and change including the town centre and seafront.
Core Strategy Policy CP1: Employment Generating Development	Makes provision for an additional 6,500 jobs within the Town Centre and Central Area during the plan period 2001-2021.
Core Strategy Policy CP2: Town Centre and Retail Development	Promotes the development of the Town Centre, which will remain the first preference for all forms of retail development and other Town Centre uses. The Town Centre is afforded sequential preference for additional comparison and convenience floorspace.
Core Strategy Policy CP3: Transport and Accessibility	Seeks improvements to transport infrastructure and services by widening travel choice, and providing for high quality transport interchanges at Southend Victoria, Southend Central and Southend Travel Centre.
Core Strategy Policy CP4: The Environment and Urban Renaissance	Promotes sustainable development of the highest quality and innovation and excellence in design, recognising good quality urban design as a catalyst for regeneration and urban renaissance.
Core Strategy Policy CP5: Minerals and Soils Resources	Sets out the standards the Borough Council will require regarding the sustainable use of soil and mineral resources.
Core Strategy Policy CP6: Community Infrastructure	Supports improvements to existing, and the provision of new, facilities to support the needs of education, skills and lifelong learning strategies, including the Town Centre's higher education/university campus. Seeks to safeguard existing and provide for new leisure, cultural, recreation and community facilities.
Core Strategy Policy CP7: Sport, Recreation and Green Space	Promotes proposals that contribute to sports, recreation and green space facilities within the Borough for the benefit of local residents and visitors.
Core Strategy Policy CP8: Dwelling Provision	Makes provision for 2,000 net additional dwelling within the Town Centre and Central Area.



## Appendix 2 Glossary of Abbreviations

AA	Appropriate Assessment
AAP	Area Action Plan
AMR	Annual Monitoring Report
AVL	Advanced Vehicle Location
BBA	Better Bus Area
BID	Business Improvement District
c2c	Rail Operator of the London Fenchurch Street to Shoeburyness line
CAM	Central Area Masterplan
CCG	Care Commissioning Group
CCTV	Closed Circuit Television
CIRIA	Construction Industry Research and Information Association
DCLG	Department of Communities & Local Government
DFT	Department for Transport
DPD	Development Plan Document
EA	Environment Agency
ELR	Employment Land Review
FRA	Flood Risk Assessment
FWMA	Floods and Water Management Act 2010
HRA	Habitats Regulation Assessment
LDD	Local Development Document
LDS	Local Development Scheme
LEA	Local Economic Assessment
LLFA	Lead Local Flood Authority
LPA	Local Planning Authority
LSTF	Local Sustainable Transport Fund
LTP	Local Transport Plan
MSCP	Multi Storey Car Park
NHS	National Health Service
NPPF	National Planning Policy Framework
OAN	Objectively Assessed Need
PIP	Punctuality Improvement Partnership
PFRA	Preliminary Flood Risk Assessment
SAB	SUDS Approval Body
SE LEP	South East Local Enterprise Partnership
SFRA	Strategic Flood Risk Assessment
SHMA	Strategic Housing Market Assessment
SWMP	Surface Water Management Plan
TGSE	Thames Gateway South Essex

### Appendix 3 – Schedule of Existing Landmark Buildings



Adventure Island, Western Esplanade  
*(Central Seafront Policy Area)*



All Saints Church, Sutton Road  
*(outside of the SCAAP boundary)*



Central Library (former), Victoria Avenue  
*(Victoria Gateway Neighbourhood Policy Area)*



Central Museum, Victoria Avenue  
*(Victoria Gateway Neighbourhood Policy Area)*



Civic Centre, Victoria Avenue  
*(Victoria Gateway Neighbourhood Policy Area)*



Cliff Lift, Western Esplanade  
*(Central Seafront Policy Area)*



Cliffs Pavilion, Station Road  
*(Central Seafront Policy Area)*



Clifftown Church/Studios, Nelson Street  
*(Clifftown Policy Area)*





Park Inn Palace Hotel, Pier Hill  
(*Central Seafront Policy Area*)



Pier Hill Observation Tower and Lift,  
Pier Hill  
(*Central Seafront Policy Area*)



Porters, Southchurch Road  
(*outside of the SCAAP boundary*)



Prittlewell Chapel, North Road  
(*Victoria Gateway Neighbourhood  
Policy Area*)



Royal Hotel and Royal Terrace  
*(High Street and Clifftown Policy Areas)*



Seafront / Estuary  
*(Central Seafront Policy Area)*



South Essex College, Luker Road  
*(Elmer Square Policy Area)*



St John's Church, Herbert Grove  
*(Central Seafront Policy Area)*





St Mary's Church, Victoria Avenue  
*(outside of the SCAAP boundary)*



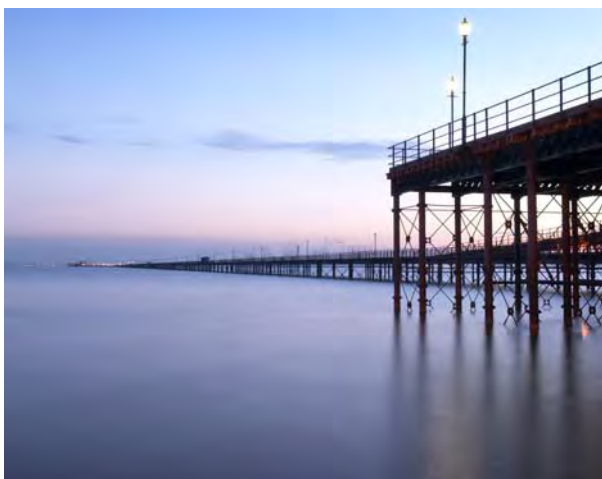
Swan Hall, Victoria Avenue  
*(Victoria Gateway Neighbourhood Policy Area)*



The Forum, Elmer Square  
*(Elmer Square Policy Area)*



The Kursaal, Eastern Esplanade  
*(Central Seafront Policy Area)*



The Pier  
*(Central Seafront Policy Area)*



University of Essex, Elmer Approach  
*(Elmer Square Policy Area)*



University of Essex, Elmer Approach  
*(Elmer Square Policy Area)*

## **Appendix 4: Flood Risk Management Technical information and Definitions**

### Flood Risk Definitions:

Flood risk zone 2 – medium risk, 1 in 1,000 to 1 in 200 annual probability

Flood risk zone 3 - high risk, 1 in 200 annual probability or more

Design flood event and flood level – based on 1 in 200 annual probability event at the end of the development's lifetime.

Extreme flood event and flood level – based on 1 in 1,000 annual probability event at the end of the development's life.

As an example, the SFRA2 predicts that within the Central Seafront Area, outside of Adventure Island, by 2110, the design and extreme maximum flood depth are approximately 1 metre and 4 metres. Adventure Island is characterised by 5m maximum flood depths under both scenarios.

Lifetime of development – assumed to be 100 years for residential, 60 years for commercial (unless circumstances indicate otherwise)

### Flood Risk Vulnerability Classification

#### Highly Vulnerable

- Emergency services
- Emergency dispersal points
- Basement dwellings

#### More Vulnerable

- Hospitals
- Residential institutions such as care homes, children's homes, and hostels
- Buildings used for: dwelling houses; student halls of residence; drinking establishments; nightclubs; and hotels
- Health services, nurseries and educational establishments



## Appendix 5: Transport, Access and Public Realm Strategy

### Transport, Access and Public Realm Strategy

In order to secure a 'step change' in Southend Central Area to achieve a modern integrated and accessible transport system that unlocks potential in opportunity sites and secures sustainable regeneration and growth, complemented by a quality, inclusive public realm, the Council will:

- Work in partnership with the **South East Local Enterprise Partnership (SELEP)** to deliver investment and improvements to the strategic road network and public realm, highlighting the importance of the A127 strategic corridor to delivering economic growth and housing, as set out in the Southend and Essex **A127 Corridor for Growth – An Economic Plan** (March 2014) .
- Continue the programme of public realm and access improvements, including a continuation of the Victoria's public realm improvement scheme at London Road, Queensway (west) and Victoria Circus, Queensway (east) (**Policy PA4**), Victoria Avenue (**Policy PA9**), and the Central Seafront Policy Area (including City Beach) (**Policy CS1**), addressing the principles established by the **Southend Streetscape Manual SPD3**.
- Continue to develop and support the cycle route network, provision of secure cycle parking and work with **Cycle Southend** in terms of promotion, marketing, Bikeability and other travel training, and the creation of cycle hubs.
- Seek to pedestrianise a number of the High Street's inter-linking access/'stub' roads and reduce the dominance of on-street parking and general vehicle circulation, creating one-way streets and 20mph zones.
- Improve the environmental quality of existing residential streets within the Central Area, particularly those to the east of the High Street, to create 'home zones' or pedestrian-priority areas that improve access and encourage walking and cycling.
- Continue to implement a quality signage and way-finding scheme for pedestrians and ensure that travel information better relay details to road users.
- Encourage the use of sustainable travel modes, ensuring that all forms of transport are equally accessible to all, through smarter choices techniques (including the promotion of a Borough-wide Smart Card ticketing system, and through the use of mobile phone technology) and mobility management measures, promoting opportunity for car sharing and the setting up of car and van clubs.
- Maintain and build upon existing bus stop improvements, real time information and bus prioritisation at signals, as well as targeted junction enhancements and highways improvement works.
- Improve public perceptions of safety within Southend Central Area particularly at night, by ensuring that street lights are maintained, CCTV is obviously sited, and public transport and taxis operate after dark to help secure a vibrant, safe evening economy.
- Work with local bus operators to further improve bus services to the town centre including evening and night time services, providing a more reliable and punctual bus service through the implementation of a Punctuality Improvement Partnership (PiP),

and improvements to the Advanced Vehicle Local (AVL) system.

- Work with train operators to achieve high levels of reliability and performance on all services, maintain and promote contra-flow inter-peak services for journeys to Southend, explore park and ride opportunities that provide quick and convenient access to the Town Centre and Central Seafront, continue active participation in the development and marketing of Station Travel Plans, and encourage pedestrian and cycle links between Southend Central and Southend Victoria Railway Stations and the Travel Centre.
- Work with taxi operators to improve the provision for taxi's at key locations to support access.
- Work with stakeholders to develop the work of the ***Ideas in Motion*** brand to encourage businesses, schools and colleges to implement managed travel plans and introduce a personalised travel planning service, and to support applications for funding.
- Seek to develop a priority route towards ***London Southend Airport***, together with corresponding junction improvements at A127 Victoria Avenue/Fairfax Drive/East Street.
- Manage car parking demand within the Southend Central Area network through a combination of measures to support the vitality and viability of the town centre and central seafront area; balance parking supply between the car parks and development sites north and south of the railway line; ensure there is no net loss of public car parking south of the central railway line.
- Improve access to car parks for vehicles and pedestrians.
- Encourage an extension to the existing VMS scheme, or updated technology, to improve information about car parking capacity within town centre car parks, direct drivers to the most convenient and accessible car park, and avoid unnecessary circulating traffic by improving access to town centre car parks from Queensway dual carriageway.
- Ensure that servicing and delivery arrangements meet the reasonable needs of businesses, and minimise their environmental impact; working with the freight industry and logistic to implement more efficient use of vehicles in terms of guidance, zoning and delivery timetables.

## Appendix 6 – Dwelling Figures for the Central Area - relationship with Core Strategy Requirements

	Core Strategy 2001 to 2021	Completed April 2001 to March 2016 (net)	Core Strategy (as adjusted 2016 to 2021)	Site Allocations (net) to be delivered by 2021*	Other commitments to be delivered by 2021	Total New Dwellings	Difference from Core Strategy (adjusted 2014 to 2021)
SCAAP	2,474	1,087	1,387	1,732	434	2,166	+779
Local Authority Area excluding SCAAP	4,026	3,694	332	To be determined	786	786	+454
All Borough (Total)	6,500	4,781	1,719	1,732	1,220	2,952	+1233

\* In relation to the amount of dwellings to be delivered via Opportunity Sites within the SCAAP area by 2021 the following assumptions have been made:

- Queensway (PA4.1): half of the site is assumed to be delivered by 2021
- Victoria Avenue (PA8.1): sites with planning permission assumed to be delivered by 2021
- Baxter Avenue (PA8.2): half of the site is assumed to be delivered by 2021
- Sutton Road (PA9.1): sites with planning permission assumed to be delivered by 2021

## Appendix 7: Replaced Saved Planning Policies<sup>16</sup>

Saved Planning Policies replaced by Southend Central Area Action Plan upon adoption

Policy/ Proposal Ref.	Policy Subject
L2	Central Seafront Area
L3	Southend Pier
C7	Shop and Commercial Frontages and Fascias
S5	Non-Retail Uses
S8	Improvements to Primary Shopping Frontages
S9	Retention of Secondary Shopping Frontages
P3a	Proposal Site: Former Gas Works Site, Eastern Esplanade
P3b	Proposal Site: Land at Burnaby Road
P3d	Proposal Site: Land West of Baltic Avenue
P3g	Proposal Site: Scrap Metal Yard, 215a North Road
P3j	Proposal Site: Industrial Uses, Roots Hall Avenue
P3k	Proposal Site: Industrial Uses between Roots Hall Avenue and Victoria Avenue
P4a	Proposal Site: Baxter Avenue
P4c	Proposal Site: Whitegate Road
P4d	Proposal Site: Pitmans Close
P4k	Proposal Site: Central Station, Clifftown Road
P5b	Proposal Site: Warrior Square (South side) and Whitegate Road (North side)
P5c	Proposal Site: Tylers Avenue and York Road
P6c	Proposal Site: Southchurch Avenue/ Marine Parade
P9b	Proposal Site: London Road
P9c	Proposal Site: Warrior Square
P9k	Proposal Site: Seaway Car Park, Queensway

<sup>16</sup> Saved planning policies were effective from 27th September 2007 - Direction under paragraph 1(3) of Schedule 9 to the Planning and Compulsory Purchase Act 2004.

## Appendix 8: Marketing Evidence

This appendix sets out requirements for applicants to produce evidence to demonstrate that A1 retail premises are no longer in demand, viable or suitable for their continued permanent authorised use.

The Council may seek independent advice, funded by the applicant at a reasonable cost, to test the veracity of any marketing exercise. This verification will assess the accuracy and robustness of the matters listed below.

In respect to Policy DS1.4(a) vacant units could include units occupied for temporary or 'flexible' uses, permitted through a temporary planning permission or under permitted development rights.

### PART A - Marketing

In relation to Policy DS1.4. the following details will be used to assess the acceptability, or otherwise, of the information submitted and any marketing undertaken.

Marketing evidence requires demonstration of an active marketing campaign for a continuous 2 year period, whilst the premises were vacant\*, which has shown to be unsuccessful.

Marketing must be through a commercial agent at a price that genuinely reflects the market value of the lawful use. It must be shown to the council's satisfaction that marketing has been unsuccessful for all relevant floorspace proposed to be lost through redevelopment or Change of Use.

Active marketing should include all of the following:

1. A visible advertisement board posted in a prominent location on site, including relevant contact information (subject to advertising consent, if required);
2. Registration of property with at least one commercial property agent and continuously advertised on the agent's website;
3. Property details and information available to enquirers on request;
4. Property marketed at a reasonable price reflecting market conditions, including in relation to use, condition, quality and location of the premises/ site;
5. Property marketed for the appropriate use or uses as defined by the relevant planning policy.

Sufficient detailed information is required to be submitted alongside any planning application to demonstrate compliance with the above criteria.

Additionally, information should be submitted regarding:

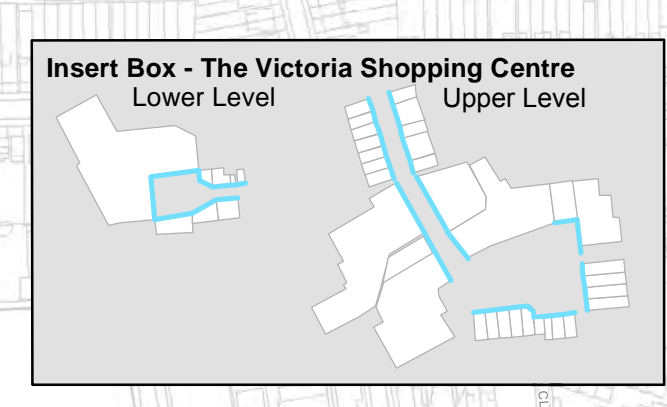
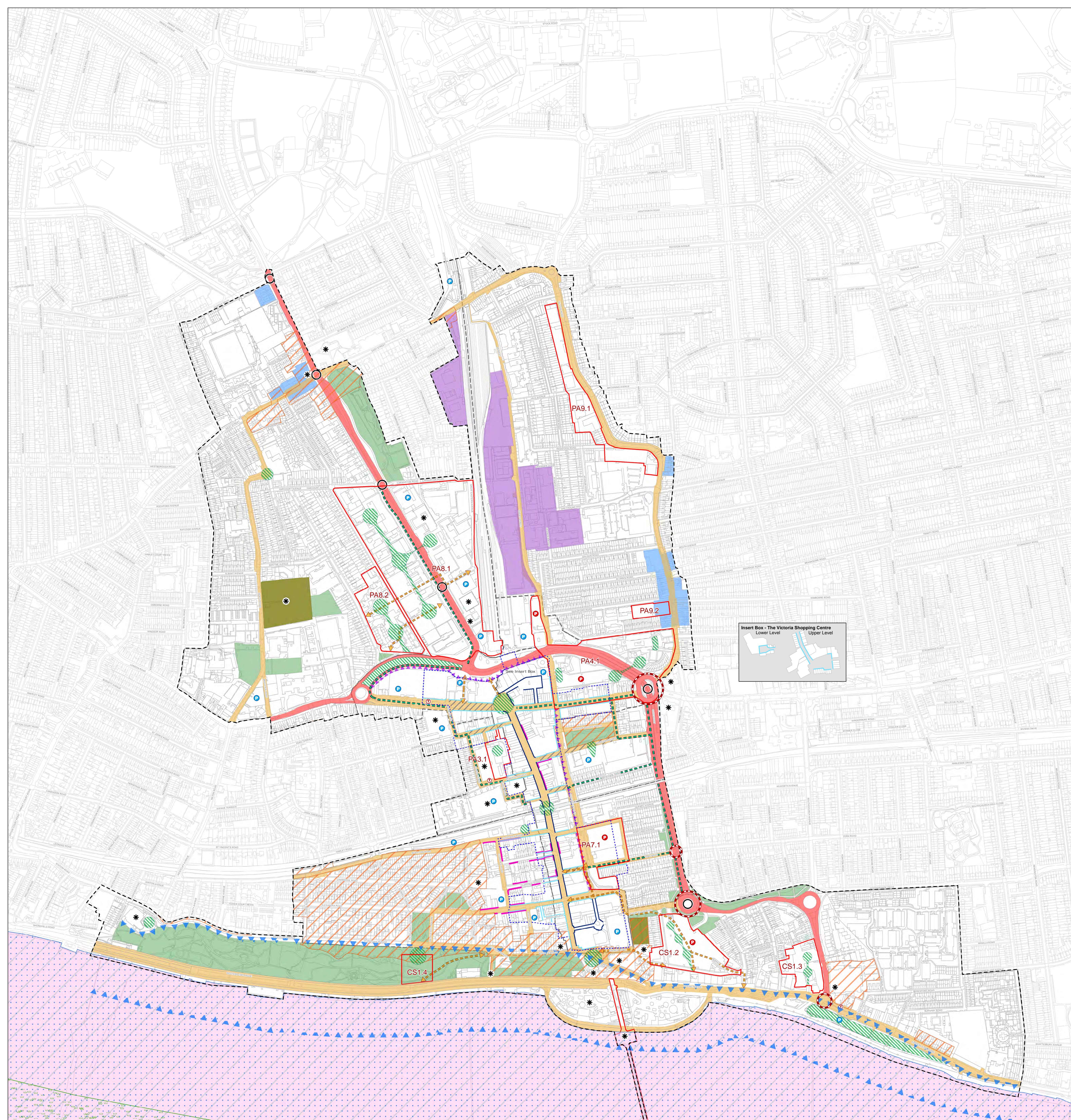
- i. the number and details of enquiries received;
- ii. the number of viewings;
- iii. the number, type, proposed uses and value of offers received;
- iv. reasons for refusal of any offer received, and/or reasons why any offers fell through;
- v. the asking price and/or rent that the site or property has been offered at, including a professional valuation from at least three agents to confirm that this is reasonable;
- vi. the length of marketing period, including dates, and

vii. the length of the vacancy period.

*\* - vacant units could include units occupied for 'meanwhile uses' or temporary uses, permitted through a temporary planning permission or under permitted development rights.*



# Southend Central Area Action Plan - Policies Map



**Southend Central Area Action Plan Policies Map**

**Southend Central Area Boundary**  
 - Southend Central Area Boundary

**Policy Area Boundaries**  
 - Policy Area Boundaries

**Site Allocations**  
 - Opportunity Site

**Employment**  
 - Employment Areas (KP1, CP1, DM10, DM11)  
 - Town Centre Primary Shopping Area (CP2, DS1)  
 - Town Centre Primary Shopping Frontages (DS1)  
 - Town Centre Secondary Shopping Frontages (DS1)  
 - Secondary Shopping Frontage - Local Centre (DM13)

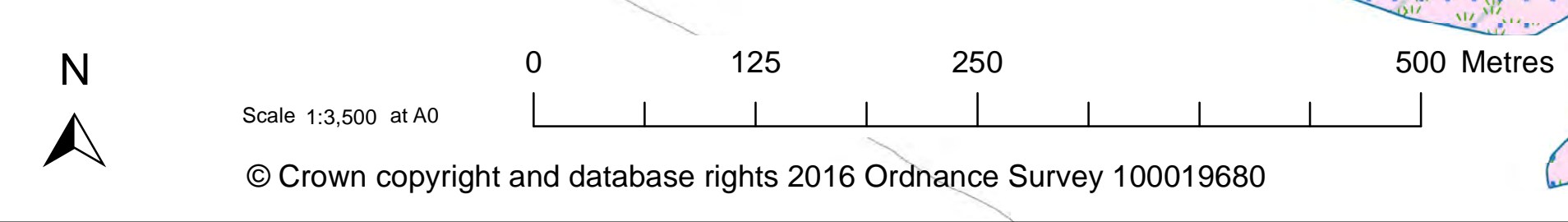
**Historic Environment**  
 - Conservation Area (KP1, CP4, DM5, PA5, PA6, PA8, CS1)  
 - Frontage of Townscape Merit (KP2, CP4, DM5, PA1, PA6)

**Townscape**  
 - Visually Active Frontage (DS5)  
 - New/Improved Open Space - Indicative Location (All Policy Areas)  
 - Seafront Landmark Area (DS3)  
 - Existing Landmark Building (DS3)  
 - Protected Green Space (KP2, CP4, CP7)  
 - Crematorium, Graveyard or Cemetery (KP2, CP4, CP7)

**Movement and Activity**  
 - Key Public Realm Improvement (All Policy Areas, DS5, CP4)  
 - New/Improved Pedestrian Links (All Policy Areas, DS5, DM15, CP3)  
 - New/Improved Pedestrian/Cycle Links (PA2, PA3, PA4, PA5, PA7)  
 - Proposed Pedestrianised Street (DS5, PA1, PA2, PA3, PA5)  
 - Improved Gateway Access for Pedestrians, Cyclists and Public Transport (DS5, CS1, PA2, PA4)  
 - Main Route Network - Crossing and Environmental Improvements (DS5, DM15, CP3)  
 - Proposed Strategic Junction Improvement (CP3, DS5, PA2, PA4, PA8, CS1)  
 - Existing Car Park (DS5)  
 - Reconfigured Car Park (DS5, PA4, PA7, CS1)  
 - Indicative Proposed Taxi Rank (DS5, PA2, CS1)

**Natural Resources**  
 - Local Nature Reserve (KP1, KP2, CP4, DM6)  
 - Ramsar (KP1, KP2, CP4, DM6, CS2)  
 - Site of Special Scientific Interest (KP1, KP2, CP4, DM6, CS2)  
 - Special Protection Area (KP1, KP2, CP4, DM6, CS2)  
 - Local Wildlife Site (KP2, CP4)

The Policies Map for the SCAAP does not include areas at risk of flooding. This information is contained within the Strategic Flood Risk Assessment and in any future advice / information provided by the Environment Agency. This approach enables flood risk data to be updated when required. Southend Borough Council and the Environment Agency can be contacted to confirm the most up to date information.



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**Southend Central Area Action Plan (SCAAP) Revised Proposed  
Submission  
Consultation Statement - Regulation 19**

**September 2016**

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- Section 2** Consultation under Regulation 19 Southend Central Area Action Plan Preferred Approach (2015)
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- Table 2: Type of Representations Received during the Consultation Period (18th December 2015 to 15<sup>th</sup> February 2016) on the Preferred Approach*
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- Section 5** Statement of Fact – details of the Preferred Approach Consultation
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- Appendix 3** Southend Central Area Action Plan Preferred Approach (2015) – Detailed Summary of Representations Received during the Consultation Period (18th December 2015 to 15<sup>th</sup> February 2016)
- Appendix 4** Southend Central Area Action Plan Preferred Approach (2015) – Detailed Summary of Workshop Comments Held on 20<sup>th</sup> and 21<sup>st</sup> January 2016
- Appendix 5** Summary of the Sustainability Appraisal for the Southend Central Area Action Plan Preferred Approach (December 2015)

## Section 1: Introduction

- 1.1 This statement has been prepared to comply with the requirements of Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulation 2012.
- 1.2 This Consultation Statement provides a summary of the representations received on the Preferred Approach version of the Southend Central Area Action Plan (SCAAP) published in November 2015.
- 1.3 The process of producing the Southend Central Area Action Plan (SCAAP) has been informed by a number of public consultation events, namely:
  - Town Centre Area Action Plan Issues and Options 2007
  - Seafront Area Action Plan Issues and options version 2007
  - Central Area Masterplan 2007
  - SCAAP Issues and Options June 2010
  - SCAAP (Superseded) Proposed Submission September 2011
  - SCAAP Preferred Approach November 2015
- 1.4 Earlier SCAAP consultation statements published in December 2015 and September 2011, available on the Council's website, summarise the representations of these earlier events: [www.southend.gov.uk/scaap](http://www.southend.gov.uk/scaap).

## Section 2: Consultation under Regulation 19 Southend Central Area Action Plan Preferred Approach (2015)

- 2.1 The Southend Central Area Action Plan (SCAAP) Preferred Approach was published so that representations could be made between 18th December 2015 and 15<sup>th</sup> February 2016. This was extremely valuable and provided the Council with a number of helpful suggestions that would then improve the plan.
- 2.2 The Preferred Approach consultation was carried out in line with the Council's adopted Statement of Community Involvement (2013) and relevant planning regulations. During the 8 week consultation the plan was publicised in the local press, the council's website [www.southend.gov.uk/scaap](http://www.southend.gov.uk/scaap) and was available to view at the Council offices and all local libraries. Consultation response forms were also available.
- 2.3 **Appendix 1** set outs the list of consultees contacted and **Appendix 2** sets out a copy of the consultation material used during the Preferred Approach publication period. **Table 1** below sets out details of the consultation methods used to engage the resident and business community in the preparation of the Preferred Approach version of the Southend Central Area Action Plan.
- 2.4 In total 33 organisations and individuals made 543 representations on the Southend Central Area Action Plan Preferred Approach. However, one such submission represented the views of over fifty businesses located within the central seafront area. Of the 543 duly made representations, 44 were considered as 'objections' to the plan and 157 supported the plan or parts of it. There were also 342 general comments. There were no 'not duly made' representations received.
- 2.5 **Table 2** below summarises the type of representations made on the Southend Central Area Action Plan Preferred Approach. A detailed summary of the 543 representations received and the Council's response to these is set out in **Appendix 3**.
- 2.6 In addition to these representations received, a further 400 comments were made by organisations and individuals on the Preferred Approach following the holding of a series of workshops as part of the consultation methods used. A number of those making comments also made written representations on the Plan.
- 2.7 The workshops were held on 20<sup>th</sup> and 21<sup>st</sup> January 2016 at Park Inn, Palace Hotel located within the plan area. The workshops sought to further engage the local business community and local residents and included a detailed look at the proposed Policy Areas as outlined in the SCAAP. Six separate sessions were held over the two days. Two each were targeted at specific groups, namely local businesses, the local community and Southend elected Members.
- 2.8 **Table 3** below summarises the type of representations made at the workshops whilst **Appendix 4** provides a detailed summary of the comments and the Council's response to these.

**Table 1: Consultation Methods (Carried out during Southend Central Area action Plan Preferred Approach Consultation)**

Method	Action Taken
Direct Consultation with Specific, General and Other Consultees including hardcopies/electronic copies of the consultation document where appropriate	Letter sent on 18 <sup>th</sup> December 2015 to all contacts on the LDF database to inform them that the SCAAP Preferred Approach consultation document was published for consultation. The database contains 700 consultees representing Specific, General and Other Consultees.
	Hard copies of the document were printed and made available on request.
	Letters and hard copies of the SCAAP Preferred Approach consultation document were sent to all of the Southend-on-Sea Borough Councillors on 18 <sup>th</sup> , 21 <sup>st</sup> December and 15 <sup>th</sup> 20 <sup>th</sup> January 2016.
	Letters were sent to all residents living within or adjacent to the Opportunity Sites set out within the SCAAP Preferred Approach version on 13 <sup>th</sup> January 2016.
	An email was sent to all of Southend-on-Sea Borough Council's Corporate Directors informing them of Consultation and requesting dedicated officer for a response. Hard Copies were supplied on request.
	An email was sent to the Southend Tourism Partnership informing them of the consultation and public workshops.
	An email was sent to the BID partnership informing them of the consultation and public workshops.
Inspection copies were made available at all of the public libraries in the Borough and at the Civic Centre	Copies of the SCAAP Preferred Approach consultation document with posters and leaflets were placed at all libraries and Council Offices on 18 <sup>th</sup> December 2015.
Publish on the Southend-on-Sea Borough Council website	The SCAAP Preferred Approach consultation document was published on the Southend-on-Sea Borough Council website with a JDi on line consultation facility and ability to download document on 18 <sup>th</sup> December 2015. Information was provided on how to obtain hard copies and/or view at deposit points.
	Leaflets produced providing advice on the on-line consultation system and left at deposit points/exhibitions.
Publication of Newsletters and/or Leaflets as appropriate	21 <sup>st</sup> December 2015 consultation leaflets were printed advertising the public consultation workshops (see below).
	Poster and Leaflets deposited at all Doctors Surgeries on 21 <sup>st</sup> December 2015 in order to potentially target some of the harder to reach groups.
	Consultation information included within the Southend Business Partnership Newsletter, January 2015, and published on the Business on Sea website.
Press Release + newspaper notice	Press Release to local papers issued 18 December 2015 and 14 January 2016. Supported by Twitter and Facebook activity.
	Advert about public consultation and information about public workshop event in Town Centre (see below) placed in local press on Friday 15 <sup>th</sup> and 22 <sup>nd</sup> January 2016 [Yellow Advertiser].
Banners	Banners placed in the Civic Centre and at The Forum (public library in the Town Centre) on 18 <sup>th</sup> December 2015.
Area Forums/ Workshops/ Presentations	Public consultation workshop in Park Inn Palace Hotel on 20 <sup>th</sup> and 21 <sup>st</sup> January 2016 to target Residents, Business and Elected Councillors.
	Informed the BID Committee on 14 <sup>th</sup> January 2016 about the SCAAP Preferred Approach document.
Community Groups	Letter sent on 18 <sup>th</sup> December 2015 to all on LDF database to inform that the SCAAP Preferred Approach consultation document is published for consultation – includes comprehensive coverage of resident / tenants / community associations and societies across the Borough.
Councillors	Local Development Framework Working Party briefed about consultation on the SCAAP Preferred Approach consultation document on 15 <sup>th</sup> September 2015.
	An email was sent to all of Southend-on-Sea Borough Council's Councillors informing them of Consultation, Drop-in Sessions and Workshops on 18 <sup>th</sup> , 21 <sup>st</sup> December 2015, with follow-up emails sent on

Method	Action Taken
	15 <sup>th</sup> and 20 <sup>th</sup> January 2016. Hard Copies were supplied on request.
	Councillor Drop-in sessions 20 <sup>th</sup> and 21 <sup>st</sup> January 2016.
Feedback form to assess effectiveness of engagement activity	<p>The Council's online system for making representations also includes an equalities feedback form.</p> <p>Document placed on the Council's website (<a href="http://www.southend.gov.uk">www.southend.gov.uk</a>) for inspection and downloading. The Borough Council encourage comments online via our E-Consultation service in order to make commenting on documents easier and straightforward.</p>

**Table 2: Summary of Representations Received during the Consultation Period (18th December 2015 and 15<sup>th</sup> February 2016) on the Preferred Approach**

Total individual respondents was 33

Southend Central Area Action Plan DPD	Support	Object	Comment	Total Responses
Section 1 - Introduction				
Question 1: SA	0	0	1	1
Question 2: Policies Map	1	1	2	4
Section 2 - Visions and Objections				
Question 3: Vision	4	1	5	10
Question 4: Strategic Objectives	16	0	4	20
Section 3 - Central Area Strategy				
Question 5: Central Area Strategy	6	0	3	9
Section 4 - Criteria Based Policies				
Question 6: <b>Policy DS1</b> Retail	10	3	25	38
Question 7: <b>Policy Options DS1a, DS1b, DS1c</b>	3	1	4	8
Question 8: Employment Section	6	0	1	7
Question 9: Housing Allocation of residential sites with planning permission	1	0	0	1
Question 10: Housing Section	8	0	7	15
Question 11: Culture, Leisure, Tourism & Recreation Section	3	2	4	9
Question 12: Historic Environment Section	7	1	6	14
Question 13: Open and Green Space section	5	0	3	8
Question 14: <b>Policy DS2:</b> Key Views	6	0	2	8
Question 15: <b>Policy DS3:</b> Landmarks and Landmark Buildings	2	2	3	7
Question 16: <b>Policy DS4:</b> Floodrisk, SuDS	2	0	5	7
Question 17: <b>Policy DS5:</b> Transport, Access, Public Realm	6	13	46	65
Question 18: Infrastructure Section	4	0	9	13
Section 5 - Policy Areas and Site Allocations				
Question 19: Site Allocation Indicative Capacity Table	0	1	0	1
Question 20: <b>Policy PA1</b> High Street	9	1	24	34
Question 21: <b>Policy PA2</b> London Road	4	4	23	31
Question 22: <b>Policy PA3</b> Elmer	3	0	7	10
Question 23: <b>Policy PA4</b> Queensway	3	0	11	14
Question 24: <b>Policy PA5</b> Warrior Sq	1	0	13	14
Question 25: <b>Policy PA6</b> Clifftown	6	2	16	24
Question 26: <b>Policy PA7</b> Tylers	2	0	16	18
Question 27: <b>Policy CS1</b> Central Seafront	22	7	45	74
Question 28: <b>Policy CS2</b> Nature Conservation & Biodiversity	1	0	3	4
Question 29: <b>Policy CS3</b> Waterfront	2	0	3	5
Question 30: <b>Policy PA8</b> Victoria Gateway	3	2	18	23
Question 31: <b>Policy PA9</b> Sutton Gateway	3	1	4	8
Section 6 - Delivery of the SCAAP				
Question 32: Phasing of Development Table	1	1	1	3
Question 33: Useful to include indicative figures for potential development in this section	1	0	0	1
Question 34: Useful to set out a series of projects and tasks for the Plan – linked to funding	1	0	0	1
Question 35: Overall approach for the Implementation Plan	1	0	1	2
Question 36: Monitoring Framework	1	0	0	1
Question 37: General Comments	3	1	27	31
<b>Total</b>	<b>157</b>	<b>44</b>	<b>342</b>	<b>543</b>

Table 3: Type of Comments Received at Workshops Held on 20<sup>th</sup> and 21<sup>st</sup> January 2016

Policy Area/Representation		PA1: High Street	PA2: London Road	PA3: Elmer Square	PA4: Queens way	PA5: Warrior Square	PA6: Clifftown	PA7: Tylers	CS1: Central Seafront	PA8: Victoria Gateway	PA9: Sutton Gateway	Total
Support/ Like	Total	<b>9</b>	<b>14</b>	<b>8</b>	<b>9</b>	<b>4</b>	<b>8</b>	<b>16</b>	<b>20</b>	<b>8</b>	<b>2</b>	<b>98</b>
	Public	6	3	8	0	3	6	10	12	7	0	55
	Business	0	4	0	2	1	1	4	7	1	0	20
	Member	3	7	0	7	0	1	2	1	0	2	23
What is Missing	Total	<b>12</b>	<b>4</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>7</b>	<b>4</b>	<b>17</b>	<b>7</b>	<b>0</b>	<b>68</b>
	Public	7	1	6	4	3	4	3	5	7	0	40
	Business	3	1	0	0	0	0	1	11	0	0	16
	Member	2	2	2	2	0	3	0	1	0	0	12
What can be Improved	Total	<b>36</b>	<b>18</b>	<b>7</b>	<b>12</b>	<b>17</b>	<b>12</b>	<b>14</b>	<b>45</b>	<b>24</b>	<b>11</b>	<b>196</b>
	Public	19	14	4	9	8	9	10	25	16	5	119
	Business	7	1	1	2	3	0	2	14	5	0	35
	Member	10	3	2	1	6	3	2	6	3	6	42
Other Issues	Total	<b>5</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>8</b>	<b>6</b>	<b>0</b>	<b>38</b>
	Public	2	4	2	4	2	3	0	8	2	0	27
	Business	0	0	0	0	0	0	1	0	3	0	4
	Member	3	1	2	0	0	0	0	0	1	0	7
Total	Total	<b>62</b>	<b>41</b>	<b>27</b>	<b>31</b>	<b>26</b>	<b>30</b>	<b>35</b>	<b>90</b>	<b>45</b>	<b>13</b>	<b>400</b>
	Public	<b>34</b>	<b>22</b>	<b>20</b>	<b>17</b>	<b>16</b>	<b>22</b>	<b>23</b>	<b>50</b>	<b>32</b>	<b>5</b>	<b>241</b>
	Business	<b>10</b>	<b>6</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>8</b>	<b>32</b>	<b>9</b>	<b>0</b>	<b>75</b>
	Member	<b>18</b>	<b>13</b>	<b>6</b>	<b>10</b>	<b>6</b>	<b>7</b>	<b>4</b>	<b>8</b>	<b>4</b>	<b>8</b>	<b>84</b>



## Section 3: Key Issues Identified

- 3.1 The following information provides a list of some of the main issues raised by the representations on the preferred approach of the Plan and each of its policy provisions as part of the consultation process, including the workshops held with the local business and resident community and elected Members. This list is not intended to be exhaustive.
- 3.2 **Appendix 3** of this report provides a summary of each duly made representation and **Appendix 4** details those comments made at the workshops.
- 3.3 **Appendices 3 and 4** also provide a summary of how the Council responded to the issues raised through consultation on the Southend Central Area Action Plan Preferred Approach.
- 3.4 The following information provides a list of some of the issues raised by the representations on each proposed policy. This list is not intended to be exhaustive. Appendix 3 of this report provides a summary of each representation made. Full comments made during the consultation on the Preferred Approach can be viewed here: <http://southend.idj-consult.net/localplan/>

### **General Approach:**

- Vision, Strategic Objectives and Strategy well supported
- Approach to employment development supported
- Residential development in central area supported
- Approach to culture, leisure, tourism, historic environment and open space generally well supported
- Concern regarding lack of emphasis in Plan on importance of tourism to Southend and the importance of the areas historic past
- Need to ensure high quality design in new developments

### **Policy DS1: Maintaining a Prosperous Retail Centre**

- Support for maintaining High Street as a prosperous sub-regional centre
- Recognition that High Street needs to adapt to changing retail patterns and be more flexible in its approach and diversity to encourage restaurants, cafes and similar uses

### **Policy DS2: Key Views**

- Policy provisions well supported

### **Policy DS3: Landmarks and Landmark Buildings**

- Provisions welcomed but also concern that places emphasis on landmark buildings rather than best quality design

### **Policy DS4: Flood Risk Management and Sustainable Drainage**

- Policy provisions welcomed
- Concerns raised regarding surface water disposal – policy changes proposed as a result

### **Policy DS5: Transport Access and Public Realm**

- Provisions for sustainable transport welcomed
- Concern that additional residential development should make adequate provision for residents car parking
- Need to maintain car parking capacity at a level that supports the vitality and viability of centre
- Problems of accessibility to centre and limited car parking provision preventing further investment in tourism facilities
- Need for additional car parking provision in central seafront tourist areas
- Congestion/poor accessibility resulting in shoppers/visitors not returning to town

- Should be like for like car parking provision on Opportunity Sites which are currently used for car parking with additional provision for development proposed on site
- Concern whether 'mixed mode' transport provision is safe
- Needs of vulnerable road users, cyclists and motor cyclists must be taken into full account
- Road safety/connectivity improvements needed through improved road crossing facilities

**Policy PA1: High Street**

- Policy provisions generally supported
- Recognition of need to improve public realm, landscaping etc to create a quality pedestrian environment
- Need to improve signage and wayfinding
- Need to improve connectivity, particularly to seafront
- Need to improve High Street offer

**Policy PA2: London Road**

- Need to improve Victoria Circus
- No retail frontage to Queensway
- Pedestrianisation generally welcomed but concerns about mobility issues

**Policy PA3: Elmer Square**

- Policy provisions welcomed

**Policy PA4: Queensway**

- Policy provisions generally welcomed
- Concerns regarding road safety and access

**Policy PA5: Warrior Square**

- Need to improve connectivity and enhance urban greening

**Policy PA6: Clifftown**

- General support for policy provisions
- Concerns raised regarding traffic movement in area
- Need for greater consideration to be given to future use of Empire Theatre site
- Need for better connectivity to railway station

**Policy PA7: Tylers**

- Support for the relocation of the Travel Centre
- Need for better connectivity and facilities at Travel Centre
- Need for improved linkages to High Street and Seafront

**Policy CS1: Central Seafront**

- Good support for policy provisions
- Concerns relating to adequacy of car parking in area to support tourism facilities and level of traffic in area
- Need for improved signage and connectivity to High Street and surrounding areas
- Need to ensure Seaway Opportunity Site provides a quality gateway to the seafront
- Concerns regarding heights of buildings in new development

**Policy CS2: Nature Conservation and Biodiversity**

- Policy wording not considered adequate –policy changes proposed

**Policy CS3: The Waterfront**

- Policy provisions generally supported

**Policy PA8: Victoria Gateway**

- Regeneration of area welcomed
- Need to make adequate provision for residential parking
- Consideration should be given to school and health needs
- Improve connectivity to High Street
- Concern regarding potential redevelopment of Roots Hall Football Ground resulting in out of town retail development to detriment of central area
- Baxter Avenue site should be allocated as Opportunity Site – now proposed to be included

**Policy PA9: Sutton Road**

- General support for regeneration of area
- Guildford Road site should be allocated as Opportunity Site – now proposed to be included

## Section 4: Consultation under Regulation 19 Southend Central Area Action Plan (Revised Proposed Submission Document )

Planning and Compulsory Purchase Act 2004 (as amended) Town and County Planning (Local Planning) Regulations 2012: Regulation 19

- 4.1 Southend-on-Sea Borough Council has prepared a Revised Proposed Submission version of the Southend Central Area Action Plan (SCAAP) as part of its Local Planning Framework, which it proposes to submit to the Secretary of State under Regulation 22 of the above Regulations.
- 4.2 The SCAAP Revised Proposed Submission updates the Preferred Approach version of the document (published December 2015), taking into account representations made and additional evidence.
- 4.3 The SCAAP (Revised Proposed Submission Document) and accompanying documents have been published in order for representations to be made prior to the submission of the Southend Central Area Action Plan to the Secretary of State for independent examination.
- 4.4 The Plan sets out detailed policies for a wide range of issues for the Central Area of the town, against which planning applications will be assessed, including shopping, housing, transport and the natural environment. It also identifies a number of Opportunity Sites for development. These will replace a number of Saved Policies from the 1994 Borough Local Plan.
- 4.5 Representations can be made during the publication period which begins on **26<sup>th</sup> October 2016** and ends on **5pm 9<sup>th</sup> December 2016**.
- 4.6 Only representations received during this consultation period will be considered. Late responses will not be accepted.
- 4.7 Representations must relate to 'soundness' and legal compliance, and should be made using the Council's online interactive consultation system, which can be found at <http://southend.jdi-consult.net/ldf/>. Alternatively, representations may be submitted using the Response Form, available on request, by the following means:
  - e-mail to [ldf@southend.gov.uk](mailto:ldf@southend.gov.uk) or
  - in writing to the Corporate Director, Department for Place, PO Box 557, Civic Centre, Victoria Avenue, Southend-on-Sea, SS2 6ZF.

## Section 5: Statement of Fact - details of the Preferred Approach Consultation

5.1 The Revised Proposed Submission Southend Central Area Action Plan, Revised Policies Map and accompanying documents, alongside a statement setting out how representations can be made, are available for inspection from **26<sup>th</sup> October 2016 to 9<sup>th</sup> December 2016** at the following locations:

- Southend Council's website: [www.southend.gov.uk/scaap](http://www.southend.gov.uk/scaap)
- Southend Borough Council Contact Centre, Civic Centre, Victoria Avenue, Southend on Sea between 8.45am and 5.15pm (Monday to Friday); and
- All Southend Libraries during normal opening hours:
  - Southend Forum, Elmer Square, Southend
  - Southchurch Library, Lifestans Way, Southend
  - Kent Elms Library, Prince Avenue, Leigh
  - Thorpedene Library, Delaware Road, Shoebury
  - Friars Library, The Renown, Shoebury
  - Westcliff Library, London Road, Westcliff
  - Leigh Library, Broadway West, Leigh

5.2 Hard copies can be purchased for **£5 by contacting the Business Intelligence Unit by telephone on 01702 215004 ext. 5408 or email [ldf@southend.gov.uk](mailto:ldf@southend.gov.uk)**

## **Appendix 1: Consultees (Preferred Approach Stage, December 2015)**

# LDF 2016 - Specific Consultees (ALL)

## Organisation

Aldi Foodstore Ltd

AMEC Environment & Infrastructure UK Ltd

Anglian Water Services

Arriva Southern Counties

Arriva Southern Counties Ltd

Asda Superstores

Barling Magna Parish Council

Basildon Borough Council

British Wind Energy Association

BUPA Wellesley Hospital

c2c Rail & National Express East Anglia

CAA Safety Regulation Group

Castle Point Borough Council

CPREssex

Dartford Borough Council

Defence Infrastructure Organisation

East of England Ambulance Service

EDF Energy

EDF Energy (Renewables)

EE

English Heritage East of England

Environment Agency

Environment Agency

Environment Agency

Essex Chambers of Commerce - South Essex Office

Essex Council Council

Essex County Council

Essex County Council

Essex County Council

## Organisation

Essex Fire & Rescue Service HQ

Essex Police

Essex Police

Essex Police Community Safety Dept

Essex Police, Headquarters

Essex Wildlife Trust

First Essex Buses Ltd

Foulness Parish Council

Friends, Families & Travellers & Travellers Law Reform Project Community Base

Great Wakering Parish Council

Guide Dogs for the Blind Association

H M Customs & Excise

Highways Agency

Highways Agency (Network Strategy)

Highways England

Historic England

Hockley Parish Council

Leigh Town Council

London Southend Airport

MOA (Mobile Operators Association)

National Grid

Natural England

Natural England Consultation Service

NHS England, Essex Area Team,

Planning Potential on behalf of Aldi Stores Ltd

Public Health

QinetiQ

Resident Association Watch

Rochford District Council

Rochford Parish Council

South East Local Enterprise Partnership

Southend University Hospital NHS Foundation Trust

SPORT ENGLAND

The Draughtsman



## Organisation

The National Federation of Gypsy Liaison Groups

The National Trust

The Planning Inspectorate

The Society for the Protection of Ancient Buildings

Three

Thurrock Council

Thurrock Unitary Council

Town Centre Partnership

Traveller Law Reform

UK Power Network

University of Essex

Vodafone and O2

# LDF - General Consultees (ALL)

## Organisation

A W Squier Ltd

AC Taxis

Age Concern

Arriva Southern Counties Ltd

Association of Jewish Refugees

Barton Wilmore

Belfairs Gardens Residents Association

Belfairs Gardens Residents Association

Braintree District Council

BRE Global

Brentwood Borough Council

British Hardware Federation

British Horse Society

Burges Estate Residents Association (BERA)

Bus & Rail User Group

c2c Rail

Campaign to Protect Rural Essex (CPREssex)

Canewdon Parish Council

Chalkwell Ward Residents Association

Chart Plan (2004) Ltd

Chelmsford Borough Council

COBRA (Coalition of Borough Residents Associations)

Conservation Association Westcliff Seaboard

County Hotel

CPRE Southend Area

Crest Nicholson

Crime Prevention Panel (Leigh)

Crown Estate Office

## Organisation

Cycling Touring Club (CTC)

Darby & Joan Organisation

DIAL Southend

English Sports Council (East)

Essex & Suffolk Water

Essex Amphibian & Reptile Group

Essex Badger Protection Group

Essex Biodiversity Project

Essex Bridleways Association

Essex Racial Equality Council

Essex Wildlife Trust

Essex Wildlife Trust - Southend and Rochford Group

Estuary Housing Association

Ethnic Minority Forum

Federation of Small Businesses

Fusion Online Ltd

GreenKeeper

Hamlet Court Road Business Association

Hamlet Court Road Business Association

Hanson Quarry Products

Harlow District Council

Hawkwell Parish Council

Heaton Planning

Herbert Grove Residents Association

Hindu Association (Southend & District)

Hobbs Parker

Home Builders Federation (HBF)

Horse Owners and Riders (SE Essex)

Hullbridge Parish Council

Iceni Projects

Iceni Projects Ltd

Iceni Projects Ltd

Indigo Planning

IPECO

## Organisation

J.C Gibb Chartered Surveyors

Januarys

John Grooms Association

Kent County Council

Lambert Smith Hampton

Lancashire Digital Technology Centre

Landmark Town Planning Group

Leigh Cliff Association

Leigh Seafront Action Group

Leigh Society

Leigh Traders Association

Leigh-on-Sea Crime Prevention Panel

Lidl UK Ltd

Maldon District Council

Milton Community Partnership

Milton Conservation Society

Milton Conservation Society

Moat Homes

National Express East Anglia

National Federation for the Blind

National Rivers Authority Anglian Region

Network Rail (Town Planning Team)

Network Rail Property

NIBS

North Crescent & Feeches Rd Residents Association

Older Peoples Federation

Olympus KeyMed

OPA

Paglesham Parish Council

Parklife

Pebbles 1

Persimmon Homes (Essex) Ltd

Peter Harris Associates

Phase 2 Planning and Development

## Organisation

Planning Perspectives LLP

Planning Perspectives LLP

Planning Perspectives LLP

Planning Potential

Planware Ltd

Port of London Authority

Powergen Plc

Prospects College

Qinetiq

Ramblers Association (Southend Unitary Authority)

Rayleigh Town Council

Residents Association of Westborough (RAW)

RIBA South East Chapter

Royal Association For Deaf People (RAD)

Royal Bank of Scotland (RBS)

Royal Mail Group Property

Royal National Lifeboat Institution - Southend Branch

SAEN

Sanctuary Group

Shoebury Residents Association

Shoebury Society

Shoebury Traders Association

Smart Planning Ltd

Smart Planning Ltd

Society for the Protection of Undercliff Gardens

SOS Domestic Abuse Projects

South East Essex Archaeological Society

South East Essex Archaeological and Historical Society

South East Essex College

South East Essex Friends of the Earth

South Essex Area Health Authority

South Essex Natural History Society

South Westcliff Community Group

Southend & District Aid Society

## Organisation

Southend & District Pensioners Campaign

Southend & Leigh Fishermans Association

Southend & Surrounds Cycling Campaign

Southend Adult Community College

Southend and Westcliff Hebrew Congregation

Southend Animal Aid

Southend Area Bus Users Group

Southend Association of Voluntary Services

Southend Blind Welfare Organisation

Southend Hospital NHS Trust

Southend Islamic Trust

Southend Mencap

Southend Mind

Southend Ornithological Group

Southend Primary Care Trust (PCT)

Southend Properties (Guernsey) Ltd

Southend Sports Council & Southend Wheelers Cycling Club

Southend Taxi Drivers Association

Southend Tenants and Residents Federation

Southend Town Centre Business Group

Southend University Hospital

Southend Wheelers

Southend YMCA

Southend Youth Council

Southend-on-Sea Arts Council

Southend-on-Sea Guild of Help and Citizens Advice Bureau

Southend-on-Sea Sports Council

Sport England East

SSA Planning

St. Matthew's Christian Spiritualist Church (1999) Ltd.

Stambridge Parish Council

Stephensons of Essex

Stewart Ross Associates

Stock Woolstencroft Architecture and Urbanism

## Organisation

Stockdale Group of Companies

Strutt and Parker

SUSTRANS Essex

Sutton Parish Council

Tarmac Southern Ltd

Tattersall Gardens Residents Group

Tendring District Council

Terence O'Rourke

Tesco Stores Ltd

Tetlow King Planning

Thames Gateway South Essex Partnership Ltd

Thames Water Property Services

The Guinness Trust

The Planning & Development Partnership

The Planning Bureau Ltd

The Salvation Army Leigh on Sea

The Southend Pier Museum Trust Ltd

The Southend Society

The Theatres Trust

The Victoria Shopping Centre

Tolhurst House Residents Association

Trust Links

University of Essex Southend

University of Essex Southend

Uttlesford District Council, Planning Department

Waitrose Ltd

West Leigh Residents Association

West Leigh Residents Association

Westborough Neighbourhood Action Panel

Westcliff & Leigh Neighbourhood Watch

**Appendix 2: Copy of Southend Central Area Action Plan Preferred Approach (December 2015) Consultation Material**

***To be inserted – Please refer to Table 1 above for Consultation Methods carried out during SCAAP Preferred Approach Consultation***





## Appendix 3: Southend Central Area Action Plan Preferred Approach (2015) – Detailed Summary of Representations Received During the Consultation Period (18th December 2015 to 15<sup>th</sup> February 2016)

The below provides a summary of each representation made on the Preferred Approach version of the Southend Central Area Acton Plan (SCAAP). Full submissions made during the consultation can be viewed on the Councils website.

### SCAAP – Representations for SCAAP Preferred Approach

Policy, Para, Section, or Question	Respondent (Name) [No]	Rep No	Object/Support	Summary of Representation	Response to Representation
<b>Part A: The Plan and its Context</b>					
<b>Sustainability Appraisal</b>					
Question 1: Sustainability Appraisal	Belfairs Garden Residents Association (Barbara Armitage) [511]	2330	Comment	Sustainability information not available	The SA was made available for public comment as an integral part of the SCAAP consultation process.
<b>Policies Map</b>					
Question 2: Policies Map	Essex Chambers of Commerce (Mr John Dallaway) [452]	1935	Support	Support the Policies map as set out	Noted.
Question 2: Policies Map	The Cooperative Group (Mr A Thompson) [473]	1974	Object	The Co-operative Group would wish to see the inclusion of land at 53-57 Sutton Road Southend within the SCAAP as an additional Opportunity Site.	The Council is considering inclusion of this site as an opportunity site. This will be assessed against information supplied by the owners of the site to demonstrate that development is deliverable by 2021.

Question 2: Policies Map	Burges Estate Residents Association [176]	1992	Comment	There is nothing in the document which justifies the Policies Map boundaries and they do seem somewhat arbitrary with the inclusion of vast swathes of residential areas which are unlikely to be the subject of significant change in the plan timescale. Large parts of areas of Victoria Gateway, Sutton Gateway and Kursaal estate are examples. On the other hand I would draw attention to the exclusion of St Marys Church from the Victoria area. The church and the adjoining properties on the corner of this important intersection are key elements in any junction improvement and should be included.	The SCAAP boundary has evolved through consultation and evidence, including the Central Area Masterplan, as well as previous versions of the SCAAP. St Marys Church is referenced in Policy DS2 – Key views, and Policy DS3 – Landmarks and Landmark Buildings, and therefore these policies will be taken into account in respect to any proposals that may impact upon it.
Question 2: Policies Map	Capita Property Infrastructure On behalf of Genesis Housing [465]	2030	Comment	The SCAAP preferred approach is supported. However, Capita P&I and Genesis consider that the OS11 site does not extend far enough, and that the adjacent Genesis site at Baxter Avenue should be incorporated within the OS11 site boundary. There are several reasons as to why, these are all explored in the supporting document. These considerations are: <ul style="list-style-type: none"> <li>• The overall shortfall in housing supply and how the development of the site can help deliver the target;</li> <li>• The policy compliance of the proposal;</li> <li>• The removal of low quality housing;</li> <li>• Given the area of the site, a coherent regeneration masterplan approach should be adopted in accordance with OS11;</li> <li>• The site is well positioned on an access vista and therefore well located for a housing led regeneration initiative.</li> </ul> The site is available, achievable and deliverable. The redevelopment of the site would allow for the residential density of the site to be optimised, whilst also providing a quality mixed use development with active frontages.	The Council is considering inclusion of this site as an opportunity site. This will be assessed against information supplied by the owners of the site to demonstrate that development is deliverable by 2021.
<b>Vision</b>					
Question 3: Vision	Essex Chambers of Commerce (Mr John Dallaway) [452]	1936	Support	Support the proposed vision as set out	Noted.

Question 3: Vision	Burges Estate Residents Association [176]	1993	Comment	I have no problem with the Vision put forward for the centre, but I would question the rationale when it states that the regeneration of the centre will be led by the Uni campus. I have seen nothing in the document or elsewhere to suggest that the scale of activity, investment, etc. by the University would be such as to lead the way.	Noted, the rationale will not be included in the final version of the Plan. Growth of the university is regarded as one of the key elements which will lead to the successful regeneration of the town centre, as recognised by the Core Strategy DPD (Policy KP1).
Question 3: Vision	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2047	Support	Support the aspiration for Southend to be a City by the Sea and be a prosperous, vibrant, safe, thriving regional Centre as the cultural hub within the Thames Gateway and a great place to live, work and visit.	Noted.
Question 3: Vision	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2048	Comment	Would argue that in relation to the Strategic Vision the Sea is what gives Southend its Unique Selling Point (USP) and this needs to be a key theme in relation to future planning policy supporting the continued growth, regeneration and reinvestment.	Noted.
Question 3: Vision	Southend Bid (Mr S Kearney) [496]	2149	Support	Support the aspiration for Southend to be a City by the Sea and be a prosperous, vibrant, safe, thriving regional Centre as the cultural hub within the Thames Gateway and a great place to live, work and visit.	Noted.

Question 3: Vision	Southend Bid (Mr S Kearney) [496]	2150	Comment	Would argue that in relation to the Strategic Vision the Sea is what gives Southend its Unique Selling Point (USP) and these need to be a key theme in relation to future planning policy supporting the continued growth, regeneration and reinvestment.	Noted.
Question 3: Vision	Southend Bid (Mr S Kearney) [496]	2238	Support	Southend BID received a 100% consultation responses having sent the Pro Forma out to 50 plus business consultees. The results of these can also be found in the tables in Appendix 4. Overwhelmingly the business consultees supported the SCAAP aspiration for Southend to be a prosperous, vibrant, safe cultural hub and City by the Sea. 94% of respondents supported that. In relation to the SCAAP's aspirational growth in homes in the Central Area 74% of the consultees supports the Councils vision. In relation to the job growth within the SCAAP area 90% of the respondents supported the Councils aspiration.	Noted
Question 3: Vision	Belfairs Garden Residents Association (Barbara Armitage) [511]	2331	Comment	The vision is too vague to make a judgement. This 2015 document only mentions people as categories. It mentions building on car parks and creating more precincts without any consideration of how people of all ages and abilities including elderly and/or disabled, (blind, deaf, restricted mobility, learning disabled) mums with children and buggies are going to access and move in this changed and regenerated town centre or how it will cater for all kinds of visitors. Where is the statement of Equality duty?	The vision is considered to be an appropriate statement of what the Borough Council wishes to achieve in the central area of the town. Details of movement and function are contained in the policy provisions of the Plan. An Equalities Impact Assessment will be carried out for the Proposed Submission version of the Plan.
Question 3: Vision	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	2360	Object	We do not agree with the vision of Southend as a "City by the Sea". We resent the amount of public money being spent on Bids to become a City. There is no evidence that the residents desire this status or indeed that Her Majesty would be inclined to support it. The image of the town already attracts over 6 million visitors a year, and it will always be perceived as a 'down market seaside resort' . What needs changing is the economy. More well paid jobs in modern hi-tech industries. This we believe is planned	The vision sets out the Council's long term view and aspirations for the central area of the town. This is considered to be an ambitious and appropriate vision to work towards in the interests of improving the vitality and viability of the area. No changes proposed.

Question 3: Vision	Historic England (Dr Natalie Gates) [514]	2398	Comment	We would suggest that the issue of heritage is translated into the vision (paragraph 25) through this addition: "As a prosperous and thriving regional centre with a rich heritage, it will be an area..."	Noted. It is accepted that the vision does not make reference to heritage which is vitally important to the central area. <i>It is therefore proposed that the words 'heritage and' be added after the words 'rich in'. The vision in paragraph 25 would then read 'Our vision for Southend Central Area, which includes the Town Centre and Central Seafront Area, is for it to be a City by the Sea. As a prosperous and thriving regional centre <u>and resort</u>, it will be an area that is vibrant, safe and hospitable, rich in <u>heritage</u>, commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips, overnight and longer stays.'</i>
<b>Strategic Objectives</b>					
Question 4: Strategic Objectives	Essex Chambers of Commerce (Mr John Dallaway) [452]	1937	Support	Support the Strategic Objectives as set out in the document	Noted.
Question 4: Strategic Objectives	Burges Estate Residents Association [176]	1994	Comment	Similarly I have no problem with the Strategic objectives with the exception of one fundamental addition. All efforts to promote design excellence, quality developments and use of sustainable materials will be for nothing without continuing effective maintenance and upkeep. Where the Council has the opportunity and that is especially work in the public realm, routine and timely maintenance to retain the intrinsic value of the work is essential. The designs of today are our heritage of tomorrow.	Noted.

Question 4: Strategic Objectives	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2054</b>	<b>Support</b>	Support the improvements to the transformation on economic, vitality, viability and diversity of Southend Central Area and the encouragement of a wide range of homes, businesses and retail. It would also support the opportunity for additional learning, recreation and leisure.	Noted.
Question 4: Strategic Objectives	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2055</b>	<b>Support</b>	Support the Councils aspiration for design excellence and good quality development proposals and significant public realm improvements to reinforce the sense of place to compliment the new and existing infrastructure and townscape of the Central Area.	Noted.

Question 4: Strategic Objectives	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2056</b>	<b>Support</b>	Supports the Councils aspiration to establish Southend as low carbon City providing that it doesn't have any adverse impact in terms of access, connectivity and parking allocations within the Central Area.	<b>Noted.</b>
Question 4: Strategic Objectives	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2057</b>	<b>Support</b>	Support the improvement to accessibility and the further encouragement of sustainable modes of transport.	<b>Noted.</b>



Question 4: Strategic Objectives	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2069	Support	Support the Council in their aspiration to (i) improve Competitive Performance (ii) Reduce the cost base (iii) Diversify away from retail uses (iv) grow the local economy and/or population, which is a strong theme in the preferred option principle. Recognise that the High Street should be a social place that makes creative use of public space with a vibrant evening economy.	Noted.
Question 4: Strategic Objectives	Southend Bid (Mr S Kearney) [496]	2156	Support	Support the improvements to the transformation on economic, vitality, viability and diversity of Southend Central Area and the encouragement of a wide range of homes, businesses and retail. It would also support the opportunity for additional learning, recreation and leisure.	Noted.
Question 4: Strategic Objectives	Southend Bid (Mr S Kearney) [496]	2157	Support	Support the Councils aspiration for design excellence and good quality development proposals and significant public realm improvements to reinforce the sense of place to compliment the new and existing infrastructure and townscape of the Central Area.	Noted.
Question 4: Strategic Objectives	Southend Bid (Mr S Kearney) [496]	2158	Support	Supports the Councils aspiration to establish Southend as low carbon City providing that it doesn't have any adverse impact in terms of access, connectivity and parking allocations within the Central Area.	Noted.
Question 4: Strategic Objectives	Southend Bid (Mr S Kearney) [496]	2159	Support	Support the improvement to accessibility and the further encouragement of sustainable modes of transport.	Noted.
Question 4: Strategic Objectives	Southend Bid (Mr S Kearney) [496]	2171	Support	Support the Council in their aspiration to (i) improve Competitive Performance (ii) Reduce the cost base (iii) Diversify away from retail uses (iv) grow the local economy and/or population, which is a strong theme in the preferred option principle. Recognises that the High Street should be a social place that makes creative use of public space with a vibrant evening economy	Noted.

Question 4: Strategic Objectives	Southend Bid (Mr S Kearney) [496]	<b>2239</b>	<b>Support</b>	Southend BID received a 100% consultation responses having sent the Pro Forma out to 50 plus business consultees. The results of these can also be found in the tables in Appendix 4. Overwhelmingly the business consultees supported the SCAAP aspiration for Southend to be a prosperous, vibrant, safe cultural hub and City by the Sea. 94% of respondents supported that. In relation to the SCAAP's aspirational growth in homes in the Central Area 74% of the consultees supports the Councils vision. In relation to the job growth within the SCAAP area 90% of the respondents supported the Councils aspiration.	Noted
Question 4: Strategic Objectives	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	<b>2471</b>	<b>Comment</b>	A number of strategic objectives are set out within the SCAAP which include improving and transforming the economic vitality, viability and diversity of Southend Central Area by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for learning, recreation and leisure. We suggest that a further strategic objective be included that seeks to maintain and protect existing shops and town centre uses in the Southend Central Area.	Strategic Objective 1 seeks to improve and diversify the town centre to ensure its future economic vitality and viability. To protect existing shops and other uses per se is not considered appropriate if a flexible approach to the future development of the central area is to be achieved. No changes are proposed.
Question 4: Strategic Objectives	Bowhill Planning Partnership (Anthony Bowhill) [474]	<b>2321</b>	<b>Support</b>	Objective 1 - Currently the High Street is run-down. This is partly due to the recession (2008-2014) but more fundamentally to the restricted hinterland of The Centre which only has two main sides. This means that the shopping draw is limited as testified by the growing number of vacancies. Thus a wider range of uses in the High Street providing diversity and assisting viability and vitality is to be welcomed. I, therefore support Objective 1 with its emphasis on "a wider range of..." which would help to increase the draw of the shopping centre.	Noted.
Question 4: Strategic Objectives	Bowhill Planning Partnership (Anthony Bowhill) [474]	<b>2322</b>	<b>Support</b>	Objective 8 is welcomed by bringing more people into the centre to live who will be able to supports its vitality.	Noted.

Question 4: Strategic Objectives	Belfairs Garden Residents Association (Barbara Armitage) [511]	2332	Comment	Too generalised for comment.	The strategic objectives set out the main direction for the Plan. The details are contained within its policy provisions.
Question 4: Strategic Objectives	Historic England (Dr Natalie Gates) [514]	2397	Support	Welcome the identification of Southend's heritage in the context and issues (paragraph15) and its inclusion as Strategic Objective 7.	Noted
Question 4: Strategic Objectives	Environment Agency (Miss Lizzie Griffiths) [334]	2419	Comment	Strategic Planning Context We are pleased that Flood Risk Management and Sustainable Drainage is included within the Context and Issues for the Southend Central Area, and in particular, that reference is made to the key challenge of addressing climate change. This section discusses the risk of tidal flooding to the Borough, although it should be noticed that there are other sources of flood risk which will need to be considered too.	Noted, additional text will be included in Issues I of 'Context and Issues for the Southend Central Area' to outline that the SCAAP area is also susceptible to surface water flooding as follows: <b><i>'Southend has been identified by the Environment Agency as susceptible to local <u>surface water</u> flooding under conditions of extreme rainfall.'</i></b>
Question 4: Strategic Objectives	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	2361	Support	Yes we agree	Noted.

#### Part B: Development Strategy

#### Central Area Strategy

Question 5: Central Area Strategy	Essex Chambers of Commerce (Mr John Dallaway) [452]	1938	Support	Agree with the proposed Central Area Strategy as set out	Noted.
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Question 5: Central Area Strategy	Mr Michael Davies [493]	<b>2036</b>	<b>Comment</b>	An important question is- Will current and future generations thank us for the new plans in years to come? High-rise developments like these may be typical of a large city, but I'm not sure that many residents of Southend want to live in a 'City by the sea'. I think they'd want Southend to retain some of its 'seaside town' charm. London is only an hour's train ride away; let's keep it that way, and not let London engulf the area. A vibrant, but charming town is the best thing to aim for, in my view.	Noted. The Plan puts in place a number of policy provisions to protect the central areas heritage assets and the character and setting of the area. Furthermore, Policy DM4 of the Development Management Document sets out provision for managing tall and large buildings. No changes are proposed.
Question 5: Central Area Strategy	Mr Michael Davies [493]	<b>2039</b>	<b>Comment</b>	Have the Council considered a Park & Ride for Southend, to ease the long traffic queues along the A127 at busy times? It works well in Chelmsford and other towns.	Park and Ride schemes have been considered a number of times in recent years but have not been considered feasible given the limited land available and linear peninsula geography of the town. The provision of Park and Ride would only be feasible outside the SCAAP boundaries. Such options will be kept under review as part of the on-going Local Transport Plan provisions and development of the Southend Local Plan. No changes are proposed.
Question 5: Central Area Strategy	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2070</b>	<b>Support</b>	Support the Council in their aspiration to (i) improve Competitive Performance (ii) Reduce the cost base (iii) Diversify away from retail uses (iv) grow the local economy and/or population, which is a strong theme in the preferred option principle. Recognise that the High Street should be a social place that makes creative use of public space with a vibrant evening economy.	Noted.
Question 5: Central Area Strategy	Southend Bid (Mr S Kearney) [496]	<b>2172</b>	<b>Support</b>	Support the Council in their aspiration to (i) improve Competitive Performance (ii) Reduce the cost base (iii) Diversify away from retail uses (iv) grow the local economy and/or population, which is a strong theme in the preferred option principle. Recognises that the High Street should be a social place that makes creative use of public space with a vibrant evening economy	Noted.

Question 5: Central Area Strategy	Southend Bid (Mr S Kearney) [496]	<b>2240</b>	<b>Support</b>	Southend BID received a 100% consultation responses having sent the Pro Forma out to 50 plus business consultees. The results of these can also be found in the tables in Appendix 4. Overwhelmingly the business consultees supported the SCAAP aspiration for Southend to be a prosperous, vibrant, safe cultural hub and City by the Sea. 94% of respondents supported that. In relation to the SCAAP's aspirational growth in homes in the Central Area 74% of the consultees supports the Councils vision. In relation to the job growth within the SCAAP area 90% of the respondents supported the Councils aspiration.	Noted
Question 5: Central Area Strategy	Bowhill Planning Partnership (Anthony Bowhill) [474]	<b>2323</b>	<b>Support</b>	The Strategy is supported and every effort should be made to bring forward various identified sites particularly for new residential	Noted.
Question 5: Central Area Strategy	Belfairs Garden Residents Association (Barbara Armitage) [511]	<b>2333</b>	<b>Comment</b>	Too broad to comment	The central area strategy is a broad statement of what the Plan is trying to achieve.
Question 5: Central Area Strategy	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	<b>2362</b>	<b>Support</b>	Yes we agree	Noted.

#### Criteria Based Policies

#### Maintaining a Prosperous Retail Centre – Policy DS1

Question 6; Policy DS1	Essex Chambers of Commerce (Mr John Dallaway) [452]	<b>1939</b>	<b>Support</b>	Agree with the proposed approach to maintaining a prosperous retail centre	Noted.
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Question 6; Policy DS1	Mr Jason Pilley [469]	1965	Comment	I would like to make the comment that attempting to move shops out of the High Street towards outlying areas of the town would be a bad idea on many levels. For one thing it would increase people's reliance on cars, which isn't just environmentally unsound but is also an example of poor land-use planning, we ought to be making it easier for people to get to shops, not harder; we ought to be building up a strong central community, not dissipating it.	Policy DS1 makes no provision for out of centre retail. Wider retail policy for the Borough is set out within the adopted Core Strategy within the framework of which the SCAAP has been prepared. Retail development outside the SCAAP area will be considered against the adopted Core Strategy and national planning policy. These contain a town centre first approach to retail and other town centre proposals. Significant out of town retail development proposals will have to satisfy a sequential test (i.e. looking at town centre sites first) and be subject to an impact assessment.
Question 6; Policy DS1	Mr Jason Pilley [469]	1966	Comment	The character and soul and reputation of towns and cities are determined by their centre, not by their outskirts. A High Street full of pawn shops and cheapo stores and closed-down restaurants won't be doing anyone any favours	See comments in relation to Rep 1965
Question 6; Policy DS1	Burges Estates Residents Association [176]	1995	Comment	Maintaining a prosperous retail centre begs the question as to how prosperity is measured. Does the retail turnover statistics for the centre show a level of prosperity that is considered adequate since the policy options seek only to maintain the current prosperity not improve or enhance it? Anecdotal evidence suggests otherwise with vast sums of disposable income from Southend residents increasingly spent at Bluewater, Lakeside, Westfield and even Chelmsford as Southend has slowly declined with many poor quality, here today gone tomorrow, shops.	Noted, it is proposed to remove the word 'maintaining' from the title of Policy DS1 and to amend this to read ' <b>A Prosperous Retail Centre</b> '.
Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2044	Comment	Based on various research and commissioned reports there is substantive evidence to indicate that the High Street is mainly singular, and due to change in customer expectations and behaviour the type of High Street is no longer viable.	Policy PA1 provides for a flexible approach to the future development of the High Street incorporating mixed use development and public realm improvements that contribute to the vitality and viability of the centre. Furthermore, Policy DS1 allows for a greater mix of town centres uses, such as cafes and restaurants. No changes are proposed.

Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2045	Comment	Support the Council's view that spatially the High Street and connections to the seafront are an inappropriate configuration for regeneration and commercial vitality.	Noted.
Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2046	Support	Support idea of the Central Seafront Area achieving a compact defined prime retail core in the Town Centre with a mixture of uses and peripheral areas made over to complimentary uses and in particular support the intensification of the growth of housing in the Central Area.	Noted.
Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2059	Support	Recognise the importance of the Town Centre in viability and vitality terms and the need to enhance the existing markets where appropriate and introduce and create new markets.	Noted.

Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2062	Comment	High Streets Adapting for Change (RICS) introduces the Governments recognition that our High Streets have to offer something new and different that neither the shopping centres nor the internet can match. They need to offer an experience that goes beyond retail and they need to be a destination for the socialising culture, health, well being, creativity and learning. Offices alongside shops, alongside housing, alongside eateries.	Noted. The Plan seeks to achieve this.
Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2065	Comment	Changes in consumer behaviour, the growth in car ownership and its impact on accessibility of in and out of Town Centre shopping are reasonably well understood. This is particularly likely to be an issue should the Council grant the Fossetts Farm application to subsequently increase a retail offer in an out of town centre location.	Noted.
Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2067	Comment	The growth of out of town shopping centre has been widely blamed for Town Centre decline and planning policies have attempted to restrict this growth, which the Stockvale Group wish to see reflected in the Council's determination of planning applications at Fossetts Farm. (The outcome of Planning Applications for extensive retail at Fossetts Farm will determine the value of the Council progressing the SCAAP process. If Fossetts Farm retail development is approved the Stockvale Group feel the SCAAPs aspirations will be undeliverable.	The Fossetts Farm proposals are located outside the SCAAP boundary. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact was taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study). Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy provisions and require a further retail impact assessment. No changes are proposed.



Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2071</b>	<b>Support</b>	Support the Council in their aspiration to (i) improve Competitive Performance (ii) Reduce the cost base (iii) Diversify away from retail uses (iv) grow the local economy and/or population, which is a strong theme in the preferred option principle. Recognise that the High Street should be a social place that makes creative use of public space with a vibrant evening economy.	Noted.
Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2073</b>	<b>Comment</b>	Given that there is a shortage of housing and surplus retail property, there is no doubt that conversion to residential use should form part of the future of the Town Centre.	Noted. The Plan seeks to achieve this. In relation to ground floor conversion, this would be outside of designated shopping frontage and in accordance with national policy.
Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2075</b>	<b>Comment</b>	SCAAP should be seeking diversification of some of the retail uses on the ground floor as conversion to residential uses, providing attractive exit strategies for the asset managers and investors. This needs careful consideration in terms of how spatially to organise the retail uses	Policy DS1 seeks to protect retail and town centre uses on the ground floor in identified shopping areas in order to maintain the vitality and viability of the centre. No changes are proposed.

Question 6; Policy DS1	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2077	Comment	Many of our High Streets have been shaped by their past; however they are now trapped in their current configurations and often in poor shape to face the future. In relation to Southend on Sea, this is certainly the case. The High Street in particular has a linearity with no social space for congregation, interaction and the alternative commercial uses that would reactivate these spaces such as cafes, coffee shops, office space and importantly a high intensification of residential uses both at ground level and above The SCAAP and the Stockvale Group recognise that the High Street in particular requires a restructuring on a significant scale.	The SCAAP recognises the need to enhance and broaden the offer in the High Street and seeks to do this by providing a more flexible approach in the determination of planning applications to encourage a mix of retail, cafe and restaurant uses. The Plan also seeks to enhance and promote new public spaces within the centre. No changes are proposed.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	2145	Comment	Based on various research and commissioned reports there is substantive evidence to indicate that the High Street is mainly a singular and due to change in customer expectations and behaviour the type of High Street is no longer viable.	Policy PA1 provides for an approach to the future development of the High Street that incorporates mixed use development and public realm improvements that contribute to the vitality and viability of the centre. No changes are proposed.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	2146	Comment	Support the Council's view that spatially the High Street and connections to the seafront are an inappropriate configuration for regeneration and commercial vitality.	Noted.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	2148	Support	Support idea of the Central Seafront Area achieving a compact defined prime retail core in the Town Centre with a mixture of uses and peripheral areas made over to complimentary uses and in particular support the intensification of the growth of housing in the Central Area.	Noted.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	2161	Support	Recognise the importance of the Town Centre in viability and vitality terms and the need to enhance the existing markets where appropriate and introduce and create new markets	Noted.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	2164	Comment	High Streets Adapting for Change (RICS) introduces the Governments recognition that our High Streets have to offer something new and different that neither the shopping centres nor the internet can match. They need to offer an experience that goes beyond retail and they need to be a destination for the socialising culture, health, well being, creativity and learning. Offices alongside shops, alongside housing, alongside eateries.	Noted. The Plan seeks to achieve this.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	2167	Comment	Changes in consumer behaviour, the growth in car ownership and its impact on accessibility of in and out of Town Centre shopping are reasonably well understood. This is particularly likely to be an issue should the Council grant the Fossetts Farm application to subsequently increase a retail offer in an out of town centre location.	Noted.

Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	<b>2169</b>	<b>Comment</b>	The growth of out of town shopping centre has been widely blamed for Town Centre decline and planning policies have attempted to restrict this growth, which the Stockvale Group wish to see reflected in the Council's determination of planning applications at Fossetts Farm. (The outcome of Planning Applications for extensive retail at Fossetts Farm will determine the value of the Council progressing the SCAAP process. If Fossetts Farm retail development is approved the Stockvale Group feel the SCAAPs aspirations will be undeliverable).	The Fossetts Farm proposals are located outside the SCAAP boundaries. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact was taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study).  Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy and require a further retail impact assessment. No changes are proposed.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	<b>2173</b>	<b>Support</b>	Support the Council in their aspiration to (i) improve Competitive Performance (ii) Reduce the cost base (iii) Diversify away from retail uses (iv) grow the local economy and/or population, which is a strong theme in the preferred option principle. Recognises that the High Street should be a social place that makes creative use of public space with a vibrant evening economy	Noted.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	<b>2175</b>	<b>Comment</b>	Given that there is a shortage of housing and surplus retail property, there is no doubt that conversion to residential use should form part of the future of the Town Centre.	Noted. The Plan seeks to achieve this. In relation to ground floor conversion, this would be outside of designated shopping frontage and in accordance with national policy.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	<b>2177</b>	<b>Comment</b>	SCAAP should be seeking diversification of some of the retail uses on the ground floor as conversion to residential uses, providing attractive exit strategies for the asset managers and investors. This needs careful consideration in terms of how spatially to organise the retail use.	Policy DS1 seeks to maintain retail uses or other town centre uses that provide an active frontage and contribute to the vitality of the town centre. No changes are proposed.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	<b>2179</b>	<b>Comment</b>	Many of our High Streets have been shaped by their past, however they are now trapped in their current configurations and often in poor shape to face the future. In relation to Southend on Sea, this is certainly the case. The High Street in particular has a linearity with no social space for congregation, interaction and the alternative commercial uses that would reactivate these spaces such as cafes, coffee shops, office space and importantly a high intensification of residential uses both at ground level and above. The SCAAP and the Stockvale Group recognise that the High Street in particular requires a restructuring on a significant scale.	The SCAAP recognises the need to enhance and broaden the offer in the High Street and seeks to do this by encouraging a mix of retail, cafe and restaurant uses. The Plan also seeks to enhance and promote new public spaces within the centre. No changes are proposed.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	<b>2244</b>	<b>Comment</b>	Retail provision achieved 82% top score high priority.	Noted.

Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	<b>2261</b>	<b>Comment</b>	Whilst the BID do not object or have any particular concern regarding the moving of the Southend Football Club the move is predicted on the suggested development requirement to combine a significant number of retail outlets. This is being presented as a financial necessity to allow the Club to move to new premises, however, if this is supported many if not all the High Street chains are likely to follow.	Noted.
Question 6; Policy DS1	Southend Bid (Mr S Kearney) [496]	<b>2263</b>	<b>Object</b>	In relation to the Fossetts Farm development. Proposals to have a large quantum of A1 retail provision would have a major impact on the Town Centre which is highly likely to lead to a further decline of an already struggling retail offer within the High Street and surrounding environs. Furthermore, the highway connection and infrastructure would not support the level of traffic journeys that the proposals at Roots Hall are likely to generate.  The BID would ask that the Council ensure that in accordance with advice in the National Planning Policy Framework (NPPF) a sequential test is undertaken and would like to be informed of the conclusions in relation to the impact on the vitality and viability of the Town Centre. The BID are rightly concerned that the Fossetts Farm proposals will have negative impact on the future of the High Street and the existing retail economy of the SCAAP area.	The Fossetts Farm proposals are located outside the SCAAP boundaries. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact was taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study).  Any new proposal at Fossetts Farm, which includes a significant amount of retail development, will require planning permission, be subject to planning policy, satisfy a sequential test and require a retail impact assessment. No changes are proposed.
Question 6; Policy DS1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	<b>2300</b>	<b>Support</b>	Valad (Europe) largely agree to the proposed approach to maintaining a prosperous retail centre, however , a number of amendments are suggested:	Noted.
Question 6; Policy DS1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	<b>2301</b>	<b>Object</b>	Part 7 of Policy DS1 states that the Council will encourage the landowner/landlord of a unit with little prospect of being occupied in the primary or secondary frontage to display local art. This should be removed. If this situation arises, the Council should liaise with the landowner/landlord and ask if this could be provided. It is not appropriate to set this out in policy.	The policy wording is considered to be appropriate as it seeks to 'encourage' landlords. This would necessitate consultation with the landlord/landowner. The policy merely sets out the Council's intent in such matters. However, it is considered that this statement can be moved to the supporting text.

Question 6; Policy DS1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	<b>2302</b>	<b>Object</b>	Policy DS1 seeks to ensure that new retail development is well integrated and closely linked with the Town Centre Primary Shopping Frontage and that proposals for retail development inside or outside the Primary Shopping Area will be determined in accordance with Core Strategy Policy CP2 (relating to Town Centre and Retail Development). The policy should be amended to state that any out of centre retail will be determined in accordance with the NPPF and Policy CP2 of the Core Strategy (in so far as it conforms with the NPPF). Policy CP2 was drafted before the publication of the NPPF and is out of date in some respects, referring to the needs test, for example.	It is accepted that the Core Strategy was adopted before the publication of the National Planning Policy Framework (NPPF). It is therefore proposed that the following words are added to the end of Policy DS1 point 2 as follows: <b>'and the provisions of the National Planning Policy Framework (NPPF)'</b> .
Question 6; Policy DS1	Belfairs Garden Residents Association (Barbara Armitage) [511]	<b>2334</b>	<b>Support</b>	Yes if improvements to shopping area are made. A bright and clean shopping area will attract custom but much of the shopping area is uneven and dirty.	Noted.
Question 6; Policy DS1	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	<b>2363</b>	<b>Support</b>	Yes – need reliable buses	Noted.
Question 6; Policy DS1	Procurement Consulting (Mr Barrie Evans) [513]	<b>2385</b>	<b>Comment</b>	The city centre lacks large retailers such as John Lewis etc and the shopping centres are outdated and house little of use to the population. Smaller retailers should be housed in the more traditional road side areas as opposed to shopping centres. A regular farmers market should be promoted further in the pedestrian centre and local Essex produce promoted. This should run over the weekend to allow workers to take advantage of this useful and enhancing function. Chelmsford has a new John Lewis and a thriving farmers market and the town centre is better for it.	The SCAAP in Policy DS1 seeks to provide for a prosperous retail centre and promotes the provision of street markets. No changes proposed.
Question 6; Policy DS1	Procurement Consulting (Mr Barrie Evans) [513]	<b>2386</b>	<b>Comment</b>	Shop fronts should have strict planning permission on them and rid the town of dilapidated and tacky cheap plastic oversized advertising frontage. This will enhance the areas look (Bury St Edmunds), assist with job creation and the local economy.	Policy DS1 6. Seeks to ensure that shop fronts are of a high standard of design. The adopted Design Guide provides for appropriate shop front design. Policy DM5 sets out provision for frontages of townscape merit. No changes proposed.

Question 6; Policy DS1	Historic England (Dr Natalie Gates) [514]	<b>2399</b>	<b>Comment</b>	Note that the current wording does not explicitly set out the importance of roof scape as a part of overall building frontages in paragraph 6.	Noted. It is proposed that the word 'roofscape' be inserted into Policy DS1 6. So that it reads: <b><i>'All new shop frontages will be of a high standard of design that is compatible with the architectural style, <u>roofscape</u> and character of the building and surrounding area....'</i></b>
Question 6; Policy DS1	National Federation for the Blind (Mrs Jill Allen-King) [516]	<b>2427</b>	<b>Comment</b>	All shops in the High street should have flat entrances and therefore be totally accessible for all customers including disabled people. Shops should not have A-boards or other obstacles outside them, restricting the safe passage of pedestrians especially Blind people. If restaurants and cafes want to have tables outside then they must have a metre high barrier, preventing blind people from walking in to them.  When market stalls are positioned in the high street it is very difficult and dangerous for blind and partiality sighted people to walk.	Noted. Access arrangements to shops are considered as part of the design stage of planning applications to ensure accessibility for all users. No changes to policy are proposed.  The Council seeks to discourage the use of 'A' Boards as outlined in the Streetscape Guide SPD.
<b>Managing Primary Shopping Frontages - Policy Options DS1a, DS1b and DS1c</b>					
Question 7: Managing Primary Shopping Frontages; Policy Options DS1a, DS1b and DS1c	Burges Estate Residents Association [176]	<b>1996</b>	<b>Comment</b>	On balance Option B is to be preferred for providing the greatest flexibility in what is a fast changing situation. There is also the question mark about one or two centres. The plan makes implicit reference to reinforcing routes to the two main areas which suggests that the middle might become less of a Class A1 retail use. Overall while there is a case for upgrading and improving the shopping environment both in terms of public space and retail stores, the overall volume of retail space should not increase.	Noted.
Question 7: Managing Primary Shopping Frontages; Policy Options DS1a, DS1b and DS1c	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	<b>2303</b>	<b>Object</b>	Three policy options are presented which seek to maintain a prosperous retail centre. In the first instance, further clarity is required as to how the length of frontage should be calculated when assessing the percentage of A1 units.	The Policy options refer to length of measured frontage which is depicted on the Policies Map. This is considered to be clear in its intent and has been successfully implemented as Council policy for over 20 years. No changes are proposed.

Question 7: Managing Primary Shopping Frontages; Policy Options DS1a, DS1b and DS1c	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2304	Support	<p>Valad (Europe) support Option C as it will allow for more restaurant (A3) uses which the town centre is currently lacking. More A3 uses will increase footfall and linked trips and support the night time economy thus adding to the vitality and viability of the town centre. Further flexibility should be built into this policy to allow other town centre appropriate uses to be permitted providing there is not an over concentration of these uses within a certain length of the frontage.</p> <p>It is widely acknowledged that the nature of retail is changing. It must be acknowledged that retail frontage policy needs to change, to allow capacity for other, new innovative uses, as well as other leisure and supporting uses which will create vitality in the borough's centres.</p>	Noted.
Question 7: Managing Primary Shopping Frontages; Policy Options DS1a, DS1b and DS1c	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2305	Comment	<p>The Council should also consider directing new large comparison retail developments onto existing car parks in order to help strengthen the town centre and prevent it from going into decline. This would achieve the town centre first approach to retail of the NPPF. Car parking could then be re-provided in the form of undercroft or multi storey parking facilities. This would assist in relieving pressure on existing parking facilities whilst bolstering the town centre, thus enhancing its vitality and viability.</p>	The policy provisions in the Plan promote mixed use developments on the existing car parks which would not preclude retail development if this were to come forward for consideration. No changes are proposed.
Question 7: Managing Primary Shopping Frontages; Policy Options DS1a, DS1b and DS1c; para 47, para 48	Bowhill Planning Partnership (Anthony Bowhill) [474]	2319	Comment	<p>It is clear (paras 47 &amp; 48) that vacancy is higher than the average national town centre rate. While this may partly be as a result of the high level of vacancies in the Victoria Shopping Centre, inspection shows that there are also many vacant units in the High Street itself. In relation to this the increasing flexibility with regard to non-retail floor space set out in policy options DS1a-c provides a pragmatic approach to ensuring vacant units are used in an appropriate way, particularly for restaurant use.</p>	Noted.

Question 7: Managing Primary Shopping Frontages; Policy Options DS1a, DS1b and DS1c	Bowhill Planning Partnership (Anthony Bowhill) [474]	2320	Support	DS1a-c provides a pragmatic approach to ensuring vacant units are used in an appropriate way, with each option providing greater flexibility. Policy DS1c is to be supported as it provides the greatest flexibility, thus allowing more restaurants. The increase in the number of restaurants and cafes are to be welcomed as they will encourage shoppers to remain longer.	Noted.
Question 7: Managing Primary Shopping Frontages; Policy Options DS1a, DS1b and DS1c	Belfairs Garden Residents Association (Barbara Armitage) [511]	2335	Support	Option B <i>supported</i> .	Noted.
Question 7: Managing Primary Shopping Frontages; Policy Options DS1a, DS1b and DS1c	Procuresure Consulting (Mr Barrie Evans) [513]	2387	Comment	Quality restaurants should be promoted in the area and quiet bars should also be promoted instead of chain sports bars which degrade the area. Bars etc should not be concentrated in one area as this will again cause degradation and poor maintenance. This never works and if you look at union street in Plymouth and Botchergate in Carlisle a concentration of Lively bars ruins an area, promoting drugs, prostitution and dilapidated buildings.	Policy DS1 seeks to retain a balanced mix of uses within the town centre.
<b>Employment</b>					
Question 8	Essex Chambers of Commerce (Mr John Dallaway) [452]	1940	Support	Agree with proposed approach to employment development as it seeks to take advantage of the important opportunities that the central area has over the coming years.	Noted.



Question 8	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2040	Support	The aspirations and preferred options are supported in relation to the further regeneration, renewal and economic growth in the SCAAP area.	Noted.
Question 8	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2084	Support	Wholeheartedly support the encouragement and expansion of businesses in the Southend Central Area, although note that the issues around transport, access and parking need further consideration and understanding.	Noted.
Question 8	Southend Bid (Mr S Kearney) [496]	2141	Support	The aspirations and preferred options are supported in relation to the further regeneration, renewal and economic growth in the SCAAP area.	Noted.
Question 8	Southend Bid (Mr S Kearney) [496]	2187	Support	Wholeheartedly support the encouragement and expansion of businesses in the Southend Central Area, although note that the issues around transport, access and parking need further consideration and understanding.	Noted.

Question 8	Southend Bid (Mr S Kearney) [496]	2241	Support	Southend BID received a 100% consultation responses having sent the Pro Forma out to 50 plus business consultees. The results of these can also be found in the tables in Appendix 4. Overwhelmingly the business consultees supported the SCAAP aspiration for Southend to be a prosperous, vibrant, safe cultural hub and City by the Sea. 94% of respondents supported that. In relation to the SCAAP's aspirational growth in homes in the Central Area 74% of the consultees supports the Councils vision. In relation to the job growth within the SCAAP area 90% of the respondents supported the Councils aspiration.	Noted
Question 8	National Federation for the Blind (Jill Allen King) [516]	2428	Comment	With reference to employment opportunities, consideration should be given to the employment of people with disabilities. The Council does have a responsibility under the Equality Act to take the needs of disable people in to account.	Noted
<b>Housing</b>					
Question 9: Residential Development (site allocations)	Basildon Borough Council (Amanda Parrott) [492]	2033	Support	It is recognised that additional work has been undertaken by Southend-on-Sea Borough Council to identify opportunity sites with the potential to deliver additional housing supply within the Southend Central Area, over and above that initially proposed in the Core Strategy. This is welcomed by Basildon Borough Council in terms of meeting housing needs arising within the South Essex Housing Market Area.	Noted.
Question 10: Residential Development (proposed approach)	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2074	Comment	Given that there is a shortage of housing and surplus retail property, there is no doubt that conversion to residential use should form part of the future of the Town Centre.	Noted. The Plan seeks to achieve this. In relation to ground floor conversion, this would be outside of designated shopping frontage and in accordance with national policy.

Question 10: Residential Development (proposed approach)	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2080</b>	<b>Support</b>	As noted in the British Property Federation Report 'Meeting the Town Centre Challenge' Town Centres are accessible places suitable for densification and accommodating more housing. In this regards the Stockvale Group supports the aspirations of the Local Planning Authority through the SCAAP.	<b>Noted.</b>
Question 10: Residential Development (proposed approach)	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2087</b>	<b>Support</b>	Support a higher intensification of residential uses in the Central Area together with a broader mix of commercial uses ranging from A1 retail, A3 restaurant café, D2 leisure and B1 offices to provide a more diverse multi-use High Street and Central Seafront.	<b>Noted.</b>

Question 10: Residential Development (proposed approach)	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2094</b>	<b>Support</b>	The STOCKVALE GROUP understand the concept of a much greater residential intensification of the SCAAP area and would wholeheartedly support the Councils aspirations for an additional 4000+ homes however, this must be in the context of insuring there is suitable amenity and infrastructure. The intensification together with a greater mix of uses in the Town Centre and Central Seafront create a much more buoyant and sustainable economy and the STOCKVALE GROUP welcome the Councils proposals as part of the SCAAP planning document.	Noted.
Question 10: Residential Development (proposed approach)	Southend Bid (Mr S Kearney) [496]	<b>2176</b>	<b>Comment</b>	Given that there is a shortage of housing and surplus retail property, there is no doubt that conversion to residential use should form part of the future of the Town Centre.	Noted. The Plan seeks to achieve this. In relation to ground floor conversion, this would be outside of designated shopping frontage and in accordance with national policy.
Question 10: Residential Development (proposed approach)	Southend Bid (Mr S Kearney) [496]	<b>2182</b>	<b>Support</b>	As noted in the British Property Federation Report 'Meeting the Town Centre Challenge' Town Centres are accessible places suitable for densification and accommodating more housing. In this regards the BID supports the aspirations of the Local Planning Authority through the SCAAP.	Noted.
Question 10: Residential Development (proposed approach)	Southend Bid (Mr S Kearney) [496]	<b>2190</b>	<b>Support</b>	Support a higher intensification of residential uses in the Central Area together with a broader mix of commercial uses ranging from A1 retail, A3 restaurant café, D2 leisure and B1 offices to provide a more diverse multi-use High Street and Central Seafront.	Noted.
Question 10: Residential Development (proposed approach)	Southend Bid (Mr S Kearney) [496]	<b>2197</b>	<b>Support</b>	The BID understand the concept of a much greater residential intensification of the SCAAP area and would wholeheartedly support the Councils aspirations for an additional 4000+ homes however, this must be in the context of insuring there is suitable amenity and infrastructure. The intensification together with a greater mix of uses in the Town Centre and Central Seafront create a much more buoyant and sustainable economy and the BID welcome the Councils proposals as part of the SCAAP planning document.	Noted.

Question 10: Residential Development (proposed approach)	Southend Bid (Mr S Kearney) [496]	<b>2242</b>	<b>Support</b>	Southend BID received a 100% consultation responses having sent the Pro Forma out to 50 plus business consultees. The results of these can also be found in the tables in Appendix 4. Overwhelmingly the business consultees supported the SCAAP aspiration for Southend to be a prosperous, vibrant, safe cultural hub and City by the Sea. 94% of respondents supported that. In relation to the SCAAP's aspirational growth in homes in the Central Area 74% of the consultees supports the Councils vision. In relation to the job growth within the SCAAP area 90% of the respondents supported the Councils aspiration.	Noted
Question 10: Residential Development (proposed approach)	Bowhill Planning Partnership (Anthony Bowhill) [474]	<b>2324</b>	<b>Support</b>	It is crucial that more housing be provided in and close to the town centre. This is because Southend is ringed by the green belt and thus there is no room for outward expansion. Every effort should be made to find suitable new sites, including the use of redundant office blocks which are now no longer required. Owners and developers should be encouraged to bring these forward with the emphasis on the lower end of the market.	Noted.
Question 10: Residential Development (proposed approach)	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	<b>2364</b>	<b>Comment</b>	We must have more affordable family homes in the Borough of two storeys with gardens	Noted.
Question 10: Residential Development (proposed approach)	Procedures Consulting (Mr Barry Evans) [513]	<b>2376</b>	<b>Comment</b>	Southend-On-Sea central residential area is dilapidated due to poor land lord management. Houses should be returned from multiple occupancy to private family homes. The property management companies and landlords in Southend are in it for pure profit, and many don't even live in Southend. This culture has been proven to bring down the standard of living in an area which is demonstrated all over Southend. The planning department should be promoting family owned homes in central Southend allowing private money to turn the dilapidated properties back in to quality family homes steering away from flats and multiple occupancy. This would attract London professionals who have the disposable income to significantly invest in their own properties, providing employment for local tradesmen.	A key aspect of the SCAAP is to promote residential development in the central area to provide a range of dwelling types suited to housing needs. Policy DM7 of the Development Management Document also seeks to promote family accommodation. No changes proposed.

Question 10: Residential Development (proposed approach)	Procurement Consulting (Mr Barry Evans) [513]	<b>2381</b>	<b>Comment</b>	Southend-On-Sea central area should make use of more student halls as opposed to multiple occupancy private landlord run accommodation. The multiple occupancy student accommodation in residential areas has been studied elsewhere and is proven to bring down the area in which it is situated. Students living in residential areas do not do anything for that area. Students should be accommodated in halls which should be funded by the university. The current university halls are a complete eye sore and do nothing to enhance the local area. This architectural design is not sensitive to the culture in Southend and not built to last. Private landlords should be strictly controlled and forced to maintain properties to a high standard, which is currently not happening.	Noted. The Plan seeks to enhance and promote improved educational facilities and to provide opportunities for the provision of additional student accommodation, No changes proposed. Policy PA3.4. outlines that new student accommodation should be accompanied by a long term management and maintenance plan, to ensure the development has a positive impact on local amenity and environment for the lifetime of its use.
Question 10: Residential Development (proposed approach)	National Federation for the Blind (Mrs Jill Allen-King) [516]	<b>2429</b>	<b>Comment</b>	In section 65 you talk about new housing in the Central area. This should include housing for elderly and disabled people. I think you should also have sheltered housing and homes for elderly and disabled people. This would enable elderly and disabled people to walk to shops and take an active part in the life of their community.	The Plan seeks to provide for a range of housing types to meet housing needs.
Question 10: Residential Development (proposed approach)	National Federation for the Blind (Mrs Jill Allen-King) [516]	<b>2430</b>	<b>Comment</b>	<i>In paragraph 75</i> all student accommodation should also be made fully accessible, so that not only disabled students can live there but they can be visited by their friends and family.	Noted. Access arrangements to residential accommodation are considered as part of the design stage of planning applications and will meet building regulations to ensure accessibility for all users.
<b>Culture, Leisure, Tourism and Recreation</b>					
Question 11	Essex Chambers of Commerce (Mr John Dallaway) [452]	<b>1941</b>	<b>Support</b>	Agree with the proposed approach to culture, leisure and recreation as it recognises its importance to the local economy	Noted.
Question 11	Burges Estate Residents Association [176]	<b>1999</b>	<b>Support</b>	The drive towards enhanced culture, leisure and recreational activities is supported and indeed is essential if we are to take advantage of the huge potential for visitors from the continent. This must be coupled with more and better hotel accommodation to encourage longer stays.	Noted

Question 11	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2049	<b>Object</b>	Many of the Seafront businesses consulted as part of the Stockvale Group's own consultation have identified their concerns that leisure and tourism is not a strong focus of the SCAAP.	<p>The Central Seafront Policy Area aims and policy provisions (Policy CS1) seek to actively promote Southend as a 'thriving and vibrant leisure, cultural and tourism area' (page 110). However, it is recognised that this approach is not strongly reflected and identified in the vision, the strategic objectives or section 4.5 of the Plan (Culture, Leisure, Tourism and Recreational Facilities). It is therefore recommended that the words 'and resort' is added in the vision after 'regional centre'. The vision would then read:  <b><i>'Our vision for Southend Central Area, which includes the Town Centre and Central Seafront Area, is for it to be a City by the Sea. As a prosperous and thriving regional centre <u>and resort</u>, it will be an area...'</i></b></p> <p>Strategic Objective 10 (page 18) would be amended and split to address these issues, and placed further up the ordering:  <b><i>' To promote and enhance the tourism, cultural and leisure offer within the central area, including visitor accommodation, having regard to the assets offered by the area, in order to attract greater visitor numbers and promote more overnight stays.  To promote the central area as a thriving learning quarter that provides state of the art facilities and well-designed student accommodation'.</i></b></p> <p>Amend the last sentence of paragraph 76 (page 39) to read:  <b><i>'This will build on the town's role as a major resort and contribute to a stronger, more vibrant centre.</i></b></p>
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Question 11	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2151	Object	Many of the Seafront businesses consulted as part of the Stockvale Group's own consultation have identified their concerns that leisure and tourism is not a strong focus of the SCAAP.	<p>The Central Seafront Policy Area aims and policy provisions (Policy CS1) seek to actively promote Southend as a 'thriving and vibrant leisure, cultural and tourism area' (page 110). However, it is recognised that this approach is not strongly reflected and identified in the vision, the strategic objectives or section 4.5 of the Plan (Culture, Leisure, Tourism and Recreational Facilities). It is therefore recommended that the words 'and resort' is added in the vision after 'regional centre'. The vision would then read: <b><i>'Our vision for Southend Central Area, which includes the Town Centre and Central Seafront Area, is for it to be a City by the Sea. As a prosperous and thriving regional centre <u>and resort</u>, it will be an area...'</i></b></p> <p>Strategic Objective 10 (page 18) would be amended and split to address these issues, and placed further up the ordering: <b><i>' To promote and enhance the tourism, cultural and leisure offer within the central area, including visitor accommodation, having regard to the assets offered by the area, in order to attract greater visitor numbers and promote more overnight stays. To promote the central area as a thriving learning quarter that provides state of the art facilities and well-designed student accommodation'.</i></b></p> <p>Amend the last sentence of paragraph 76 (page 39) to read: <b><i>'This will build on the town's role as a major resort and contribute to a stronger, more vibrant centre.</i></b></p>
Question 11	Southend Bid (Mr S Kearney) [496]	2243	Comment	Leisure and Tourism received 70% response as a top scoring 10 priority.	Noted.
Question 11	Belfairs Garden Residents Association (Barbara Armitage) [511]	2336	Comment	Much better promotion of the Pier and its Museum and better Quality building on the Pier is required. Tourist information is tucked away on the Pier and promotions at the railway stations and airport are needed as well as some direction in the town for information. The new Beecroft Art Gallery is bare inside and does not announce what it is outside with any colour	Noted.



Question 11	Belfairs Garden Residents Association (Barbara Armitage) [511]	2337	Comment	Public Art should not be a factor in planning permission.	Public art provision is considered essential to improving the public realm and environment.
Question 11	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	2365	Support	Yes, but we need later running transport, and a concert hall.	Noted.
Question 11	Procurement Consulting (Mr Barry Evans) [513]	2389	Comment	Southend-On-Sea Council need a clearer tourist and seafront strategy. It is no good just stating that the pier is open to development and the seafront enhanced. Building high rise flats will not enhance the seafront and any developer that wishes to build should be prepared to enhance the infrastructure including car parks and access.	The vision and strategy is considered to be forward looking and ambitious. No changes proposed. Policy CS1 sets out the development principles that will be used to assess development proposals within the central seafront area. Policy DM4 of the Development Management Document sets out policy to manage tall and large buildings. Specific tourist and cultural strategies are prepared by other Council services outside of the SCAAP.
<b>The Historic Environment</b>					
Question 12	Milton Conservation Society (Mr Andy Atkinson) [488]	1977	Support	The broad intentions, including statutory obligations, are supported.	Noted.
Question 12	Milton Conservation Society (Mr Andy Atkinson) [488]	1978	Object	Far too little importance is given to our historic past, both designated and un-designated and instead it is seen as something of the past, to be preserved rather than part of our aggregated and improved future.	Noted. Detailed policy on the historic environment is contained within the Development Management Document (Policy DM5). It would be inappropriate and repetitive to include such policy provisions within the SCAAP. To emphasise the importance of the historic environment it is proposed to add a new sentence after 79 to read: <b><i>'Heritage assets will be promoted and enhanced as part of the future development of the town'</i></b> .

Question 12	Milton Conservatio n Society (Mr Andy Atkinson) [488]	1980	Comment	In particular we would like to see far more recognition given to historic Southend, including the non-designated building frontages 'of townscape merit' in the High Street. This 'townscape merit' should not just be a 'material consideration' in future planning decisions but should be woven into the future planning of our town centre. This is not because of some sort of nostalgic affection for these buildings (although this does strongly exist) but because these are amongst the best buildings in our town and future construction should aggregate from these with the best of human scaled, modern or traditional 'living' architecture.	Frontages of Townscape Merit are identified on the Policies Map and in Policy PA1. Detailed policy on the historic environment, including 'frontages of townscape merit', is set out in the Development Management Document (Policy DM5). No changes are proposed.
Question 12	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2081	Support	Supports the enhancement and quality of the Green and Open spaces along the Central Seafront and the protection of Southend's unique heritage including the nationally important Grade II Listed Southend Pier.	Noted.
Question 12	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2102	Support	The STOCKVALE GROUP note the townscape improvements and guidance on design quality and Heritage preservation and enhancement are inextricably linked to improvements to Public Realm and pedestrian connectivity. The STOCKVALE GROUP like the majority of the Town support the continued regeneration and reinvention of the Towns greatest icon Southend's Pleasure Pier. As there are a number of opportunity sites outlined in the SCAAP document, the STOCKVALE GROUP would suggest that the Council (through the SCAAP document) develop design codes and development briefs to ensure that the townscape improvements and quality of design of future developments meet the aspirational high standard to create a coherent and consistent Central Area. This needs to reflect on the Towns Heritage and look towards the future to create Southend as unique place and destination for leisure, shopping, living and working.	Noted. The Plan seeks to achieve this and will be updated to identify a number of proposal sites that could be subject to a masterplanning approach.

Question 12	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2136	Support	There is wholeheartedly a support for regeneration and renewal of the SCAAP Area, the STOCKVALE GROUP would support the improvements to the Victoria Gateway through to the top end of London Road, down the High Street including Tylers Avenue, connection through to the Seafront from the High Street, improvements to the Seafront, the Public Realm, landscaping of the Public Realm, enhancement of key views and connectivity, preservation enhancement of the iconic Southend Pier and the general approach to intensification of the Town Centre	Noted.
Question 12	Southend Bid (Mr S Kearney [496]	2183	Support	Supports the enhancement and quality of the Green and Open spaces along the Central Seafront and the protection of Southend's unique heritage including the nationally important Grade II Listed Southend Pier.	Noted.
Question 12	Southend Bid (Mr S Kearney [496]	2205	Support	The BID townscape improvements and guidance on design quality and Heritage preservation and enhancement are inextricably linked to improvements to Public Realm and pedestrian connectivity. The BID like the majority of the Town support the continued regeneration and reinvention of the Towns greatest icon Southend's Pleasure Pier. As there are a number of opportunity sites outlined in the SCAAP document, the BID would suggest that the Council (through the SCAAP document) develop design codes and development briefs to ensure that the townscape improvements and quality of design of future developments meet the aspirational high standard to create a coherent and consistent Central Area. This need to reflect on the Towns Heritage and look towards the future to create Southend as unique place and destination for leisure, shopping, living and working.	Noted. The Plan seeks to achieve this and will be updated to identify a number of proposal sites that could be subject to a masterplanning approach.
Question 12	Southend Bid (Mr S Kearney [496]	2250	Comment	Townscape Improvements and Guidance on Design, Quality and Heritage Preservation were given a top 10 priority by 36% of respondents.	Noted.

Question 12	Southend Bid (Mr S Kearney [496])	2265	Support	There is wholeheartedly a support for regeneration and renewal of the SCAAP Area, the BID would support the improvements to the Victoria Gateway through to the top end of London Road, down the High Street including Tylers Avenue, connection through to the Seafront from the High Street, improvements to the Seafront, the Public Realm, landscaping of the Public Realm, enhancement of key views and connectivity, preservation enhancement of the iconic Southend Pier and the general approach to intensification of the Town Centre	Noted.
Question 12: Management of the historic environment	Belfairs Garden Residents Association (Barbara Armitage) [511]	2338	Comment	The policy is well stated but the delivery of it is questioned.	Noted.
Question 12	Procuresure Consulting (Mr Barry Evans) [513]	2382	Comment	Southend-On-Sea conservation areas should be extended and cover the majority of Southend's Georgian and Victorian buildings, both residential and commercial. Shop owners and retailers should have strict planning guidelines and be forced to maintain shop fronts. Shops such as Bargain buy with their over use of on street advertising and garish and tacky shop fronts should be banned and in place smaller and more traditional shop fronts should be used. Hitchin, Bury St Edmunds etc have good planning control which maintains the heritage look and feeling of pride in those towns.	Conservation Area reviews are undertaken periodically to assess whether there is merit in seeking to extend/promote new areas in the town. Shop front design is covered in the Council's adopted design guide. Policy DS1 also seeks to ensure shop frontages are of a high standard of design. Policy PA1.2.b. supports the conservation and restoration of historic shop fronts. No changes proposed.
Question 12	Historic England (Dr Natalie Gates) [514]	2400	Comment	We note the rationale to not duplicate the policies contained elsewhere. We would suggest deleting "...and much of the archaeology in these locations is likely therefore to have been destroyed" from paragraph 91 as even previously developed sites have potential for archaeology and the focus should be on those sites of high potential.	This point is accepted. It is therefore proposed to delete the words ' <i>...and much of the archaeology in these locations is likely therefore to have been destroyed</i> ' from paragraph 91.
Question 12	Historic England (Dr Natalie Gates) [514]	2401	Comment	We would recommend including Policy Linkages to Policies DM1, DM4 and DM6 in the Development Management DPD and Policy DS3 in the SCAAP itself.	Noted. It is proposed to include references in the policy linkages box to <i>Policies DM1, DM4 and DM6 in the Development Management DPD and Policy DS3 in the SCAAP itself.</i>

**Open and Green Space Provision**

Question 13	Essex Chambers of Commerce (Mr John Dallaway) [452]	1942	Support	Agree with proposed approach to open and green space provision in Southend Central Area	Noted.
Question 13	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2082	Support	Supports the enhancement and quality of the Green and Open spaces along the Central Seafront and the protection of Southend's unique heritage including the nationally important Grade II Listed Southend Pier.	Noted.
Question 13	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2137	Support	There is wholeheartedly a support for regeneration and renewal of the SCAAP Area, the STOCKVALE GROUP would support the improvements to the Victoria Gateway through to the top end of London Road, down the High Street including Tylers Avenue, connection through to the Seafront from the High Street, improvements to the Seafront, the Public Realm, landscaping of the Public Realm, enhancement of key views and connectivity, preservation enhancement of the iconic Southend Pier and the general approach to intensification of the Town Centre	Noted.
Question 13	Southend Bid (Mr S Kearney) [496]	2184	Support	Supports the enhancement and quality of the Green and Open spaces along the Central Seafront and the protection of Southend's unique heritage including the nationally important Grade II Listed Southend Pier.	Noted.

Question 13	Southend Bid (Mr S Kearney [496])	2266	Support	There is wholeheartedly a support for regeneration and renewal of the SCAAP Area, the BID would support the improvements to the Victoria Gateway through to the top end of London Road, down the High Street including Tylers Avenue, connection through to the Seafront from the High Street, improvements to the Seafront, the Public Realm, landscaping of the Public Realm, enhancement of key views and connectivity, preservation enhancement of the iconic Southend Pier and the general approach to intensification of the Town Centre	Noted
Question 13	Mr Alan Grubb [59]	2296	Comment	There is also a need to create green spaces in each of the new developments with semi matured trees, this will then invite the wild life (birds and squirrels)	Such provisions for urban greening are included in the various policies of the Plan. No changes are proposed.
Question 13	Belfairs Garden Residents Association (Barbara Armitage) [511]	2339	Comment	There is a plan to build on Blenheim Park an overlarge sports building. It is difficult to understand why the policies for the above culture and green spaces have been 'rationalised and removed. Does this mean that their importance has been allowed to downgrade?	Outside the Plan area.
Question 13	National Federation for the Blind (Mrs Jill Allen-King) [516]	2431	Comment	There are many guide dog owners who live in the Southend district and close to the high street as well as many that visit the high street for shopping and holidays. Currently there is no safe free running areas for our dogs and nowhere is there an area where our dogs can go to the toilet. Up to the time when the Odeon cinema was built in Victoria Circus area, there was always some grass where our dogs could go. Although our dogs are trained to go in a gutter there are very few of these now except in a few side streets. So please plan for designated areas close to bus and train stations and to shops. You cannot complain about dog mess when no areas are provided. When building blocks of flats and other housing this should also be provided, not only for guide dog owners but for other dog owners. Green areas should be provided with seating and shelters. The shelters to protect people from the rain and hot sun. There is no mention of Public Toilets in the document and they should be available throughout the town in shopping areas and green space areas.	The Plan seeks to enhance and provide new areas of open and green throughout the Central Area. No changes are proposed.

Question 14; Policy DS2	Essex Chambers of Commerce (Mr John Dallaway) [452]	<b>1943</b>	<b>Support</b>	Important to protect and enhance the management of Key Views in Southend Central Area.	Noted.
Question 14; Policy DS2	Burges Estate Residents Association [176]	<b>2000</b>	<b>Comment</b>	The management of key views is acceptable but I have tried and failed to see Porters other than from inside the grounds. It is so well screened by trees and shrubs I doubt many people know it's there. In that sense it can hardly rank as a landmark building.	Policy DS3 not only sets out criteria protecting the views to and from landmark buildings, but the policy also seeks to conserve landmarks and enhance their setting. It is considered that the setting of Porters and links to the Queensway Policy Area can be improved. Furthermore, maintaining and enhancing key views to Porters is considered important and beneficial to the aesthetic quality of the local area. No change required.
Question 14; Policy DS2	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2043</b>	<b>Support</b>	Wholly support enhancement and retention of key views	Noted.

Question 14; Policy DS2	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2138</b>	<b>Support</b>	There is wholeheartedly a support for regeneration and renewal of the SCAAP Area, the STOCKVALE GROUP would support the improvements to the Victoria Gateway through to the top end of London Road, down the High Street including Tylers Avenue, connection through to the Seafront from the High Street, improvements to the Seafront, the Public Realm, landscaping of the Public Realm, enhancement of key views and connectivity, preservation enhancement of the iconic Southend Pier and the general approach to intensification of the Town Centre	Noted.
Question 14	Southend Bid (Mr S Kearney) [496]	<b>2144</b>	<b>Support</b>	Wholly support enhancement and retention of key views	Noted.
Question 14; Policy DS2	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2248</b>	<b>Comment</b>	Key Views were given a 20% top 10 priority.	Noted.



Question 14; Policy DS2	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2267</b>	<b>Support</b>	There is wholeheartedly a support for regeneration and renewal of the SCAAP Area, the BID would support the improvements to the Victoria Gateway through to the top end of London Road, down the High Street including Tylers Avenue, connection through to the Seafront from the High Street, improvements to the Seafront, the Public Realm, landscaping of the Public Realm, enhancement of key views and connectivity, preservation enhancement of the iconic Southend Pier and the general approach to intensification of the Town Centre	Noted
Question 14; Policy DS2	Historic England (Dr Natalie Gates) [514]	<b>2402</b>	<b>Support</b>	Welcome the identification of a number of key views, from within and of the central area, with the aim that they will not be adversely impacted by development.	Noted.
<b>Landmarks and Landmark Buildings – Policy DS3</b>					
Question 15; Policy DS3	Essex Chambers of Commerce (Mr John Dallaway) [452]	<b>1944</b>	<b>Support</b>	Agree with the proposed approach to landmarks/landmark buildings in Southend Central Area	Noted.

Question 15; Policy DS3	Milton Conservatio n Society (Mr Andy Atkinson) [488]	1979	<b>Object</b>	The document seems to place landmarks and landmark buildings (section 4.9) above the best quality aggregated urban design. This attitude of <i>landmark</i> (or 'iconic' building to use the popular language) is becoming discredited so it seems rather odd that it so strongly features in our forward looking planning. As an example, the Sainsbury site was, not many years ago, hailed by the planners of our town as an important and focal town centre development. Not many years passed before the folly of this development was then realised so that the site has been proposed for re-development, should Sainsbury's relocate, and this is included in the document. Your document feels like it will lead to similar, repeated mistakes in future. The student housing building, now proposed as nothing less than a new potential landmark building demonstrates exactly what we are claiming. This building is largely disliked and ridiculed because it was built as an iconic or landmark building that paid virtually no relation to its urban surroundings. This type of arrogant 'look at me' building should not be the focus of future urban development in the town centre.	Landmarks and landmark buildings provide orientation and aid way-finding, being recognisable and distinctive, and it is important that they are conserved. Policy DS3 sets out the provision for the development of new landmark buildings to ensure they are well designed and detailed to help reinforce local character and distinctiveness.  The Sainsbury's site will not be included in the final version of the SCAAP as there is insufficient evidence that it will be redeveloped by 2021.
Question 15; Policy DS3	Southend Bid (Mr S Kearney) [496]	2247	<b>Comment</b>	Landmarks and Landmark Buildings 36% of respondents gave that top 10 priority.	Noted.
Question 15; Policy DS3	Belfairs Garden Residents Association (Barbara Armitage) [511]	2340	<b>Support</b>	Yes to the list of Landmark Buildings.	Noted.
Question 15; Policy DS3	Belfairs Garden Residents Association (Barbara Armitage) [511]	2341	<b>Object</b>	No to Potential Locations as already publicised at Opportunity Site 8: Seaway Car Park, Marine Parade and Opportunity Site 9 : New Southend Museum.	Seaway car park, Marine Parade and the New Southend Museum are key development sites identified in the SCAAP and are considered appropriate for the provision of new landmark buildings. Design and detailing will be important in such provision as set out in Policy DS3. No changes proposed.

Question 15; Policy DS3	Historic England (Dr Natalie Gates) [514]	<b>2403</b>	<b>Comment</b>	Recommend that a bullet point d) is added to paragraph two of Policy DS3 stating: "d. the proposals do not harm the setting of nearby heritage assets."	These points are accepted. It is therefore proposed to include an additional criteria in paragraph 2 of Policy DS3 stating: ' <b><i>d. the proposals do not harm the setting of nearby heritage assets.</i></b> '
Question 15; Policy DS3	National Federation for the Blind (Mrs Jill Allen-King) [516]	<b>2432</b>	<b>Comment</b>	In paragraph 99 which refers to Landmark buildings, these buildings can help blind and partially sighted people to locate where they are, so long as they are well lit and have good colour contrast with their surroundings. Also tactile information should be given and provided. For example, a water fountain or chiming clock can help to find a building.	Noted.
<b>Flood Risk Management and Sustainable Drainage</b>					
Question 16; Policy DS4	Essex Chambers of Commerce (Mr John Dallaway) [452]	<b>1945</b>	<b>Support</b>	Agree with the proposed approach to flood risk management and sustainable drainage in Southend Central Area	Noted.
Question 16; Policy DS4	Anglian Water (Sue Ball) [37]	<b>2028</b>	<b>Comment</b>	For Surface water disposal we would expect a SuDS solution to be utilised where at all viable and under no circumstances will surface water be permitted to discharge into the foul sewerage system. (Infrastructure Provision 4.12 paragraph 140)	Noted. It is proposed to add the following text to Policy DS4 point 2 as follows: '...Under no circumstances will surface water be permitted to discharge into a separate foul sewer or sewerage system. Surface runoff that cannot be discharged into the ground, a surface water body or a surface water sewer or local highway drain, must be discharged to a public, combined sewer system.'
Question 16; Policy DS4	Southend Bid (Mr S Kearney) [496]	<b>2246</b>	<b>Comment</b>	Flood Risk Management and Sustainable Drainage 48% of respondents gave that a top 10 priority.	Noted.
Question 16; Policy DS4	Belfairs Garden Residents Association (Barbara Armitage) [511]	<b>2342</b>	<b>Comment</b>	The Council persisted in its shared space along the sea front where flooding has damaged commercial properties and even put at risk the business of the owners.	Policy DS4 seeks effective flood risk management and sustainable drainage within new development. The maintenance and improvement of existing flood defence and mitigation is administered through complimentary Council services. <b>It is proposed to include reference in Central Seafront policies to flood mitigation measures.</b>

Question 16; Policy DS4	Environment Agency (Miss Lizzie Griffiths) [334]	<b>2420</b>	<b>Support</b>	<i>Paragraph 105</i> - We are pleased to note reference is made here to the Strategic Flood Risk Assessment and emerging Surface Water Management Plan, which clearly form a key part of your evidence base.	Noted.
Question 16; Policy DS4	Environment Agency (Miss Lizzie Griffiths) [334]	<b>2421</b>	<b>Comment</b>	<i>Paragraph 116</i> - With regards to surface water management, we wish to remind you that, whether or not the receiving water body is a main river, the Environment Agency is no longer the statutory consultee in the planning process. All surface water management scheme proposals and their associated discharge rates must therefore be approved by Southend Borough Council in its role as Lead Local Flood Authority.	Noted. Amend paragraph 116 last sentence to read, <b><i>'For main rivers and ordinary water courses, this will be the Council, and for public surface water sewers Anglian Water,'</i></b>

Question 16; Policy DS4	Environment Agency (Miss Lizzie Griffiths) [334]	2422	Comment	<p>We consider that further clarity could be provided within this policy. Our suggested changes are <i>as follows</i></p> <p>1 a. Will be accompanied by a flood risk assessment that considers all sources of flooding.</p> <p>1 c. i. For more vulnerable uses, the floor levels of habitable rooms will be above the design flood level, <i>with an allowance for climate change</i>. Within Flood Zone 3 the floor level must be situated above the design flood level <i>with climate change</i>, incorporating an allowance of at least 300mm for freeboard.</p> <p>(This is to ensure it is clear that floors must be set above the 1 in 200 annual probability event level plus climate change).</p>	<p>Noted, the following amendments are therefore proposed to DS4: <b><i>'1a. Will be accompanied by a flood risk assessment that considers all sources of flooding'. And</i></b></p> <p><b><i>'1ci. For more vulnerable uses, the floor levels of habitable rooms will be above the design flood level, with an allowance for climate change*. Within Flood Zone 3 the floor level must be situated above the design flood level with allowance for to climate change*, incorporating an allowance of at least 300mm for freeboard.</i></b></p> <p><b><i>* This is to ensure that floors must be set above the 1 in 200 annual probability event level plus climate change</i></b></p>
<b>Transport, Access and Public Realm</b>					
Question 17; Policy DS5	Rev. Phyllis Owen [456]	1929	Object	<p>Insufficient allowance for parking to take into account the number of residential units proposed.</p>	<p>The Councils parking standards are set out in the Development Management Document and these have been found sound by a planning inspector and subsequently adopted.</p>

Question 17; Policy DS5	Essex Chambers of Commerce (Mr John Dallaway) [452]	1946	Comment	Agree with the proposed approach to the management of transport, access and the public realm in the Southend Central Area, with the proviso that it should be amended to state that the Council 'will maintain car parking capacity at a level that supports the vitality and viability of the town centre' rather than 'seeking to maintain car parking capacity....'	Agree; the amendment is appropriate in the context of Policy DS5.2.a. <b>Remove the word 'seek'</b> . The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Question 17; Policy DS5	Mr David Batley [479]	1975	Support	I strongly support the introduction of bus priority measures along the A13 (London Road). Most of Westcliff and Leigh near this road consist of high-density housing with no off-street parking, a land-use pattern which works well with high-frequency public transport.	Noted.
Question 17; Policy DS5	Mr Harry Chandler [219]	1988	Comment	It might be worth considering the creation of a tramway based on the bus station to connect Southend airport, Victoria Avenue, Southend Victoria railway station, Southend Central, the High Street and the sea front. It is likely that the creation of a tramway would encourage more visitors to come to Southend by train and help reduce our car parking problems.	Policy PA8 identifies the need for a priority route to be provided linking Southend Central Area with London Southend Airport. This does not preclude innovative transport schemes to link these points. Such improvements will be pursued mainly through the provisions of the Southend Local Transport Plan. A tramway is not considered viable or deliverable by 2021, and therefore is not included within the SCAAP. No changes are proposed.
Question 17; Policy DS5	Burges Estate Residents Association [176]	1990	Comment	There is an anti- car feeling about some of the comments. A reluctance to acknowledge its importance in sustaining the central area's economy and over emphasis on suppressing it in favour of other modes. Car parking is only mentioned in terms of capacity ignoring the issue of pricing which is one of the major disincentives that the centre faces.	The SCAAP seeks improvements to the transport network for all users. There have already been a number of major junction improvements. Further reference will be included in Policy DS5 to highlight proposed strategic junction improvements as outlined on the Policies Map. There will also be a review of signage and implementation of an integrated signage strategy to assist road users around the transport network and direct them to the most convenient car parks.  The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Question 17; Policy DS5	Burges Estate Residents Association [176]	2001	Comment	Car parking on the sea front is mostly kerbside and it is difficult to believe that on- street parking duration is only 5mins. However the capacity needed to support the vitality of the town centre is not just a function of demand as it stands but the price mechanism. It must be a significant factor where choosing where to shop especially when so much of the competition has free parking.	The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP. It is proposed that specific reference to the 5 minute on-street parking duration will be removed.

Question 17; Policy DS5	Burges Estate Residents Association [176]	2002	Comment	The only other point on transport is mixed mode priority routes. Mixed in the sense of ped/cycle routes are not working because too many cyclists now have it in their heads that any footway or footpath is fair game. I know this is an enforcement issue but if it cannot or will not be enforced effectively then it is bad policy.	The implementation of new pedestrian and cycle routes will have regard to national guidance and best practice.
Question 17; Policy DS5	Mr Michael Davies [493]	2037	Comment	Serious thought needs to be given to what <i>to</i> do to the local traffic situation. If the plan includes a large number of residential flats, how many cars will that mean? Which way will they go to get out of town? Along the 'Golden Mile' and seafront towards Westcliff, then up Chalkwell Avenue to the London Road, or up Southchurch Avenue to try to join the A127 arterial road via Bournemouth Park Road, Sutton Road, or Victoria Avenue? Either way, it will mean added congestion, frustration, and stress for road users in an already very congested town.	Noted. Policy DS5 and related Policy Area policies make provision for a number of transport improvements, particularly junction improvements and the promotion of passenger transport. These will be actioned through the Local Transport Plan and partnership working. No changes are proposed.
Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2041	Comment	Transport and Access into the Town is a key theme and in order to deliver the aspired number of new dwellings and new jobs in the Central Area the Stockvale Group wish to see this appropriately addressed through the SCAAP documentation. At present Stockvale Group does not believe that the Transport, Access and Parking Issues have been given enough consideration. Nor the highway infrastructure on existing businesses let alone the aspirational growth.	Policy DS5 together with the Policy Area policies provide for a number of transport and highway improvements within Southend Central Area to improve accessibility and provide for more sustainable methods of transport. The Local Transport Plan will develop these further in line with planned growth.  The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.

Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2042	Support	Wholly support townscape improvements, improvements to the public realm, vastly improved connectivity from car parks to the Seafront, car parks to the high street and the creation of active public spaces in an otherwise linear High Street.	Noted.
Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2050	Comment	As part of this representation we have reviewed Blackpool's Local Plan Making as a similar seaside town and comparable seaside resort. As part of the Blackpool Core Strategy Consultation and examination in public, the seafront businesses made succinct clear representation regarding the impact of traffic and parking on the sustainability and future growth of Blackpool as a tourist resort and destination of choice. The [Blackpool] Seafront business representation noted that the major attractions that make Blackpool a tourist destination rely on easy access to car parking and good access from car parks to the attractions by foot and public transport. The Seafront businesses further noted that this matter is often not well understood by councils, who generally consider that it is not necessary to plan car parking for peak periods only. In most industries, for example planning the levels of parking for shopping areas based only on the Christmas peak, this a reasonable approach but for the businesses which are seasonal and need to meet visitor targets to survive (or at least to continue at the present scale), this approach can have far reaching consequences.	Noted.



Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2051	<b>Object</b>	The Southend Seafront businesses feel this particular issue [related to peak periods for car parking] is not understood by the Local Authority and as such the level of tourism and investment has peaked. Many of the Seafront businesses have expressed their view as part of this consultation that they cannot invest further in the town due to the issue of access and parking and as such they already have a declining customer base.	<p>Policy DS5 and related Policy Areas include a number of proposals for improving transport accessibility. These policies will sit alongside the Local Transport Plan which aims to address issues of congestion, circulation and accessibility to Southend to assist economic growth.</p> <p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2052	<b>Comment</b>	Members of the Stockvale Group together with representatives of local businesses within the SCAAP area discussed highways and parking issues with Southend on Sea Borough Council's Head of Planning and Transport. As the Chief Officer responsible for transport he was recorded as saying 'the issue with parking is if you create more parking spaces, more people will come and they will create congestion i.e. there will be greater numbers of visitors to the Town meaning greater business! This exasperates the concerns of local businesses that parking and transport issues are not fully understood and have no serious consideration as part of the Council's preferred option and SCAAP Framework.	Noted, no agreed minutes are recorded of this meeting. The purpose of the SCAAP is to plan for regeneration, growth and inward investment whilst taking account of impacts on matters such as amenity and the local environment. This is planned for within a range of travel mode options and the infrastructure necessary to support them.

Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2053	Comment	Interestingly the representations made by the Seafront businesses in Blackpool persuaded the Government Inspector of their position. The Inspector concluded in their report that 'Car Parks need to accommodate peak weekend/bank holiday parking'.	Noted.  The Council is unable to identify this direct quote in the Inspector's Report that has been cited.
Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2076	Object	RICS paper 'High Streets Adapting for Change' discusses parking changes and out of town retail which provides free parking. Since 2007 many local authorities have increased parking charges significantly. In the SCAAP area this is a key issue which requires essential review. This is in contrast to the smaller districts of wider Southend on Sea, Leigh and Southchurch where the Council have extended free parking to 2 hours. Compared to Central Southend and the SCAAP area where parking for 2 hours is in excess of £3.30. In Stockvale Group's view this is a deterrent for people coming into Southend particularly for shopping. This combined with the poor spatial and environmental quality is a contributing factor to the decline of Southend's Town Centre.	The SCAAP recognises the importance of car parking provision to the vitality and viability of the centre. The wider implications of car parking charges are a matter which will be kept under review by the Borough Council as part of its overall approach to car parking for the Borough. The SCAAP is a planning policy document and does not directly cover parking charges. No changes are proposed.

Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2085	Support	Wholeheartedly support the encouragement and expansion of businesses in the Southend Central Area, although note that the issues around transport, access and parking need further consideration and understanding.	Noted.
Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2086	Object	Transport, access and parking issues need further consideration and are a particular issue for the Seafront businesses and the tourist economy. The highway infrastructure makes journeys into the town prolonged and difficult. Many visitors and customers simply don't return.	<p>Policy DS5 and related Policy Areas include a number of proposals for improving transport accessibility.</p> <p>The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>

Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2090	Comment	Southend's Unique Selling Point is the Seafront which is a destination of choice. The Seafront and High Street inter relate on each other for business with the major attractions of Southend relying on easy access to car parking and good access from the car parks to the High Street and the Seafront attractions by foot or public transport.	Noted. The SCAAP seeks to improve and enhance connectivity between the seafront and town centre. No changes are proposed.
Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2091	Comment	Access into the Town is problematic certainly on peak days, but also in evenings when there are events on in the Town and Central Seafront. There is a view that from the Victoria Gateway junction to the Raleigh Weir on days of high visitation and sunny days the key route is completely grid locked between these two key points. This represents somewhere in the region of 3840 cars parked nose to tail across the main artery into the Town which is mainly a dual carriageway.	Accessibility improvements are on-going as part of the Local Transport Plan and other regeneration initiatives. No changes are proposed.

Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2092	Comment	<p>Some members of the STOCKVALE GROUP and representatives of the Seafront businesses believe that one way in which the congestion into the Town could be improved is for an additional 3840 parking spaces to be made accessible and available within close proximity to the Seafront and core High Street Area. This is due to the day visitor attraction industry, particularly family attractions such as the Seafront receiving the vast majority of its income in a few weeks of the year. These generally coincide with the school holidays. During this peak period a visitor attraction business needs to be able to accommodate every visitor that wants to visit as these peak days effectively subsidise the operation for the rest of the year.</p> <p>If the access to the main attractions is limited on peak days by the availability of car parking spaces, this could and does have serious impact on the viability of the Seafront businesses. The main parking areas are generally at capacity on peak holiday periods. Any loss of capacity as a result of the SCAAP proposals would result in a cap of visitors during these peak periods. This limits the amount of investment within the Seafront to the current status quo.</p> <p>Transport and access is not just limited to the Seafront and does have a huge impact on the High Street, combined with parking tariffs, access and egress, and poor legibility around the Town Centre. Whilst the changes outlined in the SCAAP from a space and use perspective will do an awful lot to reinvigorate and regenerate the High Street, this must be inclusive of a renewed and fresh approach to parking provision within the SCAAP Area.</p>	<p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
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Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2096	Comment	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there have been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The STOCKVALE GROUP would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions. No changes are proposed.
Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2104	Comment	<p>Before the SCAAP document is enshrined, the STOCKVALE GROUP would ask that the Council carry out thorough research, analysis and investigation into the capabilities of the existing infrastructure and the capabilities of utility suppliers to meet the aspirational growth. This is essential and will need some degree of consideration in terms of new sub stations around the SCAAP area. This directly links to townscape and Public Realm improvements as these sub stations represent an opportunity to not create a negative space in the overall townscape. Many of the Members of the STOCKVALE GROUP are continuously seeking to improve their offer and find that the limitation of the existing utilities coming into the SCAAP area prohibit their future plans and proposals. This has not been at all addressed in the SCAAP document.</p>	<p>Infrastructure provision is addressed in the Plan. Such provisions have been subject to consultation with utility companies as part of the Plan preparation process. No changes are proposed.</p> <p>Further consultation with the National Grid will reveal whether further capacity is required to support the additional development in the Central Area. There was no objection from the National Grid to the housing and job targets in the Core Strategy.</p>

Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2110</b>	<b>Comment</b>	There is the further opportunity to reopen the deepening alleviating some of the traffic stress that has resulted of the Highway alterations.	Noted. The Deeping was closed a number of years ago as part of transport improvements to the area. Its future use will be kept under review as part of on-going transport monitoring.
Question 17; Policy DS5	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2126</b>	<b>Comment</b>	There are a couple of issues that the STOCKVALE GROUP want to ensure are adequately addressed through the SCAAP. The first of those is the potential of having residents parking zones, this could have a negative effect on the existing Town Centre on and off street parking and consume spaces that are vital for visitors.	Noted. Such aspects will be kept under review as part of the on-going transport monitoring of the area.

Question 17	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2139	<b>Object</b>	Major concerns relating to all supported aspirations being achieved falls into a number of categories - transport, access and parking is a key theme and at present the existing parking provision is woefully inadequate. The access route into the Town is often unable to cater for the number of visitors on sunny days and this is likely to be detrimental to economic sustainability and the projected growth of 6,000 jobs within the SCAAP Area.	<p>Policy DS5 and related Policy Areas make a number of proposals for the improvement of transport and accessibility in the central area. These policies will sit alongside the Local Transport Plan which aims to address issues of congestion, circulation and accessibility to Southend to assist economic growth. No changes are proposed.</p> <p>The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
Question 17	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2140	<b>Object</b>	The identified opportunity development sites are mainly existing public car parks. Through the SCAAP the Local Authority should seek a minimum of a replacement like for like number of public spaces on each of the sites whilst also meeting the development requirements in accordance with the Council's Development Management Policy.	<p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p> <p>The Development Management Document establishes maximum parking standards for commercial development and appropriate standards for residential development in the Central Area. The amount of parking provided for a development scheme will be assessed against these policy standards, together with a consideration of the sites local context, location and distance from public transport links.</p>



Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2142</b>	<b>Comment</b>	<p>Transport and Access into the Town is a key theme and in order to deliver the aspired number of new dwellings and new jobs in the Central Area the Stockvale Group wish to see this appropriately addressed through the SCAAP documentation. At present Stockvale Group does not believe that the Transport, Access and Parking Issues have been given enough consideration. Nor the highway infrastructure on existing businesses let alone the aspirational growth.</p>	<p>Policy DS5 together with the Policy Area policies provide for a number of transport and highway improvements within the Central Area to improve accessibility and provide for more sustainable methods of transport. These policies will sit alongside the Local Transport Plan which aims to address issues of congestion, circulation and accessibility to Southend to assist economic growth.</p> <p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2143</b>	<b>Support</b>	<p>Wholly support townscape improvements, improvements to the public realm, vastly improved connectivity from car parks to the Seafront, car parks to the high street and the creation of active public spaces in an otherwise linear High Street.</p>	<p>Noted.</p>
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2152</b>	<b>Comment</b>	<p>As part of this representation we have reviewed Blackpool's Local Plan Making as a similar seaside town and comparable seaside resort. As part of the Blackpool Core Strategy Consultation and examination in public, the seafront businesses made succinct clear representation regarding the impact of traffic and parking on the sustainability and future growth of Blackpool as a tourist resort and destination of choice.</p> <p>The [Blackpool] Seafront business representation noted that the major attractions that make Blackpool a tourist destination rely on easy access to car parking and good access from car parks to the attractions by foot and public transport.</p> <p>The Seafront businesses further noted that this matter is often not well understood by councils, who generally consider that it is not necessary to plan car parking for peak periods only. In most industries, for example planning the levels of parking for shopping areas based only on the Christmas peak, this a reasonable approach but for the businesses which are seasonal and need to meet visitor targets to survive (or at least to continue at the present scale), this approach can have far reaching consequences.</p>	<p>Noted.</p>

Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2153</b>	<b>Object</b>	The Southend Seafront businesses feel this particular issue [related to peak periods for car parking] is not understood by the Local Authority and as such the level of tourism and investment has peaked. Many of the Seafront businesses have expressed their view as part of this consultation that they cannot invest further in the town due to the issue of access and parking and as such they already have a declining customer base.	Policy DS5 and related Policy Areas include a number of proposals for improving transport accessibility. These policies will sit alongside the Local Transport Plan which aims to address issues of congestion, circulation and accessibility to Southend to assist economic growth.  The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2154</b>	<b>Comment</b>	Members of the Stockvale Group together with representatives of local businesses within the SCAAP area discussed highways and parking issues with Southend on Sea Borough Council's Head of Planning and Transport. As the Chief Officer responsible for transport he was recorded as saying 'the issue with parking is if you create more parking spaces, more people will come and they will create congestion i.e. there will be greater numbers of visitors to the Town meaning greater business! This exasperates the concerns of local businesses that parking and transport issues are not fully understood and have no serious consideration as part of the Council's preferred option and SCAAP Framework.	Noted, no agreed minutes are recorded of this meeting. The SCAAP is planning for growth and inward investment and seeks to attract greater visitor numbers.
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2155</b>	<b>Comment</b>	Interestingly the representations made by the Seafront businesses in Blackpool persuaded the Government Inspector of their position. The Inspector concluded in their report that 'Car Parks need to accommodate peak weekend/bank holiday parking'.	Noted. This quotation could not be cited within the Blackpool Inspectors Report. The Council has nevertheless noted the modifications made by the Inspector.
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2178</b>	<b>Object</b>	RICS paper 'High Streets Adapting for Change' discusses parking changes and out of town retail <b>which</b> provides free parking. <b>In contrast to this</b> Since 2007 many local authorities have increased parking charges significantly. In the SCAAP area this is a key issue which requires essential review. This is in contrast to the smaller districts of wider Southend on Sea, Leigh and Southchurch where the Council have extended free parking to 2 hours. Compared to Central Southend and the SCAAP area where parking for 2 hours is in excess of £3.30. In Stockvale Group's view this is a deterrent for people coming into Southend particularly for shopping. This combined with the poor spatial and environmental quality is a contributing factor to the decline of Southend's Town Centre.	The SCAAP recognises the importance of car parking provision to the vitality and viability of the centre. The SCAAP is a planning policy document and does not directly cover parking charges. The wider implications of car parking charges are a matter which will be kept under review by the Borough Council at part of its overall approach to car parking for the Borough. No changes are proposed.

Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2188</b>	<b>Support</b>	Wholeheartedly support the encouragement and expansion of businesses in the Southend Central Area, although note that the issues around transport, access and parking need further consideration and understanding.	Noted.
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2189</b>	<b>Object</b>	Transport, access and parking issues need further consideration and are a particular issue for the Seafront businesses and the tourist economy. The high way infrastructure makes journeys into the town prolonged and difficult. Many visitors and customers simply don't return.	<p>Policy DS5 and related Policy Areas include a number of proposals for improving transport accessibility. These policies will sit alongside the Local Transport Plan which aims to address issues of congestion, circulation and accessibility to Southend to assist economic growth.</p> <p>The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2193</b>	<b>Comment</b>	Southend's Unique Selling Point is the Seafront which is a destination of choice. The Seafront and High Street inter relate on each other for business with the major attractions of Southend relying on easy access to car parking and good access from the car parks to the High Street and the Seafront attractions by foot or public transport.	Noted. The SCAAP seeks to improve and enhance connectivity between the seafront and town centre. No changes are proposed.
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2194</b>	<b>Comment</b>	Access into the Town is problematic certainly on peak days, but also in evenings when there are events on in the Town and Central Seafront. There is a view that from the Victoria Gateway junction to the Raleigh Weir on days of high visitation and sunny days the key route is completely grid locked between these two key points. This represents somewhere in the region of 3840 cars parked nose to tail across the main artery into the Town which is mainly a dual carriageway.	Accessibility improvements are on-going as part of the implementation of the Local Transport Plan and other regeneration initiatives. No changes are proposed.

Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	2195	Comment	<p>Some members of the BID and representatives of the Seafront businesses believe that one way in which the congestion into the Town could be improved is for an additional 3840 parking spaces to be made accessible and available within close proximity to the Seafront and core High Street Area. This is due to the day visitor attraction industry, particularly family attractions such as the Seafront receiving the vast majority of its income in a few weeks of the year. These generally coincide with the school holidays. During this peak period a visitor attraction business needs to be able to accommodate every visitor that wants to visit as these peak days effectively subsidise the operation for the rest of the year.</p> <p>If the access to the main attractions is limited on peak days by the availability of car parking spaces, this could and does have serious impact on the viability of the Seafront businesses. The main parking areas are generally at capacity on peak holiday periods. Any loss of capacity as a result of the SCAAP proposals would result in a cap of visitors during these peak periods. This the amount of investment within the Seafront to the current status quo. Transport and access is not just limited to the Seafront and does have a huge impact on the High Street, combined with parking tariffs, access and egress, and poor legibility around the Town Centre. Whilst the changes outlined in the SCAAP from a space and use perspective will do an awful lot to reinvigorate and regenerate the High Street, this must be inclusive of a renewed and fresh approach to parking provision within the SCAAP Area.</p>	<p>The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
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Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2199</b>	<b>Comment</b>	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there has been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The BID would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions.
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2207</b>	<b>Comment</b>	<p>Before the SCAAP document is enshrined, the BID would ask that the Council carry out thorough research, analysis and investigation into the capabilities of the existing infrastructure and the capabilities of utility suppliers to meet the aspirational growth. This is essential and will need some degree of consideration in terms of new sub stations around the SCAAP area. This directly links to townscape and Public Realm improvements as these sub stations represent an opportunity to not create a negative space in the overall townscape. Many of the Members of the BID are continuously seeking to improve their offer and find that the limitation of the existing utilities coming into the SCAAP area prohibit their future plans and proposals. This has not been at all addressed in the SCAAP document.</p>	Infrastructure provision, particularly flood risk management, which has been a major issue in the central seafront area, is addressed in the Plan. Such provisions have been subject to consultation with utility companies as part of the Plan preparation process. No changes are proposed.
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2213</b>	<b>Comment</b>	<p>There is the further opportunity to reopen the deepening alleviating some of the traffic stress that has resulted of the Highway alterations</p>	Noted. The Deeping was closed some years ago as part of transport improvements to the area. Its future use will be kept under review as part of on-going transport monitoring.
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2229</b>	<b>Comment</b>	<p>There are a couple of issues that the BID want to ensure are adequately addressed through the SCAAP. The first of those is the potential of having residents parking zones, this could have a negative effect on the existing Town Centre on and off street parking and consume spaces that are vital for visitors.</p>	Noted. Such aspects will be kept under review as part of the on-going transport monitoring of the area.

Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2245</b>	<b>Comment</b>	Transport and Access and Public Realm also received 70% of respondents giving this a score of 10 and a top priority.	Noted.
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2268</b>	<b>Object</b>	Major concerns relating to all supported aspirations being achieved falls into a number of categories, transport, access and parking is a key theme and at present the existing parking provision is woefully inadequate. The access route into the Town is often unable to cater for the number of visitors on sunny days and this is likely to be detrimental to economic sustainability and the projected growth of 6,000 jobs within the SCAAP Area.	<p>Policy PA5 and related Policy Areas make a number of proposals for the improvement of transport and accessibility in the central area. No changes are proposed.</p> <p>The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
Question 17; Policy DS5	Southend Bid (Mr S Kearney) [496]	<b>2269</b>	<b>Object</b>	The identified opportunity development sites are mainly existing public car parks. Through the SCAAP the Local Authority should seek a minimum of a replacement like for like number of public spaces on each of the sites whilst also meeting the development requirements in accordance with the Council's Development Management Policy.	<p>The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p> <p>The Development Management Document establishes maximum parking standards for commercial development and appropriate standards for residential development in the Central Area. The amount of parking provided for a development scheme will be assessed against these policy standards, together with a consideration of the sites local context, location and distance from public transport links.</p>
Question 17; Policy DS5	Mr Rod Levin[497]	<b>2271</b>	<b>Comment</b>	Provision of pavement seating throughout the borough	The Plan seeks to improve existing and provide new public spaces within Southend Central Area. Seating provision will be considered on a scheme by scheme basis in line with the Streetscape Manual Supplementary Planning Document. No changes are proposed.
Question 17; Policy DS5	Mr Rod Levin [497]	<b>2276</b>	<b>Comment</b>	Upgrade the Street lighting from the current dismal effect	A programme of street lighting improvements is being implemented as part of the Local Transport Plan provisions. No changes are proposed.
Question 17; Policy DS5	Mr Rod Levin [497]	<b>2279</b>	<b>Comment</b>	Reduce / eliminate all car-parking charges on Sundays and Bank holidays and, hospital car parks completely	The SCAAP recognises the importance of car parking provision to the vitality and viability of the centre. The wider implications of car parking charges are a matter which will be kept under review by the Borough Council as part of its overall car parking strategy for the Borough. No changes are proposed.

Question 17; Policy DS5	Mr Rod Levin [497]	<b>2280</b>	<b>Comment</b>	Ensure all new houses are provided with car parking room for at least two cars	Residential car parking is set out in the Council's adopted car parking standards in the Development Management Document. No changes are proposed.
Question 17; Policy DS5	Mr Rod Levin [497]	<b>2284</b>	<b>Comment</b>	Plan to improve Road access to Southend (Additional to A127) by 2020	A number of road improvements to the strategic highway network have been completed in recent years and further improvements are proposed as part of the Local Transport Plan provisions. No changes are proposed.
Question 17; Policy DS5	Mr Rod Levin [497]	<b>2285</b>	<b>Comment</b>	Plan week-end Park and ride scheme for visitors by road to leave their cars Out-of-Town	Park and Ride schemes have been considered a number of times in recent years but have not been considered feasible given the limited land available and linear peninsula geography of the town. The provision of Park and Ride would only be feasible outside the SCAAP boundaries. Such options will be kept under review as part of the on-going Local Transport Plan provisions and development of the Southend Local Plan. No changes are proposed.
Question 17; Policy DS5	Mr Rod Levin [497]	<b>2286</b>	<b>Comment</b>	As in towns abroad, make commercial deliveries to be during Night hours only - eg: Monaco	Commercial delivery times are kept under review as part of on-going traffic management proposals. The SCAAP Transport, Access and Public Realm Strategy and Policy DS5 seeks to ensure the efficient and effective servicing and delivery arrangements. No changes are proposed.
Question 17; Policy DS5	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	<b>2306</b>	<b>Comment</b>	Policy DS5 states that the Council will work with the freight industry and logistics to implement more efficient use of vehicles in terms of guidance, zoning and delivery timetables and suggests that this can be set out in freight management plans. Valad (Europe) Ltd suggest that the requirement for freight management plans is not set out in policy but dealt with on a case by case basis.	Policy purely sets out intent to provide for a freight management plan in the interests of efficient traffic management. No changes are proposed.



Question 17; Policy DS5	Belfairs Garden Residents Association (Barbara Armitage) [511]	<b>2343</b>	<b>Object</b>	<p>Vulnerable groups' need transport and the statement that car travel is to be discouraged is discriminatory against those of us who cannot get on public transport and need cars <i>for</i> accessibility to all areas of the town and the profoundly disabled who use nothing else, not only motability cars but blue badge users and those taken by friends or taxis. <b>Also need to be</b> relief areas for guide and assistance dogs. The Southend Local Transport Plan 3 to 2026 notes as a Key Fact p87 the expected rise in population over 65 and that all public transport should be accessible by 2017 which does not appear likely. It also notes the lack of buses along the seafront.</p>	<p>The SCAAP does not seek to discourage car travel, rather it seeks to encourage and promote better public transport. The Local Transport Plan seeks to promote public transport for all, including concessionary fares for those of retirement age.</p> <p>Site occupiers with reference to national parking guidance and legislation are responsible for providing an adequate number of spaces for people with disabilities. The SCAAP seeks to promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure. It is considered that reference to a range of parking types, including for disabled people, should be made within Policy DS5.</p>
Question 17; Policy DS5	Belfairs Garden Residents Association (Barbara Armitage) [511]	<b>2344</b>	<b>Object</b>	<p>Reducing car parking space, particularly in the streets, is nonsense. Some of the spaces calculated have been within shopping malls such as the Royals. Local businesses need short term spaces for their customers including care agencies, accountants, lawyers etc. if clients do not find somewhere to park nearby, e.g Clarence Rd. area, the business will relocate somewhere else. This could have an effect upon employment considered elsewhere in the plan and under threat. Disabled people need nearby spaces. So do people with shopping and mums with children. Multi storey car parks are not good for those with walking difficulty or indeed women on their own for safety in darkness.</p> <p>Going to park in a multi storey or driving around for a space just to have lunch in a cafe in The High Street opposite Marks and Spencers does not make sense for boosting the town economy at all.</p> <p>The car park next to SAVS building is vital for users of that building and the meetings and workshops there. It also gives access to the Royals complex without having to drive around to the Royals car park where there is often long waiting to get in especially on Saturdays and when it is raining. Likewise the Clarence Road car park is vital for the residents and business people around there and of course the Baptist Church and Salvation Army.</p>	<p>The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p> <p>Policy seeks to better manage demand on the road network and balance this with the needs of other modes, particularly where this would give greater reliability to road users and priority to pedestrians, cyclists, public transport users and other vulnerable road users.</p> <p>The SCAAP seeks to promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure. It is considered that reference to a range of parking types, including for disabled people, should be made within Policy DS5.</p>



Question 17; Policy DS5	Belfairs Garden Residents Association (Barbara Armitage) [511]	<b>2345</b>	<b>Comment</b>	The travel centre and management of access to buses is hopeless. Real consultation on the location of the travel centre and safe places for people to wait and queue for buses is overdue. Good and accessible public toilets should be incorporated here and elsewhere in the central area.	Policy PA7 identifies the potential to relocate the bus station to provide for improved facilities. The detailed design of a scheme will be considered at planning application stage and will be subject to consultation. No changes proposed.
Question 17 DS5	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	<b>2366</b>	<b>Comment</b>	Would LGO's please stop using the term 'public transport' We only have private companies operating trains and buses.	'Public transport' is a term generally used to refer to transport services provided directly to the public. No change proposed.
Question 17 DS5	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	<b>2367</b>	<b>Support</b>	Yes, but we need 24/7 concessionary fares for old aged pensioners	Concessionary fares are a matter outside of planning influence. No changes proposed.
Question 17; Policy DS5	Procurement Consulting (Mr Barrie Evans) [513]	<b>2375</b>	<b>Comment</b>	Southend-On-Sea needs more innovative transport solutions. Other cities such as Manchester etc have reverted back to the tram system and park and ride schemes. There is no connectivity from rail other than car or walking. To resurrect a tram system would not only provide an efficient form of transport but enhance the sea side feel that Southend is missing. Parking is also an issue and any new development should provide a self-sufficient parking solution and stop commercial and retail parking in residential areas	The Plan seeks to enhance and improve public transport within the central area. Innovative transport solutions have been investigated as part of the Local Transport Plan. All development schemes are assessed against adopted car parking standards. No changes proposed.
Question 17; Policy DS5	Procurement Consulting (Mr Barrie Evans) [513]	<b>2377</b>	<b>Comment</b>	Southend-On-Sea central area is poorly lit and pedestrian routes for commuters from Southend Central station are seen as unsafe. Most commuters will travel in the hours of darkness whether it be morning or night and to encourage walking around the central areas better lighting is required.	Policy DS5 seeks to ensure the provision of appropriate street lighting. Reference will be included for improved lighting in Policy PA1.

Question 17; Policy DS5	Procurement Consulting (Mr Barrie Evans) [513]	2379	Comment	The central area is highly residential and traffic speed is too high; especially in the residential areas of Clifftown. Traffic calming options should be installed to reduce traffic speed in these areas.	Policy DS5 seeks to improve traffic management within the central area. However, it is recognised that the Policy makes no reference to the potential to improve the road safety and environment of the pockets of predominantly residential areas within the central area. It is therefore proposed that the following criteria is added to Policy DS5, <b><u>'Improve road safety and the quality of the environment by introducing traffic calming and related measures within predominantly residential areas as appropriate.'</u></b> Policy PA6.5.b seeks a reduction in general vehicle circulation in residential street.
Question 17; Policy DS5	Procurement Consulting (Mr Barrie Evans) [513]	2388	Comment	1 parking space per flat is totally unrealistic in this age	The Council's parking standards are set out in the Development Management Document and these have been found sound by a planning inspector and subsequently adopted.
Question 17; Policy DS5	National Federation for the Blind (Mrs Jill Allen-King) [516]	2433	Comment	All pedestrian areas should be kept free of obstacles, and no cycling should be allowed in these areas. All walking areas should be well lit, and where there are seats they should be so positioned that they do not cause a hazard.	Policy seeks to give priority to pedestrians, cyclists, public transport and other vulnerable users. It also seeks to maintain street lighting. Reference will be included to Policy DS5 to ensure that public realm improvements consider the needs of more vulnerable users as follows: <b><u>'In order to promote and reinforce local distinctiveness, ensure all public realm improvement works, including those outlined in the relevant Policy Areas, should seek to provide a coordinated palette of materials, facilitate a reduction in street clutter, consider the needs of all users including vulnerable and disabled users, the provision of additional seating where appropriate to provide resting places, and have regard to guidance within the Design and Townscape Guide and Streetscape Manual.'</u></b>
Question 17; Policy DS5	National Federation for the Blind (Mrs Jill Allen-King) [516]	2434	Comment	Parking should be provided for disabled drivers close to shops. There is no mention of parking for disabled people in the document.	Site occupiers with reference to national parking guidance and legislation are responsible for providing an adequate number of spaces for people with disabilities The SCAAP seeks to promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure. It is considered that reference to a range of parking types, including for disabled people, should be made within Policy DS5.

Question 17; Policy DS5	National Federation for the Blind (Mrs Jill Allen-King) [516]	2435	Comment	There should be bus routes to cover all parts of the town these should be reliable, frequent, accessible and available 7 days a week and at Bank holidays. Currently there are no bus routes from Chalkwell to the Kursaal.	Policy DS5, as part of a sustainable approach to transport, seeks to improve provisions for public transport users and for bus priority measures. Specific bus routes are considered as part of on-going partnership working with bus operators. No changes are proposed.
<b>Infrastructure Provision</b>					
Question 18	Essex Chambers of Commerce (Mr John Dallaway) [452]	1947	Support	Agree with the proposed approach to providing infrastructure in Southend Central Area	Noted.
Question 18	Anglian Water (Sue Ball) [37]	2015	Comment	Treatment capacity at Southend Water Recycling Centre is available to serve the proposed level of growth in the plan.(Infrastructure Provision 4.12 paragraph 139)	Noted
Question 18	Anglian Water (Sue Ball) [37]	2016	Comment	<b>There may be a</b> need for upgrades to the foul sewerage network to accommodate the used water flows from the proposed development. (Infrastructure Provision 4.12 paragraph 140) This will be assessed for each site when we are approached via our pre planning service and a solution identified. Details can be found at: <a href="http://www.anglianwater.co.uk/developers/pre-planning-service.aspx">http://www.anglianwater.co.uk/developers/pre-planning-service.aspx</a> . Developers should be encouraged to submit a pre planning enquiry at the earliest opportunity.	Noted
Question 18	Anglian Water (Sue Ball) [37]	2027	Comment	For Surface water disposal we would expect a SuDS solution to be utilised where at all viable and under no circumstances will surface water be permitted to discharge into the foul sewerage system. (Infrastructure Provision 4.12 paragraph 140)	Noted. It is proposed to add to Policy DS4 point 2 the following: <b><u>'...Under no circumstances will surface water be permitted to discharge into a separate foul sewer or sewerage system. Surface runoff that cannot be discharged into the ground, a surface water body or a surface water sewer or local highway drain, must be discharged to a public, combined sewer system.'</u></b>


Question 18	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2095	Support	<p>The STOCKVALE GROUP understand the concept of a much greater residential intensification of the SCAAP area and would wholeheartedly support the Councils aspirations for an additional 4000+ homes however, this must be in the context of insuring there is suitable amenity and infrastructure.</p> <p>The intensification together with a greater mix of uses in the Town Centre and Central Seafront create a much more buoyant and sustainable economy and the STOCKVALE GROUP welcome the Councils proposals as part of the SCAAP planning document.</p>	<p>Noted. It is proposed to amend paragraph 139 as follows: <b><u>‘Water companies are subject to a statutory duty to ‘effectually drain’ their area. This requires them to invest in infrastructure suitable to meet the demands of projected population growth. Southend Waste Water Treatment Works has adequate capacity to accommodate the Core Strategy growth targets to 2021 and beyond. However, developers will need to consider the effect of their development on the capacity of the local waste water network. Proposals will need to demonstrate that they will not overload this.’</u></b></p> <p>It is also proposed to insert a new paragraph under 139:</p> <p><b><u>‘There is statutory provision for developers to fund additional sewerage infrastructure required to accommodate flows from a proposed development. Adequate sewerage infrastructure should be in place to serve the area before development progresses. Developers should seek pre-planning advice from Anglian Water at the earliest opportunity to ensure appropriate provision is made. Further details and useful guidance can be found on Anglian Water’s website.’</u></b></p>
Question 18	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2105	Comment	<p>Before the SCAAP document is enshrined, the STOCKVALE GROUP would ask that the Council carry out thorough research, analysis and investigation into the capabilities of the existing infrastructure and the capabilities of utility suppliers to meet the aspirational growth. This is essential and will need some degree of consideration in terms of new sub stations around the SCAAP area. This directly links to townscape and Public Realm improvements as these sub stations represent an opportunity to not create a negative space in the overall townscape. Many of the Members of the STOCKVALE GROUP are continuously seeking to improve their offer and find that the limitation of the existing utilities coming into the SCAAP area prohibit their future plans and proposals. This has not been at all addressed in the SCAAP document.</p>	<p>Infrastructure provision is addressed in the Plan. Such provisions have been subject to consultation with utility companies as part of Plan preparation process. No changes are proposed.</p> <p>Further consultation with the National Grid will reveal whether further capacity is required to support the additional development in the central area. There was no objection from the National Grid to the housing and job targets in the Core Strategy.</p>

Question 18	Southend Bid (Mr S Kearney) [496]	2198	Support	The BID understand the concept of a much greater residential intensification of the SCAAP area and would wholeheartedly support the Councils aspirations for an additional 4000+ homes however, this must be in the context of insuring there is suitable amenity and infrastructure. The intensification together with a greater mix of uses in the Town Centre and Central Seafront create a much more buoyant and sustainable economy and the BID welcome the Councils proposals as part of the SCAAP planning document.	Noted.
Question 18	Southend Bid (Mr S Kearney) [496]	2208	Comment	Before the SCAAP document is enshrined, the BID would ask that the Council carry out thorough research, analysis and investigation into the capabilities of the existing infrastructure and the capabilities of utility suppliers to meet the aspirational growth. This is essential and will need some degree of consideration in terms of new sub stations around the SCAAP area. This directly links to townscape and Public Realm improvements as these sub stations represent an opportunity to not create a negative space in the overall townscape. Many of the Members of the BID are continuously seeking to improve their offer and find that the limitation of the existing utilities coming into the SCAAP area prohibit their future plans and proposals. This has not been at all addressed in the SCAAP document.	Infrastructure provision, particularly flood risk management, which has been a major issue in the central seafront area, is addressed in the Plan. Such provisions have been subject to consultation with utility companies as part of the Plan preparation process. No changes are proposed.
Question 18	Southend Bid (Mr S Kearney) [496]	2249	Comment	Energy and Utilities 32% top priority.	Noted.
Question 18	Mr Alan Grubb [59]	2294	Comment	The nearest Health Centre is located in North Road Westcliff, will this health centre be able to handle the additional demand which would be created by the new developments, The old Ekco site, Roots Hall site, the old college site next to the Civic Centre, Heath House and Carby House.	The Plan recognises the potential need for additional community facilities, particularly in the Queensway, Victoria and Sutton Gateway policy areas (Policies PA4, PA8, PA9). No changes are proposed.
Question 18	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	2368	Support	Yes, any new school may decide to convert to an Academy	Noted.

Question 18	Procuresure Consulting (Mr Barrie Evans) [513]	2392	Comment	Southend-On-Sea Council should ensure that all new developments both business and residential have Fibre optic ultra high speed broadband infrastructure as standard. This will attract future business and technologies to the city. The Council should be the city to make Southend On Sea the first 100% fibre High speed broadband city in uk. This upgrade of communication across the city along with a wi-fi infrastructure as seen in cities across Romania (yes Romania) would make Southend extremely attractive to global business with high speed Broadband communications being a pinch point for companies across the UK both large and small.	The adopted Core Strategy (CP1) sets out provision for improving broadband infrastructure throughout the Borough.
Question 18	National Federation for the Blind (Mrs Jill Allen-King) [516]	2436	Comment	There is no mention of Public toilets or day centres for disabled people.	These are referred to in the Plan under the generic term 'community infrastructure'. No changes to Plan are proposed.

### Part C: Policy Areas and Opportunity Sites

#### Dwelling Capacity

Question 19	The Co-operative Group (Mr A Thompson) [473]	1971	Object	The Co-operative Group would wish to see the inclusion of land at 53-57 Sutton Road Southend within the SCAAP as an additional Opportunity Site.		The Council is considering inclusion of this site as an opportunity site. This will be assessed against information supplied by the owners of the site to demonstrate that development is deliverable by 2021.
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#### High Street Policy Area – Policy PA1; Opportunity Sites 1 and 2

Question 20 PA1	Anna Hyndnan Lahna [456]	1931	Comment	With regards to the invitation to comment on new plans for Southend High Street, I would like to propose that we introduce trees in an avenue style right down the centre of the pedestrianised area.	Policy PA1 seeks to provide for improved landscaping and 'urban greening' and tree planting in the High Street. No changes proposed.
Question 20 PA1	Anna Hyndnan Lahna [456]	1932	Comment	I think we need to bring the area more glamour. I think we need to curb the amount of pound and temporary shops. We need to encourage individual businesses along with higher class chains, Brown Brasseries for example.	Policy PA1 seeks to encourage development that would contribute to the vitality and viability of the town centre. No changes proposed.

Question 20 PA1	Anna Hyndnan Lahna [456]	<b>1933</b>	<b>Comment</b>	Southend has a reputation for being for being downtrodden and cheap but it needn't be, we could follow the lead of Brighton for example and encourage boutique style shops and bring up the standards.	Policy PA1 seeks to encourage development that would contribute to the vitality and viability of the town centre. No changes proposed.
Question 20 PA1	Essex Chambers of Commerce (Mr John Dallaway) [452]	<b>1948</b>	<b>Support</b>	Agree with the proposed approach to managing development within the High Street Policy Area	Noted.
Question 20 PA1	London Southend Airport (Ms Jo Marchetti) [471]	<b>1967</b>	<b>Support</b>	LSA would like to see improvements made to the top of the high street to entice passengers arriving from the airport via. Southend Victoria Station into the High Street area before making their way to the seafront.  Better signage is needed to encourage visitors to many of the bars and restaurants located in the side streets. Better signage should be considered from the Queensway area to the High Street via. Odeon/New Look alleyway.	Noted. The Plan makes provision for improved signage and way marking throughout the central area, however, it is not directly referred to in Policy PA1 (High Street) where quality signage is important. <b><i>It is therefore proposed that the following words be added to Policy PA1 3 d: <u>'through improved signage and public art provision'</u>.</i></b>
Question 20; PA1.3.c	Burges Estate Residents Association [176]	<b>1997</b>	<b>Support</b>	Southend has been the focus of working class seaside attractions for at least 80 years and continues to be so. It is the mainstay of many seafront businesses. Those day trippers often take advantage of the sea front and the town centre facilities so improving the connectivity between the two is crucial.	Noted.

Question 20; PA1	Anglian Water (Sue Ball) [37]	2017	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	<p>The Council understands that water companies are subject to a statutory duty to ‘effectually drain’ their area. This requires them to invest in infrastructure suitable to meet the demands of projected population growth. There is also statutory provision for developers to fund additional sewerage infrastructure required to fund additional sewerage from a proposed development. In relation to this Ofwat provides information for developers where a development would require a new water main or sewer. It is considered, therefore, that there is an obligation on water companies to ensure that sewerage infrastructure is provided to a level to meet housing target in an adopted plan, unless it is a circumstance where a development would be required to provide additional capacity.</p> <p>Specifically, for foul drainage, Section 42 of the Flood and Water Management Act requires developers who want to connect to a public sewer to enter into a binding agreement for the adoption of new connecting sewers by the undertaker (under section 104 of the Water Industry Act 1991). The agreement must specify that new sewers will be built to a standard published by the Minister, or any other such standard as may be agreed. (Review above)</p> <p>Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.</p> <p>Noted. Additional supporting text is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.</p>
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Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2058	Comment	The Government has also introduced measures to make it easier to change use into residential however this is probably fairly restrictive in the High Street itself but Southend as the Local Planning Authority should consider the widening of that, certainly into some of the units off the High.	Policy DS1 and related Policy Area provisions actively promotes residential use above commercial premises and within proposed mixed use developments. No changes are proposed.
Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2063	Comment	High Streets Adapting for Change (RICS) introduces the Governments recognition that our High Streets have to offer something new and different that neither the shopping centres nor the internet can match. They need to offer an experience that goes beyond retail and they need to be a destination for the socialising culture, health, well being, creativity and learning. Offices alongside shops, alongside housing, alongside eateries.	Noted. The Plan seeks to achieve this.

Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2072	Support	<p>Support the Council in their aspiration to (i) improve Competitive Performance (ii) Reduce the cost base (iii) Diversify away from retail uses (iv) grow the local economy and/or population, which is a strong theme in the preferred option principle.</p> <p>Recognise that the High Street should be a social place that makes creative use of public space with a vibrant evening economy.</p>	Noted.
Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2078	Comment	<p>Many of our High Streets have been shaped by their past; however they are now trapped in their current configurations and often in poor shape to face the future. In relation to Southend on Sea, this is certainly the case. The High Street in particular has a linearity with no social space for congregation, interaction and the alternative commercial uses that would reactivate these spaces such as cafes, coffee shops, office space and importantly a high intensification of residential uses both at ground level and above The SCAAP and the Stockvale Group recognise that the High Street in particular requires a restructuring on a significant scale.</p>	<p>The SCAAP recognises the need to enhance and broaden the offer in the High Street and seeks to do this by providing a more flexible approach in the determination of planning applications to encourage a mix of retail, cafe and restaurant uses. The Plan also seeks to enhance and promote new public spaces within the centre. No changes are proposed.</p>

Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2088	Support	Support a higher intensification of residential uses in the Central Area together with a broader mix of commercial uses ranging from A1 retail, A3 restaurant café, D2 leisure and B1 offices to provide a more diverse multi-use High Street and Central Seafront.	Noted.
Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2097	Comment	Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there have been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront. The STOCKVALE GROUP would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.	Noted. The Plan seeks to achieve these aspects through its policy provisions. No changes are proposed.

Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2111	Comment	There is a great opportunity to display public art in terms of film projection on to the rear of the Victoria Plaza and the existing Odeon building. This further runs in to the top end of the High Street where there is a greater opportunity to enhance Victoria Circus.	<p>Noted. Additional wording is proposed to emphasise the use of visually active frontages within Policy PA2.2 as follows: <b><u>'Encourage visually active frontages, through public art, green walls, architectural fenestration to buildings on Queensway dual carriage-way'</u></b></p> <p>Include an additional criteria to Policy PA1 to encourage visually active frontage within PA1 to the rear of buildings on Queensway dual carriage way to read as follows: <b><u>'Encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way'</u></b></p>
Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2113	Comment	In relation to the middle of the High Street from Pitmans Close, Whitegate Road through to Tylers Avenue, the STOCKVALE GROUP support the extension of the education and cultural quarter into this area and would further suggest that the SCAAP looks at office use within the High Street itself and some residential uses above these offices. This would stimulate a broader economy and a safer pedestrian environment.	<p>Noted. The SCAAP identifies a number of opportunities for achieving residential/office development within this locality. No changes are proposed.</p>

Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2116	Comment	There could also be an improvement of pedestrian connection from the Central railway station of Southend on Sea into the Public Realm and a vast and extensive soft landscape scheme introduced around the Tylers Avenue/High Street connection to the railway station.	Noted. It is proposed that PA7 is updated as follows: ' <u>facilitate better pedestrian access to the High Street and Southend Central railway station</u> ' And the following amendment is proposed to PA6.3.b: 'streetscape and landscape design improvements, including urban greening and tree planting, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central <b>Railway</b> Station/ Central House, to Cliff Gardens and Pier Hill, <u>facilitating better pedestrian access to the High Street</u> '
Question 20	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2119	Support	The STOCKVALE GROUP support the Public Realm improvements and further connectivity down through and into the Seafront. The STOCKVALE GROUP recognise that Pier Hill has had a huge success in this regard.	Noted.
Question 20	Southend Bid (Mr S Kearney) [496]	2160	Comment	The Government has also introduced measures to make it easier to change use into residential however this is probably fairly restrictive in the High Street itself but Southend as the Local Planning Authority should consider the widening of that, certainly into some of the units off the High Street.	Policy PA1 and related Policy Area provisions promotes residential use above commercial premises and within proposed mixed use developments where appropriate. No changes are proposed.

Question 20	Southend Bid (Mr S Kearney) [496]	2165	Comment	High Streets Adapting for Change (RICS) introduces the Governments recognition that our High Streets have to offer something new and different that neither the shopping centres nor the internet can match. They need to offer an experience that goes beyond retail and they need to be a destination for the socialising culture, health, well being, creativity and learning. Offices alongside shops, alongside housing, alongside eateries.	Noted. The Plan seeks to achieve this.
Question 20	Southend Bid (Mr S Kearney) [496]	2174	Support	Support the Council in their aspiration to (i) improve Competitive Performance (ii) Reduce the cost base (iii) Diversify away from retail uses (iv) grow the local economy and/or population, which is a strong theme in the preferred option principle. Recognises that the High Street should be a social place that makes creative use of public space with a vibrant evening economy	Noted.
Question 20	Southend Bid (Mr S Kearney) [496]	2180	Comment	Many of our High Streets have been shaped by their past, however they are now trapped in their current configurations and often in poor shape to face the future. In relation to Southend on Sea, this is certainly the case. The High Street in particular has a linearity with no social space for congregation, interaction and the alternative commercial uses that would reactivate these spaces such as cafes, coffee shops, office space and importantly a high intensification of residential uses both at ground level and above. The SCAAP and the Stockvale Group recognise that the High Street in particular requires a restructuring on a significant scale.	The SCAAP recognises the need to enhance and broaden the offer in the High Street and seeks to do this by encouraging a mix of retail, cafe and restaurant uses. The Plan also seeks to enhance and promote new public spaces within the centre. No changes are proposed.
Question 20	Southend Bid (Mr S Kearney) [496]	2191	Support	Support a higher intensification of residential uses in the Central Area together with a broader mix of commercial uses ranging from A1 retail, A3 restaurant café, D2 leisure and B1 offices to provide a more diverse multi-use High Street and Central Seafront.	Noted.

Question 20	Southend Bid (Mr S Kearney) [496]	2200	<b>Comment</b>	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there has been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The BID would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions.
Question 20	Southend Bid (Mr S Kearney) [496]	2214	<b>Comment</b>	<p>There is a great opportunity to display public art in terms of film projection on to the rear of the Victoria Plaza and the existing Odeon building. This further runs in to the top end of the High Street where there is a greater opportunity to enhance Victoria Circus.</p>	<p>Noted. Additional wording is proposed to emphasise the use of visually active frontages within Policy PA2.2 as follows: <b><u>'Encourage visually active frontages, through public art, green walls, fenestration to buildings on Queensway dual carriage way'</u></b></p> <p>It is proposed to include an additional criteria to Policy PA1 to encourage visually active frontages to the rear of buildings on Queensway dual-carriage way to read as follows: <b><u>'Encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way'</u></b></p>
Question 20	Southend Bid (Mr S Kearney) [496]	2216	<b>Comment</b>	<p>In relation to the middle of the High Street from Pitmans Close, Whitegate Road through to Tylers Avenue, the BID support the extension of the education and cultural quarter into this area and would further suggest that the SCAAP looks at office use within the High Street itself and some residential uses above these offices. This would stimulate a broader economy and a safer pedestrian environment.</p>	Noted. The SCAAP identifies a number of opportunities for achieving residential/office development within this locality. No changes are proposed.

Question 20	Southend Bid (Mr S Kearney) [496]	2219	Comment	There could also be an improvement of pedestrian connection from the Central railway station of Southend on Sea into the Public Realm and a vast and extensive soft landscape scheme introduced around the Tylers Avenue/High Street connection to the railway station.	<p>Noted. It is proposed that PA7 is updated as follows: <b><u>'facilitate better pedestrian access to the High Street and Southend Central railway station'</u></b></p> <p>And the following amendment is proposed to PA6.3.b: 'streetscape and landscape design improvements, including urban greening and tree planting, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central <b>Railway</b> Station/ Central House, to Cliff Gardens and Pier Hill, <b>facilitating better pedestrian access to the High Street'</b></p> <p>And the following amendment to PA6.3.b: 'streetscape and landscape design improvements, including urban greening and tree planting, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central <b>Railway</b> Station/ Central House, to Cliff Gardens and Pier Hill, <b>facilitating better pedestrian access to the High Street'</b></p>
Question 20	Southend Bid (Mr S Kearney) [496]	2222	Support	The BID support the Public Realm improvements and further connectivity down through and into the Seafront. The BID recognise that Pier Hill has had a huge success in this regard.	Noted.
Question 20	Southend Bid (Mr S Kearney) [496]	2251	Comment	84% of respondents scored the High Street as a top 10 priority	Noted.
Question 20; PA1	Mr Alan Grubb [59]	2298	Comment	Walking up the High Street I cannot help but notice the area where Elmer Approach joins the High Street there does not appear to be any signs directing the pedestrian to the new library (Forum).	The provision of signage in the town centre is reviewed as appropriate. The Plan makes provision for improved signage and way marking throughout the central area, however , it is not directly referred to in Policy PA1 (High Street) where quality signage is important. <b><i>It is therefore proposed that the following words be added to Policy PA1 3 d 'through improved signage and public art provision'.</i></b>



Question 20; PA1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2307	Comment	Policy PA1 seeks to enhance the High Street experience through a number of improvements such as improving, enhancing and creating new public spaces, improved landscaping and interlinking access roads. Our client requests that specific mention is made to the Council's aspiration to open up the southern façade of The Royals Shopping Centre through the provision of a new restaurant(s) and outdoor public space etc to create a link between the High Street and the Seafront area. This, together with improved signage and access would help to link the seafront with the town centre and High Street benefitting the town centre as a whole.	The Plan seeks to achieve this as set out in Policies PA 1 3c and Policy CS1 10b. It is proposed that an additional criteria is inserted into Policy PA1.2 outlining the Council's support for proposals that create active frontage on the southern façade of The Royals Shopping Centre as follows: ' <u>...the following, will be supported in principle... The provision of active frontage on the southern façade of The Royals Shopping Centre</u> '
Question 20; PA1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2308	Object	Opportunity sites 1 and 2 (Whitegate Road and Pitmans Close) have been identified as being suitable for mixed use office/residential, commercial uses, with the timescale for delivery being post 2021. The delivery timescales within which the development should be delivered should be brought forward with the aim of delivering it pre-2021 on the basis that it will bring further investment to the town centre sooner.	There is insufficient evidence that these sites will be delivered by 2021, the end of the SCAAP's plan period. They will however, be considered during preparation of the Southend Local Plan. No changes are proposed.
Question 20, PA1	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	2369	Comment	Yes, more public toilets and any "steps" must be complimented by ramps for disabled people	Noted. This would be considered during the detailed design stage of any scheme.

Question 20; PA1	Historic England (Dr Natalie Gates) [514]	2406	Comment	<p>Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply.</p> <p>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/</a>. <b><i>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</i></b></p>	<p>This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>'It should be noted that listed buildings, buildings in Conservation Areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.'</i></b></p> <p>It is proposed to add the words 'as appropriate' in paragraph 4 of Policy PA6 so that it reads, <b><i>'Promote energy efficiency as appropriate, including.....'</i></b></p> <p>This would necessitate similar changes to all other policy areas.</p>
Question 20	National Federation for the Blind (Mrs Jill Allen-King) [516]	2438	Comment	The High street should be kept at one level.	The High Street is predominantly at one level and elevators/lifts are provided at the multi-level Victoria Shopping Centre. A public lift was also constructed as part of wider regeneration proposals at the southern end of the High Street to improve accessibility between the differing levels of the High Street and the seafront.
<b>London Road Policy Area – Policy PA2</b>					
Question 21, PA2	Essex Chambers of Commerce (Mr John Dallaway) [452]	1949	Support	Agree with the proposed approach to managing development within the London Road Policy Area	Noted.

Question 21; PA2	Burges Estate Residents Association [176]	2003	Comment	I have no problem with London Road policy area except in one regard, the proposal for an active frontage along the dual carriageway. It is inconceivable that one would wish to encourage footfall along a busy dual carriageway. Far better to improve and emphasise London road as the focus for pedestrian traffic with the enhanced pedestrianisation. By all means improve the appearance but to create active frontages is wrong.	Noted, OS15 Sainsburys & Adjacent Building Site will not be in the final version of the SCAAP as it is unlikely to be implemented by 2021. It is proposed that Policy PA2 will be amended to encourage visually active frontage on Queensway dual-carriage way as follows: <b><i>‘Encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way’</i></b>
Question 21; PA2	Cllr Nevin [489]	2012	Comment	London Road public toilets please so that traders don't bear the brunt of urinating doorways, a bench with public art/sculpture near to roundabout or top of Princes Street and pedestrianize as much as possible.	In setting out broad development principles for London Road, Policy PA3 seeks the provision of public art. However, the provision of toilets will not be addressed in the SCAAP, this would be considered during the detailed design stage of future development proposals.
Question 21; PA2	Anglian Water (Sue Ball) [37]	2018	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	Refer to Rep. 2017.  Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.  Noted. Additional supporting is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.
Question 21	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2060	Support	Recognise-the importance of the Town Centre in viability and vitality terms and the need to enhance the existing markets where appropriate and introduce and create new markets.	Noted.

Question 21	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2064	Comment	High Streets Adapting for Change (RICS) introduces the Governments recognition that our High Streets have to offer something new and different that neither the shopping centres nor the internet can match. They need to offer an experience that goes beyond retail and they need to be a destination for the socialising culture, health, well being, creativity and learning. Offices alongside shops, alongside housing, alongside eateries.	Noted. The Plan seeks to achieve this.
Question 21	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2079	Comment	Both the Council and Stockvale Group recognise the need to diversify the uses within the Central Area and indeed cite the success of London Road eateries. However, this needs to have some further consideration in relation to pedestrianising the stub-end of London Road, introducing a series of stalls that would allow for street food to further define this zone as a place that people come to enjoy, to eat, to meet and to use the cinema, which would include a reconfiguration and animation around Victoria Circus bleeding across into the northern end of the High Street.	The SCAAP seeks to achieve this in Policy PA2. No changes are proposed.

Question 21	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2098	Comment	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there have been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The STOCKVALE GROUP would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions. No changes are proposed.
Question 21	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2109	Comment	The STOCKVALE GROUP would further make recommendation that there is an opportunity lost on the Victoria Gateway Public Realm Improvements and the large public space should be activated with a small commercial use and extensive landscaping and planting.	The Victoria Avenue/ Queensway junction has benefitted from significant public realm and access improvements as part as the implemented Victoria Gateway Scheme. However, it is considered that policy should still seek further improvements to the public realm and accessibility. Therefore the following amendments in Policy PA2.7.g. are proposed: <i><b><u>'seek provision of public art and integrated signage that combine with more traditional signage to signal entry to the Town Centre from Victoria Gateway and facilitate clear way-finding to improve legibility and pedestrian access, together with further improvements to the public realm and accessibility.'</u></b></i>

Question 21	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2112	Comment	There is a great opportunity to display public art in terms of film projection on to the rear of the Victoria Plaza and the existing Odeon building. This further runs in to the top end of the High Street where there is a greater opportunity to enhance Victoria Circus.	<p>Additional wording proposed to emphasise the use of visually active frontage within Policy PA2.2 as follows: <b><u>'Encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way'</u></b></p> <p>Include an additional criteria to Policy PA1 to encourage visually active frontage within PA1 to the rear of buildings on Queensway dual-carriage way to read as follows: <b><u>'Encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way'</u></b></p>
Question 21	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2122	Comment	In relation to the existing Sainsburys site and redevelopment of the whole block OS15. This is a site that could take a significantly higher building to cater for a larger number of residential units, complementing the Victoria Gateway proposals to re-use the redundant office space to residential. Fantastic views are offered here and the larger number of residential units would sustain the A3 restaurant and café uses around the top end of the High Street and stub end of London Road. This all needs to be considered in relation to adequate onsite parking provision, greater connectivity to public transport and a greatly enhanced Public Realm. The Stockvale Group would call for the Council to present design codes to ensure the design quality of development meets the Councils high aspirations.	<p>Noted. Opportunity Site 15 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.</p> <p>Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021. Nevertheless the development principles as set out in Policy PA2, in combination with other adopted local policy and guidance, will provide the necessary framework to guide development proposals in this area.</p>

Question 21	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2123</b>	<b>Comment</b>	The stub end of London Road should be landscaped and enhanced to include mature tree planting as a boulevard into Victoria Circus. The A3 restaurant and café uses at the top end of the High Street have been a huge success and through the SCAAP document this could be further encouraged with the inclusion of some small stalls to encourage street food and pop up food outlets centred around a large kiosk or amphitheatre at Victoria Circus. These small pavilions could then spread to the northern quadrant of the High Street. This would further stimulate the eastern end of London Road and the top end of the High Street as a destination for eateries and later entertainment to extend the evening economy.	Noted. These aspects are incorporated into Polices PA1 and PA2.
Question 21	Southend Bid (Mr S Kearney) [496]	<b>2162</b>	<b>Support</b>	Recognise the importance of the Town Centre in viability and vitality terms and the need to enhance the existing markets where appropriate and introduce and create new markets	Noted.
Question 21	Southend Bid (Mr S Kearney) [496]	<b>2166</b>	<b>Comment</b>	High Streets Adapting for Change (RICS) introduces the Governments recognition that our High Streets have to offer something new and different that neither the shopping centres nor the internet can match. They need to offer an experience that goes beyond retail and they need to be a destination for the socialising culture, health, well being, creativity and learning. Offices alongside shops, alongside housing, alongside eateries.	Noted. The Plan seeks to achieve this.
Question 21	Southend Bid (Mr S Kearney) [496]	<b>2181</b>	<b>Comment</b>	Both the Council and the BID recognise the need to diversify the uses within the Central Area and indeed cite the success of London Road eateries. However, this needs to have some further consideration in relation to pedestrianising the stub-end of London Road, introducing a series of stalls that would allow for street food to further define this zone as a place that people come to enjoy, to eat, to meet and to use the cinema, which would include a reconfiguration and animation around Victoria Circus bleeding across into the northern end of the High Street.	The SCAAP seeks to achieve this in Policy PA2. No changes are proposed.

Question 21	Southend Bid (Mr S Kearney) [496]	2201	Comment	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there has been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The BID would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions.
Question 21	Southend Bid (Mr S Kearney) [496]	2211	Support	<p>Wholeheartedly support the improvement on Victoria Avenue as a gateway in to the Town. The BID recognises that much of this work is already underway with the on-going redevelopment of Heath and Carby House.</p>	Noted. The Victoria Avenue/ Queensway junction has benefitted from significant public realm and access improvements as part as the implemented Victoria Gateway Scheme. However, it is considered that policy should still seek further improvements to the public realm and accessibility.
Question 21	Southend Bid (Mr S Kearney) [496]	2212	Comment	<p>The STOCKVALE GROUP would further make recommendation that there is an opportunity lost on the Victoria Gateway Public Realm Improvements and the large public space should be activated with a small commercial use and extensive landscaping and planting.</p>	<p>The Victoria Avenue/ Queensway junction has benefitted from significant public realm and access improvements as part as the implemented Victoria Gateway Scheme. However, it is considered that policy should still seek further improvements to the public realm and accessibility. Therefore the following amendments are proposed to Policy PA2.7.g.: <b><i>'seek provision of public art and integrated signage that combine with more traditional signage to signal entry to the Town Centre from <u>Victoria Gateway</u> and facilitate clear way-finding to improve legibility and pedestrian access, together with further improvements to the public realm and accessibility.'</i></b></p>



Question 21	Southend Bid (Mr S Kearney) [496]	2215	Comment	There is a great opportunity to display public art in terms of film projection on to the rear of the Victoria Plaza and the existing Odeon building. This further runs in to the top end of the High Street where there is a greater opportunity to enhance Victoria Circus.	<p>Additional wording proposed to emphasis the use of visually active frontage within Policy PA2.2 as follows: <b><u>‘Encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way’</u></b></p> <p>Include an additional criteria to Policy PA1 to encourage visually active frontage within PA1 to the rear of buildings on Queensway dual-carriage way to read as follows: <b><u>‘Encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way’</u></b></p>
Question 21	Southend Bid (Mr S Kearney) [496]	2225	Comment	In relation to the existing Sainsburys site and redevelopment of the whole block OS15. This is a site that could take a significantly higher building to cater for a larger number of residential units, complementing the Victoria Gateway proposals to re-use the redundant office space to residential. Fantastic views are offered here and the larger number of residential units would sustain the A3 restaurant and café uses around the top end of the High Street and stub end of London Road. This all needs to be considered in relation to adequate onsite parking provision, greater connectivity to public transport and a greatly enhanced Public Realm. The BID would call for the Council to present design codes to ensure the design quality of development meets the Councils high aspirations.	<p>Noted. Opportunity Site 15 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP’s plan period.</p> <p>Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021. Nevertheless the development principles as set out in Policy PA2, in combination with other adopted local policy and guidance, will provide the necessary framework to guide development proposals in this area.</p>
Question 21	Southend Bid (Mr S Kearney) [496]	2226	Comment	The stub end of London Road mature tree planting as a boulevard into Victoria Circus. The A3 restaurant and café uses at the top end of the High Street have been a huge success and through the SCAAP document this could be further encouraged with the inclusion of some small stalls to encourage street food and pop up food outlets centred around a large kiosk or amphitheatre at Victoria Circus. These small pavilions could then spread to the northern quadrant of the High Street. This would further stimulate the eastern end of London Road and the top end of the High Street as a destination for eateries and later entertainment to extend the evening economy.	Noted. These aspects are incorporated into Policies PA1 and PA2
Question 21	Southend Bid (Mr S Kearney) [496]	2253	Comment	34% scored the London Road as a top 10 priority.	Noted.

Question 21, PA2	Mr Alan Grubb [59]	2295	Comment	<p>In connection with the shared space located outside Southend Victoria Rail Station, I did raise this issue at the time of the redevelopment, saying that in my opinion in order to reduce the possibility of accidents to pedestrians crossing to and from the rail station, Victorian style metal railings could be erected on the feeder road outside the station, the railings should extend from the main entrance of the station, extending down to the area outside the British Transport Police car park and corresponding railings on the opposite side with a gap at the bus stops and a gap in each of the railing outside the side entrance to the rail station with a pedestrian controlled facility. Although some trees have been planted at Victoria Circus, they are not mature enough to attract the wild life (Birds) More trees do need to be planted but the trees do need to be semi matured and be able to support wild life.</p> <p>My comments refer to the road part of the shared access which takes buses from Victoria Avenue into the bus stops outside the side entrance of the rail station this part of the road is also being used by drivers of vehicles who are using Victoria Avenue to access the ring road without using the traffic light at Victoria Circus.</p> <p>There does need to be signs before the start of this section of the road restricting the drivers other than bus or taxi drivers from using this area of road together with A N P R cameras. The problem is further compounded by unauthorised vehicles using the road in the opposite direction. The problem is further compounded by some vehicle owners/ delivery drivers parking their vehicles on the pavement before the side entrance to the Rail station thereby blocking the visibility of the pedestrian who is wishing to cross the road from the station.</p>	<p>The workings of the 'shared space' outside Victoria Railway Station will be kept under review as part of the on-going traffic monitoring of the area. No changes are proposed.</p>
Question 21; PA2.7a	Belfairs Garden Residents Association (Barbara Armitage) [511]	2346	Object	<p>Policy PA2.7a - Pedestrianisation of that section of road will make life extremely difficult for anyone with mobility problems and prevent access to cafes shops and the Odeon as detailed elsewhere.</p>	<p>Any pedestrianisation scheme will take into account the needs of vulnerable road users. These issues will be further considered during the detailed design and implementation stage of the scheme. No changes proposed.</p>

Question 21; PA2.7b	Belfairs Garden Residents Association (Barbara Armitage) [511]	<b>2347</b>	<b>Object</b>	Policy PA2.7b - Relocating the taxis will be discriminatory and taxis to the West of College Way will really leave anyone with a walking difficulty stranded. This proposal could sound attractive but has not been properly thought through. There are not enough disabled parking spaces along there now and removing them really hits the Equality legislation.	Any pedestrianisation scheme will take into account the needs of vulnerable road users and taxi provision. These issues will be further considered during the detailed design and implementation stage of the scheme. No changes proposed.
Question 21; PA2.7g	Belfairs Garden Residents Association (Barbara Armitage) [511]	<b>2348</b>	<b>Comment</b>	Policy PA2.7g - Signage is good, public art maybe - but what is essential for people using the station is a crossing across that shared space.	The workings of the 'shared space' outside Victoria Railway Station will be kept under review as part of the on-going traffic monitoring of the area. No changes are proposed.
Question 21; PA2	Historic England (Dr Natalie Gates) [514]	<b>2407</b>	<b>Comment</b>	Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply. Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/</a> . <b>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</b>	This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>'Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.'</i></b> It is proposed to add the words 'as appropriate' in paragraph 4 of Policy PA6 so that it reads, <b><i>'Promote energy efficiency as appropriate, including.....'</i></b> This would necessitate similar changes to all other policy areas.

Question 21	National Federation for the Blind (Mrs Jill Allen-King) [516]	2437	Comment	Victoria Gateway should be made safe by installing a pedestrian crossing across the shared space outside the Victoria Railway station.	Junction improvements are proposed at a number of key junctions in the town. The Victoria Gateway scheme provided for significant pedestrian improvements at the Victoria Avenue/Queensway junction. Its function will be kept under review as part of wider traffic management monitoring.
Question 21, PA2	National Federation for the Blind (Mrs Jill Allen-King) [516]	2439	Object	London Road should not be pedestrianised. The taxi rank should not be moved further away from its current position. It is already quite a distance for elderly and disabled people to walk from the shops to the taxi rank. People visiting the cinema also need the taxi nearby. At night it could cause dangerous situations if people have to walk further to the taxi rank. I would even suggest a bus route to that area, certainly not a pedestrian area. There are many banks in that area where many elderly people need to go, and for safety reasons need taxis close by for their transport requirements. Also more disabled parking to be in that area. If you pedestrianise it you take away access for disabled people to get to their Banks. If you put tables and chairs in a pedestrian area in London Road this will be a nightmare for blind and partially sighted people to walk in this area.	Policy PA2 seeks to pedestrianise London Road in the interests of improving the environment and townscape of this part of the retail area. The provision of taxi facilities enhanced pedestrian facilities and facilities for vulnerable road users will all be considered at the detailed design stage of any scheme. No changes proposed.
Question 21, PA2	National Federation for the Blind (Mrs Jill Allen-King) [516]	2440	Object	Throughout the document there are references to pedestrian and cycling routes. Cycling routes should be built on road space and not on pavements. At no time should pedestrians have to share with cyclists. It is too dangerous and will prevent many people who are blind and partially sighted from walking out safely. Cycling should not be allowed in the high street or any other pedestrian area.	Pedestrian and cycle routes will be provided and designed in a safe manner in accordance with best practice and guidance, having regard to the locality, road safety needs and the needs of other road users.
Question 21, PA2	National Federation for the Blind (Mrs Jill Allen-King) [516]	2441	Comment	The direct Link from Victoria railway station and the high street can only happen if a safe pedestrian crossing is installed across the shared space outside the station.	Junction improvements are proposed at a number of key junctions in the town. The Victoria Gateway scheme provided for significant pedestrian improvements at the Victoria Avenue/Queensway junction. Its function will be kept under review as part of wider traffic management monitoring.

Question 22, PA3	Essex Chambers of Commerce (Mr John Dallaway) [452]	1950	Support	Agree with the proposed approach to managing development within the Elmer Square Policy Area	Noted.
Question 22, PA3	Cllr Nevin [489]	2011	Comment	Elmer Square green area ideas to tidy up and prudential building needs redeveloping, units facing the forum, hide the traders rubbish bins with trees, bushes please, we have residents living facing onto this. Picnic area on green space and children's swings or water feature	Noted, detailed design elements will be considered at the implementation stage of Elmer Square Phase 2.
Question 22, PA3	Anglian Water (Sue Ball) [37]	2019	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	Refer to Rep. 2017.  Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.  Noted. Additional supporting is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.
Question 22	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2114	Comment	In relation to the middle of the High Street from Pitmans Close, Whitegate Road through to Tylers Avenue, the STOCKVALE GROUP support the extension of the education and cultural quarter into this area and would further suggest that the SCAAP looks at office use within the High Street itself and some residential uses above these offices. This would stimulate a broader economy and a safer pedestrian environment.	Noted. The SCAAP identifies a number of opportunities for achieving residential/office development within this locality. No changes are proposed.

Question 22	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2124</b>	<b>Support</b>	The STOCKVALE GROUP wholly supports proposals for Elmer Square and repeats the comments that have been made in relation to the High Street. There is a greater opportunity for this segment of the High Street to have a mixture of uses as well as retail. This includes office space that directly correlates to the education hub and again a strong residential use above this segment of the High Street. The STOCKVALE GROUP recognise that the Local Authority, University and South East Essex College has already delivered significant achievements in realising the aspirations so far.	Noted. These aspects are included within the Plan (Policies DS1, PA1, PA2 and PA3).
Question 22	Southend Bid (Mr S Kearney) [496]	<b>2217</b>	<b>Comment</b>	In relation to the middle of the High Street from Pitmans Close, Whitegate Road through to Tylers Avenue, the BID support the extension of the education and cultural quarter into this area and would further suggest that the SCAAP looks at office use within the High Street itself and some residential uses above these offices. This would stimulate a broader economy and a safer pedestrian environment.	Noted. The SCAAP identifies a number of opportunities for achieving residential/office development within this locality. No changes are proposed.
Question 22	Southend Bid (Mr S Kearney) [496]	<b>2227</b>	<b>Support</b>	The BID wholly supports proposals for Elmer Square and repeats the comments that have been made in relation to the High Street. There is a greater opportunity for this segment of the High Street to have a mixture of uses as well as retail. This includes office space that directly correlates to the education hub and again a strong residential use above this segment of the High Street. The BID recognise that the Local Authority, University and South East Essex College has already delivered significant achievements in realising the aspirations so far.	Noted. These aspects are included within the Plan (Policies DS1, PA1, PA2 and PA3).

Question 22, PA3	Historic England (Dr Natalie Gates) [514]	2408	Comment	<p>Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply.</p> <p>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/</a>. <b><i>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</i></b></p>	<p>This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.</i></b></p> <p>It is proposed to add the words ‘as appropriate’ in paragraph 4 of Policy PA6 so that it reads, <b><i>Promote energy efficiency as appropriate, including.....</i></b></p> <p>This would necessitate similar changes to all other policy areas.</p>
Question 22, PA3	National Federation for the Blind (Mrs Jill Allen-King) [516]	2442	Comment	<p>The Forum is not accessible for many elderly people like it was when it was in Victoria avenue. It is not on a bus route and it is a long walk for many people to reach it from a bus stop. There should be taxi ranks and parking for disabled people next to the forum.</p>	<p>The Forum has been established at the heart of the town centre adjacent to the railway station. The provision of taxi ranks and improved connectivity for pedestrians will be considered as part of further phases of the scheme.</p>
Question 22, PA3	National Federation for the Blind (Mrs Jill Allen-King) [516]	2443	Comment	<p>There is mention of mixed pedestrian and cycling routes that should not be allowed on the grounds of safety as already mentioned above.</p>	<p>Pedestrian and cycle routes will be provided and designed in a safe manner in accordance with best practice and guidance, having regard to the locality, road safety needs and the needs of other road users.</p>

Question 23, PA4	Essex Chambers of Commerce (Mr John Dallaway) [452]	1951	Support	Agree with the proposed approach to managing development within the Queensway Policy Area	Noted.
Question 23, PA4	Anglian Water (Sue Bull) [37]	2020	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	Refer to Rep. 2017.  Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.  Noted. Additional supporting is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.
Question 23	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2125	Support	Support a vastly regenerated and improved area. The STOCKVALE GROUP recognises the value in creating innovative housing typologies and a high quality built environment.	Noted.



Question 23	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2127	Comment	There are a couple of issues that the STOCKVALE GROUP want to ensure are adequately addressed through the SCAAP. The first of those is the potential of having residents parking zones, this could have a negative effect on the existing Town Centre on and off street parking and consume spaces that are vital for visitors.	Noted. Such aspects will be kept under review as part of the on-going transport monitoring of the area.
Question 23	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2128	Comment	The STOCKVALE GROUP would wish to ensure that the Queensway policy area provides connectivity into the Seaway Car Park and the opportunity to see Seaway as a Gateway to the Seafront and the first visual connection to the Sea is not lost.	Noted. These provisions are identified in Policy CS1.
Question 23	Southend Bid (Mr S Kearney) [496]	2228	Support	Support a vastly regenerated and improved area. The BID recognises the value in creating innovative housing typologies and a high quality built environment.	Noted.
Question 23	Southend Bid (Mr S Kearney) [496]	2230	Comment	There are a couple of issues that the BID want to ensure are adequately addressed through the SCAAP. The first of those is the potential of having residents parking zones, this could have a negative effect on the existing Town Centre on and off street parking and consume spaces that are vital for visitors.	Noted. Such aspects will be kept under review as part of the on-going transport monitoring of the area.

Question 23	Southend Bid (Mr S Kearney) [496]	<b>2231</b>	<b>Comment</b>	<b>STOCKVALE GROUP would wish to ensure that the Queensway policy area provides</b> connectivity into the Seaway Car Park and the opportunity to see Seaway as a Gateway to the Seafront and the first visual connection to the Sea <b>is not lost.</b>	Noted. These provisions are identified in Policy CS1.
Question 23	Southend Bid (Mr S Kearney) [496]	<b>2254</b>	<b>Comment</b>	Queensway was scored by 24% response as a top 10 priority	Noted.
Question 23, PA4	Mr Alan Grubb [59]	<b>2299</b>	<b>Comment</b>	The pedestrian accessibility at the roundabout at Porters Grange does need to be improved, one such improvement would be, to close the stairs which take the pedestrian across the roundabout and to have pedestrian controlled crossings in order the pedestrian can cross the roads in safety.	Junction improvements to improve safety, particularly pedestrian and cyclists, at Queensway/Sutton Road are included in Policy PA4. No changes are proposed.
Question 23, PA4	Mr Paul Bethell [499]	<b>2317</b>	<b>Comment</b>	OS4 – what is urban grain?	Further explanatory included in Para. 165 to define urban grain as follows ‘...to re-establish urban grain (i.e. the physical form of former and surrounding street patterns and blocks).’
Question 23, PA4	Mr Paul Bethell [499]	<b>2318</b>	<b>Comment</b>	OS4 - When I see the word "regeneration" applied in these circumstances, I think that means the council intends to demolish a lot of buildings close to me and build something which gives people better living conditions. Good for them. I presume, however, that this will be rather noisy and dirty and disruptive and inconvenience anyone living in a house just over the road for however many years it takes. So what are your plans for dealing with that? I suppose what I really want to know is: are the tower blocks going to be demolished and replaced with some affordable low-level social housing? And are there any plans to match it on Coleman Street?	The hours of construction will be controlled though conditions on any planning application permission. Affordable housing levels will be determined in line with local planning policy. The Better Queensway project will outline the detailed plans for the area, which will be assessed as part of a planning application.
Question 23, PA4	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	<b>2370</b>	<b>Comment</b>	Yes, whether to demolish or refurbish the tower blocks of flats needs to be carefully considered. Keep them for another 30 years, if possible	Noted.

Question 23, PA4	Historic England (Dr Natalie Gates) [514]	2409	Comment	<p>Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply.</p> <p>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/</a>. <b><i>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</i></b></p>	<p>This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.</i></b></p> <p>It is proposed to add the words ‘as appropriate’ in paragraph 4 of Policy PA6 so that it reads, <b><i>Promote energy efficiency as appropriate, including.....</i></b></p> <p>This would necessitate similar changes to all other policy areas.</p>
<b>Warrior Square Policy Area – Policy PA5, Opportunity Site 5</b>					
Question 24, PA5	Essex Chambers of Commerce (Mr John Dallaway) [452]	1952	Support	Agree with the proposed approach to managing development within the Warrior Square Policy Area and Opportunity Site	Noted.
Question 24, PA5	Burges Estate Residents Association [176]	2004	Comment	Warrior Square would be enhanced by residential development on the south side to enclose and complete the square. There must be strong support for the stated principle of maintaining the quality of the square since it is the absence of any reasonable level of maintenance that led to the “improvement scheme”. There is no sign that maintenance levels have improved.	Noted, the SCAAP is not the appropriate document to set out the maintenance procedures of public spaces.
Question 24, PA5	Cllr Nevin [489]	2009	Comment	Warrior Square protecting green space in warrior square where swimming pool was, a five aside football pitch/ or multi use area, jogging track round outside. Happy with houses both sides of Whitegate, with trees please, or water feature.	Noted. This site is unlikely to be deliverable in the SCAAP timeframe and therefore will not be included in the final version of the document.

Question 24, PA5	Anglian Water (Sue Bull) [37]	2021	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	<p>Refer to Rep. 2017.</p> <p>Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.</p> <p>Noted. Additional supporting is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.</p>
Question 24	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2130	Comment	The retention of the green space is paramount and greater legibility needs to be brought through to the High Street. Clearly the previous swimming pool site is a development opportunity and the STOCKVALE GROUP would seek that that this is of the highest quality providing some activity around the ground floor to support the small pocket park of Warrior Square. The STOCKVALE GROUP recognise that this site could deliver a significant number of residential units.	<p>Noted. Opportunity Site 5 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021.</p> <p>Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021. Nevertheless the development principles as set out in Policy PA5, in combination with other adopted local policy and guidance, will provide the necessary framework to guide development proposals in this location.</p>
Question 24	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2131	Comment	The STOCKVALE GROUP would want to see that the existing public car park provision is retained and any residential and commercial development yield aims to meet the requirements of the Councils development management plan in regard to parking provision.	<p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>

Question 24	Southend Bid (Mr S Kearney) [496]	2233	Comment	The retention of the green space is paramount and greater legibility needs to be brought through to the High Street. Clearly the previous swimming pool site is a development opportunity and the BID would seek that that this is of the highest quality providing some activity around the ground floor to support the small pocket park of Warrior Square. The BID recognise that this site could deliver a significant number of residential units.	Noted. Opportunity Site 5 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.  Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021. Nevertheless the development principles as set out in Policy PA5, in combination with other adopted local policy and guidance, will provide the necessary framework to guide development proposals in this location
Question 24	Southend Bid (Mr S Kearney) [496]	2234	Comment	The BID would want to see that the existing public car park provision is retained and any residential and commercial development yield aims to meet the requirements of the Councils development management plan in regard to parking provision.	The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Question 24	Southend Bid (Mr S Kearney) [496]	2255	Comment	Warrior Square was scored by 18% as a top 10 priority.	Noted.
Question 24, PA5	Historic England (Dr Natalie Gates) [514]	2410	Comment	Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply. Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-ptl/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-ptl/</a> . <b><i>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</i></b>	This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>'Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.'</i></b> It is proposed to add the words 'as appropriate' in paragraph 4 of Policy PA6 so that it reads, <b><i>'Promote energy efficiency as appropriate, including.....'</i></b> This would necessitate similar changes to all other policy areas.

Question 24, PA5	National Federation for the Blind (Mrs Jill Allen-King) [516]	2444	Comment	Pedestrian and cycle routes should be kept separate. No cycling should be allowed on the footway or footpath.	Pedestrian and cycle routes will be provided and designed in a safe manner in accordance with best practice and guidance, having regard to the locality, road safety needs and the needs of other road users.
Question 24, PA5	National Federation for the Blind (Mrs Jill Allen-King) [516]	2445	Comment	All bus routes should be kept in this area with shelters and seating provided.	The Plan seeks to improve public transport provision in the Central Area.
Question 24, PA5	National Federation for the Blind (Mrs Jill Allen-King) [516]	2446	Comment	This is a suitable area for a day centre for disabled people. Since the Queensway building was closed there has been nowhere for disabled people to go.	The site is considered to be most suitable for a mixed use residential led development, which could include an element of community uses. Opportunity Site 5 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period. Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021.  Community infrastructure provision is promoted on the nearby Queensway site as part of the provisions of Policy PA4. No change proposed.
Question 24, PA5	National Federation for the Blind (Mrs Jill Allen-King) [516]	2447	Comment	There is no longer a swimming pool in the centre of the Town as the Warrior Square pool was closed. A new facility should be provided in this central area.	Policy PA5 seeks to regenerate this area with a mixed use development that respects the character and setting of the adjacent Conservation Area. The former swimming pool site is identified as having the potential to provide additional open space to mirror that of Warrior Square Gardens. A new improved swimming pool facility has been established at Garon Park outside the Plan area. No changes proposed.
<b>Clifftown Policy Area – Policy PA6</b>					
Question 25, PA6	Essex Chambers of Commerce (Mr John Dallaway) [452]	1953	Support	Agree with the proposed approach to managing development within the Clifftown Policy Area	Noted.

Question 25 PA6	Cllr Nevin [489]	2013	Support	Cliff town great to see development of Empire Theatre and Alexandra Street.	Noted, specific site allocations for these areas will not be included in the final version of the SCAAP as there remains insufficient evidence that they will be delivered by 2021. However, this does not preclude development coming forward and this will be guided by the policy area development principles.
Question 25 PA6	Anglian Water (Sue Bull) [37]	2022	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	Refer to Rep. 2017.  Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.  Noted. Additional supporting is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.
Question 25	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2061	Support	Recognise the importance of the Town Centre in viability and vitality terms and the need to enhance the existing markets where appropriate and introduce and create new markets.	Noted.

Question 25	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2099	Comment	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there have been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The STOCKVALE GROUP would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions. No changes are proposed.
Question 25	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2117	Comment	<p>There could also be an improvement of pedestrian connection from the Central railway station of Southend on Sea into the Public Realm and a vast and extensive soft landscape scheme introduced around the Tylers Avenue/High Street connection to the railway station.</p>	<p>Noted. Further provision is made that seeks to improve the connectivity and public realm between Policy Area PA7 and the High Street and the Central Station, with an additional criteria to PA7 as follows: <b><u>'facilitates better pedestrian access to the High Street and Southend Central railway station'</u></b></p> <p>And the following amendment to PA6.3.b:  'streetscape and landscape design improvements, including urban greening and tree planting, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central <b>Railway</b> Station/ Central House, to Cliff Gardens and Pier Hill, <b>facilitating better pedestrian access to the High Street'</b></p>



Question 25	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2132</b>	<b>Support</b>	Wholly support the aspirations for the Clifftown area and recognise the value of the Clifftown conservation area. There are two development sites namely Clarence Street and Alexandra Street car parks which have been identified for redevelopment. The STOCKVALE GROUP generally support the redevelopment of these areas providing they respond to the fine grain character of the Conservation area and the scale of Alexandra Street. The STOCKVALE GROUP recognise there is an opportunity to further enhance the boutique offer of this part of Southend by means of high quality architecture and high quality retail together with A3 uses and residential uses at upper levels.	Noted. Opportunity Sites 16 and 17 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021. Comments in relation to the sites will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021. Nevertheless the development principles as set out in Policy PA6, in combination with other adopted local policy and guidance, will provide the necessary framework to guide development proposals in this location
Question 25	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2133</b>	<b>Comment</b>	In relation to car parking, the STOCKVALE GROUP would seek that the existing public car parking spaces are either allocated as part of the museum provision or are included elsewhere within the south west corner of the SCAAP area. There is an opportunity with the Empire Theatre as a large basement already exists. A public car park could form part of a wholesale mixed use redevelopment of the Empire theatre.	OS9: New Southend Museum includes provision for public parking.
Question 25	Southend Bid (Mr S Kearney) [496]	<b>2163</b>	<b>Support</b>	Recognise the importance of the Town Centre in viability and vitality terms and the need to enhance the existing markets where appropriate and introduce and create new markets	Noted.

Question 25	Southend Bid (Mr S Kearney) [496]	2202	Comment	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there has been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The BID would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions.
Question 25	Southend Bid (Mr S Kearney) [496]	2220	Comment	<p>There could also be an improvement of pedestrian connection from the Central railway station of Southend on Sea into the Public Realm and a vast and extensive soft landscape scheme introduced around the Tylers Avenue/High Street connection to the railway station.</p>	<p>Noted. Further provision is made that seeks to improve the connectivity and public realm between Policy Area PA7 and the High Street and the Central Station, with an additional criteria to PA7 as follows: <b><u>'improve pedestrian accessibility and public realm enhancement that facilitates better access to the High Street and Southend Central railway station'</u></b></p> <p>And the following amendment to PA6.3.b:  'streetscape and landscape design improvements, including urban greening and tree planting, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central <b>Railway</b> Station/ Central House, to Cliff Gardens and Pier Hill, <b>facilitating better pedestrian access to the High Street'</b></p>
Question 25	Southend Bid (Mr S Kearney) [496]	2235	Support	<p>Wholly support the aspirations for the Clifftown area and recognise the value of the Clifftown conservation area. There are two development sites namely Clarence Street and Alexandra Street car parks which have been identified for redevelopment. The BID generally support the redevelopment of these areas providing they respond to the fine grain character of the Conservation area and the scale of Alexandra Street. The BID recognise there is an opportunity to further enhance the boutique offer of this part of Southend by means of high quality architecture and high quality retail together with A3 uses and residential uses at upper levels.</p>	<p>Noted. Opportunity Sites 16 and 17 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.</p> <p>Comments in relation to the sites will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021. Nevertheless the development principles as set out in Policy PA6, in combination with other adopted local policy and guidance, will provide the necessary framework to guide development proposals in this location</p>

Question 25	Southend Bid (Mr S Kearney) [496]	2236	Comment	In relation to car parking, the BID would seek that the existing public car parking spaces are either allocated as part of the museum provision or are included elsewhere within the south west corner of the SCAAP area. There is an opportunity with the Empire Theatre as a large basement already exists. A public car park could form part of a wholesale mixed use redevelopment of the Empire theatre.	Noted. OS9: New Southend Museum will include public parking provision.
Question 25	Southend Bid (Mr S Kearney) [496]	2256	Comment	Cliff town was scored by 18% as a top 10 priority	Noted.
Question 25; PA6	Belfairs Garden Residents Association (Barbara Armitage) [511]	2349	Object	Against redevelopment of Alexandra Street and Clarence Road Car Parks. Both needed for local business and for access to Royals, shops in the High Street and cafes and restaurants for short term use. People will be deterred from using the facilities if they have to go some way to park. Families, older people, those helping older/disabled people all want to set down nearby and not be banished to a multi storey.	Opportunity Sites 16 and 17 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period. Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021.  The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Question 25, PA6	Procurement Consulting (Mr Barrie Evans) [513]	2378	Comment	The Cliff town conservation area is poorly lit and pedestrian routes for commuters from Southend Central station are seen as unsafe, where the traditional lighting is cosmetic and does not assist in the safety and security of pedestrians.	Policy DS5 seeks to ensure the provision of appropriate street lighting. Reference will be included for improved lighting in PA6.
Question 25, PA6	Procurement Consulting (Mr Barrie Evans) [513]	2380	Comment	Southend-On-Sea central area parking currently relies on parking in residential streets. This is especially true in the Cliff town area where the theatre and London commuters, rely on on-street parking in the residential areas surrounding. Cliff town Parade is particularly bad and has become dangerous for locals due to speed and congestion made by over parking. This causes stress and major issues for local residents. Car parks on the fringes of the city centre should be built to host and rectify these issues. Any sea front investment, regeneration or build should have a self-sustaining carpark which does not impede the local residents. A Tram system should be investigated further which would solve the train to car issue and reduce road congestion in the area; in turn reducing carbon emissions.	The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.

Question 25, PA6	Procuresure Consulting (Mr Barrie Evans) [513]	2393	Comment	<p>All regeneration of the Clifftown conservation area should be in keeping with the surrounding residential areas in Clifftown. The whole area should come under planning consent within the Clifftown Article 4 planning policy.</p> <p>There should not be a concentration of Bars and restaurants in the area and if these are brought to the area then no such planning should be given to Wetherspoons or budget chain pubs which cause drinking issues and encourage daytime drinking lowering the tone of the area and degrading surrounding properties. Concentrating bars in one area has proven to be bad for the area and its surroundings. union street in plymouth proves this. sports pubs and night clubs should not be allowed in the clifftown conservation area. only quality high end pubs, restaurants and cafes should be allowed to reflect the residential area of clifftown, thus drawing in financially solvent residents who will naturally have the capital to improve the area themselves and in turn create employment.</p>	Policy PA6 seeks to protect and enhance the character, heritage and amenities of the Clifftown Conservation Area. The provisions of Article 4 Directions are kept under review as appropriate. No changes proposed.
Question 25, PA6	Procuresure Consulting (Mr Barrie Evans) [513]	2395	Comment	<p>Clifftown conservation area should have strict parking control as seen in the residential areas of Thorpe Bay. More double yellow lines should be introduced on all roads in Clifftown especially Clifftown Parade where parking congestion makes the road dangerous due to speeding vehicles and the narrowing of the road by parked cars. The theatre should provide parking as should the Council facilitate parking for commuters elsewhere. All official driveways should be white lined by the council to stop illegal parking and allow residents access to their own driveways. Over parking in Clifftown is a major issue, especially in Clifftown Parade. Over parking ruins what is supposed to be a conservation area, the vehicle fumes is also bad for the buildings and occupants themselves. The summer time parking restrictions do not go far enough and they should be year round. why should we the residents have to adhere to the planning rules in article 4 when all the extra money we spend on keeping our properties in aesthetic order is then ruined by hundreds of cars jam packed in along the streets we live in which ruin the look of the area anyway?! Clifftown Parade should have no on street parking at all.</p>	<p>Traffic management will be kept under review as part of the provisions of Policy DS5 and the Local Transport Plan. No changes proposed.</p> <p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
Question 25, PA6	Historic England (Dr Natalie Gates) [514]	2404	Comment	<p>Recommend that paragraph 2 is extended to cover proposals that are outside of a conservation area (particularly those that are adjacent to a conservation area) but offer an opportunity for enhancement of setting.</p>	This is covered by Policy DM5 of the Development Management DPD and Policy DS3 of the SCAAP.

Question 25, PA6	Historic England (Dr Natalie Gates) [514]	2405	Comment	<p>Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply.</p> <p>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/</a>. <b><i>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</i></b></p>	<p>This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.</i></b></p> <p>It is proposed to add the words ‘as appropriate’ in paragraph 4 of Policy PA6 so that it reads, <b><i>Promote energy efficiency as appropriate, including.....</i></b></p> <p>This would necessitate similar changes to all other policy areas.</p>
Question 25, PA6	National Federation for the Blind (Mrs Jill Allen-King) [516]	2448	Comment	<p>It is not clear about the plan for outside the Central railway Station. Taxi ranks need to be kept and bus routes need to improve in this area to encourage more people to travel to the station and High street by bus and not use their cars.</p>	<p>Policy PA6a seeks to improve the forecourt, public realm and space in front of Central Railway Station. The provision for taxis, bus stops, street furniture etc. will be taken forward at the design stage. No changes proposed.</p>
Question 25, PA6	National Federation for the Blind (Mrs Jill Allen-King) [516]	2449	Comment	<p>What is a public square? I do not agree with outside dining unless tables and chairs are properly guarded by a metre high barrier to prevent blind and partially sighted people walking in to them.</p>	<p>The Plan seeks to provide an improvement to soft landscaping and open space provision within the Clifftown policy area. Access arrangements to shops are considered as part of the design stage of planning applications to ensure accessibility for all users. No changes to policy are proposed.</p>
Question 25, PA6	National Federation for the Blind (Mrs Jill Allen-King) [516]	2450	Object	<p>Again pedestrian and cycle routes are suggested these must be kept separate. Cyclists should be on road space and not pedestrian areas.</p>	<p>Pedestrian and cycle routes will be provided and designed in a safe manner in accordance with best practice and guidance, having regard to the locality, road safety needs and the needs of other road users.</p>

**Tylers Policy Area – Policy PA7, Opportunity Site 6 (OS6)**

Question 26, PA7	Essex Chambers of Commerce (Mr John Dallaway) [452]	1954	Support	Agree with the proposed approach to managing development within the Tylers Policy Area and Opportunity Site	Noted.
Question 26, PA7, OS6	Mr Harry Chandler [219]	1987	Comment	<p>OS6 - For many years I have been disappointed by the lack of a comprehensive bus station in Southend. The present arrangements in Chichester Road are unsatisfactory for both residents of Southend and surrounding area and visitors to Southend. Many people especially elderly residents, mothers with babies and small children and the disabled have to stand in cold and wet weather without adequate shelter and heating. Visitors to Southend to whom I have spoken have been appalled by current arrangements. The glazed structure south of Heygate Avenue is shunned by most bus passengers as it does not appear to be fit for purpose. To be constructive a bus station along the lines of the one in Preston, Lancashire shown below, seems the obvious solution.</p> <p>Having used this bus station for many years, is a joy to use compared with the arrangements in our town, Southend. I understand that the bus station in Preston, opened in 1969, is to be refurbished. On a smaller scale, the bus stations in Harrogate and Bath, both residential and tourist towns, also work well for passengers.</p> <p>The current location of our bus station does not seem to be ideal. The large car park adjacent to the bus station seems to work. It would seem sensible to use this large car par to build a structure similar in purpose to the one in Preston and to provide car parking and a first class bus station for the people of Southend and district and visitors as part of the Better Southend.</p>	<p>Policy PA 7 identifies the potential to relocate the existing Travel Centre (bus station) to the adjacent Tylers Avenue car park as part of a comprehensive redevelopment scheme. However, it is accepted that OS6 does not clearly state why such relocation would be appropriate. It is therefore proposed that the following wording be added to the end of point 5ii of OS6:</p> <p><b><i>'...to provide for enhanced passenger transport facilities and improved pedestrian connectivity to the town centre.'</i></b></p>
Question 26, PA7	Borges Estate Residents Association [176]	2005	Comment	Tylers policy area is a big challenge to get right and maybe the fact that the travel centre is coming down reflects that difficulty. Either way explaining to the public how so much public money was wasted is necessary as well as explaining why it will not happen again.	Noted, OS6 simply sets out the opportunity for relocation of the travel centre.

Question 26, PA7	Cllr Nevin [489]	2010	Comment	Tylers Home zoning approach design features with trees for Quebec Ave to York Rd & Heygate Ave & cul-de-sac where possible, redirecting traffic flows down York Road, to design out difficult areas.	Noted. The final design of any Home Zone scheme for these areas will be taken forward in conjunction with transport schemes. They will be able to explore the opportunities of redirection of traffic flows.
Question 26, PA7	Anglian Water (Sue Bull) [37]	2023	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	Refer to Rep. 2017.  Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.  Noted. Additional supporting is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.
Question 26	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2100	Comment	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there have been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The STOCKVALE GROUP would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions. No changes are proposed.

Question 26	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2115	Comment	The STOCKVALE GROUP would want to ensure that OS6 Tylers Avenue includes a replacement car park for the existing public spaces plus the parking requirements for a future development. In relation to Public Realm improvements, there is an opportunity to create a southern square as part of the Tylers Avenue proposals and link this through to the pedestrianised High Street.	<p>Noted. Adjustments to the boundary of the OS6: Tylers opportunity site will be made and will accommodate such proposals.</p> <p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
Question 26	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2118	Comment	There could also be an improvement of pedestrian connection from the Central railway station of Southend on Sea into the Public Realm and a vast and extensive soft landscape scheme introduced around the Tylers Avenue/High Street connection to the railway station.	<p>Noted. Further provision is made that seeks to improve the connectivity and public realm between Policy Area PA7 and the High Street and the Central Station, with an additional criteria to PA7 as follows: <b><u>'improve pedestrian accessibility and public realm enhancement that facilitates better access to the High Street and Southend Central railway station'</u></b></p> <p>And the following amendment to PA6.3.b: 'streetscape and landscape design improvements, including urban greening and tree planting, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central <b>Railway</b> Station/ Central House, to Cliff Gardens and Pier Hill, <b>facilitating better pedestrian access to the High Street'</b></p>



Question 26	Southend Bid (Mr S Kearney) [496]	2203	Comment	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there has been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The BID would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions.
Question 26	Southend Bid (Mr S Kearney) [496]	2218	Comment	<p>The BID would want to ensure that OS6 Tylers Avenue includes a replacement car park for the existing public spaces plus the parking requirements for a future development. In relation to Public Realm improvements, there is an opportunity to create a southern square as part of the Tylers Avenue proposals and link this through to the pedestrianised High Street.</p>	<p>Noted. Adjustments to the boundary of the OS6: Tylers Opportunity Site will be made and will accommodate such proposals.</p> <p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
Question 26	Southend Bid (Mr S Kearney) [496]	2221	Comment	<p>There could also be an improvement of pedestrian connection from the Central railway station of Southend on Sea into the Public Realm and a vast and extensive soft landscape scheme introduced around the Tylers Avenue/High Street connection to the railway station.</p>	<p>Noted. Further provision is made that seeks to improve the connectivity and public realm between Policy Area PA7 and the High Street and the Central Station, with an additional criteria to PA7 as follows: <b><u>'improve pedestrian accessibility and public realm enhancement that facilitates better access to the High Street and Southend Central railway station'</u></b></p> <p>And the following amendment to PA6.3.b:  'streetscape and landscape design improvements, including urban greening and tree planting, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central <b>Railway</b> Station/ Central House, to Cliff Gardens and Pier Hill, <b><u>facilitating better pedestrian access to the High Street'</u></b></p>

Question 26	Southend Bid (Mr S Kearney) [496]	2257	Comment	Tylers was scored by 22% of respondents as a top 10 priority	Noted.
Question 26, PA7	Mr Alan Grubb [59]	2297	Comment	I understand that there is thought of transferring the Travel Centre to a larger site, one site might be the Tyler's Avenue car park. If so I would hope that the Council engages with the residents and the bus user in order to create a travel centre fit for purpose together with flats above the travel centre.	Policy PA7 provides for the possible relocation of the Travel Centre to Tylers Avenue car park. Further consultation will be carried out at the planning application stage, if this were considered to be a viable and feasible option. No changes are proposed.
Question 26, PA7	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2309	Support	Policy PA7 seeks to ensure stronger integration within the Central Seafront Policy Area including improved walking and cycling linkages via St John's Church and Seaway Car Park and Marine Parade Opportunity Site (OS8) and via Pier Hill. Enhancing linkages will help to increase footfall, linked trips and in turn, help to bolster the vitality and viability of the town centre and on this basis, Valad (Europe) Ltd support this policy.	Noted.
Question 26, PA7	Historic England (Dr Natalie Gates) [514]	2411	Comment	<p>Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply.</p> <p>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-ptl/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-ptl/</a>. <b><i>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</i></b></p>	<p>This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>'Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.'</i></b></p> <p>It is proposed to add the words 'as appropriate' in paragraph 4 of Policy PA6 so that it reads, <b><i>'Promote energy efficiency as appropriate, including.....'</i></b></p> <p>This would necessitate similar changes to all other policy areas.</p>

Question 26, PA7	National Federation for the Blind (Mrs Jill Allen-King) [516]	2451	Comment	A new travel centre should be covered completely. It would be better located next to Victoria railway station on the old B&Q site, if not next to the Central railway station. In most towns this happens. Buses would not then hold up the traffic near to the Royals.	A central location for the bus station is considered the most appropriate to serve the needs of the town centre and central seafront area.
Question 26, PA7	National Federation for the Blind (Mrs Jill Allen-King) [516]	2452	Comment	What is the public square you refer to? We certainly do not want a shared space like at Victoria Gateway and City Beach. Why are railings to be removed at crossing points? This will cause danger for all pedestrians including children.	Policy identifies the potential for a new public space, as part of an overall development, in the locality of the current travel centre; should this be relocated to the Tylers Avenue car park site.
Question 26, PA7	National Federation for the Blind (Mrs Jill Allen-King) [516]	2453	Comment	Cycle routes must be on road space and not on footpaths or footways. Pedestrians must have uncluttered walk ways with safe pedestrian crossings at all junctions, with audible signals and tactile markings.	Pedestrian and cycle routes will be provided and designed in a safe manner in accordance with best practice and guidance, having regard to the locality, road safety needs and the needs of other road users.
<b>Central Seafront Policy Area – Policy CS1, Opportunity Sites 7, 8, 9 and 10</b>					
Question 27, CS1 and OS8	Mr Kenton Theobald [1930]	1930	Comment	OS8 - new cinema not needed already one up top of high street, small low rent curio/artisan shops needed instead to compliment new square at OS8 (make a Southend lanes like in Brighton), new seaway car park to recognise blue badges and give them free parking	Policy CS1 identifies the potential of the seaway car park site to provide for a mixed use development comprising leisure, cultural and tourism facilities which are considered to be appropriate in this location. The Policy allows for design and layout solutions and seeks to take advantage of the sites elevation with views of the estuary (OS8). The SCAAP is a planning policy document and does not directly cover parking charges. No changes are proposed.
Question 27, CS1	Anna Hyndnan Lahna [456]	1934	Comment	Let's hope that when the jetty is up and running, the nasty slot machine seafront will be brought upmarket with nice restaurants and shops.	Noted.
Question 27, CS1	Essex Chambers of Commerce (Mr John Dallaway) [452]	1955	Support	Agree with the proposed approach to managing development within the Central Seafront Policy Area and sites OS7, OS8, OS9 AND CS1.1 on the proviso that there is adequate car parking provision to support the growth in footfall.	Noted. The Council has commissioned an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.

Question 27, CS1	London Southend Airport (Ms Jo Marchetti) [471]	1968	Support	LSA supports the development of new hotels, tourist attractions and would strongly encourage the development of a dedicated conference and exhibition centre. LSA has the opportunity to host and attract aviation conferences which would bring interest for the town from other countries. The centre and supporting infrastructure would need to be able to host 500+ delegates and should be positioned in the best place possible to highlight Southend's key tourist sites.	Noted. The Plan seeks to develop the new museum which provides potential provision for new conference facilities (OS 9).
Question 27, CS1, OS8	Ms Lise Hodgson [467]	1982	Object	<p>OS8 - Placing a cinema that close to the beach is a waste of valuable land. A cinema will not attract more people to the town. I do not know anyone who has ever decided to go on holiday somewhere because there is a cinema. If the Council wants another cinema in the town an area further inland would be far more appropriate.</p> <p>Once you are inside a cinema you are not going to spend a lot of money in the area. In the SCAAP the Council says they want to create an area where people want to live, but who would want to live in a place where they have to look out on a cinema instead of beautiful sea views. The Council's plans are completely devaluing our homes and destroying our enjoyment of them.</p> <p>If the Council really wanted to do the best for this area, (which I am beginning to doubt) instead of destroying it as at present, a series of restaurants and cafes with green areas in between would be more in keeping with a seaside town, perhaps with a large underground car park. That would attract people and get them to spend money in the area. Once you are inside a cinema you are not going to spend a lot of money in the area.</p>	Policy CS1 identifies the potential of the seaway car park site to provide for a mixed use development comprising leisure, cultural and tourism facilities which are considered to be appropriate in this location. The possible inclusion of a cinema is considered to be compatible with providing a mix of leisure uses to enhance the offer on this key site. The Policy also sets out design and layout principles to guide development and allow for 'urban greening', creation of new public and private green space, and seek to take advantage of the sites elevation with views of the estuary (OS8). No changes are proposed.
Question 27, CS1, OS8	Ms Lise Hodgson [467]	1983	Object	OS8 - Regarding the hotel, is there a need? Since I moved to Southend in 2006 the Royal Hotel in the High Street has been empty and is now being developed as a restaurant. If there was a need for another hotel in the area, surely someone smart would have snapped up this gem long ago.	A hotel development is considered appropriate in this location. Southend has the potential for further hotel development to promote 'longer stay' holidays (see Southend Hotel Futures Report 2010). No changes are proposed.

Question 27, CS1, OS8	Ms Lise Hodgson [467]	1984	Object	OS8 - Traffic. Have anybody from the Council ever been in this area during a summer weekend or even weekends leading up to Christmas? The area around the roundabout and Chancellor Road get completely gridlocked at least once a day and the few extra parking spaces in the developer's plan will barely fill the shortfall, let alone accommodate more traffic.	Policy CS1 provides for junction improvements at Queensway/Seaway Car Park/Chancellor Road. All major development proposals will be accompanied by a transport assessment and will have to take account of adopted parking standards. The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Question 27, CS1	Ms Lise Hodgson [467]	1985	Object	Regarding the plans for the seafront, I am worried about all the high rise buildings being planned. If the Council are trying to create Benidorm on Sea, don't forget, we don't have the climate to make up for the dreadful buildings.  The Council do not want to make the most of the natural attractions of this place, but please, please, please do not destroy it completely.	The Plan, alongside Policy DM4 of the Development Management Document, seeks to provide for appropriately sited taller and larger buildings having regard to the amenity of the area (Policy CS1). It also seeks to enhance and protect the natural attractions of the area (Policies CS2 and 3). No changes are proposed.
Question 27, CS1.10.a	Burges Estate Residents Association [176]	1998	Support	Southend has been the focus of working class seaside attractions for at least 80 years and continues to be so. It is the mainstay of many seafront businesses. Those day trippers often take advantage of the sea front and the town centre facilities so improving the connectivity between the two is crucial.	Noted.
Question 27, CS1	Burges Estate Residents Association [176]	2006	Comment	Central seafront policy area principles contain reference to the "use of high quality coordinated materials, durable and easy to maintain". May I suggest that such a requirement be applied to all policy areas where appropriate. There is no reason why the seafront should be singled out for exceptional treatment.	Noted, reference to the ' <i>use of high quality coordinated materials, durable and easy to maintain</i> ' will be removed from CS1, as this is covered by Streetscape Manual Supplementary Planning Guidance.
Question 27, CS1	Cllr Nevin [489]	2014	Support	Seaway Like cycle paths, would be happy to have more green area here, as natural viewing point towards seafront and Spanish steps	Noted.
Question 27, CS1	Anglian Water (Sue Bull) [37]	2024	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	Refer to Rep. 2017.  Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.  Noted. Additional supporting is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.

Question 27, CS1, OS8	Mr Michael Davies [493]	<b>2034</b>	<b>Support</b>	OS8 - As a long-time resident of the Southend area (since 1959), I have the following comments to make about the proposed development. This area obviously needs development, as it has become progressively more and more run down over the past few years. The council is right to develop the area, and understandably, local business people are excited about the prospect. The SCAAP plan is bold and ambitious.	<b>Noted.</b>
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Question 27, CS1, OS8	Mr Michael Davies [493]	2035	Comment	<p>In para 192, it mentions a proposed large development area known as Marine Plaza", and that "The site offers potential for taller and larger buildings" However, I feel that this proposed development requires carefully consideration as regards its impact on the local area. Has the Council considered the following aspects?</p> <p>The Kursaal is a historic landmark in a historic seaside town. A tall, multi-storey buildingg right next to it will completely overshadow it, and in my view, look totally out of place. I believe that any building plan should take the current building style into account. In my view, the proposed development may well not do that. If this proposal goes ahead, it will probably not be sympathetic with the existing architecture, and character of the area.</p> <p>I realise that the developers need to make a reasonable profit from their endeavours, and building upwards is always a good way of achieving that end. However, the people of Southend will be the ones that have to live with the result, not the developers, who may not live in the area, and therefore it may not be too much of a consideration for them. A local example of a development that does not fit into the local scene can be found not far away, along the Cliff tops near the Cliffs Pavilion in Westcliff. There are two high rise buildings along there. One is Westward Ho, which has 10/11 storeys (depending on whether you count the ground floor). A little further along is Tower Court, rising 16 storeys into the sky. What a couple of eyesores they are! In my view they should never have been given planning permission. These two buildings look totally and completely out of place. But, now, of course, it's too late. They will remain there, in all their 'glory', and outlive us all. Once mistakes like that have been made, that's it. End of story. <i>There's</i> no going back. Demolition, (although desirable!), is not a realistic option now.</p> <p>In my view, they are on a par with what's now being proposed for the Seaway area. Two nearby cliff top buildings, Stratton House (7 storeys?) and Heathfield House (5 storeys?), are about the same height as the historic Westcliff Hotel (5 Storeys), and the former Overcliff Hotel (long since demolished), and so, don't look too out of place. In my view, a similar approach should be taken with the proposed Seaway development.</p> <p>Another example is- in the 1960s, a long string of tall, square office blocks were thrown up along Victoria Avenue. They now look like shabby eyesores. They served their purpose at the time, of course, but I hope that Southend Council will consider these examples, and bear the future in mind.</p>	<p>It should be noted that Marine Plaza now has planning permission (July 2015) for a residential led mixed-use development and will be allocated within the SCAAP.</p> <p>The Grade II listed Kursaal is recognised as a Landmark Building (Policy DS3) within the SCAAP and any new development proposals within the area will be expected to demonstrate that it is compatible with and/ or enhances key views of the building (Policy DS2). Furthermore, Policy DM5 of the Development Management Document provides detailed policy regarding the historic environment, recognising the significance of heritage assets.</p>
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Question 27, CS1, OS8	Mr Michael Davies [493]	2038	Comment	If the whole of the Seaway car park is built on, where will people who now park there to shop in Southend High Street and the Royals, and use the seafront facilities, park? The Royals car park and the ones at the back of Marks and Spencer already get filled up. If Seaway car park disappears, or is severely reduced in size, those two car parks will have even more strain put upon them, much to the frustration of local shoppers and visitors to the town, some of whom may well decide it's just not worth the bother, and head out to Basildon, or other seaside resorts. I note that local traders are also now expressing concerns about parking, as reported on the front page of the Yellow Advertiser of Friday 29 January 2016.	Noted. OS 8 makes provision for car parking in any development scheme.  The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Question 27	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2083	Support	Supports the enhancement and quality of the Green and Open spaces along the Central Seafront and the protection of Southend's unique heritage including the nationally important Grade II Listed Southend Pier.	Noted.
Question 27	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2469	Support	Support enhancement of the Pier as national icon and a significant regeneration and enhancement of this key tourist attraction, which at present underperforms both in terms of its attraction and in terms of its visitor experience.	Noted



Question 27	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2089	Support	Support a higher intensification of residential uses in the Central Area together with a broader mix of commercial uses ranging from A1 retail, A3 restaurant café, D2 leisure and B1 offices to provide a more diverse multi-use High Street and Central Seafront.	Noted.
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Question 27	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2093	Comment	<p>Some members of the STOCKVALE GROUP and representatives of the Seafront businesses believe that one way in which the congestion into the Town could be improved is for an additional 3840 parking spaces to be made accessible and available within close proximity to the Seafront and core High Street Area. This is due to the day visitor attraction industry, particularly family attractions such as the Seafront receiving the vast majority of its income in a few weeks of the year. These generally coincide with the school holidays. During this peak period a visitor attraction business needs to be able to accommodate every visitor that wants to visit as these peak days effectively subsidise the operation for the rest of the year.</p> <p>If the access to the main attractions is limited on peak days by the availability of car parking spaces, this could and does have serious impact on the viability of the Seafront businesses. The main parking areas are generally at capacity on peak holiday periods. Any loss of capacity as a result of the SCAAP proposals would result in a cap of visitors during these peak periods. This limits the amount of investment within the Seafront to the current status quo.</p> <p>Transport and access is not just limited to the Seafront and does have a huge impact on the High Street, combined with parking tariffs, access and egress, and poor legibility around the Town Centre. Whilst the changes outlined in the SCAAP from a space and use perspective will do an awful lot to reinvigorate and regenerate the High Street, this must be inclusive of a renewed and fresh approach to parking provision within the SCAAP Area.</p>	<p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
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Question 27	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2101</b>	<b>Comment</b>	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there have been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The STOCKVALE GROUP would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	<p>Noted. The Plan seeks to achieve these aspects through its policy provisions. No changes are proposed.</p>
Question 27	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2103</b>	<b>Support</b>	<p>The STOCKVALE GROUP note the townscape improvements and guidance on design quality and Heritage preservation and enhancement are inextricably linked to improvements to Public Realm and pedestrian connectivity. The STOCKVALE GROUP like the majority of the Town support the continued regeneration and reinvention of the Towns greatest icon Southend's Pleasure Pier. As there are a number of opportunity sites outlined in the SCAAP document, the STOCKVALE GROUP would suggest that the Council (through the SCAAP document) develop design codes and development briefs to ensure that the townscape improvements and quality of design of future developments meet the aspirational high standard to create a coherent and consistent Central Area. This needs to reflect on the Towns Heritage and look towards the future to create Southend as unique place and destination for leisure, shopping, living and working.</p>	<p>Noted. The Plan seeks to achieve this and will be updated to identify a number of proposal sites that could be subject to a masterplanning approach.</p>

Question 27, OS8	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2106</b>	<b>Comment</b>	There is concern that proposals for the Seaway Car Park (OS8) are missing the opportunity to see this as a key gateway site for both the Town and Seafront and an opportunity to provide a greatly enhanced Public Car Park provision as part of the overall site redevelopment.	<p>OS8 recognises that this is a key gateway site and opportunities exist to improve connectivity with the central seafront area. Provisions are included within OS8 to achieve this.</p> <p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
Question 27, OS9	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2107</b>	<b>Support</b>	In relation to OS9 the STOCKVALE GROUP wholly support the Museum but would seek the inclusion of a public car park which would appear to be feasible as the construction method for creating the Museum would involve extensive ground work, which could utilise the lower levels for a covered car park.	OS9 makes provision for public car parking (Policy CS1). No changes are proposed.

Question 27	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2120	Support	The STOCKVALE GROUP support the Public Realm improvements and further connectivity down through and into the Seafront. The STOCKVALE GROUP recognise that Pier Hill has had a huge success in this regard.	Noted.
Question 27, OS8	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2121	Comment	There is a greater opportunity to look at the Seaway site as a Gateway both connecting the High Street around St Johns through Lucy Road and down onto the Seafront. This is a fantastic opportunity that could yield both greatly improved Public Realm, High Street offer and experience and a significant number of residential units.	Noted. The Plan seeks to achieve this (Policy CS1).

Question 27	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2129	Comment	The STOCKVALE GROUP would wish to ensure that the Queensway policy area provides connectivity into the Seaway Car Park and the opportunity to see Seaway as a Gateway to the Seafront and the first visual connection to the Sea is not lost.	Noted. These provisions are identified in Policy CS1.
Question 27	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2135	Comment	Due to the topography of the Seaway Car Park there is an opportunity to cut into the site and create a formal entrance that can create a visual gateway as part of the access route. There is an opportunity to accommodate somewhere in the region of 1500 parking spaces arranged over 2-3-4 floors. Traffic movements would then come in directly at the northern edge of the site and filter through into the layered car park. To the south side Lucy Road could then be completely pedestrianised and a punch through to the seafront creating a large piazza activated by new A1, A3 uses to compliment both the Central Seafront and the links into the High Street. The pedestrian link would then improve the environs around St John's church. To drive some additional value it is perfectly legitimate to consider a number of floors of residential uses above the car park and retail/A3 commercial offer.	Noted, Some of these aspects are included in Policy CS1.  The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Question 27	Southend Bid (Mr S Kearney) [496]	2185	Support	Supports the enhancement and quality of the Green and Open spaces along the Central Seafront and the protection of Southend's unique heritage including the nationally important Grade II Listed Southend Pier.	Noted.
Question 27	Southend Bid (Mr S Kearney) [496]	2186	Support	Support enhancement of the Pier as national icon and a significant regeneration and enhancement of this key tourist attraction, which at present underperforms both in terms of its attraction and in terms of its visitor experience.	Noted.

Question 27	Southend Bid (Mr S Kearney) [496]	<b>2192</b>	<b>Support</b>	Support a higher intensification of residential uses in the Central Area together with a broader mix of commercial uses ranging from A1 retail, A3 restaurant café, D2 leisure and B1 offices to provide a more diverse multi-use High Street and Central Seafront.	Noted.
Question 27	Southend Bid (Mr S Kearney) [496]	<b>2196</b>	<b>Comment</b>	<p>Some members of the BID and representatives of the Seafront businesses believe that one way in which the congestion into the Town could be improved is for an additional 3840 parking spaces to be made accessible and available within close proximity to the Seafront and core High Street Area. This is due to the day visitor attraction industry, particularly family attractions such as the Seafront receiving the vast majority of its income in a few weeks of the year. These generally coincide with the school holidays. During this peak period a visitor attraction business needs to be able to accommodate every visitor that wants to visit as these peak days effectively subsidise the operation for the rest of the year.</p> <p>If the access to the main attractions is limited on peak days by the availability of car parking spaces, this could and does have serious impact on the viability of the Seafront businesses. The main parking areas are generally at capacity on peak holiday periods. Any loss of capacity as a result of the SCAAP proposals would result in a cap of visitors during these peak periods. This the amount of investment within the Seafront to the current status quo. Transport and access is not just limited to the Seafront and does have a huge impact on the High Street, combined with parking tariffs, access and egress, and poor legibility around the Town Centre. Whilst the changes outlined in the SCAAP from a space and use perspective will do an awful lot to reinvigorate and regenerate the High Street, this must be inclusive of a renewed and fresh approach to parking provision within the SCAAP Area.</p>	The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.

Question 27	Southend Bid (Mr S Kearney) [496]	<b>2204</b>	<b>Comment</b>	<p>Various improvements have been made to the Central Seafront including improved connectivity through Pier Hill and the City Beach. Whilst there has been some improvements to the landscape of the High Street, this needs a much greater consideration and linking to new development. There needs to be greater inclusion of soft landscaping and public spaces and improved connections from the High Street through to the Seafront. This is particularly the case with Seaway Development. This development site represents a great opportunity to create a gateway development and pedestrian links and improved Public Realm linked to the Seafront.</p> <p>The BID would wish to see a breaking down of the linearity of the High Street and the creation of a number of destination and unique quarters. This resonates particularly through with the Tylers Avenue, London Road and Alexandra and Clarence Street opportunity sites.</p>	Noted. The Plan seeks to achieve these aspects through its policy provisions.
Question 27	Southend Bid (Mr S Kearney) [496]	<b>2206</b>	<b>Support</b>	<p>The BID townscape improvements and guidance on design quality and Heritage preservation and enhancement are inextricably linked to improvements to Public Realm and pedestrian connectivity. The BID like the majority of the Town support the continued regeneration and reinvention of the Towns greatest icon Southend's Pleasure Pier. As there are a number of opportunity sites outlined in the SCAAP document, the BID would suggest that the Council (through the SCAAP document) develop design codes and development briefs to ensure that the townscape improvements and quality of design of future developments meet the aspirational high standard to create a coherent and consistent Central Area. This need to reflect on the Towns Heritage and look towards the future to create Southend as unique place and destination for leisure, shopping, living and working.</p>	Noted. The Plan seeks to achieve this and will be updated to identify a number of proposal sites that could be subject to a masterplanning approach.
Question 27	Southend Bid (Mr S Kearney) [496]	<b>2209</b>	<b>Comment</b>	<p>There is concern that proposals for the Seaway Car Park (OS8) are missing the opportunity to see this as a key gateway site for both the Town and Seafront and an opportunity to provide a greatly enhanced Public Car Park provision as part of the overall site redevelopment.</p>	<p>OS8 recognises that this is a key gateway site and opportunities exist to improve connectivity with the central seafront area. Provisions are included within OS8 to achieve this.</p> <p>The Council has commissioned an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>



Question 27	Southend Bid (Mr S Kearney) [496]	2210	Support	In relation to OS9 the STOCKVALE GROUP wholly support the Museum but would seek the inclusion of a public car park which would appear to be feasible as the construction method for creating the Museum would involve extensive ground work, which could utilise the lower levels for a covered car park.	OS9 makes provision for public car parking. No changes are proposed.
Question 27	Southend Bid (Mr S Kearney) [496]	2223	Support	The BID support the Public Realm improvements and further connectivity down through and into the Seafront. The BID recognise that Pier Hill has had a huge success in this regard.	Noted
Question 27	Southend Bid (Mr S Kearney) [496]	2224	Comment	There is a greater opportunity to look at the Seaway site as a Gateway both connecting the High Street around St Johns through Lucy Road and down onto the Seafront. This is a fantastic opportunity that could yield both greatly improved Public Realm, High Street offer and experience and a significant number of residential units.	Noted. The Plan seeks to achieve this (Policy CS1).
Question 27	Southend Bid (Mr S Kearney) [496]	2232	Comment	<b>STOCKVALE GROUP would wish to ensure that the Queensway policy area provides</b> connectivity into the Seaway Car Park and the opportunity to see Seaway as a Gateway to the Seafront and the first visual connection to the Sea <b>is not lost.</b>	Noted. These provisions are identified in Policy CS1.
Question 27	Southend Bid (Mr S Kearney) [496]	2252	Comment	68% of recipients scored the Seafront as a top 10 priority.	Noted.
Question 27	Southend Bid (Mr S Kearney) [496]	2260	Comment	Due to the topography of the Seaway Car Park there is an opportunity to cut into the site and create a formal entrance that can create a visual gateway as part of the access route. There is an opportunity to accommodate somewhere in the region of 1500 parking spaces arranged over 2-3-4 floors. Traffic movements would then come in directly at the northern edge of the site and filter through into the layered car park. To the south side Lucy Road could then be completely pedestrianised and a punch through to the seafront creating a large piazza activated by new A1, A3 uses to compliment both the Central Seafront and the links into the High Street. The pedestrian link would then improve the environs around St John's church. To drive some additional value it is perfectly legitimate to consider a number of floors of residential uses above the car park and retail/A3 commercial offer.	Noted. These aspects are included in Policy CS1.

Question 27, CS1	Mr Rod Levin [497]	2281	Comment	Put 'The Golden Mile' under a high-level cover to provide for inclement weather	Policy CS1 seeks to achieve a whole range of environmental and related improvements to the 'Golden Mile'. It will be an issue of practicability and viability when or whether development proposals come forward. No changes are proposed.
Question 27, CS1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2310	Comment	Valad (Europe) Ltd are concerned about the proposal to produce a development brief in relation to Seaway Car Park and Marine Parade. There is sufficient opportunity to provide an appropriate level of detail in Policy CS1 and avoid the potential delay and uncertainty that may arise if a development brief is now progressed. The submission of an application for its redevelopment should not be delayed a result of a failure to produce a development brief	As Policy CS1 sets out a number of design and layout solutions, and any major development of OS8 will be the subject of detailed consultation, <b>reference to a development brief is to be removed.</b>
Question 27, CS1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2311	Support	Valad (Europe) support the proposed allocation of Opportunity Site 8 on the basis that it proposes a mixed use development that will help to bolster the town centre economy. The indicative phasing for the redevelopment of Opportunity Area 8 is supported but the Council must actively resist developments that would undermine this policy and what it seeks to achieve for the town centre.	Noted.
Question 27, CS1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2312	Comment	Further wording should be provided which states that the redevelopment of the Central Seafront Policy Area will be key to the success of the Southend Central Area Action Plan and that in turn, it will help to improve the vitality and viability of the town centre and sustain existing facilities in the town centre such as The Royals by increasing footfall and linked trips within the town centre.	There is considered to be merit in bringing greater attention to the role of the central seafront area. It is therefore proposed that paragraph 184 (page 111) be amended to read as follows: <b><u>'The Central Seafront Policy Area, as defined on the Policies Map, is a thriving leisure and tourism area. Although there has always been a physical separation of the Central Seafront Policy Area and Town Centre, if access was more straightforward and more pronounced there may be a better exchange of visitors between the Central Seafront and Town Centre and their functions.'</u></b>

Question 27, CS1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2313	Comment	The Council should consider whether the inclusion of retail at Opportunity Site 8 would bring further benefits to the town centre. The success of this development and the subsequent beneficial spin off effects will largely be down to how well the site links in with the town centre.	OS8 is a key development site in the central seafront area. The uses identified in the Plan are considered to be the most appropriate given its location adjacent to tourism and leisure facilities. No changes are proposed.
Question 27, CS1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2314	Comment	The provision of appropriate signage to increase and enhance connectivity between the High Street and the seafront should also be included in the design criteria for both the Policy Area and Opportunity Site 8.	It is recognised that quality signage is essential in the central area. <b>It is therefore proposed that the words 'improve and' are added to Policy CS1 10e so that it would read: 'remove unnecessary street furniture and <u>improve and rationalise</u> signage in accordance with.....'</b> In OS8 add: <b>'h. the provision of appropriate <u>seating, signage and way finding.</u>'</b>
Question 27, CS1	Indigo Planning on behalf of Royals Shopping Centre (Helen McManus) [498]	2315	Comment	There is a real concern that if the revised proposals (yet to be submitted to the Council) for Fossetts Farm are approved, then town centre developments such as that at Seaway Car Park and further town centre investment generally will not go ahead to the detriment of the town centre.	The Fossetts Farm proposals are located outside the SCAAP boundaries. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study). Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy and require a further retail impact assessment. No changes are proposed.
Question 27, CS1.13.2	Carter Jonas on behalf of Turnstone Southend Ltd (Mr Matt Hare) [503]	2325	Support	Policy CS1.13.2 - Broadly support the proposed policy approach for OS8, but we do suggest some minor changes to the policy wording to Section 13ii in Policy CS1 to ensure the delivery of the development. The proposed development would make more efficient use of previously developed land within the town centre	Noted

Question 27, CS1.13.2	Carter Jonas on behalf of Turnstone Southend Ltd (Mr Matt Hare) [503]	2326	Comment	<p>Policy CS1.13.2 - Delete the requirement for a development brief to be prepared for the site. A planning application is currently being prepared for the Seaway Car Park site. Section 13ii of Policy CS1 already provides sufficient detail to guide the proposed development on the site. The land required to deliver the proposed development at the Seaway Car Park site is controlled by a single developer. A development brief would add unnecessary delay and cost to the proposed development.</p> <p>Suggested Change: <del>This should be taken forward through the preparation of a development brief.</del> Design and layout solutions should allow for:</p>	Reference to the development brief will be removed as it is considered that there is sufficient detailed contained in the OS8 of CS1 and further detailed will be provided at the design stage as part of the planning proposal and be subject to consultation.
Question 27, CS1.13.2	Carter Jonas on behalf of Turnstone Southend Ltd (Mr Matt Hare) [503]	2327	Comment	<p>Policy CS1.13.2 It should be clearly stated that residential development should be located on the Marine Parade site. Planning permission has already been granted for residential development on the Marine Parade site; referred to as Marine Plaza. Residential uses are not proposed within the current scheme on the Seaway Car Park site. It is not clear whether residential uses would be compatible with the proposed leisure uses, and further investigation would be required if residential uses were proposed.</p> <p>Suggested Change:</p> <p>We request the following changes to Section 13ii of Policy CS1:</p> <p>ii Opportunity Site 8: Seaway Car Park and Marine Parade, the Council will pursue with private sector partners, landowners and developers a high quality, mixed use development including the provision of leisure, cultural and tourism attractions including: restaurants, cinema, gallery, hotel, residential development, public and private open spaces, and car parking. The Marine Parade site would provide most of the residential development for the opportunity site.</p>	<p>The final version of the SCAAP will separate OS8 into Seaway Car Park and Marine Parade, with the latter benefitting from an approved planning permission.</p> <p>It is considered that Seaways may be able to provide some residential development and reference to this is considered appropriate to apply flexibility to the policy. The policy wording has been changed to allow for this to be explored. Policy OS8.13.2 will read: <u>'...including the provision of leisure, cultural and tourism attractions including: restaurants, cinema, gallery, hotel, public and private open spaces, and vehicle and cycle parking. The potential for residential development may also be explored. Design and layout solutions should allow for:'</u></p>
Question 27, CS1.13.2	Carter Jonas on behalf of Turnstone Southend Ltd (Mr Matt Hare) [503]	2328	Comment	<p>Policy CS1.13.2 There is a requirement for allocated sites to be deliverable and viable, and as such all parts of a policy should meet those requirements. The delivery of a new link from the Seaway Car Park site to Marine Parade is uncertain, and this should be expressed in the policy.</p> <p>Suggested Change:</p> <p>c. explore opportunities for a new link to Marine Parade from the Seaway site designed around 'Spanish Steps' subject to deliverability and viability;</p>	This part of policy seeks to identify possible innovative design solutions to improving connectivity across this key site between the town centre and seafront and seeks to 'explore opportunities.' Including the words 'subject to deliverability and viability' is considered inappropriate. These matters would be considered as part of the planning application process. No changes proposed.

Question 27, CS1.13.2	Carter Jonas on behalf of Turnstone Southend Ltd (Mr Matt Hare) [503]	2329	Comment	<p>Policy CS1.13.2 It is not clear at this stage where the coach drop-off point would be relocated to, and it could be on or off site or a combination of both, and as such this uncertainty should be expressed in the policy.</p> <p>Suggested Change e. relocation of the coach-drop off point, either on or off-site or a combination of both, following the development of the Seaway site.</p>	<p>The wording of Policy CS1 will be amended to state that relocation of the coach drop off point should be provided on the Seaways site. Coach parking bays may be provided either on or off-site or a combination of both, as long as offsite provision is well connected to the Seaways site and would not significantly adversely impact the local transport network. Policy OS8 13.2 will be amended as follows: <b><u>'relocation of a coach-drop off point within the site. The relocation of coach parking bays may be provided either on or off-site or a combination of both, provided offsite provision is well connected to the Seaways site and would not significantly adversely impact the local transport network;'</u></b></p>
Question 27, CS1.10g	Belfairs Garden Residents Association (Barbara Armitage) [511]	2350	Object	<p>Policy CS1.10g - Against proposal 10g to further develop City Beach. Comments have been made about flooding, accidents, risks to pedestrians in non-stopping traffic and no marked and lighted official crossing with blister paving put down where there is no crossing risking the lives of blind people.</p> <p>City Beach - Kerbs are not only a safety zone for pedestrians but help to direct rain water to drains which should be adequate.</p> <p>The seafront shared space is dangerous, has no formal crossings and various accidents have occurred. A proper crossing should be in place and not further extension of any shared space.</p>	<p>The extension of the City Beach scheme is considered to be essential to regenerating the central seafront area and to improving the leisure and tourism offer and environment. Issues such as flooding, road safety and provision for vulnerable road users will need to form an integral part of the design stage of the scheme. No changes proposed.</p> <p><b>Reference to flood mitigation measures will be included in Policy CS1.</b></p> <p><b>Reference to managing the road network safely will be incorporated into Policy DS5.a</b></p>
Question 27, CS1.12.ii.c	Belfairs Garden Residents Association (Barbara Armitage) [511]	2351	Object	<p>Policy CS1.12.ii.c - The 'Spanish Steps ' are a thoroughly dangerous idea for all users and will have to go through property(ies). This should not be pursued.</p>	<p>This is a key gateway site in the town. This part of policy seeks to identify possible innovative design solutions to improving connectivity across this key site between the town centre and seafront and seeks to 'explore opportunities'. It is essential that the design and layout of the site is of the highest quality that enhances the area and takes full advantage of its location and setting. The needs of vulnerable road users will be taken into account at this design stage. No changes are proposed.</p>
Question 27, CS1.12.iii	Belfairs Garden Residents Association (Barbara Armitage) [511]	2352	Object	<p>Policy CS1.12.iii - The Museum is in the wrong place not in tune with the leisure area. If just to shore up the cliffs it should be a leisure building. We do not have the like of the Mary Rose in the town and the thought that people coming down for the day to the beach, pier or lagoon will spend time in a museum is not considered to be sensible.</p>	<p>The museum is one of a number of cultural and leisure uses proposed to be incorporated within the new building. No changes proposed. It is considered that a museum is complimentary to other leisure uses and will provide a valued destination.</p>

Question 27, CS1 & OS8	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	<b>2371</b>	<b>Comment</b>	(191) Seaways car park and Marine Parade. We do not believe another cinema is sustainable in Southend	Policy CS1 identifies the potential of the seaway car park site to provide for a mixed use development comprising leisure, cultural and tourism facilities which are considered to be appropriate in this location. The possible inclusion of a cinema is considered to be compatible with providing a mix of leisure uses to enhance the offer on this key site. The Policy also proposes design and layout solutions, for 'urban greening' and seeks to take advantage of the sites elevation with views of the estuary (OS8). No changes are proposed.
Question 27, CS1 & OS9	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	<b>2372</b>	<b>Comment</b>	(193) We believe that the Saxon King find should be housed in Prittlewell. It is not appropriate to have this displayed on our seaside tourist area.	The museum is one of a number of cultural and leisure uses proposed to be incorporated within the new building on the seafront, which is considered to be the best location for such a scheme where visitor numbers are at their greatest. No changes proposed.
Question 27, CS1	Southend and District Pensioners Campaign (Mr Robert Howes) [476]	<b>2373</b>	<b>Comment</b>	Yes agree with the proposed approach to managing development within the central seafront policy area apart from the above	Noted.

Question 27, CS1 & OS9	Procuresure Consulting (Mr Barrie Evans) [513]	2383	Support	<p>OS9 - Southend-On-Sea museum position on the seafront below Clifftown parade is a good idea in principle but the residents of Clifftown will not allow access to be gained from Clifftown parade and all access to development whether it be by bus coach or car should be via the sea front road and not Clifftown parade, which is a residential road. The Museum should be reduced in height from its current plan to ensure it steps down from the cliff and not in line with the cliff. This drop down would stop the extension that juts out impeding on the Clifftown area, local views and the Victorian design of the area. Any brickwork used in the build should be of high quality and fit with the old red brick of the backdrop houses on the clifftop. The band stand and shelters should be incorporated in to the design of the museum to gently mix new with old and celebrate the heritage as the museum should not only exhibit artefacts and images but the local architecture of the seaside town too. Should the conservation area be extended this would assist in making the whole seafront and town in to a living museum but with a modern function. Remember shabby Chic is the new modern!! If the museum is built then all parking for the museum should be provided by the museum in underground parking (including coaches) and access should be from the seafront and no access at all from Clifftown Parade. This is a residential area and should be protected as such.</p>	<p>The detailed design and layout of any new development at this location will be considered and consulted upon during the planning application process.</p> <p>Policy CS1.13.3 outlines that the design of new development will need to retain the 'open feel' of the area. Policy DM1 of the Development Management Document and the Design and Townscape Guide provides additional design related guidance. In addition the conservation area will be a material consideration. It is recognised that the policy can be further enhanced by outlining that vehicular access of a new development in this location should be via Western Esplanade. Therefore, the following wording is proposed to be added to the policy 13.iii <b><i>'Vehicular access should ensure that the primary road network, i.e. via Western Esplanade, is used to access the development and any new parking facilities.'</i></b></p>
Question 27, CS1 & OS7	Procuresure Consulting (Mr Barrie Evans) [513]	2390	Comment	<p>OS7 - The Council should actively seek investment for the pier and include such things as a proper boat marina for Southend, 24 hour access to the pier, ferry access to the pier, quality restaurants and cafes. Why not move the museum to the end of the pier, have yacht club facilities and a purpose built sheltered marina at the end of the pier?</p>	<p>Policy CS1 seeks to provide for a mix of cultural and leisure uses. Any development would need to have regard to the environmental designation on the foreshore. No changes proposed.</p>



Question 27, CS1	Historic England (Dr Natalie Gates) [514]	2412	Comment	<p>Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply.</p> <p>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/</a>. <b><i>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</i></b></p>	<p>This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.</i></b></p> <p>It is proposed to add the words ‘as appropriate’ in paragraph 4 of Policy PA6 so that it reads, <b><i>Promote energy efficiency as appropriate, including.....</i></b></p> <p>This would necessitate similar changes to all other policy areas.</p>
Question 27, CS1	Historic England (Dr Natalie Gates) [514]	2415	Comment	<p><b><i>In the aims of the Central Seafront Policy Area</i></b> we would suggest a small word order change as it currently reads as if the Pier is not an iconic landmark, but will be rejuvenated into one, instead of being the iconic landmark that it is which you are proposing will be rejuvenated.</p>	<p>Agreed. It is therefore proposed to amend the first paragraph of the Aims of the Central Seafront Policy Area so that it reads, <b><i>The Central Seafront will be a thriving and vibrant leisure, cultural and tourism area centred on the <u>iconic</u> Grade II listed Pier which will be rejuvenated as a <u>key</u> local landmark and attraction.</i></b></p>
Question 27, CS1, Para 184	Historic England (Dr Natalie Gates) [514]	2416	Comment	<p>Recommend that paragraph 184 in the supporting text includes conservation areas and listed buildings as specific ‘environmental designations’ as this links through to paragraph1 of Policy CS1 which talks about the impact of proposals on ‘environmental designations’.</p>	<p>Environmental designations cover SSSI, SPA and Ramsar sites. The term is not meant to cover heritage assets, which are covered by Policy CS1.4. However, it is proposed to include reference to conservation areas and listed buildings in paragraph 185 as follows: <b><i>There is a need to strike a balance between the protection and conservation of natural and built assets, including Conservation Areas and listed buildings, with the needs of residents and visitors</i></b></p>
Question 27, CS1.8	Historic England (Dr Natalie Gates) [514]	2417	Support	<p>We welcome paragraph 4 of Policy CS1</p>	<p>Noted.</p>



Question 27, CS1	Environment Agency (Miss Lizzie Griffiths) [334]	2423	Support	We are very supportive of this policy. Point 5, in particular, is very positive, as it recognises the opportunity that new development provides for integrating tidal defences into the public realm.	Noted.
Question 27, CS1	Environment Agency (Miss Lizzie Griffiths) [334]	2424	Comment	Point 7 could potentially be strengthened by allowing development south of the sea wall only by exception and where the proposed land use is deemed to be 'water compatible' as defined in the Planning Practice Guidance.	Noted, therefore the following amendment is proposed: <b><i>'Not normally permit development south of the seawall. Any proposed use will also have to be water compatible as defined in the Planning Practice Guidance.'</i></b>
Question 27, CS1	National Federation for the Blind (Mrs Jill Allen-King) [516]	2454	Comment	Up to 1970 we had a direct bus route from Southend Victoria Railway station down the High street, down Pier Hill to and along the sea front. Unfortunately engineers of the day ignored our access committee and went along with their plans of pedestrianising the high street and cutting off the sea front from the high street restricting hundreds of people getting to the shops by bus.	Policy, as part of the sustainable approach to transport, seeks to improve the provision for public transport users and provides for bus priority measures. Specific bus routes are considered as part of on-going partnership working with bus operators.
Question 27, CS1	National Federation for the Blind (Mrs Jill Allen-King) [516]	2455	Comment	OS8 - Spanish steps will certainly stop many disabled people from getting to the sea front. Spanish steps are not accessible and should not be used.	The provision of 'spanish steps' is part of an innovative design approach to the site. The needs of vulnerable users to access and cross the site will also be taken into account at the design stage of any scheme.
Question 27, CS1	National Federation for the Blind (Mrs Jill Allen-King) [516]	2456	Comment	The City Beach scheme was built without proper consultation and did not take into account the needs of disabled people. The Courtesy crossings are not legal crossings and cannot be used safely by blind people. The whole area should be reinstated to a proper road with kerbs and proper pedestrian crossings, with audible signals and tactile markings. The City Beach scheme should not be extended.	Further phases of the City Beach scheme will consider the needs of all users and be subject to public consultation.
Question 27, CS1	National Federation for the Blind (Mrs Jill Allen-King) [516]	2457	Comment	A bus service should be established from the Kursaal to Chalkwell along the sea front.	Policy, as part of the sustainable approach to transport, seeks to improve the provision for public transport users and provides for bus priority measures. Specific bus routes are considered as part of on-going partnership working with bus operators.

Question 27, CS1	National Federation for the Blind (Mrs Jill Allen-King) [516]	2458	Comment	OS9 - The proposed new Museum will not be able to be visited by non car drivers if you do not have a bus service, which is discrimination.	Policy, as part of the sustainable approach to transport, seeks to improve the provision for public transport users and provides for bus priority measures. Specific bus routes are considered as part of on-going partnership working with bus operators.
Question 27, CS1	National Federation for the Blind (Mrs Jill Allen-King) [516]	2459	Comment	Currently there is no cycle route at City Beach and cycles ride illegally on the foot path. A cycle route should be built the whole length of the sea front on the road and not on the footway. The cyclists should stop at pedestrian crossings.	This area has been established as a shared walking and cycling route. Cycle provision forms part of the shared space in the central seafront area.
Question 27, CS1	National Federation for the Blind (Mrs Jill Allen-King) [516]	2460	Comment	There should be more public toilets, none are listed.	Noted. Toilets and related facilities will be considered at the design stage of any redevelopment scheme and through on-going review of current provision.

Question 27, CS1	National Federation for the Blind (Mrs Jill Allen-King) [516]	2461	Comment	In the central seafront policy area there should also be parking for disabled people at frequent intervals.	<p>Site occupiers with reference to national parking guidance and legislation are responsible for providing an adequate number of spaces for people with disabilities.</p> <p>The SCAAP seeks to promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure.</p> <p>It is considered that reference to a range of parking types, including for disabled people, should be made within Policy DS5.</p>
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<p>Question 28, Policy CS2</p>	<p>Natural England (Mr Gordon Wyatt) [264]</p>	<p>2032</p>	<p><b>Comment</b></p>	<p><i>Wording of Policy not considered accurate and it is suggested that Policy CS2.1, is amended to read as follows:</i></p> <p><i>“1. Ensure that all development proposals within the Central Seafront Area are accompanied by a Habitats Regulations Assessment and associated documentation to ensure there will be no adverse effect on the European and International foreshore designations (SPA and Ramsar) either alone or in combination with other plans or projects;”</i></p> <p>The Habitats Directive requires competent authorities to decide whether or not a plan or project can proceed having undertaken the following "appropriate assessment requirements" to:</p> <ol style="list-style-type: none"> <li>1. Determine whether a plan or project may have a significant effect on a European site, either alone or in combination;</li> <li>2. If required (ie when there is a likely significant effect), undertake an appropriate assessment of the plan or project;</li> <li>3. Decide whether there may be an adverse effect on the integrity of the European site in light of the appropriate assessment.</li> </ol> <p>This whole process is generally referred to as Habitats Regulations Assessment (HRA).</p> <p>The responsibility for carrying out a HRA rests squarely upon the decision-making competent authority; except insofar as it may be appropriate for the competent authority to adopt the reasoning or conclusions of another competent authority as to whether a plan or project is likely to have a significant effect on a European site, or will adversely affect the integrity of a European site. The Regulations transposing the Habitats Directive also provide that a competent authority is not required to assess any implications of a plan or project that would be more appropriately assessed by another competent authority. Planning applications are often accompanied by a document which is described as being a HRA; however such a document produced by or on behalf of an applicant does not have any legal weight and is therefore sometimes referred to as a 'shadow HRA'. As the competent authority, it remains Southend-on-Sea Borough Council's responsibility to produce the definitive HRA; either by adopting an applicant's 'shadow HRA', or by carrying out its own HRA. Where a competent authority chooses to carry out its own HRA, it will normally require the applicant to provide the necessary background information to support the assessment process.</p>	<p>Noted. It is proposed to amend the wording of Policy CS2 point 1 to read: <b><i>‘Ensure that all development proposals within the Central Seafront Area are accompanied by a Habitats Regulations Assessment and associated documentation to ensure there will be no adverse effect on the European and International foreshore designations (SPA and Ramsar) either alone or in combination with other plans or projects.’</i></b></p>
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Question 28, CS2.3	Belfairs Garden Residents Association (Barbara Armitage) [511]	2353	Comment	Policy CS2.3 - Under what circumstances could there be development and what is the 'public interest' that could make this possible.	Policy CS2.3 provides for exceptional circumstances where exceptions may be made if there are no alternative solutions or the reasons for the development clearly outweigh the nature conservation value of the site and is in the public interest. Potential flood defence improvements may be an example of where this might apply. No changes proposed.
Question 28, CS2.6	Belfairs Garden Residents Association (Barbara Armitage) [511]	2354	Comment	Policy CS2.6 - Would want to know more about 6 and what kind of high quality visitor facility is envisaged	Such a facility would be subject to a planning application and wider publicity where more detailed information will be available. No changes proposed.
Question 28	Environment Agency (Miss Lizzie Griffiths) [334]	2425	Support	We are supportive of this policy which seeks to relieve pressures on the seafront area. We support the idea of drawing people to the waterfront, especially where it may help to raise awareness of the ecosystems and their importance, provided the sensitive areas themselves are protected.	Noted.
<b>The Waterfront</b>					
Question 29, CS3	Essex Chambers of Commerce (Mr John Dallaway) [452]	1956	Support	Agree with the proposed approach to managing the Waterfront	Noted.
Question 29, CS3	Mr Rod Levin [497]	2287	Comment	Provide public Slipways over beach to promote use of small (sail) boats.	Public slipways are provided along the foreshore. The Plan (Policy CS3) seeks to improve such facilities as appropriate. No changes are proposed.
Question 29, CS3	Belfairs Garden Residents Association (Barbara Armitage) [511]	2355	Comment	Similar to above in that it appears to open the possibility of development which could be manipulated. Transparency will be required in both nature conservation and the waterfront.	The policy wording is considered to achieve an appropriate balance between protecting the waterfront whilst seeking to provide improved leisure facilities. No changes proposed.

Question 29, CS3	Procurement Consulting (Mr Barrie Evans) [513]	2391	Comment	People come to the sea side to sit on the beach so create more sand beaches. Yes there are small stretches that have been rejuvenated, however a lot more of the water front and shoreline need to be more accessible and enlarged, with the spits rebuilt and sand infilled to create beaches the length of the seafront; yes there are natural sites of interest and beach expansion can still happen if managed correctly. Reclaimed beaches across the world are the main success of any area. Example being the new beaches in Gibraltar which were introduced with sheltered sea walls has been the main success of those areas. The beach rather than the seafront road is the most important part of Southend when it comes to attracting tourism and local well-being and fitness.	Policy CS3 promotes the beach and foreshore for appropriate cultural, leisure and tourism activities. Specific proposals for the maintenance of the beach and foreshore is implemented through other Council services. No changes proposed.
Question 29, CS3	Environment Agency (Miss Lizzie Griffiths) [334]	2426	Support	We support this policy which seeks to integrate tourism activities and recreation with the public realm and biodiversity features. We are particularly supportive of Point 2, which seems to prevent any impacts on biodiversity or flood risk.	Noted.
<b>Victoria Gateway Neighbourhood Policy Area – Policy PA8, Opportunity Site 11, 12 and 13</b>					
Question 30, PA8	Essex Chambers of Commerce (Mr John Dallaway) [452]	1957	Support	Agree with the proposed approach to managing development within the Victoria Avenue Gateway Neighbourhood Policy Area	Noted.
Question 30, PA8	London Southend Airport (Ms Jo Marchetti) [471]	1969	Support	We support the regeneration of this area as it is the entrance point to Central Southend from the airport by road. The area currently is not appealing and is run down. The airport is keen to push inbound passengers into the town before heading to London and this area needs to be more attractive in appearance in order for us to market Southend's tourism sites.	Noted.
Question 30	Rev Phyllis Owen [456]	1976	Comment	Whilst I agree these are good objectives, the reality is that people want to use cars. I am very concerned that the number of additional dwellings proposed in my area (OS11 and OS12 and Roots Hall) will lead to even more cars looking for places to park, increasing the problems that already exist in these area. I have raised this point when previous plans for Victoria Avenue have been raised and have never received an adequate or indeed any response. I feel very strongly that existing residents will be greatly disadvantaged.	Development Proposals that come forward in the SCAAP area will have regard to the Councils parking standards set out in the Development Management Document. These have been found sound by a planning inspector and subsequently adopted.

Question 30, PA8	Burges Estates Residents Association [176]	2007	Comment	In the same way the Victoria Gateway policy principles contains reference to "promoting energy efficiency". Why is this policy area singled out? Why is that not one of a wide range of common policies applicable across the board?	All policy areas include reference to promoting energy efficiency.
Question 30, PA8	Burges Estates Residents Association [176]	2008	Comment	I have already mentioned that the church should be included in the area and that makes sense in the context of policy DP8: 7g.	St Marys Church is referenced in Policy DS2 – Key views and Policy DS3 – Landmarks and Landmark Buildings, and therefore development or infrastructure proposals that are likely to impact on the church will be required to have regard to the policy criteria contained within these policies. No change proposed.
Question 30, PA8	Anglian Water (Sue Bull) [37]	2025	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	Refer to Rep. 2017.  Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.  Noted. Additional supporting is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.
Question 30, PA8	Capita Property Infrastructure On behalf of Genesis Housing [465]	2029	Comment	The SCAAP preferred approach is supported. However, Capita P&I and Genesis consider that the OS11 site does not extend far enough, and that the adjacent Genesis site at Baxter Avenue should be incorporated within the OS11 site boundary. There are several reasons as to why, these are all explored in the supporting document. These considerations are: <ul style="list-style-type: none"> <li>• The overall shortfall in housing supply and how the development of the site can help deliver the target;</li> <li>• The policy compliance of the proposal;</li> <li>• The removal of low quality housing;</li> <li>• Given the area of the site, a coherent regeneration masterplan approach should be adopted in accordance with OS11;</li> <li>• The site is well positioned on an access vista and therefore well located for a housing led regeneration initiative.</li> </ul> The site is available, achievable and deliverable. The redevelopment of the site would allow for the residential density of the site to be optimised, whilst also providing a quality mixed use development with active frontages.	The Council is considering inclusion of this site as an opportunity site. This will be assessed against information supplied by the owners of the site to demonstrate that development is deliverable by 2021.

Question 30	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2108	Support	Wholeheartedly support the improvement on Victoria Avenue as a gateway in to the Town. The STOCKVALE GROUP recognises that much of this work is already underway with the on-going redevelopment of Heath and Carby House.	Noted. The Victoria Avenue/ Queensway junction has benefitted from significant public realm and access improvements as part as the implemented Victoria Gateway Scheme. However, it is considered that policy should still seek further improvements to the public realm and accessibility.
Question 30	Southend Bid (Mr S Kearney) [496]	2147	Object	The proposed redevelopment of Roots Hall and Roots Hall Stadium are predicated on the Football Club relocating to Fossetts Farm with a significant volume of retail use. Whilst the redevelopment of these sites is supported the retail use and volume at Fossetts Farm would see the end of the High Street as a retail offer. The BID most strongly opposes the Fossetts Farm proposals and any movement of retail away from the SCAAP area and Town Centre.	The Fossetts Farm proposals are located outside the SCAAP boundaries. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact was taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study).  Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy and require a further retail impact assessment. No changes are proposed.
Question 30	Southend Bid (Mr S Kearney) [496]	2259	Comment	Victoria Neighbourhood was scored by 22% of respondents as a top 10 priority.	Noted.
Question 30	Southend Bid (Mr S Kearney) [496]	2262	Comment	Whilst the BID do not object or have any particular concern regarding the moving of the Southend Football Club the move is predicted on the suggested development requirement to combine a significant number of retail outlets. This is being presented as a financial necessity to allow the Club to move to new premises, however, if this is supported many if not all the High Street chains are likely to follow.	Noted.



Question 30, OS13	Southend Bid (Mr S Kearney) [496]	2270	Object	<p>Another major issue for the BID is the opportunity site (OS13) re-development of Roots Hall, and Roots Hall Stadium. There is extreme concern that the redevelopment of these sites is predicated on Southend Football Club moving out to Fossetts Farm and the supposed enabling development to allow this to happen, which consists of a large quantum of A1 retail units. As highlighted earlier in this representation the retail proposals at Fossetts Farm would be fatal to Southend's retail offer in the High Street and the aspirations for a vast improvement to the retail provision in the SCAAP area.</p>	<p>Noted. Opportunity Site 13 and will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.</p> <p>Comments in relation to the sites will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021. Nevertheless the development principles as set out in Policy PA8, in combination with other adopted local policy and guidance, will provide the necessary framework to guide development if a proposal was to come forward.</p> <p>The Fossetts Farm proposals are located outside the SCAAP boundaries. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study). Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy and require a sequential test and further retail impact assessment. No changes are proposed.</p>
Question 30 PA8, OS13	Mr Alan Grubb [59]	2290	Comment	<p>OS13 - As the parking situation in the ladder roads which connect Fairfax Drive with West Road/Westborough Road is chronic, if planning permission is granted for additional housing on the Roots Hall site, the parking provision on the site does need if possible to be increased by 15% above the normal requirements.</p>	<p>Any planning application on the Roots Hall site would be determined in accordance with adopted car parking standards as set out in the Development Management Document. No changes are proposed.</p>
Question 30 PA8, OS13	Mr Alan Grubb [59]	2291	Comment	<p>OS13 - The site used by Prospects Collage located next to Roots Hall was to become part of the Sainsbury development. There is a strong possibility that if Sainsbury do not buy the site, the site will be used for additional housing development. Last year the company Lidi wanted to buy the Prospect site to build a Lidi store. As the site also includes a car park, in my view this development would have been ideally suited for this location, providing employment and services to the local community which would also include the new housing development on the Roots Hall Site. Southend Council should re-engage with Lidi in order to reach a successful conclusion.</p>	<p>OS 13 provides for the development of a mixed use scheme which may include a retail outlet. No changes are proposed.</p> <p>Opportunity Site 13 and will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.</p> <p>Comments in relation to the sites will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021.</p>

Question 30, PA8, OS11	Mr Alan Grubb [59]	2292	Comment	OS11 – <i>With reference to the redevelopment of the</i> old college site, located next to the Civic Centre, new homes <i>proposed in</i> Victoria Avenue old offices (Heath House and Carby House), parking of vehicles will be a problem unless the developers of large developments are forced to provide parking 15% in excess of the developments requirements. There is also a need for more Social Housing, Houses not Flats. I understand that additional housing in the High Street and possible Elmer Approach is also being contemplated.	Any planning application on these sites will be determined in accordance with adopted car parking standards. The provision of social housing will be sought in accordance with planning policy as appropriate. No changes are proposed.
Question 30 PA8	Mr Alan Grubb [59]	2293	Comment	While I accept the need for additional housing, there does need to be provision for additional school places and a location identified for a new primary school. To this effect I did suggest that serious consideration should be given to the building of a primary school on the old goods yard site at Prittlewell Rail Station. If a school is built on this site, the school would serve the population (children) who would be living in the new housing estates mentioned above and below and in close proximity to all of the proposed developments. Any new school must be built at the same time as the new developments are converted or built.	In terms of education provision the Plan considers that the planned population growth in the central area will be accommodated through the expansion of existing schools. However, it is recognised that in the longer term there may be a need for additional schools and this will be kept under review – see also Southend Infrastructure Delivery Plan. No changes are proposed.
Question 30, PA8.2	Belfairs Garden Residents Association (Barbara Armitage) [511]	2356	Comment	Policy PA8.2 - Concerns that <i>use of</i> backland for 'lanes' <i>type development</i> might occupy car park areas needed for the redevelopment of the substantial buildings in this area into residential and business units <i>forcing</i> cars on to the nearby streets causing problems.	Car parking provision will be taken into account in the detailed design and planning application stage of any scheme. No changes proposed.
Question 30, PA8.8g	Belfairs Garden Residents Association (Barbara Armitage) [511]	2357	Comment	Policy PA8.8g - This is a sensitive junction with an historic building and St, Mary's churchyard. While it will be the Council's intention to take care with any design and appointment of contractors some reassurance perhaps in the press would save questions from local people.	Noted.

Question 30, PA8	Historic England (Dr Natalie Gates) [514]	2413	Comment	<p>Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply.</p> <p>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/</a>. <b><i>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</i></b></p>	<p>This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.</i></b></p> <p>It is proposed to add the words ‘as appropriate’ in paragraph 4 of Policy PA6 so that it reads, <b><i>Promote energy efficiency as appropriate, including.....</i></b></p> <p>This would necessitate similar changes to all other policy areas.</p>
Question 30, PA8, OS11	Historic England (Dr Natalie Gates) [514]	2418	Comment	<p>The Grade II museum building is within Opportunity Site 11 and reference should be made to conserving or enhancing its significance through the comprehensive redevelopment of the area.</p>	<p>Agreed. It is therefore proposed to add to the end of OS 11 the following, <b><i>The grade II listed old museum building will be conserved and its setting enhanced as part of the proposals for the policy area.</i></b></p>
Question 30, PA8	National Federation for the Blind (Mrs Jill Allen-King) [516]	2462	Comment	<p>Victoria Avenue should be rebuilt with more safety features for pedestrians.</p> <p>The cycle route built on the footway outside the Civic centre should be removed.</p> <p>The road should be widened and the cycle track should be on the road, leaving the pavement clear for pedestrians.</p>	<p>These issues will be considered at the detailed design stage of any highway improvements.</p>
Question 30, Policy PA8	National Federation for the Blind (Mrs Jill Allen-King) [516]	2463	Comment	<p>Traffic lights at Victoria gateway and at the West Road, East Street junctions should have a red light phase to enable pedestrians to cross safely.</p>	<p>These issues will be considered at the detailed design stage of any highway improvements.</p>

Question 30, PA8	National Federation for the Blind (Mrs Jill Allen-King) [516]	2464	Comment	There is no mention of public toilets or parking for disabled people in the <b>Victoria Gateway area</b> , why not?	These issues would be considered as part of the detailed design of any planning application.
<b>Sutton Gateway Neighbourhood Policy Area – Policy PA9, Sites PA9.1, PA9.2, PA9.3 and Opportunity Site 14</b>					
Question 31, PA9	Essex Chambers of Commerce (Mr John Dallaway) [452]	1958	Support	Agree with the proposed approach to managing development within the Sutton Gateway Neighbourhood Policy Area	Noted.
Question 31, PA9	The Co-Operative Group (Mr A Thompson) [473]	1972	Object	The Co-operative Group would wish to see the inclusion of land at 53-57 Sutton Road Southend within the SCAAP as an additional Opportunity Site.	The Council is considering inclusion of this site as an opportunity site. This will be assessed against information supplied by the owners of the site to demonstrate that development is deliverable by 2021.
Question 31, PA9	Anglian Water (Sue Bull) [37]	2026	Comment	We would recommend within each Policy Area a requirement is stipulated that the necessary sewerage infrastructure is in place to serve the area before development progresses.	Refer to Rep. 2017.  Reference to this has been included within section 4.12 Infrastructure Provision. As it is a statutory undertaking it is not considered necessary to repeat it in planning policy.  Noted. Additional supporting is proposed to be included in 4.12 Infrastructure Provision, referencing the need for developers to make provision for the foul sewerage network.



Question 31	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	<b>2134</b>	<b>Support</b>	Support the Councils aspiration but have no further comments to make in relation to the Sutton Neighbourhood. The STOCKVALE GROUP also support the improvements to connect the Sutton Neighbourhood into the Town Centre, improve connections to key public transport nodes and retail and employment areas.	Noted.
Question 31	Southend Bid (Mr S Kearney) [496]	<b>2237</b>	<b>Support</b>	Support the Councils aspiration but have <b>no</b> further comments to make in relation to the Sutton Neighbourhood. The BID also support the improvements to connect the Sutton Neighbourhood into the Town Centre, improve connections to key public transport nodes and retail and employment areas.	Noted.
Question 31	Southend Bid (Mr S Kearney) [496]	<b>2258</b>	<b>Comment</b>	Sutton Neighbourhood was scored by 22% of respondents as a top 10 priority.	Noted.

Question 31, PA9	Historic England (Dr Natalie Gates) [514]	2414	Comment	<p>Paragraph 4 of Policy PA6 relates to energy efficiency and relates to existing development. We note that versions of this paragraph appear under other policy areas and opportunity sites, so the following comments also apply.</p> <p>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance. Special considerations under Part L are also given to locally listed buildings, buildings of architectural and historic interest within registered parks and gardens and the curtilages of scheduled monuments, and buildings of traditional construction with permeable fabric that both absorbs and readily allows the evaporation of moisture. Any policy encouraging energy efficiency should note that the application will be different in relation to these classes of buildings. Further information can be found in the Historic England advice Energy Efficiency and Historic Buildings –Application of Part L of the Building Regulations to historically and traditionally constructed buildings <a href="https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-ptl/">https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-ptl/</a>. <b><i>This similarly applies to Policy PA1, PA2, PA3, PA4, PA5, PA7, CS1, PA8 and PA9.</i></b></p>	<p>This point is noted. It is therefore proposed to reference this in paragraph 85 as follows: <b><i>Listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Building Regulations where compliance would unacceptably alter their character and appearance.</i></b></p> <p>It is proposed to add the words ‘as appropriate’ in paragraph 4 of Policy PA6 so that it reads, <b><i>Promote energy efficiency as appropriate, including.....</i></b></p> <p>This would necessitate similar changes to all other policy areas.</p>
Question 31	National Federation for the Blind (Mrs Jill Allen-King) [516]	2465	Comment	<p><b>In the Sutton Gateway neighbourhood</b> this whole area is not very clear about open spaces and I would like to know what this means.</p>	<p>This refers to the Opportunity Site 14 at Sutton Road and the potential to incorporate open space within the development scheme.</p>
<b>Part D: Implementation and Monitoring Framework</b>					
<b>Development Phasing</b>					
Question 32	Essex Chambers of Commerce (Mr John Dallaway) [452]	1959	Support	<p>Agree with the indicative phasing of development within the SCAAP area</p>	<p>Noted.</p>

Question 32	The Co-Operative Group (Mr A Thompson) [473]	1973	Object	The Co-operative Group would wish to see the inclusion of land at 53-57 Sutton Road Southend within the SCAAP as an additional Opportunity Site.	The Council is considering inclusion of this site as an opportunity site. This will be assessed against information supplied by the owners of the site to demonstrate that development is deliverable by 2021.
Question 32	Capitia Property Infrastructure On behalf of Genesis Housing [465]	2031	Comment	<p>The SCAAP preferred approach is supported. However, Capita P&amp;I and Genesis consider that the OS11 site does not extend far enough, and that the adjacent Genesis site at Baxter Avenue should be incorporated within the OS11 site boundary. There are several reasons as to why, these are all explored in the supporting document. These considerations are:</p> <ul style="list-style-type: none"> <li>• The overall shortfall in housing supply and how the development of the site can help deliver the target;</li> <li>• The policy compliance of the proposal;</li> <li>• The removal of low quality housing;</li> <li>• Given the area of the site, a coherent regeneration masterplan approach should be adopted in accordance with OS11;</li> <li>• The site is well positioned on an access vista and therefore well located for a housing led regeneration initiative.</li> </ul> <p>The site is available, achievable and deliverable. The redevelopment of the site would allow for the residential density of the site to be optimised, whilst also providing a quality mixed use development with active frontages.</p>	The Council is considering inclusion of this site as an opportunity site. This will be assessed against information supplied by the owners of the site to demonstrate that development is deliverable by 2021.

#### Indicative Figures for SCAAP Potential New Developments

Question 33	Essex Chambers of Commerce (Mr John Dallaway) [452]	1960	Support	Believe it to be useful to include indicative figures for potential new development to enable private sector partners to fully appreciate the level of commitment required which will help to facilitate partnership working and delivery	Noted.
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#### Implementation – Projects and Tasks

Question 34	Essex Chambers of Commerce (Mr John Dallaway) [452]	1961	Support	Agree. Please see response to question 33 <i>'Believe it to be useful to include indicative figures for potential new development to enable private sector partners to fully appreciate the level of commitment required which will help to facilitate partnership working and delivery'.</i>	Noted.
<b>Implementation - Approach</b>					
Question 35	Essex Chambers of Commerce (Mr John Dallaway) [452]	1962	Support	Agree with overall approach for the Implementation Plan	Noted.
Question 35	Belfairs Garden Residents Association (Barbara Armitage) [511]	2358	Comment	Regular updates on progress of projects would be valuable. The Council needs to be in control of its own plan and not be unduly influenced by the objectives of partners.	Progress is regularly provided in Annual Monitoring Reports.
<b>SCAAP Monitoring Framework</b>					
Question 36	Essex Chambers of Commerce (Mr John Dallaway) [452]	1963	Support	Agree with Monitoring Framework	Noted.
<b>General and Further Comments</b>					
Question 37	Essex Chambers of Commerce (Mr John Dallaway) [452]	1964	Support	No further comments	Noted.



Question 37	London Southend Airport (Ms Jo Marchetti) [471]	1970	Support	Overall LSA strongly supports the redevelopment of the areas outlined in the SCAAP documents and is pleased to see that improvements are planned for the area which will in turn make it easier to attract inbound visitors.	Noted.
Question 37	Milton Conservation Society (Mr Andy Atkinson) [488]	1981	Comment	Town centre planning in Southend (as in many other towns it has to be acknowledged) has been little short of disastrous since the war with only odd examples of good buildings. The last people to build to a consistently high quality were the Edwardians, saying very little for modern town planning. If we can adopt the right, aggregated approach with genuinely good quality architecture we might start again to build a long term high quality, human town centre where the best retailers want to participate, mixed uses can succeed and the town might earn the thriving city status it so wants.	The SCAAP seeks to promote design excellence and good quality development proposals and public realm improvements to reinforce a distinctive sense of place. The importance of high quality, innovative design is also set out within the Development Management Document Policy DM1 and further guidance contained within the Design and Townscape Guide SPD. No changes are proposed.
Question 37	Ms Lise Hodgson [467]	1986	Comment	Finally I would ask the Council to be more open with your plans. When I bought my flat my solicitor did the usual searches and got told there were no plans for the area. A few months later the first plans for Seaway were published. I do not believe these were drawn up in such a short time. I know the Council does not have a legal obligation to reveal plans, but surely you have a MORAL obligation so that people can make the right decision where to live. Had I known about the Council's plans for this area I would have saved myself the heartache I'm going through now and not bought the flat.	The SCAAP has been subject to extensive public consultation since 2007. The development potential of Seaway Car Park has been recognised for a number of years and was identified in earlier iterations of the Plan and other plans (adopted Borough Local Plan, March 1994). No changes are proposed.
Question 37 Part A, Strategic Planning Context	Burges Estates Residents Association [176]	1989	Comment	Reference is made to work being jointly undertaken to establish jobs and housing need. Jointly with whom? And is <i>there a</i> need to review the core strategy in the light of that further work. What timescales are we talking about? To what extent will anyone be able place any reliance on the SCAAP knowing it is so very tentative?	The SCAAP seeks to deliver the remaining growth targets for the town centre and central area set out in the Core Strategy by 2021. Paragraph 7 of the SCAAP explains the preparation of a new Southend Local Plan. It will replace the existing Core Strategy and include a review of the SCAAP. Evidence on housing and economic need is being prepared by the south Essex authorities.
Question 37 Context G	Burges Estate Residents Association [176]	1991	Comment	On page 7 there is reference to successful recent public realm and access improvement schemes. Some examples would be useful because I cannot think of them.	Such schemes include City Beach and Victoria Gateway. It is not considered necessary to reference these in the context and issues section.

Question 37	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2066	Comment	Changes in consumer behaviour, the growth in car ownership and its impact on accessibility of in and out of Town Centre shopping are reasonably well understood. This is particularly likely to be an issue should the Council grant the Fossetts Farm application to subsequently increase a retail offer in an out of town centre location.	Noted.
Question 37	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2068	Comment	The growth of out of town shopping centre has been widely blamed for Town Centre decline and planning policies have attempted to restrict this growth, which the Stockvale Group wish to see reflected in the Council's determination of planning applications at Fossetts Farm. (The outcome of Planning Applications for extensive retail at Fossetts Farm will determine the value of the Council progressing the SCAAP process. If Fossetts Farm retail development is approved the Stockvale Group feel the SCAAPs aspirations will be undeliverable.	The Fossetts Farm proposals are located outside the SCAAP boundary. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact was taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study). Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy provisions and require a further retail impact assessment. No changes are proposed.

Question 37	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2168	Comment	Changes in consumer behaviour, the growth in car ownership and its impact on accessibility of in and out of Town Centre shopping are reasonably well understood. This is particularly likely to be an issue should the Council grant the Fossetts Farm application to subsequently increase a retail offer in an out of town centre location.	Noted.
Question 37	Stockvale Group representing Sands & Southend Radio, Three Shells, Pavilion, Adventure Island, Adventure Sealife (Mr S Kearney) [483]	2170	Comment	The growth of out of town shopping centre has been widely blamed for Town Centre decline and planning policies have attempted to restrict this growth, which the Stockvale Group wish to see reflected in the Council's determination of planning applications at Fossetts Farm. (The outcome of Planning Applications for extensive retail at Fossetts Farm will determine the value of the Council progressing the SCAAP process. If Fossetts Farm retail development is approved the Stockvale Group feel the SCAAPs aspirations will be undeliverable).	<p>The Fossetts Farm proposals are located outside the SCAAP boundaries. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact was taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study).</p> <p>Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy and require a further retail impact assessment. No changes are proposed.</p>

Question 37	Southend Bid (Mr S Kearney) [496]	<b>2264</b>	<b>Object</b>	<p>In relation to the Fossetts Farm development. Proposals to have a large quantum of A1 retail provision would have a major impact on the Town Centre which is highly likely to lead to a further decline of an already struggling retail offer within the High Street and surrounding environs. Furthermore, the highway connection and infrastructure would not support the level of traffic journeys that the proposals at Roots Hall are likely to generate.</p> <p>The BID would ask that the Council ensure that in accordance with advice in the National Planning Policy Framework (NPPF) a sequential test is undertaken and would like to be informed of the conclusions in relation to the impact on the vitality and viability of the Town Centre. The BID are rightly concerned that the Fossetts Farm proposals will have negative impact on the future of the High Street and the existing retail economy of the SCAAP area.</p>	<p>The Fossetts Farm proposals are located outside the SCAAP boundaries. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study).</p> <p>Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy and require a sequential test and further retail impact assessment. No changes are proposed.</p>
Question 37	Mr Rod Levin [497]	<b>2272</b>	<b>Comment</b>	Ensure that all local parks have sufficient toilet facilities	Toilet provision is administered and maintained through associated Council services and will not be detailed within the SCAAP. No changes are proposed.
Question 37	Mr Rod Levin [497]	<b>2273</b>	<b>Comment</b>	In particular to insist that the Tea-shop / Café in Southchurch park is regularly cleaned, re-painted and that an appropriate menu is available.	This is outside the plan area.
Question 37	Mr Rod Levin [497]	<b>2274</b>	<b>Comment</b>	Maintain the Free Bus passes for elderly residents	This is not a planning matter.
Question 37	Mr Rod Levin [497]	<b>2275</b>	<b>Comment</b>	Ensure there are Police available to respond to incidents 24/7	This is not a planning matter.
Question 37	Mr Rod Levin [497]	<b>2470</b>	<b>Comment</b>	Crack down on crime	The Plan in association with other local planning policy seeks to achieve quality design in new developments to design out crime, to maintain and upgrade CCTV provision where appropriate. No changes are proposed.
Question 37	Mr Rod Levin [497]	<b>2277</b>	<b>Comment</b>	Educate people Out of Spitting in public	This is not a planning matter.
Question 37	Mr Rod Levin [497]	<b>2278</b>	<b>Comment</b>	Action heavily on people for not picking-up their dog's Faeces	This is not a planning matter.
Question 37	Mr Rod Levin [497]	<b>2282</b>	<b>Comment</b>	Ensure local Tax-breaks, of Real Value, to attract New / Start-up businesses	This is not a planning matter.
Question 37	Mr Rod Levin [497]	<b>2283</b>	<b>Comment</b>	Provide for local residents to travel to Pier head Free or Half-price	Pricing of leisure and tourism facilities is not a planning issue.
Question 37	Mr Rod Levin [497]	<b>2288</b>	<b>Comment</b>	Widely advertise Air routes from Southend Airport	Outside the Plan area and not a planning matter.

Question 37	Mr Rod Levin [497]	2289	Comment	Review plans for Old Leigh. It has the potential for a First Rate Marina and Pleasure-land with residential and Hotel accommodation. Develop as 'Oldie-World'.	This is outside the plan area.
Question 37	Mr Paul Bethell [499]	2316	Comment	It is far too technical for most people not involved in planning to understand	A non-technical summary document was published along with the Preferred Approach version. A similar document will be published with the Proposed Submission Plan.
Question 37	Belfairs Garden Residents Association (Barbara Armitage) [511]	2359	Comment	The demographics have not been considered. There are statistics to show that the proportion of older people in Southend will increase. With age these people will become less able or mobile and therefore it is unlikely that the emphasis on walking or cycling will be viable. The plan is based on more active folk to the detriment of those who are living longer and still expect a reasonable quality of life.	It is considered that the Plan adequately addresses the needs of all road users. No changes proposed.
Question 37	Procuresure Consulting (Mr Barrie Evans) [513]	2374	Comment	This process has not been made user friendly at all and it even appears to have been made deliberately complex so that the general public get lost in legal jargon and policy grammar. You will not gain a real sense of what Southend people want or need through a complex series of download PDFs and this form!	Public consultation has been carried out throughout the Plan making process and every effort has been made to make the documents as 'user friendly' as possible. A non-technical summary document was published along with the Preferred Approach version. A similar document will be published with the Proposed Submission Plan.
Question 37	Procuresure Consulting (Mr Barrie Evans) [513]	2384	Comment	Southend-On-Sea Council need to draw large companies out of London and encourage large build office space and technology parks on the outskirts of the city.	Noted. The SCAAP only covers the central area of the town.
Question 37	Procuresure Consulting (Mr Barrie Evans) [513]	2394	Comment	Like it or not the founding reasons of Southend's original success was rich London families who wanted to live by the sea. Their money was its reason for success and the city needs that cash injection again. Attracting London professionals to the area would not force out social or affordable housing but actually pay for it, create jobs and maintain a balance in society which Southend Centre currently lacks. This would also break down that Leigh On Sea and Southend social divide which is ridiculous as Southend itself could be far nicer than crammed in Leigh On Sea with its lack of sea front and crammed streets.	Noted.
Question 37	Historic England (Dr Natalie Gates) [514]	2396	Support	Pleased to see that heritage has been integrated into the plan. We do not have any over-riding concerns in relation to the plan.	Noted.

Question 37	National Federation for the Blind (Mrs Jill Allen-King) [516]	2466	<b>Comment</b>	<p>When considering any of this plan you must take in to account your responsibilities under the Equality Act.</p> <p>With the numbers of elderly and disabled people that will live in Southend during the next ten years I do not think you have taken enough account of it. No listed Sheltered housing, no day centre facilities for disabled people, no parking for disabled people, no facilities for guide dog owners or other assistance dogs, no public toilets.</p> <p>The maps referred to were not explained on the cd so I could not comment on them.</p> <p>There were many references to your Website which I and many other blind people do not have access to.</p>	The Plan seeks to provide facilities for all users that are safe and accessible. The SCAAP will be accompanied by an Equalities Impact Assessment.
Question 37	National Federation for the Blind (Mrs Jill Allen-King) [516]	2467	<b>Comment</b>	<p>Millions of pounds were wasted on the Travel Centre, Victoria Gateway and City beach. Before wasting millions of pounds will the Council please consult with local residents and listen to what we say and not ignore us like you did in 1970 and in 2006 and 2008.</p> <p>When consulting Stakeholders, please include all residents living in the Southend district and not only a few listed in your appendix.</p>	Appropriate public consultation in line with statutory requirements is carried out at all stages of plan preparation.
Question 37	Amec Foster Wheeler on behalf of National Grid [519]	2468	<b>Comment</b>	We have no comment to make	Noted.



## Appendix 4: Southend Central Area Action Plan Preferred Approach (2015) – Detailed Summary of Workshop Comments Held on 20<sup>th</sup> and 21<sup>st</sup> January 2016

During the workshop sessions ‘discussion stations’ were made available, which included material to depict and summarise each proposed Policy Area of the Southend Central Area Plan (SCAAP). Participants were able to comment on each Policy Area and were asked to do so under the following themes: ‘Support/ like’; ‘What is missing’; ‘What can be improved’; ‘Other issues’. The matters raised during the workshops, together with response, are provided below.

Note: that any reference made in this document to changes to specific text or sections of the Southend central Area Action Plan will be in relation to the December 2015 version i.e. the Preferred Approach

Support/ Like
What is Missing
What can be Improved?
Other Issues

PA1 - High Street Policy Area		Response
PUBLIC		
H1	Improve quality of shops	Noted; although the Council cannot control the ‘quality’ or type of shop within the Town Centre, the SCAAP seeks to support retail in the High Street Policy Area. Further, Policy PA1 seeks to enhance the public realm of the High Street, thereby adding to the appeal of the area, which may attract additional retail providers. In addition the Policy seeks to conserve and restore historical shopfronts.  Also, in respect of shop frontages, the SCAAP in Policy DS1: Maintaining a Prosperous Retail Centre seeks to ensure that all new frontages will be of a high standard of design that is compatible with the architectural style and character of the building and surrounding area.
H2	Victoria circus public events space	Noted. Policy PA1: High Street Policy Area Development Principles seeks to transform and enhance the existing public space at Victoria Circus, enabling use for public events.
H3	High street lighting very good	Noted.
H4	Vibrancy	Noted.
H5	Public events space very attractive to young people – helps attract more footfall &	Noted. See response to H2.



	possible expenditure	
H6	Piazza idea sounds good	Noted. See response to H2.
	<b>COUNCILLOR</b>	
H7	Broadening the High Street to create vibrant segments	The SCAAP seeks to support the broadening of the High Street through the provision of quality pedestrian links and the allocation of sites for development that may help create 'retail circuits'.
H8	Connections between seafront & town centre	Noted. The desire to improve linkages between the seafront and the High Street are highlighted in the Central Seafront Area, the High Street, Tylers and Clifftown Development Principles.
H9	Pedestrianisation of High Street and London Road	Noted. Policy PA2: London Road encourages this on a new pedestrianised section which also includes provision for a street market.
	<b>PUBLIC</b>	
H10	Must include provision of new toilet block, which needs to be central	There are a number of public conveniences within the Town Centre and located close to the High Street. It is not considered necessary for the SCAAP to deal with such a detailed issue, which will be addressed by other teams within the Council or during the design stage of a planning proposal.
H11	Under-deeping – skate board park needed in town centre	The Deeping provides service access to the Victoria's shopping centre.
H12	Create a large open multi-purpose space linking High Street to Forum Piazza (remove buildings to give large central space)	There is no accompanying evidence that such a measure would be deliverable or viable during the SCAAP's plan period and therefore no reference is made.
H13	There is no point in building on car parks if shopping areas are to be viable. Out of town shopping will be more attractive	The SCAAP seeks to improve the quality of access to parking so that it is convenient, well-signposted, safe and secure. Further the SCAAP will seek to maintain capacity at a level that supports the vitality and viability of the town centre and enables the delivery of relevant opportunity sites. The approach to car park management will be informed by an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
H14	More trees and landscaping	All Policy Area's include provision to enhance urban greening through landscaping or tree planting.
H15	Café culture on High Street	Policy DS1: Maintaining a Prosperous Retail Centre sets out an approach for managing town centre frontages. In recognising the changing role of shopping patterns and the positive contribution of non-A1 retail units, particularly 'cafes', the SCAAP sets a lower threshold for A1 retail use within Town Centre Primary Shopping Frontage, thereby allowing the potential provision of more cafes along

		the High Street.
H16	Using empty shop fronts for community projects, such as Slack Space project in Colchester	<p>Policy DS1 seeks to encourage the landowner/landlord to display local art within the windows of empty shops to create visual interest from the public realm.</p> <p>Slack Space is not an element of the Development Plan in Colchester. Rather it is a project that is not covered by planning policy.</p>
	<b>BUSINESS</b>	
H17	Provision of public toilets at OS2	<p>Opportunity Site 2 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.</p> <p>Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021.</p>
H18	Make it clear we support residential on upper floors above shops	Policy PA1: High Street Policy Area Development Principles provides support for a net increase in dwellings above commercial development. Furthermore Policy DS1: Maintaining a Prosperous Retail Centre sets out support for a range of uses, including residential, above town centre shopping frontages.
H19	Signage at the top and bottom of high street for directions to seafront with distances	Noted. Additional provision will be made in Policy PA1: High Street Policy Area Development Principles to link the town centre and the central seafront through improved signage and public art. The aim of improving linkages between the seafront and the High Street are highlighted in the Central Seafront Area, the High Street, Tylers and Clifftown Development Principles Policies.
	<b>COUNCILLOR</b>	
H20	Central glass roof with panels to provide cover and seating for restaurants	There is no accompanying evidence that such a measure would be deliverable or viable during the SCAAP's plan period and therefore no reference is made.
H21	Allow traffic down the high street	Allowing traffic down the High Street would adversely impact the setting and public realm and hinder pedestrian flows between shops and services. No change proposed.
	<b>PUBLIC</b>	
H22	Victoria Circus has limited potential as a public event space as it's not flat	Noted, although it is considered that the existing public space at Victoria Circus could be enhanced and a suitable area provided for a range of public events despite the gradient in floor level and this is acknowledged in the Policy for the High Street PA1: High Street Policy Area Development Principles.

H23	Consider motor cycle parking in the town centre as much has been lost at The Forum and if Alexandra street might go	<p>The SCAAP seeks to promote a positive approach to public car parking provision that provides levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure.</p> <p>It is considered that reference to a range of parking types, including for motorcycle's, should be made within Policy DS5.</p> <p>The approach to car park management will be informed by an independent car parking study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
H24	Like the idea of extra public space away from the high street, e.g. pier entrance	Noted.
H25	If the top end of the High Street is developed for 'eating out' ensure there is a close drop off for taxis for the elderly and disabled	Noted. The SCAAP seeks to provide provision for the relocation of taxi facilities close to the top end of the High Street, west of College Way on London Road, its specific location and facilities to be determined in consultation with taxi providers.
H26	Abandon out of town developments – Garon park and Fossetts Farm are wrong	These areas are outside of the SCAAP boundary and are not covered by its policy. However, Policy DS1: Maintaining a Prosperous Retail Centre does refer to the Southend adopted Core Strategy, which establishes the town centre as the first preference for retail and town centre development within the Borough. Within Policy DS1, further reference will also be made to the National Planning Policy Framework, which reinforces the town centre first approach for locating retail and town centre uses.
H27	Street furniture – current dazzles in the sunlight and the pavement is a trip hazard	Noted. The Council has now adopted a Streetscape Manual Supplementary Planning Document that provides guidance to ensure a coordinated, high quality, user friendly streetscape is sustainably achieved within the Borough, including any improvements to the High Street such as new street furniture and paving.
H28	Create some nice features in the High Street, as was there previously – wooded seating and surrounding flower beds	Noted. The SCAAP seeks to maintain and improve the High Street as public space for pedestrians, addressing the principles of the Southend Streetscape Manual and by providing quality landscapes including urban greening and tree planting. The Streetscape Manual also includes a palette of agreed materials.
H29	There needs to be additional parking provision	The approach to car park management will be informed by an independent car parking study which will investigate and present findings on the capacity of the

		car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
H30	Improve access/ view of High Street from Vic. Circus – remove part of New Look for fantastic views down the high street	Noted, provision included within Policy PA2 that promotes improved pedestrian access and legibility from Victoria Gateway to the High Street. If circumstances were to arise the Council would always explore with developers/owners ways to improve the aesthetics and functioning of the High Street and Central Area.
H31	Narrow alley way from Victoria Gateway to the High Street is horrible	Noted, provision included within Policy PA2 that promotes improved pedestrian access and legibility from Victoria Gateway to the High Street. If circumstances were to arise the Council would always explore with developers/owners ways to improve the aesthetics and functioning of the High Street and Central Area.
H32	Need to get a better visual aspect of the Forum from the High Street – even if it means redevelopment of some current buildings	The Forum is identified as a Landmark Building in Policy DS3: Landmarks and Landmark Buildings and, therefore, policy seeks to enhance the setting and views of the building from new development and via public realm improvements.  Further reference to landmark buildings and Policy DS3: Landmarks and Landmark Buildings will be made to Policy PA3.
H33	Turn the former subterranean toilets, opposite old Mothercare) into a coffee shop – like “The Attendant” in London	The subterranean toilets in the High Street were shut and covered over many years ago. It has not been considered environmentally appropriate or economically viable to try and re-open such facilities at the present time. This does not preclude the Council considering something in the future if it was considered to meet the criteria above and someone made an approach.
H34	More independent shops	Although the SCAAP can manage Use Classes (under the Use Class Order) from a planning perspective, it cannot control the type of premises that come under the same umbrella use class. For instance, Policy DS1: Maintaining a Prosperous Retail Centre seeks to control the proportion of A1 retail within designated Town Centre Primary Frontages, however, the SCAAP cannot be specific on the type of A1 use, including whether a shop is ‘independent’ or not.
H35	Tramway in the High Street	There is inadequate evidence that a tramway would be deliverable or viable during the SCAAP’s plan period and therefore no specific policy reference is made in the document. However, Policy DS5 seeks to improve public transport. Innovative schemes such as tram provision may be considered as part of wider traffic management proposals having regard to economic feasibility.
H36	Allow taxi down the High Street in the evening would make it feel safer and less desolate	This is not considered a viable proposal given the facilities that would need to be located in the pedestrianised High Street and that taxis would need to drive on this surface. Taxi’s are able to drop off and pick up close to the High Street in the

		adjoining side roads, and can also gain access to the vehicular service area in the southern end of the High Street.
H37	More trees and greenery	All Policy Area's include provision to enhance urban greening through landscaping or tree planting.
H38	Need to improve the appearance of some of the buildings, e.g. BHS	<p>The Council has limited control in improving the appearance of private buildings. However, the SCAAP makes extensive policy reference for improving the public realm in the town centre and central area. If a building was considered for redevelopment in the future, there may be opportunity to address the exterior appearance as part of a planning application.</p> <p>Further, Policy DM1 – Design Quality of the Development Management Document, outlines that the Council will support good quality, innovative design that contributes positively to the creation of successful places, and development proposals should add to the overall quality of an area.</p>
H39	Vic Circus - Public spaces need to be provided at varying levels and must be accessible	Noted. Policy PA1: High Street Policy Area Development Principles seeks to transfer and enhance the existing public space at Victoria Circus, enabling use for public events.
H40	Need to maintain side roads to high street for disabled parking & access to buses and provide public toilets – don't want High Street at varying levels	The side roads already provide facilities for disabled parking. Plans to pedestrianise some of the stub end roads will take into account the provision of all users, including vulnerable users and disabled parking needs, at the design stage. The town centre also benefits from good transport links and further enhancement of these are proposed in the document. However, it is proposed that reference to the provision of disabled parking be included within Policy DS5.
	<b>BUSINESS</b>	
H41	Public events space needs levelling and flexible usage and street furniture needs careful consideration	<p>Noted, it is considered that the existing public space at Victoria Circus could be enhanced and provides a suitable area for a range of public events despite the gradient in floor level. The Council will have regard to the adopted Streetscape Manual Supplementary Planning Document in terms of potential future street furniture provision.</p> <p>Policy PA1: High Street Policy Area Development Principles seeks to transform and enhance the existing public space at Victoria Circus, enabling use for public events. Reference to flexibility of the design and layout of the public event space at Victoria Circus will be made in Policy PA1.</p>
H42	With regards to Southend Airport – develop sites that would encourage visitors to	Noted. The SCAAP includes an objective to encourage new development,

	the town centre	including visitor accommodation that enhances the leisure and tourism offer in the Plan area, having particular regard to the assets offered by the Central Seafront Area.
H43	Improve quality of shop near Vic. Station to encourage visitors into the High Street	Policy DS1: Maintaining a Prosperous Retail Centre seeks to improve the retail offer throughout the Southend Central Area.
H44	Shield the service area - looks terrible from Forum	Policy PA3: Elmer Square Policy Area Development Principles OS 3 identifies the detrimental visual impact of the service area, servicing High Street uses, has on the Forum development scheme. It seeks to promote environmental improvements as part of any development scheme for the site.
H45	Needs consultation and buy in from local business	Extensive public consultation has been carried out throughout the Plan making process, including with local businesses
H46	Central square needed in High Street, but not near the railway	There is no accompanying evidence that such a measure would be deliverable or viable during the SCAAP's plan period and therefore no reference is made. However, opportunities for enhancing the existing public space around the railway bridge will be made.
H47	Business concerned that large events space at Vic. Circus will go	Policy PA1: High Street Policy Area Development Principles seeks to transform and enhance the existing public space at Victoria Circus.
	<b>COUNCILLOR</b>	
H48	Cycle path down centre of High Street	Noted. This may be considered as part of the cycling strategy for improving accessibility in and around the town centre. The needs of cyclist would need to be considered and balanced with those of pedestrians, to ensure there wouldn't be any safety concerns that would need to be addressed.
H49	Need to address the linear nature of high street	It is considered that the proposed development at Queensway (OS4) and Tylers Avenue (OS6), together with widespread public realm improvements and pedestrianisation at London Road, Queensway and the High Street Stub-end roads encourage more lateral footfall across the High Street and help establish viable retail circuits.
H50	Create a central structure to maximise footfall at shop fronts, not walking down the centre	There is inadequate evidence that a central shelter running down the High Street would be deliverable or viable during the SCAAP's plan period and, therefore, no policy reference is made in the document
H51	New public space proposed at railway – would be better positioned at other junction (wider)	There is no accompanying evidence that such a measure would be deliverable or viable during the SCAAP's plan period and therefore no reference is made. However, opportunities for enhancing the existing public space around the railway bridge will be made.
H52	OS2 Pitmans Close – public toilets result in anti-social behaviour. Need to create a	Noted, however there is inadequate evidence that OS2 Pitman's Close will be

	more public friendly positive use here	delivered during the SCAAP's plan period and, therefore, OS2 will not be included in the final version of the SCAAP.  Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the sites that are to be delivered after 2021.
H53	Improved lighting to create interest and shows	Noted. Reference to improved lighting has been incorporated into Policy PA1.
H54	Potential for a café culture in the evening	Policy DS1: Maintaining a Prosperous Retail Centre sets out an approach for managing town centre frontages. In recognising the changing role of shopping patterns and the positive contribution of non-A1 retail units, particularly 'cafes', the SCAAP sets a lower threshold for A1 retail use within Town Centre Primary Shopping Frontage, thereby allowing the potential provision of more cafes along the High Street. Further policy support for A3 cafes will be included in Policy DS1.  The opening times of businesses within the town centre will be determined through the Licensing regime of premises.
H55	Improve public experience by removing metal benches, burn in summer, freeze in winter	Any future installation of street furniture along the High Street will have regard to the adopted Streetscape Manual Supplementary Planning Document.
H56	Improve lighting	Noted, reference to improved lighting has been incorporated into Policy PA1.
H57	Livework units down side of High Street	Noted, it is proposed that policy reference that supports the provision of live-work units above existing or new commercial development will be included in Policy PA1.
	<b>PUBLIC</b>	
H58	If businesses are to trade with customers, then they need to come and go in cars. There must be car parking provision – not build on them all	The SCAAP seeks to promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure.  The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
H59	Could park and ride be considered	Park and Ride schemes have been considered a number of times in recent years but have not been considered feasible given the limited land available and linear peninsula geography of the town. Even so, the provision of Park and Ride would

		only be feasible outside the SCAAP boundaries. Such options will be kept under review as part of the Local Transport Plan and development of the Southend Local Plan.
	<b>COUNCILLOR</b>	
H60	Shops close too early	The SCAAP is not the appropriate document to set out opening times of businesses in the Town Centre. This is determined through the licensing regime of premises.
H61	No to café culture	Noted, however it is considered that cafes are a town centre use and can add to the vitality of a centre and enhance the experience of visitors.
H62	Too much cycling	The SCAAP seeks to provide for a range of sustainable transport improvements and options as an alternative to the car, which includes cycling.



PA2 - London Road Policy Area		Council Response
	<b>PUBLIC</b>	
L1	Tree Planting	Noted. Delivering tree planting and urban greening is included in the Policy Areas.
L2	Public Art	Noted. The provision of public art is included in the Policy Areas.
L3	Public art & signage consideration	Noted. See above (L2) and improved signage is included in Policy.
	<b>BUSINESS</b>	
L4	Market Space	Noted. Policy PA2: London Road Policy Area Development Principles includes provision for a street market.
L5	Street dining/ café space	Noted.
L6	Needs revamping as intended	Noted.
L7	Potential to lift aspirations of the area – quality market street food	Noted. Policy PA2: London Road Policy Area Development Principles includes provision for a street market.
	<b>COUNCILLOR</b>	
L9	Support Pedestrianisation	Noted.
L10	Pedestrianisation	Noted.
L11	Pedestrianisation	Noted.
L12	Open Market	Noted.
L13	Open Market	Noted.
L14	Victoria Gateway space good as mutli purpose, including skateboarding etc.	Noted.
L15	Victoria Gateway junction improvements	Noted.
	<b>PUBLIC</b>	
L16	Issue around safety of bus lane at Vic Gateway	Victoria Gateway shared surface will be monitored by the appropriate Council department to ensure that it is functioning safely. However how it operates is outside the scope of this Plan.
	<b>BUSINESS</b>	
L18	Electric and water provision for market	Noted, this level of detail will be considered during the implementation stage rather than be set out in the SCAAP document itself.
	<b>COUNCILLOR</b>	
L19	Continue with LED lighting	Noted.
L20	Better signage to toilets at Victoria Shopping Centre	It is considered that this level of detail is not required in the SCAAP. Further, the toilets provided in the Victoria Shopping Centre are not managed by the Council.
	<b>PUBLIC</b>	

L21	If pedestrianized then taxi drop off should be provided in Queens Road	The preferred option for the relocation of the taxi rank as identified in the SCAAP and depicted on the Policies Map is west of College Way on the London Road, however, the final location will be determined in consultation with taxi providers.
L22	Mixed-mode route to Elmer should not give cycle preference over pedestrians – each should have separate designated area	The intention is that the mixed mode route would prioritise pedestrians and cyclists in a way that is safe and in accordance with best practice and guidance. The specific detail of the scheme will be considered during the implementation stage to ensure that the needs of both users are addressed fully.
L23	Traffic signal phasing to be looked at, particularly Victoria Gateway	Traffic light phasing and timings are reviewed as part of wider traffic management proposals. This issue cannot be addressed by this Plan, and is a matter for other Council functions.
L24	If pedestrianised then need to have dedicated pedestrian walkways not shared with cyclists	Noted, If it is a mixed mode route that accommodates both pedestrians and cyclists it will be implemented in accordance with best practice and guidance. The specific detail of any scheme would be considered during the implementation stage to ensure that the needs of both users are addressed fully.
L25	Rethink of Victoria Gateway required to speed up traffic flow, e.g. two lanes west and filter lane north/ east	Victoria Gateway shared surface will be monitored by the appropriate Group at the Council to ensure that it is functioning safely. However how it operates is outside the scope of this Plan.
L26	Make statement outside of Vic Station. A big fountain would look good and more impressive than the small existing statue	The SCAAP in Policy PA2 includes provision for public art at this location.
L27	‘Soften’ this area – Cherry Blossom or small Silver Birch trees	Policy PA2 includes provision for tree planting and landscaping at this location
L28	Potential re-evaluation of Victoria junction with lanes to Vic Avenue and towards Sainsburys	This may be a matter for the Local Transport Plan to consider when it is reviewed.
L29	Improve Vic Gateway to improve traffic movements	This may be a matter for the Local Transport Plan to consider when it is reviewed.
L30	Cars + taxis leaving Vic Station should be made aware of buses coming down Vic Ave needed space to turn into bus stops outside station	This issue cannot be addressed by this Plan, and is a matter for other Council functions.
L31	Vic. Gateway share space a disaster. Unsafe, should be a crossing not having to dodge traffic including buses.	Victoria Gateway shared surface will be monitored by the appropriate Group at the Council to ensure that it is functioning safely. However how it operates is outside the scope of this Plan.
L32	Review and tweak road layout at Vic. Gateway to speed up traffic.	This may be a matter for the Local Transport Plan to consider when it is reviewed.
L33	London Road pedestrianisation should link to Queens Road and the Forum, create a gap mid-way along London Road	Noted, this proposal is unlikely to be deliverable within the SCAAP plan period, by 2021, and therefore cannot be included in the Plan. Proposals that are likely to be delivered after 2021 will be considered during the preparation of the Southend Local Plan.
L34	Taxi rank is needed for elderly and disabled to access shops and cinema. It needs to be retained here not moved further away.	The preferred option for the relocation of the taxi rank as identified in the SCAAP and on the Policies Map is west of College Way on the London Road, however, the location

		will be determined in consultation with taxi providers. This would allow for the pedestrianisation of the London Road which will improve pedestrian circulation and access in the area for all.
	<b>BUSINESS</b>	
L35	Keep the road network of the Deeping	The SCAAP does not include any proposals for the Deeping under Victoria Shopping Centre.
L36	<b>COUNCILLOR</b>	
L37	Any cycle route should be colour coded not lipped	Noted. Detailed consideration of cycle routes will be addressed at implementation stage and will take account of best practice and guidance.
L38	Bench for elderly people near the roundabout	Noted. However the SCAAP does not deal with the specific siting of street furniture.
L39	Public Toilets	Noted. However the SCAAP does not deal with the siting of toilets.
	<b>PUBLIC</b>	
L40	No loss of taxi rank	The SCAAP and its Policies Map sets out provision for the pedestrianisation of the London Road and the possible relocation the existing taxi rank west of College Way. The exact location of the taxi rank will be considered during the implementation stage and subject to consultation
L41	Open up walkway from station at New Look	Noted, this proposal is unlikely to be deliverable within the SCAAP plan period, by 2021, and therefore cannot be included in the Plan. Proposals that are likely to be delivered after 2021 will be considered during the preparation of the Southend Local Plan.
L42	Need regular and reliable bus service, including evenings, weekends and bank holidays	The SCAAP sets out measures to improve the bus service in the town centre, including within the Transport, Access and Public Realm Strategy set out in Appendix 5. However, determination a detailed bus service will be considered outside of the SCAAP in consultation with bus operators.
L43	Clearer marking of road boundaries is needed outside Vic station – clearer left and right road markings	Victoria Gateway shared surface will be monitored by the appropriate Group at the Council to ensure that it is functioning appropriately. However, operational matters including road markings are outside the scope of this Plan.
	<b>COUNCILLOR</b>	
L44	Via BID money more trees can be planted at London Road, Queensway and other residential areas including Milton	The SCAAP includes provision for tree planting and landscaping at these locations.

PA3 - Elmer Square Policy Area		Council Response
	<b>PUBLIC</b>	
E1	Love the area that has been created where the Forum is – this could really be a hub with new bars/ cafes with outside seating & patio heaters	Noted.
E2	A good space a good library	Noted.
E3	College looks good – surrounding area should compliment	Noted, the SCAAP includes provision to improve the public realm and the visual appearance of buildings in this location as well as development of the Elmer Square Phase 2.
E4	Great Library	Noted.
E5	Great Signposting	Noted.
E6	The Forum & Elmer Square has proved to be successful enterprise attracting young people – really nice and modern	Noted.
E7	Support OS3 opening up the High Street	Noted.
E8	Support OS3: Elmer Phase 2	Noted.
	<b>PUBLIC</b>	
E9	Improve the surrounding landscape	Reference will be included in Policy PA3 in respect to improved landscaping.
E10	Improve signage links with High Street	Specific reference to enhanced signage to the High Street will be incorporated within Policy PA3.
E11	Open Forum piazza to High Street by removal of buildings, creating large focal point to High Street and multi-use space	Noted, however this proposal is unlikely to be deliverable within the SCAAP deliverability period, by 2021, and therefore will not be included in the Plan. Proposals that may delivered after 2021 will be considered during the preparation of the Southend Local Plan.
E12	Should High Street buildings east of Forum Plaza be included in this Policy Area? They are relevant to the public space and link with Policy Area 1	Noted, Policy PA3 includes provision to enhance the visual appearance to the rear of buildings on the High Street that front onto the public space. However, it is considered that these buildings have a stronger relationship with the High Street and

		are therefore included within the High Street Policy Area.
E13	Maintain area outside of the Forum as open	PA3 includes Opportunity Site 3: Elmer Square Phase 2, which supports development proposals for education and supporting uses. PA3 also includes reference to 'public space' and 'public realm enhancements' in this location. Further reference to retaining outside high quality public space public space will be considered.
E14	Seating on the green space	The SCAAP does not set out the specific siting of seating or other street furniture. The specific layout and proposals for OS3 will be considered during the implementation stage and be subject to consultation.
	<b>COUNCILLOR</b>	
E15	Seating is not necessarily in the best locations	Noted, the SCAAP does not set out the specific siting of seating or other street furniture. The specific layout and proposals for OS3 will be considered during the implementation stage and be subject to consultation.
E16	Improve this green area for kids, perhaps play area	Noted, the SCAAP includes more general criteria for development in this location, including new educational and support facilities and public realm improvements. It is not considered necessary for the SCAAP to define the exact nature of these improvements. The specific layout and proposals for OS3 will be considered during the implementation stage and be subject to consultation.
	<b>PUBLIC</b>	
E17	More student accommodation in high rise building bounding Elmer Square and the High Street – rather than private flats	Noted, Policy PA3 seeks to ensure new student accommodation has a positive impact on the surrounding area. Policy PA3 does not contain any specific proposals for further residential development in this area. All planning applications will be considered on their merits and assessed against planning policy, including relevant policies contained within the SCAAP
E18	Route linking up to college	Noted.
E19	Bring the prudential building back into use – e.g. residential or commercial business use. This will help tackle anti-social behaviour	The Prudential Buildings has had a prior approval granted for change of use from office to residential. The scheme is for 72 flats. Under prior approval the Council only has control over certain aspects of the development and planning policy that would be applied under a planning application is not possible.
E20	Why include residential homes (West of college) & terrace houses (West of Forum) in this Policy Area?	It is considered necessary to include these residential properties within the plan to ensure any impact on their amenity from future development proposals identified for this area is taken into account.
	<b>BUSINESS</b>	
E21	This area if OK other than Prudential and other big buildings block access to	Noted. The Prudential Buildings has had a prior approval granted for change of use

	High Street	from office to residential. The scheme is for 72 flats. Under prior approval the Council only has control over certain aspects of the development and planning policy that would be applied under a planning application is not possible.
	<b>COUNCILLOR</b>	
E22	Improve ground floor activity, especially Prudential building	The SCAAP seeks to designate the frontages along a section of Elmer Approach and Queens Road as Secondary Shopping Frontage, and thereby maintain active frontages and ensure new frontages are of a high standard of design.  The Prudential Buildings has had a prior approval granted for change of use from office to residential. The scheme is for 72 flats. Under prior approval the Council only has control over certain aspects of the development and planning policy that would be applied under a planning application is not possible.
E23	Additional green space to support new developments	Policy PA3 seeks to pursue urban greening projects, including the creation of green space within new development.
	<b>PUBLIC</b>	
E24	Need public transport service to it	The SCAAP sets out measures to improve the bus service in the town centre, including within the Transport, Access and Public Realm Strategy set out in Appendix 5. However, determination a detailed bus service is outside of the scope of the SCAAP. The Council would discuss potential for amended or new routes with bus operators.
E25	Any building needs to be fully accessible	Noted.
	<b>COUNCILLOR</b>	
E26	Dog amenity area is good	The public realm within Elmer Policy Area is accessible for all.
E27	Needs to be more published especially for outdoor events (i.e. big screen)	Noted. This is not a matter for the SCAAP but may be considered by other functions at the Council.

PA4 - Queensway Policy Area		Council Response
	<b>PUBLIC</b>	
Q1	Improving views across the Borough	Noted.
Q2	Wholesale regeneration of tower blocks – start again	Noted.
Q3	More greenery,, tree planting – encourage wildlife	Noted.
Q4	Provision of new open space with CCTV designed to limit anti-social behaviour	Noted, it is not proposed to include reference to CCTV within the SCAAP. This may be considered separately during the implementation stage and subsequent management

		of the properties/ public areas by other Council functions.
Q5	New housing should provide a mix of types	Noted, the mixed of housing types will be assessed against adopted policy, including the Core Strategy and Development Management Document. Policy PA4 seeks to ensure that redevelopment does not result in a net loss of affordable housing in the area.
Q6	Need accessibility of dual carriageway by foot and bike	Noted.
Q7	Public art	Noted.
Q8	Tree planting	Policy PA4 promotes urban greening in the area, which may include tree planting.
	<b>BUSINESS</b>	
Q9	Strong supporter of better pedestrian access here	Noted.
Q10	OS4 Queensway – strongly support plans – do it ASAP	Noted.
	<b>COUNCILLOR</b>	
Q11	Muli-functional open space for all	Noted.
Q12	Support open space provision, including children’s play area with play equipment and provision for ball games	Noted. Policy PA4 promotes public realm improvements, including the provision of new public open space. The specific type of open space and public facilities provided will be considered during implementation and will be subject to consultation.
Q13	Good for comprehensive re-development – move away from existing high rise	Noted, however it is considered that a range of building heights would be suitable in this location. The specific detail of the scheme, including building height, will be considered during implementation and will be subject to consultation
Q14	Public realm	Noted.
Q15	Access	Noted.
Q16	Green lung	Noted.
Q17	Create central park with good access to communities and Warrior Square Policy Area	Noted, Policy PA4 seeks to create an urban park and improve links to a number of policy areas, including Warrior Square.
	<b>PUBLIC</b>	
Q18	Queensway/ Sutton roundabout needs to be redeveloped to allow ‘street level’ crossing – underpasses are not elderly/ disabled friendly and so need level crossing.	Policy PA4 seeks to create an improved crossing at Queensway/ Sutton Road junction. The precise detail and layout of this will be determined during the implementation phase of the Better Queensway project, which will be subject to public consultation
Q19	Must keep under-road at Queensway	Policy PA4 seeks to improve access and permeability at various junctions along the Queensway dual carriageway. The precise layout will be determined during the implementation phase of the Better Queensway project, which will be subject to public consultation
Q20	Make more use of historic buildings – mark prominence	Policy PA4 includes provision to enhance the setting of Porters and All Saints Church. Policy DS3: Landmarks and Landmark Buildings seeks to conserve this type of building and structure.

		Policy DM5 of the Development Management Document seeks to conserve and enhance heritage assets, including listed and locally listed buildings.
Q21	No mention of community facilities, e.g. doctors, dentists, rehabilitation services	Policy PA4 supports the provision of community infrastructure, which may include facilities such as community centres, doctor and dental surgeries, and children's nurseries.
	<b>COUNCILLOR</b>	
Q22	Is there enough green space?	Policy PA4 includes provision for urban greening and an urban park. In addition, there is provision for the creation of green space in other areas within the SCAAP which will help provide a holistic approach to green space provision in the central area.
Q23	Provision for community hall/ buildings (mixed-use)	Policy PA4 supports the provision of community infrastructure, which may include facilities such as community centres and clubs.
	<b>PUBLIC</b>	
Q24	Continue to maintain Queensway dual carriage way to keep traffic flows	Noted. Policy PA4 promotes a number of access and public realm improvements. The precise layout will be considered during implementation of Better Queensway and associated projects, which will be subject to public consultation.
Q25	Safe pedestrian access, not by shared surface	Noted. The SCAAP seeks to enhance access for pedestrians and cyclists, including a 'mixed mode – shared priority' route. Any scheme will be designed and implemented in line with current best practice and appropriate guidance.
Q26	Consideration of railings to stop cars & vehicles stopping along pavement	Noted, however this level of detailed is not considered to be required in the SCAAP, but may be considered by other functions at the Council and Better Queensway.
Q27	Quality finish required and value for money	Noted.
Q28	Pedestrian crossings should be at surface level (Porters roundabout)	Noted. The SCAAP sets out guiding principles that should be addressed during development of the area. The precise layout will be considered during implementation of Better Queensway and associated projects, which will be subject to public consultation.
Q29	If cars are allowed to turn South into Chichester Road from Queensway they should not be allowed to turn right into Victoria Shopping Centre car park.	This is not a matter for the SCAAP but may be considered by other functions at the Council. Detailed traffic movements will be considered as part of wider traffic management proposals.
Q30	G.P. facilities must be maintained or improved	Noted. Policy PA4 supports the provision of community infrastructure, which may include facilities such as doctor surgeries.
Q31	Ensure road underpass remains. Filing it in would be disastrous for Thorpe Bay	Noted. Policy PA4 promotes a number of access and public realm improvements. The precise layout will be considered during implementation of Better Queensway and associated projects, which will be subject to public consultation.
Q32	Accessible services should include day centre for disabled people	Noted. Policy PA4 supports the provision of social and community infrastructure.



	<b>BUSINESS</b>	
Q33	Do we really need an underpass here?	Noted. Policy PA4 promotes a number of access and public realm improvements. The precise layout will be considered during implementation of Better Queensway and associated projects, which will be subject to public consultation.
Q34	The underpass needs filling in to compliment the church and porters	Noted. The precise road layout will be considered during implementation of Better Queensway and associated projects, which will be subject to public consultation. Policy PA4 seeks to enhance the setting of Porters and All Saints Church.
	<b>COUNCILLOR</b>	
Q35	Top of Queensway underpass should be opened up and decked (no shelters). For open air games – skateboarding/ basketball	Noted. Policy PA4 promotes a number of access and public realm improvements. The precise layout will be considered during implementation of Better Queensway and associated projects, which will be subject to public consultation.
	<b>PUBLIC</b>	
Q36	Better design of buildings will raise moral for local residents and promote cleanliness overall	Policy DM1 – Design Quality of the Development Management Document, supports good quality, innovative design in new development, which adds to the overall quality of an area. Repetition of this policy is not required within the SCAAP. Nevertheless, included in the Queensway Policy Area is the aim for development to be an exemplar of successful design-led estate regeneration.
Q37	Cleaning and lighting at underpass is infrequent	The SCAAP is not the appropriate document to set out lighting and cleansing arrangements for the underpass, but it may be considered by other functions at the Council.
Q38	Clearer signage for direction to Victoria station	Noted, it is proposed that reference will be included to improve legibility to aid way finding to Victoria Station from the Queensway policy area.
Q39	All pedestrian crossings should have audible signals and have tactile surfaces.	This issue and level of detail is not a matter for the SCAAP. Detailed design of road crossings will be considered at the design stage, having regard to the needs of all road users and will be implemented by other Council functions.

<b>PA5 - Warrior Square Policy Area</b>		<b>Council Response</b>
	<b>PUBLIC</b>	
W1	Good provision of green space	Noted.
W2	The continuation of the idea that this should be an area that coincides with conservation and preserving green landscapes	Noted.

W3	Great existing green footprint – add to this by offering something to attract people in the evening	Noted.
	<b>BUSINESS</b>	
W4	OS5 Warrior Square - Support the plan for redevelopment – do it ASAP	Noted.
	<b>PUBLIC</b>	
W5	Seating on the green space	Policy PA5: Warrior Square Policy Area Development Principles provisions seek to improve public open space and related facilities. The SCAAP does not set out the specific siting of seating or other street furniture. The specific layout of proposals will be considered during the implementation stage of schemes and be subject to consultation.
W6	Healthcare as Queensway is already over-burdened	Policy PA4: Queensway Policy Area Development Principles seeks to provide for additional/enhanced community facilities.
W7	Attractive areas for young people and the community – the green space for the park as a focal point with activities, e.g. book sales	The Policy Area provisions seek to improve public open space and related facilities. It will be for the community in conjunction with the Council to explore ways that the space can be flexibly used, if appropriate.
	<b>PUBLIC</b>	
W8	Prefer segregated cycle/ walking routes for safety	Noted, detailed consideration of cycle/ walking routes will be considered at implementation stage and will take account of best practice and guidance.
W9	Better link between Warrior Sq. and High Street	Policy PA5: Warrior Square Policy Area Development Principles 5b seeks to achieve this.
W10	Ensure any new development has adequate parking - either basement or high rise	All development proposals are subject to adopted car parking standards as set out in the Development Management Document.
W11	Entrance from Queensway into Whitegate Road, and Warrior Sq., should be allowed	Policy PA5: Warrior Square Policy Area Development Principles seeks to provide for a package of measures to improve connectivity for pedestrians and cyclists. Changes to the junction design or function would need to be considered by other Council functions. It is not for the SCAAP to determine.
W12	Improve character and promote use – at the moment only drunks use the area and is therefore not family friendly	Policy PA5: Warrior Square Policy Area Development Principles seeks to maintain the environmental and design quality of Warrior Square Gardens and promote future public realm improvements that respect and engage with the Gardens.
W13	Have a square in Warrior Square, rather than additional housing	Opportunity Site 5 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.  Comments in relation to the site will be considered during preparation of the

		Southend Local Plan, which will consider the delivery of sites post 2021.
W14	Move the market to Warrior Sq or have special summer events	The SCAAP seeks to move the street market to London Road/High Street which is considered a more appropriate location as part of the future pedestrianisation scheme proposed for the area.
W15	Shared routes/ facilities – needs respect between road users parking and issues with the blind and partially sighted and deaf.	Noted, detailed consideration of cycle/walking routes will be considered at implementation stage and will take account of best practice and guidance as well as the needs of specific users.
	<b>BUSINESS</b>	
W16	Queensway divides the town from the East – need better pedestrian access across it	Policy PA4: Queensway Policy Area Development Principles and related provisions of the Plan seek to improve pedestrian connectivity between east and west and Queensway Dual Carriageway.
W17	More diverse use of retail to encourage people to the green areas	Policy DS1: A Prosperous Retail Centre seeks to provide for a diverse range of retail uses.
W18	Car parking needs replacing, not necessarily on this site	Adequate car parking provision in the town centre is essential to the vitality and viability of the town centre.
	<b>COUNCILLOR</b>	
W19	Need a better use of temporary green space – it was a former swimming pool	Policy PA5: Warrior Square Policy Area Development Principles seeks to achieve this. However, Opportunity Site 5 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.  Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021
W20	Improve profile of the conservation area	Policy PA5: Warrior Square Policy Area Development Principles seeks to achieve this.
W21	Improve natural surveillance to reduce potential for anti-social behaviour	Policy PA5: Warrior Square Policy Area Development Principles seeks to achieve this by promoting residential development facing the square.
W22	Protect green space for sport usage – 5 aside football pitch or running track round the edge or picnic area, or a maze or a fountain	The use of the potential provision of additional green open space will be considered at the design stage.
W23	Lighting scheme to promote a safer environment, but important not to negatively impact residents	Lighting has already been improved in the square as part of the implementation of a previous regeneration scheme for the site. Policy DS5: Transport, Access and Public Realm seeks to maintain lighting provision in the Central Area.
W24	OS5 Warrior Square – can support higher density	Policy PA5: Warrior Square Policy Area Development Principles promotes development that is compatible with and respects the character and amenities of the adjacent Conservation Area. Opportunity Site 5 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before

		2021, the end of the SCAAP's plan period.
		Comments in relation to the site will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021.
	<b>PUBLIC</b>	
W25	Buildings should all be accessible for disabled people	Provision of facilities for vulnerable users would be considered at the design stage of schemes. Provisions in the Development Management Document assist with this in respect of Space Standards and the new Government National Space Standards and associated documentation.
W26	Needs area for guide dogs to do their toilet	Provision of facilities for vulnerable users would be considered at the design stage of schemes.

PA6 - Clifftown Policy Area		Council Response
	<b>PUBLIC</b>	
C1	Support	Noted.
C2	Good	Noted.
C3	Good	Noted.
C4	Positive approach to development with access to Eastern Esplanade	Noted.
C5	Signage to development areas	Noted. It is proposed to add reference to improved signage to Policy PA6.
C6	Good to protect views – rethink Esplanade pub redevelopment – to high and not in keeping with conservation area.	Noted. Esplanade public house has planning permission to demolish existing building, and erect a 5 storey building comprising 23 self-contained flats with ground floor restaurant and basement parking, layout amenity area, refuse and cycle storage and landscaping, form new vehicular access onto Western Esplanade.
	<b>BUSINESS</b>	
C7	OS16 & OS17 – agree with redevelopment of car parks as described, but need provision for replacement parking	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
	<b>COUNCILLOR</b>	
C8	Redevelop Empire Theatre	Policy PA6: Clifftown Policy Area Development Principles seek to regenerate the site of the Empire Theatre.
	<b>PUBLIC</b>	
C9	Motorcycle parking – where is it going to be re-provided?	It is considered that reference to a range of parking types, including for motorcycle's, should be made within Policy DS5: Transport, Access and Public Realm and it is proposed that the SCAAP will be updated to reflect this.
C10	Make more of the cinema	Policy PA6: Clifftown Policy Area Development Principles seeks to regenerate the site of the Empire Theatre.
C11	Potential area of cliff slip, which needs to be addressed	Policy CS1: Central Seafront Policy Area Development Principles Opportunity Site 9 seeks to achieve this with the initial work carried out on the development of a new museum. Policy DM14 of the Development Management Document sets out policy regarding land instability.
C12	Concerned that plans for a public square will take away bus stops and parking for disabled people near shops	Plans to regenerate the forecourt of the Central Railway Station will take into account the provision of bus stops to provide an interchange, and the needs of vulnerable road users at the design stage.

	<b>COUNCILLOR</b>	
C13	Make sure a multi storey car park is provided on Tylers, before other car parks are developed	Policy PA7: Tylers Policy Area Development Principles Opportunity Site 6 seeks to address the need for replacement car parking provision.
C14	Improve derelict Royal Terrace properties	Policy PA6: Clifftown Policy Area Development Principles seeks to improve and enhance the townscape of the Conservation Area.
C15	More trees and landscaping near car parks	Policy DS5: Transport, Access and Public Realm 2d. seeks to achieve this.
	<b>PUBLIC</b>	
C16	Area of anti-social behaviour – need better public space	Policy PA6: Clifftown Policy Area Development Principles seeks to improve the public open spaces within the area.
C17	Bring back the bandstand & tea room on the green	Such a proposal may be considered investigated as part of future proposals for the area.
C18	Suggest we should protect front doors + consider listing front elevation of Clifftown Area, with respect to boiler flues etc	The conservation of buildings is subject to strict controls under planning laws and supplemented by the Policy for the specific Policy Area and other planning policy documents.
C19	Reinstate some of the street furniture around the bowling green & surrounding roads	Policy PA6: Clifftown Policy Area Development Principles seeks to provide for public realm improvements, including street furniture, in the area.
C20	Encourage bakers, butchers, florists in Alexandra St.	Policy DS1: Maintaining a Prosperous Retail Centre seeks to provide for a mix of retail units in the centre.
C21	Empire Theatre, potential for it to become developed like Clements Arcade in Leigh-on-Sea	Policy PA6: Clifftown Policy Area Development Principles seeks to regenerate the site of the Empire Theatre with uses that contribute to the Policy Area's aim.
C22	Southend Central forecourt – needs to have a taxi rank on both sides and facilities going in both directions	Taxi rank facilities are regularly reviewed as part of wider traffic management measures. Locations for proposed and existing taxi ranks are shown on the Policies Map. The SCAAP also highlights the need for appropriate lighting around taxi ranks and parking for taxis.
C23	Empire theatre development should be accessible & have a bus route	Policy PA6: Clifftown Policy Area Development Principles seeks to regenerate the site of the Empire Theatre with uses that contribute to the Policy Area's aim.
C24	Alexandra and Clarence Car Parks – if they go other public spaces should be provided not just for residents	<p>Noted. Policy PA5: Clifftown Policy Area Development Principles seeks to achieve this. However, Opportunity Site 16 &amp; 17 will not be included in the final version of the SCAAP as there is insufficient evidence that the sites will come forward before 2021, the end of the SCAAP's plan period.</p> <p>Comments in relation to the sites will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021.</p> <p>The approach to car park management will be informed by an independent car</p>

		parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
	<b>COUNCILLOR</b>	
C25	Improve healthy opportunities such as, walking circuits, new public square	Policy PA6: Clifftown Policy Area Development Principles seeks to achieve this.
C26	OS16 & OS17 – should be in the plan pre-2021	Opportunity Sites 16 & 17 will not be included in the final version of the SCAAP as there is insufficient evidence that the sites will come forward before 2021, the end of the SCAAP's plan period.  Comments in relation to the sites will be considered during preparation of the Southend Local Plan, which will consider the delivery of sites post 2021.
C27	Phase car park release to see how they come forward and if they are a success	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
	<b>PUBLIC</b>	
C28	More motorcycle bays	It is considered that reference to a range of parking types, including for motorcycle's, should be made within Policy DS5: Transport, Access and Public Realm.
C29	Royal Mews onto Alexandra Street should be right turn only	Detailed road improvements will be considered as part of wider traffic management proposals and are not a specific matter for the SCAAP to address.
C30	No coach parking or dropping off on Clifton Parade for purposes of the proposed museum	Detailed road improvements will be considered as part of the detailed design stage of the new museum and wider traffic management proposals. However Policy CS1.13.3 outlines that the design of new development will need to retain the 'open feel' of the area. Policy DM1 of the Development Management Document and the Design and Townscape Guide provides additional design related guidance. In addition, the conservation area designation will be a material consideration.  It is recognised that the policy can be further enhanced by outlining that vehicular access of a new development in this location should be via Western Esplanade.

<b>PA7 - Tylers Policy Area</b>		<b>Council Response</b>
	<b>PUBLIC</b>	
T1	More trees	Policy PA7: Tylers Policy Area Development Principles seeks to achieve this.
T2	Support relocation of bus station, with commercial and car parking	Noted.
T3	Create a central bus station for all buses & for coaches to encourage tourism	Noted.
T4	Support the enhancement of bus station, wider stops & routes in the SCAAP area	Noted.
T5	Support the relocation of travel centre, with commercial, cafes & residential above – independent shops	Noted.
T6	Older Peoples Assembly welcome the relocation of the travel centre, but please ensure it is user friendly and a safe environment	Noted.
T7	Support relocation of Bus Station & shops fronting York road	Noted.
T8	Support development of OS6	Noted.
T9	Welcome consideration of better access for pedestrians from town centre to seafront via Chancellor Road	Noted.
T10	Support public realm improvements of Tylers Policy Area	Noted.
	<b>BUSINESS</b>	
T11	Tylers is well located and used & needs stacking up to re-provide for other lost car parks	Noted. Tylers Avenue Opportunity Site includes reference for addressing replacement parking. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
T12	OS6 Tylers- agree with plans – do it ASAP	Noted.
T13	Support the redevelopment to create a circuit with Town Centre	Noted.
T14	The bus station works well for me	Noted.
	<b>COUNCILLOR</b>	
T15	Support relocation of bus station + decked parking, look to also provide retail if possible	Noted. Tylers Avenue Opportunity Site includes reference for addressing replacement parking and the provision of retail at ground floor. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.



T16	OS6 – support development if there are clear benefits to the local community	Noted.
	<b>PUBLIC</b>	
T17	Increase in housing will require additional doctors, dentists and school places	The SCAAP recognises this and makes appropriate provision for community facilities as part of development, where required.
T18	Regarding the proposals for a new cinema on Seaways and a new travel centre – there is no provision for a safe route between the two for pedestrians	Policy PA7: Tylers Policy Area Development Principles 4d seeks to achieve this.
T19	More trees, parks and landscaping	Policy PA7: Tylers Policy Area Development Principles 4e seeks to achieve this.
	<b>BUSINESS</b>	
T20	OS6 Tylers – needs to provide replacement number of parking and whatever the development yields	Noted. Tylers Avenue Opportunity Site includes reference for addressing replacement parking. Development proposals will have regard to the parking standards set out in the Development Management Document. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
	<b>PUBLIC</b>	
T21	Shared space would not be welcome by the elderly nor would we want to see further introduction of cycle + pedestrians sharing space	Noted. Detailed consideration of mixed-mode pedestrian and cycle routes will be considered at implementation stage and will take account of best practice and guidance.
T22	Do not like using existing travel centre, and new one will need to be welcoming and focussed around a square	Noted.
T23	Provide more trees and landscaping	Policy PA7: Tylers Policy Area Development Principles 4e seeks to achieve this.
T24	Seating uncomfortable and metal does not work	The provision of seating would be considered at the design stage, having regard to the Southend Streetscape Manual SPD.
T25	Improve bus station with green area, trees, landscaping and sitting areas with cycle parking	Policy PA7: Tylers Policy Area Development Principles seeks to achieve this.
T26	Turn the area where the existing travel centre is into green space, with trees to encourage footfall between OS6 & High Street	Policy PA7: Tylers Policy Area Development Principles includes reference to the potential relocation of the travel centre, and green space provision and tree planting would be considered as part of any development on the former site. However, the detailed layout of a scheme will be considered and consulted upon at the design stage.
T27	Replace existing bus station as it does not work well. Reprovide on OS6 with multi-storey parking behind	Policy PA7: Tylers Policy Area Development Principles include reference to the potential relocation of the travel centre and Tylers Avenue Opportunity Site includes reference for addressing replacement parking.  The approach to car park management will be informed by an independent car

		parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
T28	Separate cyclists and pedestrians	Noted. Detailed consideration of mixed-mode pedestrian and cycle routes will be considered at implementation stage and will take account of best practice and guidance to ensure the needs of all users are met.
T29	Improve bus access to all routes	Policy DS5: Transport, Access and Public Realm seeks to improve traffic accessibility including appropriate provision for public transport. Bus routes are considered as part of partnership working with bus operators.
T30	Travel centre is in a good location as it is close to shops, but should be redesigned so it is all undercover	Policy PA7: Tylers Policy Area Development Principles Opportunity Site 6 makes provision for the potential relocation of the bus station in the interests of providing improved facilities.
	<b>BUSINESS</b>	
T31	OS6 Tylers - if redeveloped where will the existing parking be re-provided?	<p>Policy PA7: Tylers Policy Area Development Principles Opportunity Site 6 outlines that development of the area should address replacement car parking provision, identifying how any displaced parking needs are to be met on the site or in this part of the town centre.</p> <p>The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
T32	Need to be clear on what we want to arrive at Queensway / York Road junction	Detailed access arrangements will be considered at the design and implementation stage in association with the Council's Local Transport Plan and wider transport management services.
	<b>COUNCILLOR</b>	
T33	Tree planting and home zoning for Baltic/ Quebec/ Heygate/ Portland & York Rd or resident parking	Policy PA7: Tylers Policy Area Development Principles 4c. seeks to achieve this.
T34	Proper travel centre facilities relocated to OS6 Tylers. Bus pick up points on Chancellor Rd are to short and not fit for purpose.	Noted. Policy PA7: Tylers Policy Area Development Principles include reference to the potential relocation of the travel centre. Bus pick-up points would be considered at the design stage of any relocation proposals.
	<b>BUSINESS</b>	
T35	Single access onto Queensway and low level housing with better access needed	Noted. Detailed traffic measures will be considered as part of wider traffic management proposals.

<b>CS1 - Central Seafront Policy Area</b>		<b>Council Response</b>
	<b>PUBLIC</b>	
CS1	City Beach looks great – extend it further	Policy CS1: Central Seafront Policy Area Development Principles seeks to achieve this.
CS2	City Beach phase 2 east of Marine Parade	Policy CS1: Central Seafront Policy Area Development Principles seeks to achieve this.
CS3	Redevelopment of cliff face	Policy CS1: Central Seafront Policy Area Development Principles seeks to achieve this in Opportunity Site 9 New Southend Museum.
CS4	OS8 Seaway Cinema	Noted.
CS5	OS8 Seaways – Regeneration is supported	Noted.
CS6	Delivery of a Lido	Noted.
CS7	Any regeneration is welcome	Noted.
CS8	Water fountains	Noted.
CS9	Cliff lift	Noted.
CS10	City Beach lighting columns	Noted.
CS11	Marine Plaza will uplift end of seafront – deliver ASAP	Noted.
CS12	Spanish steps creating better links	Noted.
	<b>BUSINESS</b>	
CS13	OS8 Seaways could be benefit of adjacent area – e.g. High Street/ Royals	Noted.
CS14	OS8 Seaways can provide more restaurant development	Noted.
CS15	OS8 Seaways – support opening up the site and punching through to the seafront and creating views of the seafront	Noted.
CS16	Better connect Seafront and High Street	Noted.
CS17	Pier good for tourists and should be looked after and well maintained	Noted.
CS18	Need to provide more quality hotels with conference centres – linked to Southend Airport	The Plan seeks to achieve this.
CS19	Lights and statues be incorporated in public spaces	The Plan seeks to achieve this.
	<b>COUNCILLOR</b>	
CS20	Museum car park	Noted
	<b>PUBLIC</b>	
CS21	Parking infrastructure not addressed. This area needs to be looked at to drive tourism and business. If people cannot park they will not come	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.

CS22	Marine Parade from Kursaal going west is devoid of transport links	Noted. The provision of future bus routes will be reviewed in partnership with bus operators. Policy DS5: Transport, Access and Public Realm provides for a range of transport and access improvements.
CS23	Consideration for the residents	Noted.
CS24	Residents permit parking	Residents permit parking schemes are reviewed as part of wider traffic management measures.
CS25	Residents parking in summer months	Residents parking schemes are reviewed as part of wider traffic management measures.
	<b>BUSINESS</b>	
CS26	OS8 Seaways should be the prime parking in the central area – Proposed development would need 1500 parking spaces linked to DM15	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS27	OS8 Seaways – parking should be free after 6pm	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS28	OS8 Seaways – only 11 coach spaces being provided, 30 spaces are required	Noted. Reference to Seaways coach drop off and parking provision included within CS1: Central Seafront Policy Area Development Principles. The precise quantum of coach spaces will be decided at the design and implementation stage of the development.
CS29	OS8 Seaways – Toilets being removed, which everyone needs after 2 hour journey	Noted. Toilets and related facilities will be considered at the design stage of any redevelopment scheme.
CS30	OS8 Seaways – at least 1000+ parking spaces needed to give the new development a fighting chance with existing business	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS31	OS9 Museum – not a good idea, why not create something similar to a bandstand here	Such a proposal could possibly be investigated as part of the proposals to provide for a new museum (OS9).
CS32	More parking on City Beach	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS33	Car parking is not sufficient. Should be at least 3 times current spaces.	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in

		the submission version of the SCAAP.
CS34	Car parking spaces – want to see council data from their car parks to confirm they are not at capacity in peak times	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS35	Shelter for disabled and elderly to sit (sun shelters)	Noted. Such facilities will be considered at the design stage of any redevelopment scheme.
CS36	Something needs to be put at the end of the pier to give tourists a good experience	Policy CS1: Central Seafront Policy Area Development Principles Opportunity Site 7 seeks to achieve this.
	<b>COUNCILLOR</b>	
CS37	No taxi space/ bay on seafront	Transport, Access and Public Realm Strategy (Appendix 5), seeks to improve the provision of taxis at key locations throughout the Central Area. The Policies Map identifies a new taxi rank on Eastern Esplanade. Further reference to the provision of taxis is to be included to Policy DS5: Transport, Access and Public Realm and CS1: Central Seafront Policy Area Development Principles.
	<b>PUBLIC</b>	
CS38	OS8 Seaways – can more parking be created through layout + extra floors of multi-storey	Noted. The detailed layout of the scheme will be considered and consulted upon during the design and implementation stage. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS39	OS8 Seaways – against development unless better access roads are provided + measures against congestion	Policy seeks to achieve this, including policies CS1: Central Seafront Policy Area Development Principles and DS5: Transport, Access and Public Realm.
CS39	OS8 Seaways – any development should incorporate houses/ low rise fronting Herbert Grove	Opportunity Site 8 seeks to encourage residential development as part of a mixed use scheme. Any design matters would be addressed at a detailed planning application stage.
CS40	OS8 Seaways – include multi-storey + retail and leisure	Opportunity Site 8 seeks to provide for leisure, cultural and tourism facilities. Further reference will be made to the re-provision of parking.  The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS41	OS8 Seaways – Cinema not needed	A cinema is considered to be an appropriate use in this locality. It will be for a developer to determine whether it is a viable enterprise.

CS42	OS7 Pier –should be free and more uses should be created, including rides, restaurants, pubs, boat trips, make better use of cultural centre	Opportunity Site 7 seeks to achieve a mix of cultural and leisure uses on the Pier.
CS43	OS7 Pier – more at the end needed	Opportunity Site 7 seeks to achieve a mix of cultural and leisure uses on the Pier.
CS44	OS7 Pier – ample opportunity to make more fun/ interesting place to visit. Amenities needed along its length and at the end	Opportunity Site 7 seeks to achieve a mix of cultural and leisure uses on the Pier.
CS45	OS7 Pier to long and more attractions required	Opportunity Site 7 seeks to achieve a mix of cultural and leisure uses on the Pier.
CS46	OS7 Pier – should be free to walk on and have more facilities	Charging regimes are reviewed as part of the wider tourism strategy for the Borough. It is not for the SCAAP to address this matter.
CS47	The vision for the Policy Area seems vague	The aims are considered to be clear in their objectives and appropriate for this prime leisure and tourism area.
CS48	The Marine Parade to Chancellor Road walk way doesn't offer a good link into the town centre – need to accommodate this and public transport	Policy PA7 seeks to achieve this.
CS49	Can Marine Parade be traffic free – pedestrians only	Marine Parade is a key traffic route and provides 'shared space' for users.
CS50	Drainage & flood protection	Policy DS4: Flood Risk Management and Sustainable Drainage provides appropriate policy on this issue.
CS51	Shared space a disaster – pedestrianise	Marine Parade is a key traffic route and provides 'shared space' for users.
CS52	Install another fountain	This will be considered as part of wider regeneration proposals.
CS53	More green space – this does not seem to have been considered	This is considered throughout the Plans provisions.
CS54	Use the Kursaal as an exhibition centre for the saxon king/ London wreck	Opportunity Site 9: the new Southend Museum seeks to provide for such a facility.
CS55	Setup a tram system along the seafront	Policy DS5: Transport, Access and Public Realm seeks to improve public transport. Innovative schemes such as tram provision would be considered as part of wider traffic management proposals having regard to economic feasibility.
CS56	Join up the seafront	Noted.
CS57	Refuse collection and general upkeep, including road surfaces and pathways, street lighting	This is not a direct matter for the SCAAP. Refuse collection is considered as part of the Borough Council's service provision whilst road servicing funding forms part of the Local Transport Plan provisions.
CS58	The pier lift is usually broken or at least one of them	This is not a direct matter for the SCAAP. Maintenance issues are considered as part of the Borough Council's service provision.
CS59	Flood risk was in the 2010 plan for the seafront and yet shared space allowed water to run into businesses. Therefore, no more shared space and improve drains.	Policy DS4: Flood Risk Management and Sustainable Drainage provides appropriate policy.
CS60	Summer bus routes along the seafront – regular service	Policy DS5: Transport, Access and Public Realm seeks to improve traffic accessibility including appropriate provision for public transport. Bus routes are considered as part of partnership working with bus operators.
CS61	Drainage systems need improving	Policy DS4: Flood Risk Management and Sustainable Drainage provides appropriate

		policy.
	<b>BUSINESS</b>	
CS62	OS8 Seaways – Any development should provide as much parking as there already	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS63	OS9 Museum – get on a provide the additional parking	Noted. Opportunity Site 9 the New Southend Museum makes provision for public car parking.
CS64	How will the car parking study and survey capture the additional capacity in the road?	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS65	Need more car parking, residential development and A3 restaurants	The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP. The Plan seeks to achieve more residential development together with A3 uses.
CS66	Significant improvements to the transport infrastructure	Policy DS5: Transport, Access and Public Realm in combination with other Council initiatives seeks to achieve this.
CS67	Transport network cannot cope	Policy DS5: Transport, Access and Public Realm seeks to achieve appropriate improvements to the transport network.
CS68	Replace dedicated cycle lane with parking	Cycle lanes are an integral part of the transport strategy for improving sustainable transport links in line with national planning policy.
CS69	Make more accident proof with the cycle lane	This is not a direct matter for the SCAAP to address. Safety issues are considered as part of wider on-going traffic management proposals.
CS70	Replace existing parking with chevron parking along the Esplanade	This is not a direct matter for the SCAAP to address. Parking provision design is reviewed periodically as part of wider traffic management proposals.
CS71	Get on and develop	Noted.
CS72	Full bus service along the seafront – Thorpe Bay to Chalkwell	Policy DS5: Transport, Access and Public Realm seeks to improve traffic accessibility including appropriate provision for public transport.
CS73	Traffic flow and congestion signage	Policy DS5: Transport, Access and Public Realm provides for such issues.
CS74	Pedestrianisation of Pier Hill, creating an open area with designer lighting	Policy CS1: Central Seafront Policy Area Development Principles seeks to regenerate the seafront areas including the provision of Phase 2 of the City Beach scheme.
CS75	Need to improve access to sea front from the bus station and between High Street and Seafront.	Policies PA7 and CS1: Central Seafront Policy Area Development Principles seek to achieve this.



<b>COUNCILLOR</b>		
CS76	Positive about new development but it must provide parking provision for residents and commercial need	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS77	City Beach Phase 2 – replacement of the car parking within the same area	Noted. Detailed consideration of the scheme will be considered and consulted upon during the design stage. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS78	Creative uplighting and more trees	Policy CS1: Central Seafront Policy Area Development Principles seeks to achieve this.
CS79	Ensure coach parking provision is maintained in the Central Seafront area	Noted. Additional wording is proposed to Policy CS1: Central Seafront Policy Area Development Principles OS8 to take into account coach parking.
CS80	OS7 Pier – creative lighting scheme for the pier	Policy CS1: Central Seafront Policy Area Development Principles Opportunity Site 7 seeks to achieve appropriate improvements to the Pier, including the provision of creative lighting. Development Principles for the central seafront area also includes provision for creative lighting.
<b>PUBLIC</b>		
CS81	Cost of parking during the day is expensive. Basildon and Lakeside is free	Car parking charges are reviewed as part of wider traffic management proposals. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS82	Bigger and more bins outside cafes and Wimpy.	Refuse collection is considered as part of the Borough Council's service provision and is not a direct matter for the SCAAP to address.
CS83	With new buildings taking car parking where will they go? Approx 6 million trippers over the summer period.	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
CS84	Individual rubbish bins for each house will mean less bags on the streets	Refuse collection is considered as part of the Borough Council's service provision and is not a direct matter for the SCAAP to address.
CS85	Street furniture – replace 'Black Balls' with posts at Hartington Road	Specific elements of street furniture would be considered at the design stage of any scheme in accordance with the Council' adopted Streetscape Manual SPD3.
CS86	City Beach shared space needs to be re-designated with proper pavements	This is not a direct matter for the SCAAP to address. Safety issues are considered as



	and audible crossings – current crossings are not legal	part of wider on-going traffic management and maintenance proposals.
CS87	Bus service from OS8, via Kursaal, to Chalkwell required	Policy DS5: Transport, Access and Public Realm seeks to improve traffic accessibility including appropriate provision for public transport. Bus routes are considered as part of partnership working with bus operators.
CS88	OS9 – needs a proper bus service and segregated cycle/ pedestrian routes	Such issues will be considered at the detailed design stage.
	<b>BUSINESS</b>	
CS89	Coach & car parking for conference facilities	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.  The museum development provides for conference facilities with additional parking.

<b>PA8 - Victoria Gateway Neighbourhood Policy Area</b>		<b>Council Response</b>
	<b>PUBLIC</b>	Noted.
V1	Support aims of the conservation area preserving important buildings	Noted.
V2	Support secondary frontage on West Street – should not be turned into housing	Noted.
V3	OS11- Support residential development on existing empty office blocks, but do not build on car parks on Baxter Avenue	Noted.
V4	OS11 – Support open space at Victoria Avenue. Also need CCTV to limit anti-social behaviour	Noted.
V5	Development good standards of design for buildings	Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles seeks to achieve this in combination with other adopted planning policy, notably Policy DM1 – Design Quality of the Development Management Document.
V6	Making the area more aesthetically pleasing	Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles seeks to achieve this.
V7	Enticing businesses	Business promotion is pursued under wider economic development proposals.
V8	<b>BUSINESS</b>	
V9	Re-development of Vic Avenue office blocks	Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles seeks to achieve this.

	<b>PUBLIC</b>	
V10	Churchill Gardens feels unsafe to walk through – improvements may uplift area and make it feel safer	Improvements to existing public parks are considered as part of wider parks serving and maintenance provision.
V11	Artist workspaces – to attract arty people to the area	Reference to cultural faculties, which could include artist workspace is included in the policy.
V12	Need healthcare, dentists, schools and jobs for residents	Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles seeks to achieve this within the Policy Area or as part of the wider SCAAP regeneration.
V13	Protect Edwardian homes and other buildings of merit	The Plan seeks to protect and enhance the areas Conservation Areas, listed and locally listed buildings and other heritage assets.
V14	Need care of the street scene	Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles seeks to achieve this together with the Council's Streetscape Manual SPD3.
V15	More trees, everywhere and landscaping	Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles seeks to achieve this.
V16	Very few public toilets are accessible	Noted. Toilets and related facilities will be considered at the design stage of any redevelopment scheme.
	<b>PUBLIC</b>	
V17	Demolish concrete bridge between Vic station and Vic Shopping Centre	This provides access to and as such is considered to be an integral part of the Victorias shopping centre.
V18	Lack of open and green space, improve landscaping	Policy PA8 seeks to achieve improved 'urban greening' in the area.
V19	OS13 – keep football club at Roots Hall and improve overall offer	The Football Club have long-term proposals to relocate to Fossetts Farm. The Core Strategy supports the relocation of the Football Club. However, Opportunity Site 13 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.
V20	OS13 – current location is a sustainable location for football stadium	The Football Club have long-term proposals to relocate to Fossetts Farm. The Core Strategy supports the relocation of the Football Club. However, Opportunity Site 13 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.
V21	OS13 – redevelop football stadium where it is	The Football Club have long-term proposals to relocate to Fossetts Farm. The Core Strategy supports the relocation of the Football Club. However, Opportunity Site 13 will not be included in the final version of the SCAAP as there is insufficient evidence that the site will come forward before 2021, the end of the SCAAP's plan period.
V22	OS11 – if residential where will the cars be located and stored	Car parking provision will be considered at the design stage in accordance with adopted car parking standards in the Development Management Document.
V23	Need to ensure good quality design of buildings that is distinctive to Vic.	Policy PA8 seeks to achieve this.

	Avenue	
V24	Churchill gardens are sub-standard – need action now.	Improvements to existing public parks are considered as part of wider parks servicing and maintenance provision.
V25	Need to create a more visible link to the High Street – currently there is no view of it from Vic. Avenue.	It is proposed that further wording is incorporated into Policy PA2: London Road Policy Area Development Principles related to improving legibility and pedestrian access, alongside improvements to the public realm.
V26	Beecroft Art Gallery could be made higher profile. A wonderful asset to the town but poor advertising and publicity.	Such provision is considered as part of the Council's wider cultural strategy.
V27	Museum could be made higher profile and could be a strong cultural asset to the town	Noted.
V28	Ensure good access to development so that it doesn't affect Vic. Avenue – and ensure adequate parking.	Noted. Car parking and access provision will be considered at the design stage in accordance with the Development Management Document and Core Strategy.
V29	Improve pedestrian access into the High Street from Victoria area.	It is proposed that further wording is incorporated into Policy PA2: London Road Policy Area Development Principles related to improving legibility and pedestrian access, alongside improvements to the public realm.
V30	Pedestrians and cyclists should be separated, not shared facilities	Noted. Detailed consideration of mixed-mode pedestrian and cycle routes will be undertaken at implementation stage and will take account of best practice and guidance.
V31	Don't want tables and chairs in public spaces, unless there is a 3ft barrier around them	Noted. This is covered by licensing policy and the associated department at the Council.
V32	Offices need to be accessible	Noted.
	<b>BUSINESS</b>	
V33	Connectivity to the Town Centre	It is proposed that further wording is incorporated into Policy PA2: London Road Policy Area Development Principles related to improving legibility and pedestrian access, alongside improvements to the public realm.
V34	Urgent that PA8.1 Heath and Carby and PA8.8 Victoria House are redeveloped	Noted.
V35	Walking access from rail station for people with luggage	The Victoria Gateway junction improvements have greatly enhanced and improved pedestrian linkages to the town centre.
V36	Public space needs to be more active and animated, including Vic. Circus	Policy PA1: High Street Policy Area Development Principles and PA2: London Road Policy Area Development Principles seeks to achieve this.
V37	Better signage to High Street and Seafront	It is proposed that further wording is incorporated into Policy PA2: London Road Policy Area Development Principles related to improving legibility and pedestrian access, alongside improvements to the public realm.
	<b>COUNCILLOR</b>	
V38	Potential for use in this area	Noted.

V39	Zoning of car parking in the town centre	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
V40	Potential for a viaduct at this junction	Noted.
	<b>PUBLIC</b>	
V41	When museum is relocated to cliffs, what will happen to the existing one?	The building will be preserved and its setting enhanced as part of Policy in the SCAAP. This matter for Council's wider cultural strategy provisions rather than directly related to the SCAAP.
V42	Bus service should be accessible and reliable and available evenings and weekends	Bus services and routes are reviewed as part of partnership working with the bus operators.
V43	<b>BUSINESS</b>	
V44	Free parking after 6pm	Car parking charges/regime are reviewed as part of the Council's wider traffic management proposals.  The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
V45	Road signage for airport from Southend Central	Policy DS5: Transport, Access and Public Realm seeks to improve road signage.
V46	Traffic flows and way finding and issue with parking costs	Policy DS5: Transport, Access and Public Realm seeks to improve traffic management /road signage. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
	<b>COUNCILLOR</b>	
V47	Timings on traffic lights can be problematic	Traffic timings on traffic lights are reviewed as part of wider traffic management proposals.

<b>PA9 - Sutton Gateway Neighbourhood Policy Area</b>		<b>Council Response</b>
	<b>COUNCILLOR</b>	
S1	Agree with brownfield sites being developed first	Noted.

S2	OS12 – support more housing – flats and apartments to create density	Noted.
	<b>PUBLIC</b>	
S3	Total lack of planning for floods – no more shared space	Policy DS4: Flood Risk Management and Sustainable Drainage provides for appropriate measures for flood risk management and sustainable drainage.
S4	Need to ensure cycle land is appropriate for the road size – dedicated doesn't work everywhere	Noted.
S5	Keep the area as commercial not residential	Policy PA9: Sutton Road Policy Area Development Principles seeks to maintain and promote Grainger Road and Short Street as employment growth areas. It is considered that there are planning merits of allowing a number of existing employment uses along Sutton Road to be redeveloped for additional housing, as evidenced by the Employment Land Review supporting document.
S6	Separate pedestrian and cycle routes and better paths	Noted, detailed consideration of pedestrian and cycle routes will be considered at implementation stage and will take account of best practice and guidance.
S7	Public toilets needed	Noted. Toilets and related facilities will be considered at the design stage of any redevelopment scheme.
	<b>COUNCILLOR</b>	
S8	OS14 – consider height of new residential, too high may affect existing residents	The height of buildings will be considered at the design stage of any development scheme. Policy DM4 of the Development Management Document sets out the Council's approach for managing tall and large buildings.
S9	Open up access to short street	Policy PA9: Sutton Road Policy Area Development Principles seeks to achieve an enhanced pedestrian/cycle route along Short Street.
S10	Improve aspects of the public realm. Ensure connectivity with other areas with good highway and pedestrian links.	Policy PA9: Sutton Road Policy Area Development Principles and other related aspects of the Plan seek to achieve this.
S11	Open space for all ages, including ball games etc	Noted.
S12	Include children's play area	Recreation provision within open spaces and parks is considered at the design stage of new proposals and reviewed as appropriate part of the Council's wider recreation provision.
S13	Please consider existing residents – houses not flats	The Plan seeks to achieve a variety of residential development and tenures appropriate to its location and setting to meet housing needs in lined with local policy. Policy DM7 of the Development Management Document sets out the Council's approach regarding dwelling mix, size and type.

<b>Overall or other Issues</b>	<b>Council Response</b>
All Sites – Support regeneration of sites – caveats maintain parking, provide	Noted. The approach to car park management will be informed by an independent car

parking for development, increases legibility, enhances public realm, provides more critical mass	parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Residents Parking in Milton Place	This is not a direct matter for the SCAAP to address. Residents Parking Schemes are reviewed as part of wider traffic management proposals.
More trees everywhere	The Plan seeks to provide for improved landscaping, tree planting and 'urban greening' as appropriate.
Vision statement should include opportunity sites (6,3,4,11,8 etc.) Policy Area black lines are unhelpful in this sense (Overall – Map 2)	The vision is an overarching aim and it is not appropriate to refer to specific opportunity sites.
Where are the toilets?	Noted. This is not a direct matter for the SCAAP to address .Toilets and related facilities will be considered at the design stage of any redevelopment scheme.
Concerned about the context – need to explain clearly how all the proposals inter-relate and their impact on traffic movements and car parking	It is considered that the Plan and the Policies Map clearly explains its context and how its policy provisions interrelate.
Support the provision of more social housing. People are being priced out of the area	Noted. The adopted Core Strategy provides provision for affordable housing.
Essential to get the document in place to make BIDs for government funding for transport and infrastructure improvements	Noted.
Ensuring long term use of retail spaces to be creative. If empty then fill them with smaller units in a market style, like Stratford has in the old shopping centre	Noted.
A large retail anchor is needed with lots of quality small units	Policy DS1: A Prosperous Retail Centre seeks to improve the retail offer in the town centre.
Please consider safer parking schemes	Safety is an integral consideration in the design of any road scheme.
Council needs to be pro-active to stop vehicles parking on the pavement	The Council actively pursues traffic enforcement.
Elmer Sq. project funds in Council budget 2016/17 – what impact does this have	The Implementation Section Tables will be updated including details of any allocated funding. Elmer Square phase 2 is outlined in PA3: Elmer Square Policy Area Development Principles.
Improve legibility in the town centre, advertise where shops are (for pedestrians and vehicle users)	Noted. The Plan and wider tourism publicity seeks to achieve this.
Further taxi ranks to help the elderly and disabled and more blue badge spaces	Noted. Taxi rank and disabled parking provision is considered as part of wider traffic management proposals for the town and location of proposed and existing are shown on the Policies Map.
Insufficient road infrastructure coming into the town is killing business and events	The Council is actively seeking to improve road accessibility into the town through its Local Transport Plan provisions and partnership working/bidding for appropriate funding

		for infrastructure improvements.
	Any undercroft parking must be safe and useable	Noted.
	Car parking desperately needs to be considered in more detailed and a balance achieved	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
	All policy areas should maintain green, open and public space and create new ones	The Plan actively seeks to achieve this.
	Cost of car parking is too high – differentiated parking costs need to be reasonable	Car parking charges are considered as part of wider traffic management proposals. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
	Maintaining & improving the East-West transport & access through the SCAAP area	The Plan seeks to achieve this.
	Parking spaces in the height of season is a major problem	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
	Create a forum or lists of contacts for professionals with similar interests to come together	The Council actively promotes a Business Partnership and other partnership working.
	Complaints from customers staff attitude at the pier museum	Noted.
	Spending money on the library car park won't assist town centre & central seafront	Noted. Car parks repairs and management are considered as part of wider traffic management proposals.
	Issue of cliff slip at former yacht club	Noted. Policy DM14 of the Development Management Document sets out the approach for managing development close to land instability.
	Create links between vacant parking and transport in town	The Plan actively seeks to improve connectivity. The VSM system outlined in the SCAAP will assist this and part of the Transport, Access and Public Realm Strategy.
	Throughout the document the importance of public toilets, accessibility and outdoor seating should be made	Toilets and related facilities will be considered at the design stage of any redevelopment scheme.
	Bus stops need to be located closer to shops	Bus stops and routes are considered in partnership with the bus operators.
	Encourage more industrial space in the Borough for industry and pharmaceutical science-based firms	The Plan seeks to improve employment provision within the Central Area. New employment space is also being created at the new airport business park.
	Improved signage for heavy vehicles	The Plan seeks to achieve this in Policy DS5: Transport, Access and Public Realm



More public art everywhere! "Leake Street" in London Waterloo	The Plan seeks to achieve this.
Do not signpost new stadium and in particular retail/cinema/town centre uses – being built outside the SCAAP area i.e. Fossetts Farm would result in further decline of Prittlewell and town centre	Noted. Any development proposed as Fossetts Farm that included retail development would need to provide an impact assessment if over the qualifying threshold.
How does this differ from the "Renaissance project"??	The Masterplan for the Central Area has been incorporated into the development of the SCAAP. The SCAAP will be a Council planning policy document which will include proposals for development as well as guide any prospective planning applications.
Is the plan for Victoria Avenue to knock down the existing buildings? Or Renovate	A mixed use residential led scheme is proposed in Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles. It plans for comprehensive redevelopment but there may be some retention of existing buildings owing to the new Government Prior Approval process.
Improvement to the bus station to allow easier access	Policy PA7: Tylers Policy Area Development Principles seeks to achieve this.
No mention of people anywhere – effect of vision on all ages should be stated	The Plan is designed to be fully inclusive of all persons.
Street lighting – improve above standard regulations – make street feel safe and encourage people walking	Policy DS5: Transport, Access and Public Realm seeks to maintain an appropriate level of street lighting.
Public transport needs serious improvements. Currently very poor and bus companies need to work together /co-ordinate.	Policy DS5: Transport, Access and Public Realm seeks to provide for improved sustainable transport provision. The Council works in partnership with bus operators with the objective of improving facilities.
Loss of parking facilities could cause problems. Please consider distance, disabled management of all car parks, public transport and coach drop off zones	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Stronger links to transport improvements around the Borough	The Plan seeks to improve connectivity.
Maintain and enhance Southchurch Road and Woodgrange Drive	Policies PA4: Queensway Policy Area Development Principles and Policy CS1: Central Seafront Policy Area Development Principles seek to achieve this.
Advertising transport links to the Hospital Clearly, Shuttle bus service from town centre to hospital	The Hospital is outside the SCAAP area. The SCAAP seeks to improve and enhance public transport and signage.
Will the roads from the east of the borough be affected by the proposals including the construction phase?	Proposals will not affect east/west links by road.
All these potential developments of the High Street and environs would be negatively affected by the threatened environmentally destructive development of Fossetts Farm which as Basildon Council leader said with reference to the effects of out of town "retail parks" have had on his area "suck the life out of the town centre". Build up the High Street , seafront etc. Government leave the Fossetts Farm Green Belt alone!	The Fossetts Farm proposals are located outside the SCAAP boundaries. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study). Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy and require a retail impact assessment.



Graffiti at first and second floor on high street and on the new bridge – can BID do something about it?	The Council actively pursues a programme of removing graffiti. It is something that the BID may be able to address.
Site 10 Woodgrange Estate will require full input on BREEAM and Secure by Design	Noted.
Summer holiday park and ride outside town	Park and Ride schemes have been considered a number of times in recent years but have not been considered feasible given the limited land available and linear peninsula geography of the town. Even so, the provision of Park and Ride would only be feasible outside the SCAAP boundaries. Such options will be kept under review as part of the Local Transport Plan and development of the Southend Local Plan.
Provision of motorcycle parking with shelter and secure	<p>The SCAAP seeks to promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure.</p> <p>It is considered that reference to a range of parking types, including for motorcycle's, should be made within Policy DS5.</p> <p>The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.</p>
All areas – car parking is a key issue, need to provide enough parking for new development and public spaces	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
How will the proposed Fossetts Farm Retail Development affect this, Is there room for both?	The Fossetts Farm proposals are located outside the SCAAP boundaries. Planning permission for retail development at Fossetts Farm has been previously granted and its potential impact taken into consideration in the preparation of the Core Strategy and SCAAP (see also Southend Retail Study). Any new proposal at Fossetts Farm will require planning permission, be subject to planning policy and require a retail impact assessment.
Parking development on seafront needed	Noted. The approach to car park management will be informed by an independent car parking Study which will investigate and present findings on the capacity of the car parks that service the town centre and central seafront area. This will be included in the submission version of the SCAAP.
Better connected roads around the town, too much one way or disconnected	Policy DS5: seeks to improve traffic management in the Central Area.

	from one another	
	What is the scope for additional new development outside of the main town/urban area?	This is an issue for the new Local Plan.
	Making spaces available for community projects/group (such as empty shops/buildings)	<p>A number of policy areas seek to promote the provision of social and community infrastructure. Policy DS1 seeks to encourage the landowner/landlord to display local art within the windows of empty shops to create visual interest from the public realm.</p> <p>Reference to marketing will be included for vacant units. In respect to Policy DS1 vacant units could include units occupied for temporary or 'flexible' uses, permitted through a temporary planning permission or under permitted development rights.</p>



## **Appendix 5: Summary of the Sustainability Appraisal for the Southend Central Area Action Plan Preferred Approach (December 2015)**

7.1 The following paragraphs provide a summary of the Sustainability Appraisal comments made to each issue raised in the Southend Central Area Action Plan Preferred Approach (December 2015).

**TO BE INSERTED – Please Refer to Sustainability Appraisal**

## Southend Central Area Action Plan (SCAAP)

### Equality Analysis

August 2016



## Southend Central Area Action Plan (SCAAP): Equality Analysis

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### What is an Equality Analysis (EA)?

- An EA provides an assessment of the impact of decisions relating to a policy, service function or restructure on particular customers, residents and staff.

### Why do I need to do an EA?

- It helps to improve the quality of decision making by enabling equality considerations to be taken into account.
- It shows that 'due regard' is being given to the Public Sector Equality duty in decision making – a requirement of the Equality Act 2010.
- It reduces the potential of decisions being challenged, leading to delayed implementation and risk of costly processes like Judicial Review.





## Background Information

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1. **Name of policy, service function or restructure requiring an Equality Analysis:**

Southend Central Area Action Plan (SCAAP)

2. **Department:**

Place

3. **Service Area:**

Transport and Planning

4. **Date Equality Analysis undertaken:**

20 April 2016

5. **Names and roles of staff carrying out the Equality Analysis:**

Name	Role	Service Area
Matthew Thomas	Team Leader	Planning & Building Control
Mark Sheppard	Senior Policy Planner	Planning & Building Control
Michael Sargood	Senior Media Relations Advisor Project Manager	Policy, Engagement and Communication
Ashley Dalton	Project Officer	Major Projects & Strategic Transport Policy
Krithika Ramesh		Major Projects & Strategic Transport Policy

## 6. What are the aims or purpose of the policy, service function or restructure that is subject to the EA?

The Southend Central Area Action Plan (SCAAP), when adopted, will form part of the Southend-on-Sea (hereafter referred to as 'Southend') Local Planning Framework.

Building on more recent resurgence and growth, the SCAAP is considered to be an important catalyst and driver for investment and for the delivery of the remaining proportion of regeneration and growth in the Southend Central Area to meet or exceed Core Strategy targets up to 2021.

The vision for Southend Central Area, which includes the Town Centre and Central Seafront Area, is for it to be a City by the Sea. As a prosperous and thriving regional centre and resort with a rich heritage, it will be an area that is vibrant, safe and hospitable, rich in commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips and overnight stays.

The aim is to transform the image of Southend through sustainable economic growth, development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.

The purpose of this Plan is to give more detailed consideration to how and where regeneration and growth can sustainably be accommodated in the Southend Central Area, including the Town Centre, Central Seafront Area and gateway neighbourhoods.

It contains proposals for Policy Areas and Opportunity Sites aimed at strengthening and transforming Southend Town Centre's sub-regional role as a successful retail and commercial destination, cultural hub and educational centre of excellence, leisure and tourist attraction, and a place to live.

The intention is also to seek to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources in the area and on the foreshore, as well as to bring about public realm and access improvements.

## 7. What are the main activities relating to the policy, service function or restructure?

To improve and transform the economic vitality, viability and diversity of Southend Central Area by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for learning, recreation and leisure.

To promote design excellence and good-quality development proposals and public realm improvements to reinforce a distinctive sense of place, complement new and existing development, and contribute towards the Council's aspirations to establish Southend as a Low Carbon City.

To improve accessibility to the area, ensuring streets, public and green spaces are connected, well-designed and safe, utilising a coordinated palette of materials and furniture that enhance the quality of the streetscape and improve opportunities for walking and cycling, and access to more sustainable modes of transport, such as rail and bus.

To promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure.

To appropriately manage and mitigate flood risk and to encourage the provision of Sustainable Drainage Systems and urban greening measures in order to reduce surface water run-off.

To enhance the quality of, and access to, Southend Central Area's green and open spaces, and to improve connectivity between the Town Centre and Central Seafront Area in order to relieve pressure on the Site of Special Scientific Interest (SSSI), Ramsar site, Special Protection Areas (SPA) and other environmental designations, to protect and enhance local biodiversity and nature conservation, and to encourage opportunity for linked trips.

To celebrate and have full regard of Southend's unique heritage assets, such as the Grade II listed Pier, to ensure these assets are appropriately conserved and enhanced and continue to form an integral part of how Southend Central Area is experienced by those who live, work and visit it.

To increase the number and diversity of people living within Southend Central Area and its Gateway Neighbourhoods by building more homes and ensure that living in the area becomes appealing to more families with children, supported by social and community infrastructure that contribute to reducing inequalities in health and wellbeing and support all ages to lead independent lives and live healthy lifestyles.

To encourage the establishment and expansion of businesses in Southend Central Area by identifying, promoting or actively bringing forward suitable sites for development to meet modern user and investor requirements.

To encourage new development, including visitor accommodation, that enhances Southend's leisure and tourism, having particular regard for the assets offered by the Central Seafront Area, in order to attract greater visitor numbers, promote more overnight stays and support growth, complemented by a thriving learning quarter that provides state of the art facilities and well-designed student accommodation.

## 8. Evidence Base

The SCAAP has been prepared in accordance with the Southend Local Development Scheme (LDS), is consistent with the overriding approach as set out by the Core Strategy (2007), and has been prepared in accordance with the Council's Statement of Community Involvement (SCI). It has also been informed by an extensive and robust evidence base.

### Statement of Community Involvement (SCI)

The Statement of Community Involvement (SCI) sets out how the community and other stakeholders will be consulted on planning policy documents and planning applications. It exceeds the minimum legal requirements for consultation set out in the Planning Acts and regulations. Southend Borough Council has applied some general principles to its planning consultations. These being that (i) involvement will be open to all regardless of gender, faith, race, disability, sexuality, age and social deprivation and (ii) we will seek views of interested parties as early as possible. It states that an extensive database has been built up of individuals and organisations wishing to be involved in Southend Borough Council planning consultations. Any individual or organisation wishing to be included may be added to the database at any time. We will contact appropriate organisations and individuals directly by post or electronic means. [http://www.southend.gov.uk/downloads/file/1533/statement\\_of\\_community\\_involvement\\_2013pdf](http://www.southend.gov.uk/downloads/file/1533/statement_of_community_involvement_2013pdf)

When we consult:

- If appropriate and helpful, we may publish a brief consultation statement outlining our intentions before we commence consultation.
- We will contact appropriate organisations and individuals directly by post or electronic means.
- We will include with this initial notification either an internet link to the consultation documents on the SBC website or a CD containing relevant material.

- We will leave consultation documents on display at locations open to the public such as council offices and libraries.
- We may publicise consultations by methods such as leaflets, newsletters, press release, public notice, social media, existing forums, community events, public exhibitions, workshops and joining with other consultations where feasible and appropriate.
- All consultation documents will be published on our website, and this will include all supporting documents. We will provide a hard copy of a document as soon as reasonably practicable after it has been requested. Documents will be sold at a price reflecting publication costs. We will make available comments received or a summary as soon as it is feasible after the close of the consultation.
- We will explain how consultation comments have been taken into account when decisions are taken. Arrangements will be made, on request to make all documents available in alternative formats, including Braille, should this be required. All documents will be made available in other languages on request.

### **Sustainability Appraisal (SA)**

The SCAAP has been fully informed by a Sustainability Appraisal (including Strategic Environmental Assessment), The Sustainability Appraisal is published alongside the SCAAP at each stage for public comment. A Sustainability Appraisal (SA) is an assessment of the potential significant social, environmental and economic impacts of development and forms an integral part of the plan making process. It ensures that all policies and proposals are prepared with a view to contributing to the achievement of sustainable development. The SA forms an iterative process with all stages of the SCAAP being assessed. These appraisals have been used to assess alternative policy options, assist decision-making and identification of the most sustainable policies to take forward. The latest assessment of the sustainability and the potential significant effects of this plan can be found in the SA Report which is available on the councils website at [www.southend.gov.uk/scaap](http://www.southend.gov.uk/scaap)

### **Preferred Approach SCAAP (December 2015)**

This Preferred Approach builds on the Proposed Submission version of the SCAAP (referred to hereafter as the Superseded Proposed Submission version), published in September 2011, and the Issues and Options version, published in June 2010. It has also been informed by representations made to the Issues and Options versions of the Seafront Area Action Plan and Town Centre Action Plan, which preceded the SCAAP, consulted on in 2007, and the Central Area Masterplan (CAM), adopted by the Council in 2008 as corporate policy.

Main consultation stages of the SCAAP:

- Issues and Options version (June 2010)
- (Superseded) Proposed Submission version (September 2011)
- Preferred Approach version (November 2015) [Presenting this Document]

The purpose of the Issues and Options stage (Consultation – 21st June 2010 to 9th August 2010) was to explore the spatial options for Southend Central Area and how detailed policies and proposals could guide regeneration in a sustainable manner. The Council wanted to gather the public and stakeholder's views about the general direction of proposed policy to meet Southend's specific issues.

The Borough Council put forward a suggested approach where development areas were referred to as 'Quarters', 'Gateway Neighbourhoods', and 'Proposal Sites' (referred to within this Preferred Approach version of the SCAAP as 'Policy Areas' and 'Opportunity Sites'), as part of the consultation alongside alternative options. The process has provided local people with the opportunity to shape the look and feel of Southend Central Area and its communities, including consideration of environmental and social interests. The responses received at this stage informed the production of the SCAAP policies.

The last key stage, prior to this Preferred Approach version, in the preparation of the SCAAP was the (Superseded) Proposed Submission Version. Consultation took place between 5th September 2011 and 17<sup>th</sup> October 2011. The purpose of this consultation was to allow representations to be made in relation to soundness and legal compliance.

This Preferred Approach version of the SCAAP takes account of:

- Issues raised during the publication of the (Superseded) Proposed Submission version of the SCAAP in 2011, which itself built upon the Issues and Options version of the SCAAP;
- Changes in national policy and guidance, and removal of regional policy;
- Updates to the technical evidence base;
- Relevant progress on sites within the Plan area.

As well as the statutory public consultation described herein, Southend Borough Council also ran a number of public workshops with businesses and the community. These were held at the Park Inn which is located within the Southend central area. The workshops were well attended and provided interested parties with the opportunity to discuss issues with planning officers and feed in their comments. These comments have then been taken into account as the SCAAP has been progressed to the next stage (the Publication Version).

During all stages of public consultation all sections of the community within Southend were given equal opportunity to inform the draft Plan through the Issues and Options stage in June 2010 to the Preferred Options (December 2015) outlined above. Representations received in response to these consultations have been taken into account in this assessment.

The Council collates a range of data to inform Equality Analyses; and on the Council's website there is a section that provides access to key information, data and intelligence about the residents of Southend and the communities they live in, including details of the 2011 Census such as Ward Profiles:- [www.southend.gov.uk/info/200441/southend\\_insights](http://www.southend.gov.uk/info/200441/southend_insights). By understanding local needs in this way, the Council and our partners can ensure that planning policies are prepared that deliver sustainable communities for all.

## 9. Analysis

This section considers the potential impact (positive, negative or neutral) of proposals on key 'protected characteristics' (also known as 'Protected Groups') as outlined in the Equality Act 2010 and any mitigating actions to be taken. In addition, the Council has identified the need to assess the impact of policies or service functions on carers, looked after children (as part of the age characteristic) and socio economic impact on different groups such as employment classifications.

The policies have been tested against the following equality 'protected characteristics' as well as the additional two identified by Southend Borough Council:

- Age – refers to a person belonging to a particular age (e.g. 42 years old) or a range of ages (e.g. 21 – 24 year olds)
- Disability – a person has a disability if he/she has a physical or mental impairment which has a substantial or long-term effect on that person's ability to carry out normal day-to-day activities
- Gender – a man or a woman
- Gender Reassignment – the process of transitioning from one gender to another
- Marriage and Civil Partnership – a marriage is no longer restricted to the union of a man and a woman but now includes same-sex couples. Same-sex couples can have their relationship legally recognised as a 'civil partnership'; they must not be treated less favourably than married couples.
- Pregnancy and Maternity – pregnancy refers to the condition of being pregnant or expecting a baby whilst maternity refers to the period after birth and is linked to maternity leave in the employment context. In the non-work context, protection against maternity discrimination is for 26 weeks after giving birth.
- Race – refers to a group of people defined by their race, colour and nationality (including citizenship) ethnic and national origins.

- Religion and Belief – religion has the meaning usually given to it but belief includes religious and philosophical beliefs including lack of belief (e.g. Atheism). A belief should affect your life choices or the way you live for it to be included in the definition.
- Sexual Orientation – whether a person’s sexual attraction is towards their own sex, the opposite sex or both sexes.
- Carers - a carer is anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without their support.
- Socio-economic status - an individual’s socio-economic status as a person’s social and economic position in relation to others, based on income, education and occupation.



Protected Group	Positive	Negative	Neutral	Comments	Specific mitigating actions to be taken
Age (including looked after children)	Yes	No	No	<p>The policies also seeks to provide land for employment, education, healthcare, community facilities, public space, transport, leisure and recreation, among other things, which is intended to have a positive effect on people living in the SCAAP area as well as those in the wider Borough. It is considered that these policies, in combination with other policies in the suite of Local Plan documents, will have a positive effect on individuals of all age groups.</p> <p>A major element of the SCAAP is to make land available for new mixed use sustainable development in the town centre, central seafront and gateway neighbourhoods. The delivery of new residential development will help to meet housing targets in the Southend Core Strategy and assist with Government objectives to increase the supply of housing.</p> <p>There is a national issue with housing affordability, which is particularly an issue for first time buyers, under the age of 35. The SCAAP will not be able to solve the issue but it may be seen as a positive step towards contributing towards the provision of new dwellings to meet this need.</p> <p>There is expected to be an increasing demand for housing with a care or support element to it. It is not for the SCAAP to determine this type of development but the policies do not prevent a scheme coming forward if it meets the requirements of wider policies at the Council. There is also provision for new student housing as part of the educational</p>	<p>None at this time as there are no specific impacts have been identified that would negatively affect people differently according to their age.</p> <p>Moreover the policies in the SCAAP seek to promote good design, a mix of housing including affordable housing, employment land for retail and office development among other things, an improved public realm, health and education facilities, community facilities and an improved transport infrastructure.</p>

			<p>development.</p> <p>The SCAAP also aims to improve public safety through promoting good urban design and active frontages to create a vibrant public realm which benefits from natural surveillance. Public realm improvements will also ease pedestrian movement around the central area and seafront.</p> <p>New attractive and high quality public realm and public spaces, which are accessible to all, will increase the enjoyment of the Southend Central Area for users. Well-designed places with natural surveillance in the day and good lighting in the evenings will reduce the fear of crime for the elderly. Specific improvements to identified pieces of green infrastructure are likely to be of benefit to the young in particular through the provision of new play areas as well as spaces that may be used by older children.</p> <p>Improvements to existing pedestrian links and creating new ones will improve the mobility of the elderly and young around the Central Area. An increase in cycle paths and cycle networks within the central area linking with other parts of the Borough will improve accessibility and safe movement for those who may not own a car or want to use their car and promote sustainable transport.</p> <p>The removal of subways and underpasses as part of improved pedestrian links will reduce crime levels and the fear of crime. Improved public transport links will improve mobility for the young and the elderly who may be more reliant on public transport owing to a lower incidence of car ownership.</p> <p>The employment opportunities associated with retail, office</p>	
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				<p>and commercial development will provide jobs and training for young people in the Central Area and further afield. Concentration of retailing and other uses within a small area reduces the need to travel long distances for convenience and comparison retail shopping.</p> <p>Bringing retail units back into use and promoting the town centre as a leisure and tourism destination in the daytime and evening will reduce crime and the fear of crime.</p>	
<b>Disability</b>	Yes	No	No	<p>Policy will improve accessibility and legibility for all to development and promote inclusive urban design options in relation to the layout and function of development and the public realm. The need of all user groups will be taken into account in the design and implementation stages of development proposals and schemes.</p> <p>New attractive and high quality public realm and public spaces which are accessible to all will increase the enjoyment of the Central Area for users.</p> <p>Adhering to the results of Flood Risk Assessment will ensure that development will either be not at risk of flooding, or where the risk exists, there will be suitable mitigation measures in place to ensure that vulnerable groups will not be put at risk.</p> <p>Improvements to existing pedestrian links and creating links will improve the mobility of disabled people around the Southend Central Area.</p> <p>New, modern, well designed transport facilities and infrastructure will be developed to improve usability for the disabled.</p>	<p>It is considered that the SCAAP will have a positive impact on the quality of life of people with physical disability or with visual impairment. The SCAAP aims to deliver a series of improvements to the public realm that make provision for safe pedestrian movement and crossings including provision for people with restricted mobility, and improvements to public transport that will improve the overall accessibility to various services and facilities. This infrastructure will have an overall positive impact on people with physical disability or visual impairment.</p>

				<p>Concentration of retailing and other uses within a small area reduces the need to travel further than should be necessary for convenience.</p> <p>New housing should be built to the standards set out in the Development Management Document which takes into account the new building standards and access for all.</p>	
<b>Gender Reassignment</b>	Yes	No	No	<p>Reduce the opportunity for sexual harassment and attacks on females by increasing natural surveillance of the street and public spaces.</p> <p>New attractive and high quality public realm and public spaces which are accessible to all will increase the enjoyment of the Central Area for users. This will increase the health and wellbeing of those who have undergone gender reassignment. Well-designed spaces with natural surveillance in the day and evening will reduce the fear of crime.</p> <p>The SCAAP should benefit all groups by contributing to the delivery of strategic and local infrastructure and helping to achieve more sustainable development.</p>	None at this time as no specific impacts have been identified in relation to those people who have undergone gender reassignment.
<b>Marriage and Civil Partnerships</b>	No	No	Yes	<p>Housing policy aims to benefit all in society regardless of marital status by provide high quality affordable homes located in desirable environments.</p> <p>The SCAAP should benefit all groups by contributing to the delivery of strategic and local infrastructure and helping to achieve more sustainable development.</p>	None at this time as no specific impacts have been identified in relation to those people who are married or those in a civil partnership.
<b>Maternity/Pregnancy</b>	Yes	No	No	<p>Policy will improve accessibility to development and promote inclusive design in relation to the layout and function of development and the public realm.</p>	None at this time as no specific impacts have been identified in relation to women who are pregnant or on maternity/paternity leave.

				The SCAAP should benefit all groups by contributing to the delivery of strategic and local infrastructure and helping to achieve more sustainable development.	
<b>Race</b>	Yes	No	No	<p>Reduce the opportunity for racial harassment and violence by increasing natural surveillance of the street and public spaces.</p> <p>SCAAP policies will promote the creation of high quality public spaces and community facilities, which will have a positive impact for community interaction and cohesion.</p> <p>The improvement of public transport including, walking and cycling facilities in particular, may be of benefit to ethnic groups who may in some cases and circumstances rely on public transport more than some other members of the population, owing to a lower incidence of car ownership.</p> <p>The policies which promote employment land (retail, commercial office etc.) in the SCAAP will increase opportunities and access to jobs and training for all through job creation. Development of the leisure and tourism industries will also assist with this.</p> <p>The SCAAP, along with other Local Plan policy documents, will help improve access to affordable housing within the Southend Central Area. This could be through the provision of specific forms of housing.</p>	The overall impact of the SCAAP will help to deliver the much needed regeneration, retail and employment opportunities along with improved infrastructure. It is considered that the SCAAP will have no adverse impacts on race. Indeed by providing opportunities for new community facilities the SCAAP will contribute to promoting good race relations and assist with eliminating unlawful discrimination.
<b>Religion and Belief</b>	No	No	Yes	Policy will promote the creation of quality public spaces, which will have a positive impact for community interaction and cohesion. New community and leisure facilities may also have a positive effect as well as new educational facilities.	None at this time as no specific impacts have been identified that would affect people differently as a result of their religion.
<b>Gender</b>	Yes	No	No	Reduce the opportunity for sexual harassment and attacks on females by increasing natural surveillance of the street and public spaces.	None at this time as no specific impacts have been identified that would affect people differently as a result of their gender.

				<p>Well-designed spaces with natural surveillance in the day and evening will reduce the fear of crime for users both male and female.</p> <p>Removal of subways and improvements to lighting as part of improved pedestrian links will reduce crime levels and the fear of crime.</p> <p>There are more employment and training opportunities for females in areas with high accessibility to public transport.</p>	
<b>Sexual Orientation</b>	Yes	No	No	<p>Reduce the opportunity for sexual harassment and attacks on females by increasing natural surveillance of the street and public spaces.</p> <p>New attractive and high quality public realm and public spaces which are accessible to all will increase the enjoyment of the Central Area for all users. This will increase the health and wellbeing. Well-designed spaces with natural surveillance in the day and evening will reduce the fear of crime for all regardless of their sexual orientation.</p> <p>The removal of subways as part of improved pedestrian links will reduce crime levels and the fear of crime.</p>	None at this time as no specific impacts have been identified that would affect people differently as a result of their sexual orientation.
<b>Carers</b>	Yes	No	No	<p>The policies will provide carers with the opportunity to access well-designed, high quality housing and public realm which is well planned and well lit at night, well designed pedestrian routes for access to new areas of retail and leisure which should enhance their experience of the central area.</p> <p>New infrastructure, such as health centres, should also assist carers with their duties and allow those in their care to live more independent lives with added mobility around the central area.</p>	None at this time as there are no specific impacts have been identified that would affect carers.
<b>Socio-economic</b>				The policies also seeks to provide land for employment,	None at this time as no specific

			<p>education, healthcare, community facilities, public space, transport, leisure and recreation, among other things, which is intended to have a positive effect on people living in the SCAAP area as well as those in the wider Borough.</p> <p>A major element of the SCAAP is to make land available for new mixed use sustainable development in the town centre, central seafront and gateway neighbourhoods. The delivery of new residential development will help to meet housing targets in the Southend Core Strategy and assist with Government objectives to increase the supply of housing.</p> <p>The SCAAP also aims to improve public safety through promoting good urban design and active frontages to create a vibrant public realm which benefits from natural surveillance. Public realm improvements will also ease pedestrian movement around the central area and seafront.</p> <p>The employment opportunities associated with retail, office and commercial development will provide jobs and training for people in the Central Area and further afield. Concentration of retailing and other uses within a small area reduces the need to travel long distances for convenience and comparison retail shopping.</p> <p>SCAAP policies will promote the creation of high quality public spaces and community facilities, which will have a positive impact for community interaction and cohesion.</p> <p>The SCAAP, along with other Local Plan policy documents, will help improve access to affordable housing within the Southend Central Area. This could be through the provision of specific forms of housing.</p>	<p>impacts have been identified that would affect an individual's socio-economic status in relation to others, based on income, education and occupation as well as other socio-economic matters.</p>
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Descriptions of the protected characteristics are available in the guidance or from: [EHRC - protected characteristics](#)

## 10. Community Impact

Is there equality between those who will and will not benefit from this policy/practice/function? Generally, yes.

The purpose of the SCAAP is to facilitate the regeneration and development of the Southend Central Area which includes the town centre, central seafront area and gateway neighbourhoods of Sutton and Victoria in a sustainable manner ensuring that community impacts are taken into account.

The Council recognises that there is a need to ensure that the methods used to consult and engage people in the preparation of the SCAAP are open accessible to all members of the community. To help address this issue the Council has a Statement of Community Involvement (SCI) which sets out the principles of how it will consult and the importance of reducing barriers to consultation. This may be supplemented by a communications or consultation strategy, where necessary. The Council recognises that there is a need to ensure that access and translation need to be considered as well as the broad appeal of consultation and make it attractive to a diverse range of people and groups. At Issues and Options and Preferred Approach stages the Council used a variety of means to publicise and consult on the SCAAP. It also has a key list of stakeholder which will include groups that would be positioned under the umbrella term of 'protected characteristics'.

Consultation has been carried out on the SCAAP in accordance with statutory regulations and the Statement of Community Involvement. Details of which are contained within the Consultation Statement submitted with the SCAAP. The SCAAP has been prepared in consultation with a wide range of community organisation (Appendix A) as part of the stakeholder list. Consultation and engagement opportunities took place throughout the process, including workshops with businesses and the local community, and representations made were taken into account in the iterative stages of plan preparation.

Will the policy/practice/function bring groups/communities into increased contact with each other? Yes, it will allow the interaction of groups and individuals through the provision of a new improved public realm, in the tourism and leisure facilities, new educational establishments, community facilities, and new housing schemes that will include private sector as well as affordable housing.



## 11. Equality Analysis Action Plan

No specific impacts have been identified in the key areas above that require more detailed analysis or mitigating actions at this time, and no negative effects have been identified on the protected group as a result of the preparation and adoption of the SCAAP. Moreover, the implementation of the SCAAP and delivery of much needed regeneration and infrastructure provision will have generally positive impacts on the protected groups, but the application of the policies in the SCAAP will be monitored as part of the Council's Annual Monitoring Report (AMR).

Planned action	Objective	Who	When	How will this be monitored (e.g. via team/service plan)
<ul style="list-style-type: none"> <li>Promoting economic growth and local employment opportunities creating a prosperous economy and improving employment opportunities for benefit of Borough</li> </ul>	<ul style="list-style-type: none"> <li>To reduce unemployment and increase the range of opportunities for rewarding local employment</li> <li>To build a robust and diverse economy and sustain economic development</li> </ul>	Planning Policy Team	2016-2021	Annual Monitoring Report (AMR), Service Plan, Office for National Statistics release, planning policy review, updated evidence base (economic development needs assessment)
<ul style="list-style-type: none"> <li>Extending the range and quality of facilities and services creating a vibrant, thriving town centre</li> </ul>	<ul style="list-style-type: none"> <li>To improve the health of the whole population and reduce health inequalities</li> <li>To improve the education and skills of the population</li> <li>To strengthen community identity, social responsibility and engagement</li> <li>To improve access for all to essential local services and facilities</li> </ul>	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (retail study)
<ul style="list-style-type: none"> <li>Improving the range and quality of the shopping opportunity providing for the needs of all residents and</li> </ul>	<ul style="list-style-type: none"> <li>To build a robust and diverse economy and sustain economic development</li> <li>To raise the profile of the Borough as</li> </ul>	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (retail study)

creating a more competitive town centre	<p>an attractive location for a range of businesses</p> <ul style="list-style-type: none"> <li>▪ To improve the social and environmental performance of businesses and local economy</li> <li>▪ To reduce unemployment and increase the range of opportunities for rewarding local employment</li> </ul>			
<ul style="list-style-type: none"> <li>▪ Increasing the residential capacity within the town centre whilst accommodating future growth of town centre functions ensuring housing meets local needs including ensuring a supply of affordable housing</li> </ul>	<ul style="list-style-type: none"> <li>▪ To strengthen community identity, social responsibility and engagement</li> <li>▪ To provide everybody with the opportunity to live in a decent home</li> <li>▪ To reduce crime and antisocial activity</li> <li>▪ To improve the health of the whole population and reduce health inequalities</li> </ul>	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, 5 year supply)
<ul style="list-style-type: none"> <li>▪ Protection and enhancement of the historic environment – protecting the character and distinctiveness of the town centre</li> </ul>	<ul style="list-style-type: none"> <li>▪ To maintain and enhance the quality of landscapes and townscapes</li> <li>▪ To conserve and enhance valued historic environments</li> </ul>	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (conservation area appraisals, review of local list and national listed buildings)
<ul style="list-style-type: none"> <li>▪ Promoting high quality design and townscape improvements enhancing the quality and character of the town centre</li> </ul>	<ul style="list-style-type: none"> <li>▪ To reduce crime and antisocial activity</li> <li>▪ To maintain and enhance the quality of landscapes and townscapes</li> </ul>	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (conservation area appraisals, review of local list and national listed buildings)
<ul style="list-style-type: none"> <li>▪ Promoting sustainable</li> </ul>	<ul style="list-style-type: none"> <li>▪ To improve access for all to essential</li> </ul>	Planning	2016-2021	Service Plan, AMR, planning

<p>development and minimising impacts on the environment ensuring Southend Central Area is an attractive place to live, work, visit and invest</p>	<p>local services and facilities</p> <ul style="list-style-type: none"> <li>▪ To reduce crime and antisocial activity</li> <li>▪ To maintain and enhance biodiversity including habitats, flora and fauna</li> <li>▪ To maintain and enhance the quality of landscapes and townscapes</li> <li>▪ To reduce the effect of traffic and travel on the environment To improve air quality and reduce noise and light pollution</li> <li>▪ To maintain and enhance biodiversity including habitats, flora and fauna</li> <li>▪ To maintain and enhance the quality of landscapes and townscapes</li> <li>▪ To conserve and enhance valued historic environments</li> <li>▪ To reduce contributions to climate change (and make appropriate adaptations)</li> <li>▪ To improve the quality of the water environment, retain good drinking water quality in the long term and reduce flood risk</li> <li>▪ To increase the efficient use of natural resources and make the most appropriate use of land</li> <li>▪ To reduce the environmental impact of waste in accordance with the</li> </ul>	<p>Policy Team</p>		<p>policy review, updated evidence base (conservation area appraisals, review of local list and national listed buildings, Southend State of Nature Report, Southend Economic Development Needs Assessment, Retail Study, other Council Strategies and plans related to crime and environmental monitoring e.g. noise and water quality)</p>
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	<p>waste hierarchy</p> <ul style="list-style-type: none"> <li>▪ To build a robust and diverse economy and sustain economic development</li> <li>▪ To enable the Borough and all areas to achieve their economic potential</li> <li>▪ To increase the amount of both indigenous and inward investment</li> <li>▪ To reduce unnecessary movement of labour and goods in support of improved economic performance</li> <li>▪ To raise the profile of the Borough as an attractive location for a range of businesses</li> </ul>			
<ul style="list-style-type: none"> <li>▪ Improving transport and accessibility and encouraging use of more sustainable means of transport – ensuring use of public transport is promoted and provision is accessible, safe and reliable</li> </ul>	<ul style="list-style-type: none"> <li>▪ To improve access for all to essential local services and facilities</li> <li>▪ To reduce the effect of traffic and travel on the environment</li> <li>▪ To improve air quality and reduce noise and light pollution</li> <li>▪ To reduce contributions to climate change (and make appropriate adaptations)</li> <li>▪ To reduce unnecessary movement of labour and goods in support of improved economic performance</li> </ul>	<p>Planning Policy Team</p>	<p>2016-2021</p>	<p>Service Plan, AMR, planning policy review, updated evidence base (Car Parking Study, Local Transport Plan and associated documents, air quality monitoring by Council, Gross Value Added of Southend per head of population)</p>

The SCAAP will include a number of key policy targets to monitor throughout the plan period. The SCAAP will also be subject to examination in public by an independent planning inspector to test the ‘soundness’ of the plan to ensure that it is delivering sustainable development. It will only be found sound if it delivers social, economic and environmental benefits to the local and wider population, is in

the public interest, and has taken into account the representations made by the local community, businesses and interest groups as well as being informed by a robust evidence base.

## 12. Conclusion

This EIA has undertaken a proportionate, timely approach which has iteratively taken into account quality assessment of the policy making process and has ensured that “due regard” has been had to the policy making. A systematic approach will ensure that there is no discrimination in the policy making. The planning department will ensure that continual monitoring and iterative policy checking continues to ensure policy responds to the spirit of EIA requirements.

Signed:

A handwritten signature in black ink, appearing to be 'John H.', written over a light blue rectangular background.





**Southend on Sea Central  
Area Action Plan Revised  
Proposed Submission  
Version**  
**Sustainability Appraisal**

On behalf of **Southend on Sea Borough Council**



Project Ref: 28511/3002 | Rev: AB | Date: September 2016



## Document Control Sheet



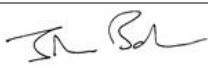
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Revision	Date	Description	Prepared	Reviewed	Approved
AA	07/16	Draft SA	13/07	15/07	15/07
AB	02/09	Updated to take into account change to SCAAP resulting from draft SA	01/09	02/09	02/09

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# 1 Introduction

## 1.1 Background

- 1.1.1 Peter Brett Associates LLP (PBA) has been commissioned by Southend-on-Sea Borough Council (SBC) to undertake the Sustainability Appraisal (SA) of the Southend Central Area Action Plan (SCAAP).
- 1.1.2 This report documents the process of SA that has been completed to date of the iterations of the SCAAP.

## 1.2 The Southend Central Area Action Plan

- 1.2.1 The purpose of the SCAAP is to set a detailed and comprehensive planning policy framework for Southend's Central Area to guide the delivery of development to 2021. The SCAAP sits in the context of the other planning documents that make up the Local Development Framework (LDF) for the Borough. These include the Core Strategy, which sets the policies that set out the strategic approach to development in the Borough and covers the general spatial approach to development and the high tier policies to manage the delivery of development. The Development Management Document (DMD) also sets Borough-wide policies to be used in determining development delivery throughout the plan area, including in the Central Area. The other AAP prepared in Southend is the London Southend Airport Joint Area Action Plan that covers the airport and its environs and is located in the north of the Borough and extends into Rochford district.
- 1.2.2 The SCAAP, with its current boundary, has been through several preparation stages to reach the current 'Preferred Approach' version. These stages have entailed:
- SCAAP Issues and Options (March 2010): this was the first version of the AAP that covered Southend Central including parts of the seafront, prior to this stage separate town centre and seafront AAPs were proposed.
  - SCAAP Proposed Submission (October 2011): this took forward the discussion of Issues and Options in the earlier version to present a complete set of policies to for the Central area;
  - SCAAP Preferred Approach (October 2015): this version again set out a preferred policy approach for consultation, which includes some options for consultees to consider. At that stage it was necessary to take a step back in preparation to ensure the SCAAP was in keeping with national planning policy as published in the National Planning Policy Framework (2012), as well as reflected the Southend DMD (2014) that had been adopted in the intervening period; and
  - SCAAP Revised Proposed Submission Version (October 2016): this is the current version of the SCAAP addressed through this SA Report. This version of the SCAAP included revisions to the Preferred Approach as a result on comments made at consultation, as well as new sites for allocation that have come forward since 2015.
- 1.2.3 The SA of the SCAAP has been an ongoing process through each consultation stage of the SCAAP, with an SA report prepared at each consultation stage.

## 1.3 The Sustainability Appraisal Process

- 1.3.1 The purpose of the SA is to review the content of the emerging plan and articulate to the plan makers during preparation of a plan, and to a wider audience at consultation the likely effect of the plan on achieving sustainable development. The aim is to help mitigate any adverse effects as far as possible as well as securing benefits. The SA method is in line with good practice on SA and the European Community Directive on Strategic Environmental Assessment (SEA).
- 1.3.2 In undertaking the SA it is essential that assessment remains focused on those issues that the SCAAP could influence and be influenced by. More detailed information on the SA process can be found in the SA Core Strategy, which should be read alongside with this SA report.
- 1.3.3 As well as helping make a better plan there is a legislative requirement for SA. The statutory requirement for SA is from the Planning and Compulsory Purchase Act 2004. With planning policy set in the National Planning Policy Framework (NPPF) 2012 paragraph 165 which states: *“A sustainability appraisal which meets the requirements of the European Directive on strategic environmental assessment should be an integral part of the plan preparation process, and should consider all the likely significant effects on the environment, economic and social factors”*. The European Strategic Environmental Assessment (SEA) Directive (2001/42/EC) that is referred to transposed into national law in the Environmental Assessment of Plans and Programmes Regulations 2004 (SEA Regulations). The SEA Directive sets the framework for what any SA report should contain as the requirement from Planning and Compulsory Purchase Act 2004 is not specific on this. Therefore, this SA Report follows the requirements of the SEA Directive and Regulations.
- 1.3.4 In line with the SEA Regulations a report must be prepared (the ‘SA Report’) and published for consultation alongside a draft of the plan. This report must identify the likely significant effects of the plan, as well as ‘reasonable alternatives’.
- 1.3.5 The SA should consider the following questions:
- Could these effects be of special significance?
  - Are there ways of reducing or mitigating adverse effects?
  - Can any beneficial effects be further enhanced by positive planning?

## 1.4 The Planning Context

- 1.4.1 The SCAAP has been developed as part of suite of documents that together form the planning policies for Southend, as part of the LDF. All relevant component documents have undergone SA these include:
- the Core Strategy Development Plan Document;
  - the DMD;
  - the London Southend Airport and Environs Joint Area Action Plan;
  - Design and Townscape Guide Supplementary Planning Document;
  - the Planning Obligations Supplementary Plan Document. and

- the Streetscape Manual Supplementary Planning Document
- 1.4.2 These other plans particularly the Core Strategy and DMD set a framework of the SCAAP and reduce the extent to which alternatives and options can be considered now. The SCAAP should not seek to cover matters covered by these other parts of the LDF and should be in conformity with it. For this reason the SA of the SCAAP should not reappraise any issues covered elsewhere in the LDF and have therefore already been addressed in other SA Report. Most relevant to the SCAAP are the Core Strategy, which sets the framework for development throughout the Borough and the DMD that sets policies to manage delivery of development. The SA of both of these plans can be found on the Southend LDF website and should be read for further detail on the overall sustainability implications of the LDF, beyond the role of the SCAAP.
- 1.4.3 In addition, it is important to recognise that the Community Infrastructure Levy would be payable on new development, including residential and commercial development. The requirement in Southend was brought into force in July 2015. The money collected will be spent on new infrastructure within the Borough (i.e. roads, flood defences, schools, parks) to support growth.

## 1.5 The SA Report

- 1.5.1 SA reporting consists of several main sections, these are:
- To define sustainable development in the context of development in Southend, through investigation of background material on sustainability and identifying the sustainability issues and context for central Southend and, where appropriate, the Borough as a whole (Section 2);
  - How sustainability considerations have helped guide the preparation of the SCAAP to date, including the SA of alternatives to the preferred approach based on the understood context and how mitigation has been incorporated to help reduce effects (Section 3);
  - What the sustainability effects of the SCAAP are at this stage, for instance, what the implications would be for sustainable development if the policies and proposals of this version of the SCAAP were implemented as proposed (Section 4).
- 1.5.2 There is also a need to consider 'what next' and this may include additional stages of SCAAP preparation as well as proposals for monitoring the SA once the plan is complete (Section 6). Following this stage of the SCAAP it will move to submission alongside comments made to the Revised Proposed Submission Version plan. If necessary, there may be amendments made to the SCAAP before or during the examination period. If this is the case these will be screened to determine if they are likely to have any effects that need to be addressed through an SA. For each published stage the SA Report will be updated to reflect changes and identify sustainability effects and recommendations. A final SA Report will be available as part of the adopted SCAAP and to include the monitoring proposals, as well as an accompanying 'adoption statement' as required by the SEA Regulations.

## 2 Baseline and Context

### 2.1 Introduction

- 2.1.1 This section of the SA Report provides a review of the character and context of the SCAAP to inform the SA. The process of gathering data and information about the area has been ongoing through each stage of the SA, updated at each stage to ensure information is relevant.
- 2.1.2 The initial full scoping process, including the preparation of a Scoping Report for consultation with statutory consultees, was undertaken for the SA of the Core Strategy and subsequently for the Core Strategy Issues and Options reporting. As the Core Strategy is the overarching strategic part of the LDF this scoping stage also covered the SA of the SCAAP, which is a daughter document to the Core Strategy. For more information refer to the Core Strategy SA on the Southend's LDF website.
- 2.1.3 **Appendix A** contains a review of the full plans and programmes and baseline information and this section summarises the findings.
- 2.1.4 The baseline information and objectives of other plans and strategies are then combined into a set of sustainability objectives that define sustainable development for the SCAAP and which are used as the basis for the SA.

### 2.2 Summary of sustainability issues

- 2.2.1 From the baseline information and review of plans and strategies key issues have been identified that the SCAAP may have a role in helping to address and that the SA will need to take into account in defining sustainable development for the Central Area. These are:

#### The environment

- development should help in the continued enhancement of the built environment in the Central Area, with new buildings of high quality and developed to sound urban design principles and reduce inequalities in the quality of the built environment;
- there is a lack of public open greenspace in the town centre, wherever possible opportunities need to be taken to improve urban greening and introduce new public open space;
- the area is under quite high risk of flooding, although direct tidal inundation is largely mitigated for through sea flood defences. However, surface water flooding in times of high rainfall may be more of a risk to the Central Area, and effects of climate change will increase this and therefore new development will need to take this into account, including through the provision of sustainable drainage;
- nature conservation and biodiversity assets within the built up area are limited, and every attempt should be made to conserve and enhance existing assets, and create new ones, as well as the protection and enhancement of wildlife corridors
- habitats of international significance are located within the Borough, although outside the built development boundary. These must be protected not only from direct disturbance

from development but also change that would threaten their integrity, such as increased pollution or changes in water availability;

- there are increasing traffic levels in the Borough and Central Area, with consequences for air quality, and new development must help to limit any increase in this, by endeavouring to suggest a change to travel patterns (number, length and mode), through the spatial strategy. The number of people who walk to work or use public transport is higher than the national average, although over a fifth drive (Census 2011);
- the Central Area is well connected in terms of public transport with three railway stations within the area and the bus station. However, there is a need to improve the pedestrian and cycling environment, especially where dual carriageways and the railway lines bisect the area;
- studies have identified limits to the availability and accessibility of open space of different types and standard, especially in central Southend-on-Sea; and
- the quality of the built environment is important, not only with the effect of new building in 'mending the fabric', but also in affecting existing areas of identifiable character. Parts of central Southend are characterised by a current low quality in the built environment, although the underlying quality of the natural and built environment is high in many areas with many listed and landmark buildings and several Conservation Areas.

## Communities

- the Central Area has a role to play in creating a high quality residential environment that encourages people to take healthy lifestyle choices, such as more Active Travel. To achieve this there is a need to improve the public realm to encourage more people to walk and make cycling safer. This includes reducing severance caused by main roads running through the area and links over the railway;
- approximately 22,000 people live in the Central Area, 13% of the Borough's population; there is an identified need for affordable housing in the Borough and in central Southend. Most of the housing in the Central Area is flats or maisonettes (and one-bedroom properties are more prevalent). There may therefore be a need for larger units including family homes. There is a demand for affordable housing, including the need to provide new homes to replace others lost, this will include development as part of the 'Better Queensway' project;
- the Central Area is well served by public transport and in particular railway services, there is a need to improve some bus services including reducing journey times on the A127 to encourage more people to travel by bus and link the new major employment hub at the airport;
- there are longstanding inequalities in the Central Area with pockets within the Kursaal, Victoria and Milton wards all experiencing high levels of deprivation, which are some of the highest in in England compared to other areas of the same or neighbouring wards with low levels of deprivation (e.g. Chalkwell ward contains some of the least deprived areas in England);
- there is the potential to improve the cultural offer in Southend, including through providing more services for the community such as a new public square for events;
- the Central Area can accommodate more residential development, helping reduce pressure on other parts of the Borough, including potential threats to open space and agricultural land on the periphery; and



- there is a growing student population, both resident and visiting, in the Central Area.

## The economy

- The Seafront is a principal asset in the Central Area, attracting visitors to the town and also being well used by the local community. Routes along the seafront also provide a sustainable transport route for walking and cycling;
- the Central Area is a focus of employment for the Borough (33% of total employment), while this role needs to be maintained it is important to ensure high quality jobs in a range of employment sectors to avoid the need for residents to commute to London for work;
- There are a mix of employment types in the Central Area, with the financial sector, real estate more prevalent than for the Borough as a whole, there is also a growing sector of cultural and creative industries;
- car parking needs to continue to be managed in the Central Area to support the retail and visitor economy but help encourage more people to travel to work by sustainable modes and ensure land is used efficiently;
- there are 6 million visitors to the Borough a year, focused in the Central Area, the majority are day visitors who spend around £330 million / year. Tourists and visitors to the Central Area need to be encouraged to stay longer and spend more through the creation of new visitor attractions and support for hotels;
- the Central Area is the focus for tourism and creative industries in the Borough, as well as the location of much of the office stock, some of which is dilapidated and in need of renewal. The public transport connectivity of the Central Area make it ideally suited to high employee density development, such as office space;
- the Gross Value Added of Southend is lower than the regional average and there is a need to encourage more jobs that retain the skilled and professional workforce in the town;
- the town centre is the main retail area of the Borough, although retail vacancy is above national levels in some areas. Much of the Central Area retail is dominated by national retailers rather than independents with the main retail core along the High Street between the Royals and Victoria Shopping Centres;
- there is a great disparity in the types of jobs held by residents of the Central Area, the greatest proportion of are in 'professional' occupations and the second highest proportion are in 'elementary' occupations; and
- the Central Area has become the focus for higher and further education with development by Southend Essex College and University of Essex bringing landmark buildings into the area and an increasing student population.

## 2.3 Sustainability Framework

- 2.3.1 In order to be able to test the emerging policies of the SCAAP a set of sustainability objectives as part of a 'sustainability framework' has been prepared, **table 2.1**.
- 2.3.2 This framework is made up of a number of sustainability objectives that have been derived from the characterisation and context of the Borough. These reflect the principal elements of sustainable development over which the SCAAP could have some influence. The framework below is based upon that in the Core Strategy Sustainability Appraisal Framework. Changes

have been made to bring it up-to-date, based on the updated policy context, the baseline data as reported in **Appendix A** and Section 2.2.

2.3.3 The framework shows headline sustainability issues and how these could be expected to change to demonstrate more sustainable development. The objectives for each headline relate to the plan area. To help monitor the objectives a suggested set of indicators is included in **Appendix G**.

2.3.4 Further details on the derivation of the objectives of the sustainability framework are shown in the Core Strategy SA report, including the Scoping stage report.

Table 2.1: Sustainability Appraisal Framework for the SA of Southend-on-Sea LDF

Concern	Explanation and desirable direction of change	Objectives
<b>Social progress which recognises the needs of everyone</b>		
Accessibility	<ul style="list-style-type: none"> <li>▪ enable all to have similar and sufficient levels of access to services, facilities and opportunities</li> </ul>	<ul style="list-style-type: none"> <li>▪ maintain Southend Central Area as the centre for all services, as the most accessible location</li> <li>▪ improve accessibility to the town centre</li> <li>▪ improvement in public transport accessibility along the entire length of the seafront</li> </ul>
Housing	<ul style="list-style-type: none"> <li>▪ to provide the opportunity for people to meet their housing need</li> </ul>	<ul style="list-style-type: none"> <li>▪ ensure a sufficient number of dwellings</li> <li>▪ encourage a suitable mix of dwellings, including tenure and size</li> </ul>
Education & Skills	<ul style="list-style-type: none"> <li>▪ to assist people in gaining the skills to fulfil their potential and increase their contribution to the community</li> </ul>	<ul style="list-style-type: none"> <li>▪ improve accessibility to employment and education facilities</li> <li>▪ support continued development of the University campus in the town centre</li> </ul>
Health, safety and security	<ul style="list-style-type: none"> <li>▪ to improve overall levels of health, reduce the disparities between different groups and different areas, and reduce crime and the fear of crime</li> </ul>	<ul style="list-style-type: none"> <li>▪ improvements to reduce fear of crime in the town centre, especially at night</li> <li>▪ improve pedestrian routes through the town centre and seafront to help design out crime</li> </ul>
Community	<ul style="list-style-type: none"> <li>▪ to value and nurture a sense of belonging in a cohesive community, whilst respecting diversity</li> </ul>	<ul style="list-style-type: none"> <li>▪ improve the viability and distinctive character of Southend town centre</li> <li>▪ provide public art and improvements to the design of seafront tourist buildings, such as beach huts and kiosks to provide a recognisable unified approach for Southend</li> <li>▪ provide new community open spaces in the town centre and seafront</li> </ul>

Concern	Explanation and desirable direction of change	Objectives
<b>Effective protection of the environment</b>		
Biodiversity	<ul style="list-style-type: none"> <li>▪ to maintain and enhance the diversity and abundance of species, and safeguard these areas of significant nature conservation value</li> </ul>	<ul style="list-style-type: none"> <li>▪ protect undeveloped parts of the coastline</li> <li>▪ protect key habitats directly or indirectly from developments which may harm them</li> <li>▪ ensure new development brings enhancements to the built environment where appropriate</li> <li>▪ ensure 'appropriate assessment' of all development is carried out where appropriate</li> </ul>
Landscape character	<ul style="list-style-type: none"> <li>▪ to maintain and enhance the quality and character and cultural significance of the landscape, including the setting and character of the settlement</li> </ul>	<ul style="list-style-type: none"> <li>▪ protect undeveloped parts of the coastline</li> <li>▪ retain notable features and areas of open space along the coast line</li> <li>▪ protect views of the estuary</li> </ul>
Built environment	<ul style="list-style-type: none"> <li>▪ to maintain and enhance the quality, safety and distinctiveness of the built environment and the cultural heritage</li> </ul>	<ul style="list-style-type: none"> <li>▪ enhance and protect land mark and listed buildings on the sea front</li> <li>▪ enhance and protect listed buildings and those of interest in the town centre</li> <li>▪ improve urban design quality through policy</li> <li>▪ protect existing and create new open and green space</li> </ul>
<b>Prudent use of natural resources</b>		
Air	<ul style="list-style-type: none"> <li>▪ to reduce all forms of air pollution in the interests of local air quality and the integrity of the atmosphere</li> </ul>	<ul style="list-style-type: none"> <li>▪ reduce traffic congestion in the town centre</li> <li>▪ encourage freight modal shift and encourage a reduction in emissions of new buildings</li> </ul>
Water	<ul style="list-style-type: none"> <li>▪ to maintain and improve the quantity and quality of ground, sea and river waters, and minimise the risk of flooding</li> </ul>	<ul style="list-style-type: none"> <li>▪ ensure no increased risk of coastal flooding</li> <li>▪ acknowledge the risk to water quality from on-shore developments</li> </ul>
Land	<ul style="list-style-type: none"> <li>▪ to use land efficiently, retaining undeveloped land and bringing contaminated land back into use</li> </ul>	<ul style="list-style-type: none"> <li>▪ protect undeveloped coastline in the Borough</li> </ul>

Concern	Explanation and desirable direction of change	Objectives
		<ul style="list-style-type: none"> <li>■ encourage development on previously developed land</li> <li>■ encourage high density residential development and mixed use development in the town centre</li> </ul>
Soil	<ul style="list-style-type: none"> <li>■ to maintain the resource of productive soil</li> </ul>	<ul style="list-style-type: none"> <li>■ protect productive soil where applicable (little overall impact likely)</li> </ul>
Minerals and other raw materials	<ul style="list-style-type: none"> <li>■ to maintain the stock of minerals and other raw materials</li> </ul>	<ul style="list-style-type: none"> <li>■ minimise use of aggregates for new development (relevance to sea defences)</li> </ul>
Energy sources	<ul style="list-style-type: none"> <li>■ to increase the opportunities for energy generation from renewable energy sources, maintain the stock of non-renewable energy sources and make the best use of the materials, energy and effort embodied in the product of previous activity</li> </ul>	<ul style="list-style-type: none"> <li>■ encourage efficient use of energy use of more energy from low carbon sources</li> <li>■ encourage decentralised energy supply, including through renewable energy or CHP.</li> </ul>
<b>Maintenance of high and stable levels of economic growth and employment</b>		
Local economy	<ul style="list-style-type: none"> <li>■ to achieve a clear connection between effort and benefit, by making the most of local strengths, seeking community regeneration, and fostering economic activity</li> </ul>	<ul style="list-style-type: none"> <li>■ improve the viability and vitality of the town centre as economic hub for the Borough</li> <li>■ improve the viability and vitality of the seafront as a major and flexible tourist destination</li> <li>■ identify sites for local business start-ups in accessible locations</li> </ul>
Employment	<ul style="list-style-type: none"> <li>■ to maintain and enhance employment opportunities matched to the size of the local labour force and its various skills, and to reduce the disparities arising from unequal access to jobs</li> </ul>	<ul style="list-style-type: none"> <li>■ work to create new jobs in a range of sectors within the Borough</li> <li>■ work to make the coast a major destination for conferences</li> <li>■ support a diverse range of businesses premises to meet different needs, as well as supporting existing business clusters</li> </ul>
Wealth creation	<ul style="list-style-type: none"> <li>■ to retain and enhance the factors which are conducive to wealth creation, including personal creativity, infrastructure, accessibility and the local strengths and qualities that are attractive to visitors and investors</li> </ul>	<ul style="list-style-type: none"> <li>■ contribute to creating attractive environment for business to flourish</li> <li>■ improve access for all residents to a range of jobs</li> </ul>

## 3 SA of the Plan to Date

### 3.1 Introduction

- 3.1.1 This section of the SA Report sets out the process of SCAAP preparation and SA that has led to the current consultation version of the plan, in the preferred approach. This has included successive stages of preparation of the SCAAP and accompanying sustainability appraisal. The SA stages to date have included the appraisal of the preferred options and their alternatives, as well as iteration of the preferred approach from broad options.
- 3.1.2 This section also sets out the role of the SCAAP as part of the overall Southend LDF, with other documents providing the strategic overview and development management detail that the SCAAP does not need to repeat.
- 3.1.3 To demonstrate the iteration of allocations and proposals in the SCAAP area this section also identifies the reasoning behind the way that Priority and Opportunity Areas have been covered through the emerging SCAAP, to reach this 'submission version' stage.

### 3.2 Plan context

- 3.2.1 As set out in **Section 1** this SA Report of the SCAAP will form part of the LDF for Southend. All adopted component documents of the LDF have been subject to SA during their preparation and therefore the SA of the SCAAP does not reiterate any of the findings of these SA. The SA of the SCAAP also recognises that these documents together make up the LDF. So development proposals in the SCAAP area will need to comply with all other relevant policies of the LDF. For example, matters covered elsewhere include the quantum of development to be delivered, protection of the heritage environment and affordable housing delivery. There is no need for the SCAAP to repeat these unless they are adding area specific detail.

#### The core strategy

- 3.2.2 This SA process follows on from the SA carried out on the Core Strategy, which already identified key implications on sustainability in Southend, and provides a basis for this appraisal. There are no specific Core Strategy policies relating solely to the AAP area although several policies contain relevant criteria. Most specific is Policy KP1: Spatial Strategy which sets out the following provisions for the two areas:

**Policy KP1: Spatial Strategy:** 'Southend Town Centre and Central Area – to regenerate the existing town centre, led by the development of the University campus, and securing a full range of quality sub-regional services and providing 6500 new jobs and 2000 additional homes, and the upgrading of strategic and local passenger transport accessibility, including development of Southend Central and Southend Victoria Stations as strategic transport interchanges and related travel centres.'

- 3.2.3 The SA of the Core Strategy supported this policy in helping to deliver sustainability development. The emphasis given to continued improvement of the town centre as the focus for growth in the Borough and improved accessibility by non-car modes should have a

beneficial effect on delivering sustainable development. This is because the Central Area is the most accessible location for most people in the Borough. It is already being the focus for much of the employment, retail and leisure facilities makes it suitable for growth. Continued development here will support public transport accessibility for all, and walking and cycling improvements, with the overall aim of achieving a modal shift from car use to more sustainable travel, in addition to equitable access for all.

- 3.2.4 The central location of the University campus also helps improve physical access to higher education and the other education and skills training the university may offer. Providing a mix of uses in a relatively compact area is also welcomed as part of achieving sustainable development, with the continued improvement to the vitality of the town centre at all times of day.
- 3.2.5 There were some concerns in the SA of the Core Strategy over development in areas at risk of flood, and that continued maintenance or development of new flood defences may adversely impact on the biodiversity value of the foreshore.

### The Development Management Development Plan Document

- 3.2.6 The DMD was adopted in 2015 and subject to SA through the stages of its preparation, culminating in a final SA Report in 2014. The purpose of the document was to set out 'development management' policies that would be used in determining the suitability of planning applications for permission. The DMD covers a variety of topics that would help deliver more sustainable development for the area and consisted of 15 policies. The summary of the final SA Report findings, where that the DMD "*provides an additional level of detail to Core Strategy and national planning policies that should help deliver more sustainable development in Southend.*" The SA goes on to say:

*"There is much in the policies of the DPD that should help in delivering sustainable development. This includes addressing climate change through development, securing better quality design, retaining employment land and protecting the borough's natural and built assets."* (section 9).

- 3.2.7 Several of the policies aim to protect and enhance the built character of the Borough. For instance **Policy DM1** reference the standards and guidance that should be applied to the design of new development and **Policy DM5** sets the principles of protection of built heritage. In addition, **Policy DM6** covers the Seafront and the specific measures to manage this, as one of the Borough's greatest assets. The design of tall and large buildings is covered in **Policy DM4**, with the potential for ensuring these make a positive contribution to the townscape. Appendix D contains more detail on the coverage of DMD and Core Strategy polices relevant to the SCAAP.



### 3.3 The Stages of SCAAP preparation and SA

- 3.3.1 This is the fourth stage of consultation on the SCAAP in its current form, with the SA providing iterative feedback between each stage of preparation in the SCAAP.

#### Issues and Options – Town Centre and Seafront Area Action Plans

- 3.3.2 The initial stage of pre-preparation starting on the SCAAP was Issues and Options consultation in 2007 for separate '**Town Centre**' and '**Seafront**' Area Action Plans (AAP).
- 3.3.3 To a similar timetable, in 2007, Renaissance Southend Limited published the Central Area Masterplan, a non-statutory guidance document on renewal of the area. The principles of this masterplan were endorsed by the Council in 2008 as corporate policy. The masterplan linked the central seafront to the town centre and consultation responses on the Issues and Options plans identified the need for an amended site boundary for the Central Area. Therefore, plan makers decided to pursue an AAP for the Central Area. The 'Southend Central' AAP option was pursued combining the town centre and central seafront. This approach allows for a better coordination in the policies and proposals of the area, as many of the issues that the town centre will need to address link through to the seafront east of the pier, which was previously not included in the 'Town Centre' AAP area. This approach is likely to be beneficial in securing sustainable development as it allows for better integration of strategies to deliver economic and other benefits. The remainder of the seafront, outside of the Central Area, is covered through the Core Strategy specific DMD policies.

#### Issues and Options 2010

- 3.3.4 This was the first consultation stage on the SCAAP area as covered by the current consultation SCAAP.
- 3.3.5 The SA, at this stage, provided an opportunity to appraise the emerging options and approach to development of the area. The consideration of alternatives and identifying the relative sustainability impacts of these approaches is important for the SA and an SEA requirement. At this early stage the alternatives, or options, presented were very broad with decisions still to be made about the type and number of policies to be included, as well as on specific sites for development. Therefore, the approach taken to appraisal it was to provide an overview of the potential sustainability impacts, beneficial and adverse, of the SCAAP as proposed through the Issues and Options. The SA Report made recommendations of where the SCAAP policies and proposals have the potential to mitigate adverse effects, and also achieve further beneficial effects.
- 3.3.6 SA recommendations of the Issues and Options SCAAP are included in **Appendix F**.

#### Proposed Submission 2011

- 3.3.7 SCAAP Proposed Submission (October 2011) took forward the discussion of Issues and Options in the earlier version to present a complete set of policies and proposals for the Central area. The SA at this stage include an SA of all of the proposed policies, both sites specific and development management to determine the likely sustainability impact of the SCAAP and make recommendations for updates that could improve the beneficial impacts.



- 3.3.8 This version of the SCAAP was very detailed with almost 50 policies in addition site specific proposals. The length of the SCAAP was partially due to no current Development Management policies being in place at that stage as the document had not been adopted yet. This mean for the SCAAP area that development management decisions were reliant on saved policies in the Southend Borough Local Plan,; some of which may have become outdated, with sustainable development issues and a strategic vision for the area less well covered in policy.
- 3.3.9 The recommendations on mitigating adverse impacts and securing beneficial effects were taken into account in moving forward with the Preferred Approach SCAAP in 2015.

### Preferred Approach 2015

- 3.3.10 This stage of the SCAAP preparation shared many similarities with the Revised Proposed Submission Version. For instance, setting out the same suite of policies and containing a very similar set of sites for allocation. However, there were distinct differences, including some changes to the proposed allocations. To provide a more complete picture of the areas of growth and change within the SCAAAP area it included strategic sites as potential allocations within each of the Policy Areas. In addition, sites were included for comment that were likely to be deliverable only post-2021 – the end of the plan period.
- 3.3.11 When moving from Proposed Submission 2011 to the Preferred Approach the structure and length of the SCAAP changed, with the plan becoming more focused than previous versions appraised. This focus removed repetition within the plan and avoided the repetition of higher tiers of policy including from the NPPF, Core Strategy and DMD. This reflected comments in the SA of the Proposed Submission 2011 on the 'usability of the AAP' and the need to avoid internal repetition within the SCAAP where several issues are covered by a number of policies.
- 3.3.12 The Preferred Approach SCAAP also contained policy options for the retail policy, see Section 3.5 of this SA Report. As this is an issue that SBC were keen to receive feedback on from consultees.
- 3.3.13 SA recommendations and findings on the draft Preferred Approach were fed back to the plan-making team for the preparation of the final version for consultation. The appraisal of policies reflected the iteration of the SCAAP and how the initial SA findings had been taken into account.
- 3.3.14 No responses were received specifically relating to the SA Report.

## 3.4 Sustainability Appraisal of Strategic Options

- 3.4.1 Considering alternatives is an obligation of the Sustainability Appraisal (SA), and particularly the Strategic Environmental Assessment (SEA) process. That requires, '*reasonable alternatives taking into account the objectives and the geographical scope of the plan or programme*' (paragraph 12(2)), *are appraised and documented in the SA report*'.
- 3.4.2 For the SCAAP there have been few explicit options put forward for consideration. Most options have been considered as part of the iterative process of plan making and the gradual evolution of alternatives for use of sites through the evolution of the SCAAP.

3.4.3 The Issues and Options SCAAP presented three strategic options for managing the development of central Southend, each with an increasing level of intervention and change. Following evaluation by the plan making team and input from the SA, the preferred approach was selected from the three presented.

3.4.4 The three spatial options were:

- Option 1: Strengthening the status quo;
- Option 2: Reinforcing the urban circuits; and
- Option 3: City by the Sea (the preferred option).

3.4.5 The Issues and Options SCAAP only provided a limited amount of information on what each option would mean in practice, and as a result there would be uncertainties in implementation. Therefore, the SA was kept brief with an identification of the main sustainability issues that might arise from pursuing each option and their relative sustainability effect. It should be noted that the preferred approach was Option 3, and it is this that the Issues and Options SCAAP and each subsequent stage of the plan is aiming to pursue.

#### **Option 1: Strengthening the status quo**

This would see the High Street remain the focus for all retail development in the centre, although some improvements will also take place in nearby areas. This is commensurate with a 'do-nothing' approach as it is what would occur without the SCAAP, relying on Core Strategy policy only.

- This option would focus on the High Street and this focus of resources may help in better securing improvements in this area. However, this option does not take advantages of wider environmental improvements that could help raise the overall image of Southend to potential investors (local and national), with wider benefits for the town. The option therefore may be too limited to successfully attract new inward investment.
- This option would also miss opportunities for more mixed use regeneration of the town centre, including additional education and cultural facilities and new housing.
- The overall scale of development may reduce impacts on natural resource use and on the natural environment.
- Lack of enhancement to public transport and improved movement routes is unlikely to encourage people to choose more sustainable modes. This option is unlikely to help promote Southend as a retail destination, with people choosing to make longer trips elsewhere for their shopping needs. However, fewer attractions in the town centre may reduce overall traffic volumes and avoid additional congestion.
- This option is unlikely to have any great benefit for the economic sustainability of the town, nor will help in meeting social sustainability objectives.

#### **Option 2: Enhance urban circuits**

This option would widen the central Southend regeneration and improvement to a larger area than Option 1. Chichester Road, London Road, Clifftown and Farringdon neighbourhoods would all be the focus for specific regeneration proposals. This option also includes Seaway car park as a new linking feature at the south east end of the High Street, although not a destination in itself.

- This option would help create a High Street of a quality to attract national retailers, and improving links to adjacent streets could help increase the attractiveness of the town centre for shopping and support retail businesses of the existing main route.
- This option does not include a residential element therefore not meeting objectives of delivering new homes or supporting a more mixed use and vibrant town centre.
- This option allows for growth of the education role of the town centre, supporting skills training, higher education and the related benefits this can bring to the town centre
- This option may risk not being bold enough in seeking regeneration potential, therefore missing opportunities to create a high quality town centre, which is successful in improving the image of Southend as a place to live, visit or do business.

### Option 3: City by the Sea

This is the most far reaching option seeking the greatest amount of regeneration of the town centre, surrounding area and mix of uses. It is taken forward as the preferred option for the SCAAP.

- This option would see the largest amount of redevelopment and therefore require the greatest use of natural resources. However, if new buildings use water and energy more efficiently than older ones it could have net benefits in the medium or longer term.
- This option is for comprehensive redevelopment of the town centre over a wide area, although with specific uses for different zones. It has the potential to have a positive benefit for Southend as a whole, improving its image as a place to live, visit and do business.
- This option may be the most risky to implement, particularly in a recession. However, having a joined up approach for the Central Area that sets out all development potential is likely to be beneficial in the long-term in ensuring a coherent redevelopment of the area. Implementation and funding schemes will need to be fully developed to ensure full delivery.
- Given the large amount of change this option may bring about, there is a need to ensure it is delivered in conjunction with other plans and strategies for the area to avoid adverse impacts. This could include travel and parking management, South Essex Rapid Transit (SERT) improvements and tourism strategies. This option does recognise the need for transport and movement improvements in the town centre, especially making walking a more attractive option.
- This option is for a large scale redevelopment of areas of the town centre, for a range of uses including employment. There is a risk that this will have an impact on regeneration and growth options for other parts of the Borough. Therefore, the plan makers should ensure the objective for growth in central Southend does not adversely impact on the objectives for growth in other locations.

3.4.6 The third option was one investigated in further detail through the rest of the SA, as the preferred approach.

3.4.7 SBC justify their choice of the 'City by the Sea' option as:

*“Based on a thorough understanding of opportunities and constraints and consultation feedback to date, the preferred overarching rationale for the Southend Central Area Plan is the creation of a ‘City by the Sea’ – a change in the function and transformation in the quality of the town centre and seafront and renewal to the remaining parts of the Town Centre.” (5.17)*

### 3.5 Retail Options

- 3.5.1 The Preferred Approach SCAAP included clear options for the proportion of the Primary Shopping Frontage that should be retained for retail. The options were:
- Option A: 70% protection of A1 use on the primary frontage;
  - Option B: Protection of retail use so that there are never more than two consecutive non-A1 uses and never below 50% of the total (other uses only A2 or A3); or
  - Option C: Protection of retail use so that there are never more than two consecutive non-A1 uses (other uses only A2 to A5).
- 3.5.2 The SA found that although Southend does experience a vacancy rate in retail units above the national average; this could be due to existing policies that restrict the use of retail units in this area to a retail use, meaning other A Uses, such as restaurants, financial services etc. are not permitted under usual circumstances. Therefore, allowing additional non-A1 uses could reduce this vacancy under Options B and C. However, these options could also undermine the Primary Retail Centre. Other uses such as restaurants, cafés, bars, banks, estate agents etc. can change the character and footfall of an area. There is also the risk that diluting the retail offer in these parts of centre may have a knock on effect in undermining the retail role, causing possible further decline in its function.
- 3.5.3 The preferred approach taken forward into the Revised Proposed Submission Version SCAAP is to further reduce the area of Primary Shopping Frontage to a more robust defensible area, as referred to as part of the recommendations of the SA. Within this space the decision has been made to pursue a mid-point between 'Option A' and 'Option B', with 60% retention of A1 'retail' uses. This was the identified as most likely to protect a sustainable town centre as it should help prevent the character of these areas and the 'core' retail area from dilution, by allowing protection of its primary use, but allowing some diversification. The aim is for this approach to allow higher quality type of commercial uses in these area (including restaurants) rather than simply relying on retail.

### 3.6 Opportunity Sites and Proposals

- 3.6.1 The role of the SCAAP is not to identify all of the sites in the Central Area that could be the location for new development during the plan period. Instead it identifies key areas where there is an identified need of regeneration and renewal and where there is reasonable prospect of this development coming forward during the plan period. Through the stages of plan making the way that these areas have been identified has changed, as has the specific delivery management criteria for each area.
- 3.6.2 From the start of the SCAAP preparation the plan area has been divided into a number of 'Policy Areas'. Although the way that these policies areas is referred to has changed from the earlier versions of the SCAAP to the Preferred Approach, as they are now referred to as Policy Areas and previously as Quarters and Gateway neighbourhoods, that was perhaps misleading in their function. Each Policy Area/Quarter or Gateway Neighbourhood is covered by a policy which was appraised as part of the SA Report 2011.
- 3.6.3 Within each of these policy areas there are specific sites that are the focus of regeneration and renewal, referred to as 'Proposal Sites' or 'Potential Development Sites' in the Proposed

Submission version 2011. All of these sites were covered by specific policies in the SA Report of the Proposed Submission 2011. There has been some iteration of these sites in the emerging SCAAP. These changes have been driven by the consultation on the report, revised evidence base, changing Council strategy and the SA.

- 3.6.4 **Appendix B** shows the iteration of the proposed sites from the Proposed Submission 2011 versions to the Preferred Approach 2015 version to the current Revised Proposed Submission version 2016. The Appendix shows how the previous SCAAP sites differed from the current version, the findings of the sustainability appraisal at that stage and the justification for the amendments.
- 3.6.5 The SCAAP has not included any alternatives to the Opportunity Sites and all those that are feasible for development and can contribute to the enhancement of the Central Area have been identified and therefore assessed in the SA, during its preparation. Should additional sites be promoted for inclusion these will be considered for allocation in the SCAAP during its preparation in the same way. More detail can be found on the appraisal of all proposed sites in the SA Report of the Preferred Approach 2015, available on the Southend SCAAP website. It should be noted that the allocation of these sites does not preclude other sites in the Central Area receiving planning permission should they comply with the design principles for the area in which they fall and other LDF policies.
- 3.6.6 No alternative sites have been excluded from allocation all major housing sites where there is evidence to demonstrate that they are capable of being delivered by 2021 (the end of the plan period) are allocated. This does not include any sites that are already committed for development (i.e. have an extant planning permission). More details of the iteration of sites included in the SCAAP are shown in **Appendix B** and the appraisal of allocated sites as part of **Appendix D**. Any sites identified as potentially suitable in the Preferred Approach SCAAP, but not included in the current SCAAP as they cannot be delivered by 2021, will be considered for allocation as part of the new Southend Local Plan that will be prepared.
- 3.6.7 The reorganisation of some of the Policy Areas (previously known as Quarters and Gateway Neighbourhoods) has made them into more coherent parcels of land with a shared aim. For example, the Queensway Policy Area is now more contiguous with the Queensway regeneration area and the High Street now includes both of the shopping centres emphasises the role of the retail core of the town. This should help in delivering more sustainable outcomes by enabling policy to clearly iterate the aims for each area.

### **3.7 Sustainability Appraisal of the Vision and Objectives**

- 3.7.1 The SCAAP sets a vision and objectives for the area. These have been assessed at each stage of the emerging SCAAP, with little change between the Issues and Options 2010 and Proposed Submission 2011. The findings of the two stages of SA can be found in the relevant SA Reports on the SBC SCAAP website.
- 3.7.2 The objectives have undergone some amendment over the various iteration of the SCAAP to the current version. In their iteration the objectives have been amended to take into account the outputs of the SA, for instance from the Proposed Submission 2011 to the Preferred Approach additional material was included on the leisure and tourism role of the Central Area.

### **3.8 Sustainability Appraisal of the draft Revised Proposed Submission SCAAP**

- 3.8.1 PBA prepared a draft of this SA report on the SCAAP for the plan preparation team. This allowed for recommendations and mitigation proposed by the SA to be taken into account in preparing the final Revised Proposed Submission Version SCAAP for consultation. Details of these changes can be found in **Appendix D**, where the policy appraisal matrices show changes between draft and final versions of the Revised Proposed Submission Version SCAAP, which take into account the SA recommendations on the draft of this version of the SCAAP.



## 4 The SA of the Preferred Approach SCAAP

### 4.1 Introduction

4.1.1 This section of the SA Report contains the appraisal of the SCAAP in as it appears in the Revised Proposed Submission Version. The intention is to identify the likely effects of the plan on sustainable development, identify how impacts have been mitigated and include recommendations to consider when moving forward with the SCAAP to the Submission version.

### 4.2 Sustainability appraisal of the objectives

4.2.1 The SCAAP sets out the ambition, aim and objectives for the plan. These are:

#### *Proposed Vision*

- Our **vision** for Southend Central Area, which includes the Town Centre and Central Seafront Area, is for it to be a 'City by the Sea'. As a prosperous and thriving regional centre and resort, it will be an area that is vibrant, safe and hospitable, rich in heritage commerce, learning and culture and an attractive, diverse place where people want to live, work and visit both for daytrips and overnight and longer stays.
- Our **aim** is to transform the perception and image of Southend through sustainable economic growth, high quality development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.

#### *The SCAAP objectives are:*

- To improve and transform the economic vitality, viability and diversity of Southend Central Area by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for learning, recreation, leisure and tourism.
- To promote design excellence and good quality development proposals and public realm improvements to reinforce a distinctive sense of place, complement new and existing development, and contribute towards the Council's aspirations to establish Southend as a Low Carbon City.
- To increase the number and diversity of people living within Southend Central Area and its Gateway Neighbourhoods by building more homes, and ensure that living in the area becomes appealing to more families with children, supported by social and community infrastructure that contribute to reducing inequalities in health and wellbeing and support all ages to lead independent lives and live healthy lifestyles.
- To encourage the establishment and expansion of businesses in Southend Central Area by identifying, promoting or actively bringing forward suitable sites for development to meet modern user and investor requirements.
- To promote and enhance the tourism, cultural and leisure offer within the Central Area, including visitor accommodation, having regard to the assets offered by the area, in order to attract greater visitor numbers, promote more overnight stays.
- To promote the Central Area as a thriving learning quarter that provides state of the art facilities and well-designed student accommodation.

- To improve accessibility to the area, ensuring streets, public and green spaces are connected, well-designed and safe, utilising a coordinated palette of materials and furniture that enhance the quality of the streetscape and improve opportunities for walking and cycling, and access to more sustainable modes of transport, such as rail and bus.
- To promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre in the locations where it is needed, and provide good access to the seafront by encouraging improvements to the quality of access to and from parking that are convenient, well signposted, safe and secure.
- To address climate change matters and appropriately manage and mitigate flood risk and to encourage the provision of Sustainable Drainage Systems and urban greening measures in order to reduce surface water run-off.
- To enhance the quality of, and access to, Southend Central Area's natural environment and open spaces, and to improve connectivity between the Town Centre and Central Seafront Area in order to relieve pressure on the Site of Special Scientific Interest (SSSI), Ramsar site, Special Protection Areas (SPA) and other environmental designations, to protect and enhance local biodiversity and nature conservation, and to encourage opportunity for linked trips.
- To celebrate and enhance the setting of Southend's unique heritage assets, such as the Grade II listed Pier, to ensure these assets are appropriately conserved and enhanced and continue to form an integral part of how Southend Central Area is experienced by those who live, work and visit the area.

4.2.2 The vision and the aim have remained largely consistent since the previous SA of the SCAAP Proposed Submission. It sets an aspiration that should be beneficial in achieving many sustainability benefits, with particular benefits for sustainable communities and economy. This will be through protecting what is best about Southend and achieve actual improvements to the area as well as enhancing the image of the area. However, could contain more detail on the need to protect and enhance the natural environment of the area, not only relating to the internationally important nature conservation sites but also the greening of the built urban environment.

4.2.3 The SA of the current set of objectives, which have undergone some minor not significant clarifications and reordering since the Preferred Approach SCAAP, is included in **Appendix C**. The SA of the objectives concludes that, if implemented, meeting the objectives should have largely positive impacts on the achieving sustainable development. There is some ambiguity assessing the effect of some SCAAP objectives on sustainable development as much will depend on implementation, so although there may be the potential for beneficial impacts it is not possible to assess these with any great certainty.

4.2.4 The only potential conflict relates to an ambiguity around the objective for car parking as this is not clear if it is rise or drop from current levels. To achieve more sustainable development it will always be preferable to enhance access by sustainable travel modes and gradually reduce reliance on visitors and workers travelling by car to the Central Area. This will also have a long-term benefit of reducing land required for car parking, and allowing it to be released for alternative uses, such as housing. Sustainability appraisal recognises that maintaining a certain level of car parking essential to allow those with mobility impairment to travel to the Central Area and can help town centre shops and businesses compete with out of centre and out of town alternatives.



- 4.2.5 There are also several sustainability issues that are not covered by any SCAAP objective, or with limited reference. The 'soil' sustainability objective is not addressed specifically, but the SA does recognise that one of the principal purpose of the SCAAP is to allow the regeneration of the Central Area and in doing so may reduce the quantity of land that is required for housing and other uses in other parts of the borough – thereby helping to protect soil resources. There will be the need to ensure new residents (and existing water bodies) are protected from harm related to contaminated land, although this is covered by policy in the DMD. The 'waste/minerals' and 'energy' sustainability objectives are also not covered, although both of these 'resource use' topics may be too specific to be covered by a SCAAP objective and be addressed through policy in the DMD and Core Strategy.
- 4.2.6 Implementation of the aims and objectives for the SCAAP will inevitably create some tensions. The key areas where this might arise are:
- **Shift in transport mode:** The SCAAP supports an intensification of central Southend with much new development to take place to 2021 and beyond. There is the risk that this will lead to increase demand for car travel to access these new services, despite these being in a location that could support the most sustainable travel options. Therefore, it needs to be shown how traffic, transport and accessibility proposals will need to successfully secure a mode shift away from car use.
  - **Relationship with wider Southend:** There is the risk development in central Southend may have adverse impacts on the objectives for other parts of the Borough. However, this location is the most sustainable as it has good access by a variety of types of transport. Therefore, the centre is a good location for high trip generating uses, such as offices, shops and educational establishments. Consideration could be given to the impacts on economic objectives for the airport environs and other proposed business locations – including those in neighbouring authorities;
  - **Mix of development:** As the type of development in the Central Area becomes more mixed, in particular through new housing, there will be more of a competition for space. For instance, new residential development demands new community space, schools as well as public open space and recreation sites.

### 4.3 The SA of Policies and Proposals

- 4.3.1 The regeneration of central Southend is proposed through delivery of a number of redevelopment, renewal and enhancement schemes. These are made up of specific development sites, as well as proposals for improving the unique qualities of specific 'Policy Areas'. SCAAP also includes a number of development strategy policies to help guide the way development is delivered the Central Area as a whole.
- 4.3.2 The appraisal is based around eight sustainable development themes based on the SCAAP sustainability objectives. These themes relate to the issues identified during the identification of baseline information and other plans and programmes, as in **section 3**. The themes have been 'scoped' in as being those that are most pertinent to sustainable development in the Central Area.

4.3.3 The themes covered in sections 4.4 to 4.11 are:

- Travel and movement;
- Residential development and communities;
- The built and heritage environment;
- Education and culture;
- Employment development and retail;
- Leisure, recreation and open space;
- Sustainable construction and flooding;
- The natural environment.

4.3.4 The SA Report identifies the relationship of the SCAAP development strategy and site specific policies on delivering the sustainable development themes. The aim is to review the coverage of issues in the SCAAP taking into account that some matters are covered in other parts of the LDF.

4.3.5 The full appraisal of policies is shown in **Appendix D** and this should be read for the detailed comments and recommendations on the generic policies and in particular the site specific policies.

## 4.4 Transport and Movement

### Implications for sustainable development

#### *Non-car access*

- 4.4.1 One of the principle aims of the SCAAP is to achieve a mode shift to non-car travel. This shift is essential to ensure the new development proposed by the SCAAP does not result in additional car use in the centre, as well as helping to reducing current car use.
- 4.4.2 Improvements to non-car travel in the Central Area could help meet sustainability objectives relating to social sustainability, such as accessibility and health, and environmental sustainability including air quality and use of resources.
- 4.4.3 The central Southend area is a transport hub, containing Southend Victoria Station, Central Station, Prittlewell Station and the bus station 'Travel Centre'. This connects the centre to the wider Borough, as well as other south Essex towns and London. The centre is also in easy walking distance from a large number of Southend's residents, including those residential neighbourhoods included as part of the Central Area.
- 4.4.4 Non-car travel access to the Central Area could be improved, with particular emphasis on providing better quality walking routes. Currently there are areas where permeability of the streets is poor and/or routes are unattractive or car dominated this discourages walking even for local residents. In these areas the natural flow of routes round the centre is disrupted or where poor physical built quality and cars taking priority means walking is not always a safe or attractive option.

- 4.4.5 Roads also create barriers to people travelling by foot and bicycle, and can even have adverse impacts on the character of neighbourhoods by cutting them off from the Central Area. Queensway is the greatest barrier; it forms an obstacle to access from residential neighbourhoods to the east, the 'Sutton' Gateway Neighbourhood to the north as well as Victoria Avenue and Victoria Station.
- 4.4.6 Achieving a modal shift away from car use will also be essential to prevent the adverse impacts that may result from more office development, shops and services being available in central Southend. Helping reduce these car trips is a role of the SCAAP (including the through implementation of the 'Transport, Access and Public Realm Strategy' in Appendix 5. The SCAAP also works alongside other plans and strategies and policies of the LDF to deliver this aim. In particular, policy DM15 Sustainable Transport Management of the DMD and supporting car parking standards Appendix.
- 4.4.7 To deliver the 'City by the Sea' objective for central Southend there needs to be improvements to travel and transport. This will be in tandem with the Local Transport Plan and Phase 2 of the City Beach. The transport and travel policies of the SCAAP include criteria that relate to these and other plans and strategies. The SCAAP brings together diverse threads of transport planning helping to integrate the strategy for improvements in the town centre. Although some schemes will need to be delivered in conjunction with partners, such as bus operators, the SCAAP sets a clear vision for the area and may assist with securing additional funding, in addition to the Local Growth Fund.
- 4.4.8 The proposed mix of uses in the town centre could also help reduce the overall number of trips. This can include more linked trips, with one trip to the Central Area to meet leisure, retail and service needs, as well as more people living in the centre and therefore not needing to drive or own a car.

### ***Car Parking***

- 4.4.9 There are also policies to help deliver changes to the parking in the town centre. The short term aim to largely maintain the level of parking in the area, with a particular emphasis on retaining the net number of spaces south of the railway line.
- 4.4.10 A car parking study has shown that in the Central Area the demand for available spaces is below 85% and only reaching a peak of 87% a few times a year. . This indicates, through further improvements to the management of car parks to allow drivers to be directed to where there are free spaces there is could be the potential to reduce overall parking levels in the Central Area.
- 4.4.11 There are benefits of reducing car parking for sustainable development objectives. This includes the potential to release car parking land for alternative uses e.g. houses, shops and open space. Release of land could help to bring social, economic and environmental benefits to Central Southend. Also, reducing car parking spaces for the Central Area has a role in helping to encourage visitors to make more sustainable travel choices. Increasing public transport use, walking and cycling can all help reduce carbon emissions and local air pollution, as well as reducing the adverse impact on the public realm from traffic. In achieving sustainable development, the beneficial effects of town centre car parking are also recognised as the ease of parking helps retain the attractiveness of central Southend to shoppers and visitors. It is important to maintain a level of parking to ensure people do not abandon the

town centre in favour of out-of-town shopping, which can be detrimental to community character and economic performance of the town centre and have other environmental effects, especially where people are travelling further.

- 4.4.12 Development in the Central Area will need to be considered in the context of the wider area, ensuring schemes for central Southend do not adversely impact on other parts of the Borough e.g. more on-street car parking on residential streets around the centre or more traffic on residential streets.
- 4.4.13 The car parking strategy notes that north of the railway line car parks have lower levels of utilisation and rarely reach high levels of capacity, whereas south of the railway space should there is a great demand and the SCAAP is seeking to protect these spaces. To achieve some economic benefits for the town centre consideration could be given to managing car parking to direct more visitors to park north of the railway line. They would then walk through the town centre to get to the seafront. For instance, through variable pricing or signage favouring these locations.
- 4.4.14 Also, by better managing car parking it should be possible to provide sufficient spaces to meet demand on a smaller land area. Measures to manage car parking could include additional Variable Message Systems (VMS), better static signage as well as pricing policy, as set out in Appendix 5 of the SCAAP on the 'Transport, Access and Public Realm Strategy'.
- 4.4.15 To achieve more sustainable development a long-term strategy of reducing car parking in the Central Area should be implemented, at the same time as measures are implemented that make using alternatives an attractive and viable option for more people. This could be supplemented by temporary car parking at peak seasons.

### Policy coverage

- 4.4.16 Travel and movement is one of the main themes of the SCAAP and many of the policies and site proposals include criteria to help encourage more sustainable travel choices, especially walking and cycling. The measures included in policies to achieve this cover two principal themes. These are:
- Making the town centre a more pleasant place for pedestrians through public realm improvements;
  - Improving access to the town centre for everyone by all modes of transport.
- 4.4.17 Policy DS5 'Transport, Access and the Public Realm' is the principal policy of the SCAAP covering all matters relating to access, sustainable travel as well as roads for the SCAAP, with principles applicable to all development in the Central Area. As well as measures to improve the public realm through urban greening and pedestrianisation, but also by helping traffic circulate better around the Central Area reducing congestion and adverse air quality and amenity effects of cars in the Central Area.
- 4.4.18 Specific improvement schemes identified in the SCAAP will help encourage walking and cycling. These include:
- Identification of routes and improved linkages for cycling and walking improvements. Examples include PA1 High Street identifies the need to connecting neighbourhoods to

the north and east of Queensway to the High Street to the seafront; connecting Queensway to the High Street (PA4 and PA9); better east west links including to Clifftown (PA6); connection to the seafront to in CS1: OS8 Marine Parade;

- The Policies Map shows the locations of new/improved routes around the Central Area for cyclists and pedestrians as 'priority links' are specifically referred to for some Policy Areas, such as around Elmer Square (PA3) and London Road (PA2) and links from Queensway Road and Warrior Square (PA5) and to Chichester Road (PA7, Tylers) as well as in the Central Seafront (CS1);
- Improve gateway crossings of Queensway dual carriageway for pedestrians and cyclists (PA2 London Road, PA4 Queensway, PA5 Warrior Square and PA7 Tylers) and Chichester Road (PA5) – and covered in DS5 Transport;
- Public realm improvements to make the built environment more attractive for those on foot, including continuation of the City Beach Scheme and Elmer Square (PA3: PA3.1), urban greening at Queensway (PA4), Chichester Road and Seaway Car Park and new planting (PA2 London Road, PA3 Elmer Square, PA4 Queensway; and PA8: PS8.1 Victoria Avenue);
- Public realm improvements through public art in all Policy Areas policies and a stated 'Aim' for policy areas London Road, Tylers and the Central Seafront. Specific reference to the use of art in signage is identified as part of the transport policies in DS5, as well as for specific areas such as the Central Seafront (CS1), London Road (PA2) and Elmer Square (PA3). High Street policy area (PA1) includes the use of lighting to improve the area around the railway bridge.
- Improvements to pedestrian access around the stations, such as the relationship of Central station to Clifftown (PA6) and Elmer Square (PA3);
- Maintaining and improving active frontage at ground level, with all policy areas including some requirement to maintaining an element of active frontage, for instance through residential over ground floor commercial development, such as PA7 Tylers with active frontages on Chichester Road
- Pedestrianisation of London Road at other High Street 'stub' roads (PA1 High Street);
- Improved traffic management to reduce cars circulating and improve roads for non-car users such as PA6 Clifftown and reducing cars circulating to car parks; CS1 Central Seafront identifies the need to manage all traffic in this area better including parking.
- There is also a policy to introduce 'Home Zones' in the Tylers residential area (PA7);
- PA8 Victoria Gateway includes a new priority public transport route to link Southend Central Area with London Southend Airport and its environs.

4.4.19 In addition, Appendix 5 of the SCAAP covers 'Transport, Access and Public Realm Strategy'. This presents the SBC objectives for action to secure a 'step change' in transport in Southend Central Area to a more modern integrated transport system. Many of the measures are also picked up in relevant policies of the SCAAP and LDF, but it also identifies other measures and strategies that will be implemented to secure improvements, such as *Ideas in Motion* Travel Planning for educational facilities and businesses and the *Cycle Southend* scheme.

## Sustainability effects and recommendations

- 4.4.20 The SCAAP has the potential to deliver significant benefits from achieving a modal shift to more sustainable travel, including walking and cycling that can also have benefits for the community and economy of Southend.
- 4.4.21 Where new car parks are planned, or where there is potential change existing car parks, consideration should be given in policy to improvements to their quality and contribution to the public realm. This could include the scale and design of multi-storey parks, use of lighting and green walls.
- 4.4.22 The policies of the SCAAP show a clear intention to make the town centre a better place with improvement to the pedestrian environment to encourage more people to walk. Improved links to the Central Area will also help reduce car use in the town centre, with benefits for the natural and residential environment.
- 4.4.23 Other SA recommendations, for inclusion in the SCAAP or other implementation strategies that could help delivery of improvements include:
- Some additional detail as part of policy on the design of new pedestrian/cycle linkages across the Central Area for example signage, width, segregation (or not) or uses, and road markings; and
  - A single Queensway enhancement policy, plan or briefing for the improvements for Queensway and the Urban Park to show a clear picture of the intentions for the area. This is likely to be part of any 'Better Queensway' project.

## 4.5 Residential development and communities

### Implications for sustainable development

#### *Housing delivery*

- 4.5.1 Southend Central Area is identified as needing to accommodate at least 2,474 new homes between 2001 and 2021 in the Core Strategy; this is around 30% of the total requirement for the Borough. Monitoring for the borough shows that from 2001 to 2016 1,087 homes have been built in the area. Also, there were a further 1,040 dwellings with planning permission at 1<sup>st</sup> April 2016.
- 4.5.2 As it is unlikely all sites with permission will be delivered there remains a need to identify additional sites for housing in the Central Area. There is also the need for the re-provision of any homes that have or may be demolished as part of town centre regeneration. This demonstrates the significant role central Southend has to play in achieving target housing figures to meet identified needs in an accessible location,
- 4.5.3 Housing is proposed to be distributed throughout the Central Area, including to areas that currently do not have a large resident population, such as around the High Street. In many central locations residential on upper floors is supported, maintaining active frontage at lower floors. Some areas, such as the Victoria Gateway would see large scale renewal with the potential to create new sustainable communities, containing homes, offices, open space and community uses.



- 4.5.4 The Revised Proposed Submission Version of the SCAAP only includes as allocations where there is clear evidence of deliverability in the plan period (at least in part) by 2021. For instance, this includes sites that are being actively promoted and sites, such as Seaways, with a recent planning permission. Sites have been removed from inclusion where there they have not been actively promoted. However, the SCAAP recognises that these sites may come forward and they will be identified as part by the emerging new Local Plan.
- 4.5.5 Therefore, this provides a level of certainty on the development that will come forward in the locations identified. However, it should be noted that the Opportunity Sites ('PA' and 'CS' sites) do not represent the full extent of changes anticipated in the Central Area. For instance, previously not identified sites may come forward through planning applications, which will be determined according to policy.
- 4.5.6 In total the SCAAP includes a net increase in dwellings of 1,732 in the Central Area Opportunity Sites, of which 1,040 are committed as they have planning permission or other prior approval (approximately 60%). At 1<sup>st</sup> April 2016 there are a further 434 committed sites expected for delivery by 2021 outside of the Opportunity Sites. This provides a total of 2,166 new homes in the plan period in the Central Area.

#### ***Affordable housing***

- 4.5.7 There is also the potential for improvements to areas of social housing identified in the SCAAP. PA4 Queensway the site PA4.1 'Better Queensway' this is an area of renewal to the north of the High Street where there has been recent housing clearance and is the location for the new provision of social housing. The policy includes a requirement to ensure there is no 'net loss' of affordable housing. In addition in the Victoria Avenue (PA8) policy area there is an Opportunity Site (PA8.2 Baxter Avenue) that is identified for mixed tenure housing including sheltered and affordable units. Promoting and protecting social and other affordable housing is compatible with achieving sustainability objectives related to housing and community, as ensuring all parts of the community have access to a home is an essential part of social sustainability.
- 4.5.8 Part of the long-term vision for CS1: Central Seafront there is also the potential for the regeneration of Woodgrange Drive (Kursaal) Estate, this site was previously included as a potential opportunity site but as it could only be delivered post-2021 it is not included in the Revised Proposed Submission Version SCAAP.
- 4.5.9 The SCAAP does not contain any generic policies to manage the delivery of new residential development as these are already covered by policies in the Core Strategy and DMD; **Appendix D** contains some detail of this. The housing mix in new development in the Central Area will have to be compatible with identified need from the Strategic Housing Market Assessment, as well as in line with DMD policies on housing type and tenure. These policies will help ensure the right mix of new homes in terms of type and affordability as well as residential standards that will need to be met. The SCAAP does contain some specific requirements for housing tenures, such as sheltered and affordable housing at Baxter Avenue (PA8.2) and Queensway (PA4.1) for social led housing. However, there may be a role for the SCAAP to specify as part of site allocations the type or tenure of housing that will be favoured on different sites, which is not currently part of policy. For instance, where sites may be more

suited for larger family homes or other areas with good access to community services and schools and smaller 1 or 2 bedroom properties.

### ***Community facilities***

- 4.5.10 The SCAAP does identify some locations where there may be a need to provide new community facilities. Examples of the type of facility is included in the policy and it will be important that implementation of the policy takes this into account. For example, at PA4 Queensway community uses have been lost through demolition and therefore there will be a need for new provision in these areas, policy wording could be stronger to 'require' rather than 'promote'.
- 4.5.11 As set out in The SA acknowledges that there been recent delivery of new community services including a Health Centre in North Road (Victoria Gateway Neighbourhood) and a new public library at the Forum. However, there is a need for centrally located community facilities that are accessible to the deprived communities of Milton ward. Work is underway on a new strategy for a 'Better Queensway' and this should help to identify the type of community development needed in this area as part of its regeneration. The Southend Infrastructure Delivery Plan also identifies the need for new classroom space, which could include a new school, in the Central Area (likely to be in the Sutton or Victoria Gateway Neighbourhoods). This will need to be kept under review in the SCAAP plan period and beyond.

### ***Student accommodation***

- 4.5.12 Student accommodation is also promoted throughout the Central Area, with the focus of new higher and further educational facilities at Elmer Square (PA4). Student accommodation needs to be of a high quality design, covered by policy DM1 of the DMD. Due to the short tenancy of these types of property they can occasionally result in a deterioration of the local environment quality, for instance from litter, refuse storage, and outdoor space maintenance. Therefore, including policy criteria that would require management plans as part of any planning permission could help address these issues.
- 4.5.13 The University of Essex private student landlord accreditation scheme may also help manage some potential effects, although it would be useful if this was a requirement for planning of all new build student accommodation.

### ***Communities***

- 4.5.14 The SCAAP presents the potential for the character of the Gateway Neighbourhoods and other central residential areas to be enhanced. Queensway road creates a physical and perceived barrier between areas and the town centre and seafront. The SCAAP policies include many references to the need to improve the links across the dual carriageway to help people move more freely between these residential areas and the town centre. There are sustainability advantages of physically connecting and removing perceived barriers between the two areas, helping people feel more part of the town and able to access services and facilities without driving and reduce social isolation.
- 4.5.15 There will be general benefits of less traffic in the Central Area for residential amenity. Reduced on-street parking, traffic and congestion will help improve the quality of the urban



environment and reduce health impacts of car exhaust. Specific benefits may include the creation of new 'Home Zones' in the Tylers Avenue area, in association with car park changes.

### Policy coverage

4.5.16 Provision of new residential development is integrated throughout the SCAAP.

4.5.17 Policies that will help deliver residential development include:

- **Promoting use of upper storeys for residential development:** DS1 A prosperous Retail Centre; PA2 London Road; PA4 Queensway; PA7 Tylers as part of PA7.1 Tylers Avenue; PA8 Victoria Gateway Neighbourhood as part of PA8.1 Victoria Avenue Office Area.
- **Areas of more general residential led development:** There are several Opportunity Sites in the Central Area with the potential to deliver significant residential growth in the plan period. These are: PA4.1 'Better Queensway', PA8.1 Victoria Avenue, CS1.3 Marine Plaza, PA8.2 Baxter Avenue, PA9.1 Sutton Road, PA7.1 Tyler – and the smaller site at PA9.2 Guildford Road.
- **Other:** PA3 Elmer Square is identified as suitable for student housing and PA8.2 specifically to include specialist housing.

4.5.18 Policy Areas are identified where new community/education infrastructure should be provided. For example, PA8 Victoria Gateway and PA9 Sutton Gateway policies identify the potential for a new school in these areas and PA5 Warrior Square the potential for new community infrastructure such as doctors or dentist is included in policy. However, no specific sites are identified in either of these opportunity areas.

### Sustainability effects and recommendations

4.5.19 The policies of the SCAAP go some way towards helping development in the Central Area make a suitable contribution to meeting Southend's housing needs.

4.5.20 The SCAAP has the potential to deliver environmental benefits from supporting additional housing in the Central Area, supporting its viability and vitality and contributing to reducing car travel.

4.5.21 Continued monitoring of the housing delivery through the AMR, as proposed, will help keep track of housing delivery in the area. This should also include monitoring of the mix of housing type and tenure being delivered. Where possible records should be obtained showing loss of registered affordable housing through right-to-buy schemes. Residential development coming forward through permitted development rights should also be monitored, as the underused office stock in the borough generate a significant proportion of new housing the area.

4.5.22 Community services are an essential part of ensuring sustainable communities in the Central Area. Implementation of policy must ensure that consideration is given to the need for new community facilities to meet the need of a growing population in the Central Area. For instance, there may be a particular demand as a result of the loss of community spaces and services at Queensway House, as well as the potential loss of other community spaces such as at Short Street.

- 4.5.23 Recognition of the 'Better Queensway' project in the SCAAP should aid its delivery. To allow development is delivered in a coordinated way that secures benefits for the wider community as anticipated the policy could include a commitment to preparing a masterplan or development brief for the area or, subject to programme, more detail included in the policy prior to adoption of the SCAAP.
- 4.5.24 For Elmer Square the policy (PA4) identifies the importance of managing student accommodation in this location, although there is a need to ensure that all new build student accommodation is managed in a similar way.
- 4.5.25 The SCAAP clearly sets out the anticipated housing yield in each Policy Area. Tables for each Policy Area as well as a summary table show how housing will come forward on a mixture of new allocations, sites with expired permissions and sites with existing permission. This inclusion provides useful clarity on the role of each area and appreciation of the likely growth planned for and that already ready for delivery.

## **4.6 The built and heritage environment**

### **Implications for sustainable development**

#### ***Built environment***

- 4.6.1 Alongside transport improvements one of the main themes of the SCAAP is to bring improvements to the built environment of central Southend. This ranges from small change to the built environment, such as new public art or lighting to the regeneration of whole areas through rebuilding.
- 4.6.2 Improvements to the built environment will help to enhance the image of the area, which will have a variety of sustainability benefits for the town. This is not only in terms of meeting objectives relating to protection and enhancement of the built environment, but also vibrant communities and economic prosperity.
- 4.6.3 For instance, the quality of the environment is an essential part of the role of the town for tourism. An improved quality built environment can only enhance this, drawing in a broader range of visitors and more people for longer stays. This will be helped not only from new leisure and cultural facilities and improvements to hotels in the town, but also the perception of the town as a place to visit.
- 4.6.4 There are specific proposed improvements that should aid tourism, including seafront enhancements continuation of the 'City Beach' scheme and improvements at the Seaway Car Park (CS1.2).
- 4.6.5 Other built environment improvements will be beneficial to different aspects of the economy such as redeveloping redundant office space along Victoria Avenue, commercial uses at Sutton Gateway and other dilapidated spaces.
- 4.6.6 The Central Area is also essential in giving the whole Borough of Southend a unique character that can be an important part of selling the town as a place for investment. Poor quality new development and underused spaces can detract from this character, reducing the image of the town for inward investments.

- 4.6.7 Economic benefits are not the only effects, peoples' pride in the place where they live can also be improved through a high quality environment. A place that people feel proud to live in can help foster community identity and cohesion, with social sustainability benefits. Improving the appearance of the town and fostering its image as a 'City by the Sea'. The urban layout, design of streets and provision of good quality outdoor space for informal recreation also helps in creating a healthy place to live. Public realm enhancements that can help to encourage more active travel with more trips made by bicycle or on foot.
- 4.6.8 Cars can have an impact on the built environment, including through heavy traffic, congestion and through the impact of large surface car parks and on-street parking. Management and rationalisation of the existing car parks can help enhance the built environment. Policies could be included on helping to ensure the good design of all new car parks, for instance tree planting, street furniture, innovative lighting or green walls on multi-storey car parks.

#### ***Landmark Buildings and Key Views***

- 4.6.9 The SCAAP includes the possibility of new taller buildings being developed as part of the centre regeneration. There are potential positive benefits of creating new distinctive urban features. Any new large or tall buildings will need to be carefully designed to complement the town centre, as set out in SCAAP policy and DMD policy (DM4), taking into account microclimate effects (particularly environmental wind).
- 4.6.10 The SCAAP also identifies the importance of protecting and enhancing landmark buildings and views as these contribute to the character of Southend to the benefit of local communities and visitors. These landmarks can provide a sense of place and civic pride and also help people travelling around the centre to orientate themselves, particularly important for visitors. Policy sets out how these buildings should be respected and enhanced by new development, as well as the potential locations to create new landmarks.

#### ***Historic Environment***

- 4.6.11 Many parts of the urban area have an underlying high quality historic and heritage environment, although in many locations this has become degraded over time and needs attention to be an asset again for the town. Areas where regeneration can help enhance areas of underlying historic quality are at Warrior Square, Clifftown Conservation Area, Kurssal, Eastern Esplanade and Prittlewell Conservation Area in the Victoria Gateway. The SCAAP will help repair some of the loss of integrity in these areas through carefully planned new urban development.
- 4.6.12 The SCAAP does not contain policies specifically on the protection of historic environment of the Central Area as heritage is fully covered in DMD Policy DM5 Southend-on-Sea's Historic Environment and through national protection policies. Site specific protection measures related in particular to archaeology are included in relevant Policy Area policies. Policy DS3 also contains the requirement to respect the setting of heritage buildings in any new landmark buildings. Policy DS2 also aims to protect 'key views' the majority of which are to views of specific heritage features. In addition, frontages of townscape value are also to be preserved from harm, with restoration and design of new development needing to complement these.
- 4.6.13 Reducing car dominance in some areas by improving the quality of roads and streets through planting, reduced on street car parking and a reduction in traffic speeds could all help improve

the character of the built environment in areas of heritage importance, as set out in policies for each Policy Area. This will include areas east and west of the High Street, such as St John's and Clifftown, as well as on the seafront.

### Policy coverage

4.6.14 Improvements to the built environment are part of most of the policies of the SCAAP. This ranges from specific criteria for the development of proposals sites to general requirements for the enhancing the quality of the wider built environment.

4.6.15 Policies on general improvements to the built environment include:

- **Landmark Buildings and Key Views:** This is covered by the area wide policies DS2 Key Views and DS3 Landmarks and Landmark Buildings, with elements of DS3 repeated within each Opportunity Area policy in Section C. In addition, some PA policies specifically identify suitable locations for new landmark buildings.
- **Frontages of townscape merit:** Area policies that identify the importance of historic shopfronts or other frontages or merit are: PA1: High Street and PA6 Clifftown;
- **Open space and public civic space:** When well implemented and managed these types of space can contribute to the quality of the built environment, there are several such spaces included in area specific policies. This includes: PA2 London Road includes promotion of pedestrianisation of this area to create a new public space linked to the underused space outside Victoria Shopping Centre; PA1 a new space on the High Street by the railway bridge as well as improved public spaces on the seafront, such as a new piazza at the southern end of the High Street and a PA8 Victoria Gateway.
- **Providing urban greening:** The majority of policy area policies contain requirements for 'urban greening'. Others specifically related to tree planting, such as PA1 High Street, PA2 London Road, PA5 Warrior Square, PA6 Clifftown, PA7 Tylers, CS1 Central Seafront and PA9 Sutton Gateway. Other areas also have more specific proposals such as the Queensway Urban Park (PA4 and PA5) and improvements to greenspace at PA5 Warrior Gardens and urban greening projects as part of the PS7 Victoria Gateway (PA8.1 Victoria Avenue), including green walls, landscape and a linked public greenspace. Several policies also identify the need for open space to contribute to the 'green grid' covering the wider area, such as CS1 and CS2 on the Central Seafront and PA8 and PA9 on Victoria and Sutton neighbourhoods.
- **Archaeology:** There are areas of potential archaeology in the Central Area. These areas are identified in area specific policy to ensure any development in these areas takes appropriate measures to identify potential for remains and take appropriate action. They include at the Central Seafront (CS1) and PA8 Victoria Gateway.
- **Setting of listed buildings:** Queensway (PA4) includes criteria on the importance of protecting locally listed buildings and designated heritage assets, which in the area include the Grade I listed porters and All Saints Church. Protection of heritage assets is also part of Policy PA6: Clifftown including the station building, Policy CS1 Central Seafront, including the pier; and finally PA8 Victoria Gateway and the Grade II listed museum.

4.6.16 Site proposals contain specific criteria for improving the built environment. Some of the larger schemes include:

- Enhancing the quality of the seafront through the ongoing City Beach scheme (CS1), as well as other Central Seafront design principles including use of public art and lighting schemes, urban greening and the design of new buildings;
- Enhancing the High Street including new public space near the railway bridge and new lighting in this area, pedestrianisation and greening of 'stub' roads off the High Street (PA1 High Street);
- Better links from the town centre to the seafront, including multi-level spaces in PA1: High Street;
- Enhancing the Prittlewell Conservation Area including realising the potential of the backland area to the rear of Victoria Avenue as a 'lanes' style development (PA8);
- Renewal of the Queensway area including through a new Urban Park and new buildings at the former Queensway House PA4 and PA4.1 Better Queensway;
- Wholesale redevelopment of the Victoria Office Area (PS8 (PS8.1)) for a mix of uses;
- Improving links from the High Street to the Seafront as part of the Seaway Car Park and Marine Plaza improvements (CS1.2 and CS1.3)
- Housing renewal areas including PA4: Queensway.

4.6.17 In addition to the built and historic environment policy coverage in the LDF, SBC also has adopted Supplementary Planning Documents (SPD) on the securing built environment and public realm improvements. Together all policies and SPD will support and guide the implementation of development in the Central Area. These SPD are *Design and Townscape SPD1*; and *Streetscape Manual SPD3* and these should be consistently included in policy or supporting text as are essential to all new development.

### Sustainability effects and recommendations

4.6.18 The SCAAP has the potential to deliver significant environmental benefits from supporting development that improve the built environment; this can include benefits for the economy and the communities of the town.

4.6.19 The policies of the SCAAP are not detailed on the precise design details for new development. To ensure that development is delivered to the high quality standards SBC or others may need to prepare development briefs, masterplans and/or design codes for specific areas as set out in policy. This will help provide the fine grain guidance that will help developers deliver good quality development.

4.6.20 There are several policies that propose the comprehensive renewal of areas, guided by policy, to deliver coordinated regeneration to areas with a mix of new buildings, homes, offices and community space. However, changes to permitted development rights have resulted in successful approvals for change of use from office use to residential development in parts of the Central Area. This type of permitted development has the potential to undermine the delivery of a coordinated policy led renewal of these areas. Therefore, removing permitted development rights in these areas, for instance through an Article 4 direction, could help secure benefits for areas including Victoria Avenue.

4.6.21 As identified elsewhere in this SA Report there is a need to ensure future car parks (including multi-storey and ground level) contribute to the quality of the built environment. For instance,

through creating visual diversity through use of paving, planting and layout and use of features such as green walls.

## 4.7 Education and culture

### Implications for sustainable development

#### **Education**

- 4.7.1 The delivery of new higher education and learning facilities will be a positive for the town centre. Not only will these help enhance the perception of Southend as a place of learning but also will encourage students into the town centre supporting local services and creating a vibrant area. However, avoiding conflicting land uses will be important and maintaining a balance in the type of facilities and retail offer available. This may include the potential incompatibility of a night-time economy in the town centre and delivery of new residential development.
- 4.7.2 The SCAAP includes less coverage of meeting the educational needs of the resident population of the area, either existing or as a result of growth planned through the SCAAP. The context of the SCAAP identifies the need for school places and the infrastructure section identifies that it is *“considered that the planned population growth in the Central Area will be accommodated via the expansion of existing schools, however it is recognised that there may be a need for additional schools, and this will be kept under review.”* Therefore, although no specific sites identified as being suitable for schools in the SCAAP, the potential for these new schools to be part of the larger policy areas of the Sutton or Victoria Gateway Neighbourhoods is identified in policy. To achieve sustainable growth, it is essential that there are sufficient local education facilities to meet the needs of children in the Central Area, especially as the SCAAP is encouraging the residential growth in the town centre, including new family homes and should be monitored.

#### **Culture**

- 4.7.3 New cultural facilities can also be of great benefit in developing sustainable communities. For new cultural venues to be successful local people and visitors will need to be supportive of what is on offer. Any new facilities will need to work with existing communities and visitor representatives to identify needs.
- 4.7.4 The SCAAP also supports the regeneration of parts of the Clifftown. The aim is to create a new cultural area, using the existing historic character combined with new development to create a tourism location west of the High Street. Further support is given to the importance of the Central Area as a centre for culture is given is included in CS1 Central Seafront, as well as PA8: Victoria Gateway Neighbourhood being identified as a location for new cultural facilities, such as the relocated Beecroft centre, museum and the former Water Board site.
- 4.7.5 The development of a new museum related to the Saxon King finds as part of the Seafront Development at the Western Esplanade could deliver sustainability benefits for the town. The museum has the potential to show the importance of a town at Southend since early times, these links to the past can help people feel pride in the place where they live.



- 4.7.6 These aims combine well with those on employment and new leisure facilities to help support Southend's economy.

### Policy coverage

- 4.7.7 The SCAAP makes specific reference to the importance of this area for education, especially further and higher education. There is also reference to the importance of protecting and retaining cultural facilities.
- The Elmer Square development area is to be the main focus of new higher and further education facilities, addressed PA3 and PA3.1 Elmer Square, although Policy PA2: London Road also identifies the potential in this area;
  - PA8 Victoria Gateway Neighbourhood and PA9 Sutton Gateway Neighbourhood policies identify the area as possibly suitable for new educational facilities;
  - Clifftown (PA6), Central Seafront (CS1) and Victoria Gateway (PA8) are identified as a key area for enhancing Southend's cultural life. There is an aim for this area to be the location of new galleries, cafés, shops and workshops and there is also the new museum (CS1.4);
  - Heritage and archaeology are an important part of the cultural identity of the town. Policies on protecting the heritage assets and the town's landmarks should help secure cultural links of the town to its past, for instance through the continued maintenance of the pier and seafront in a way that respects its history.

### Sustainability effects and recommendations

- 4.7.8 The SCAAP has the potential to deliver benefits relating to education, supporting local communities and the economy.
- 4.7.9 Ensuring that the supply of school places is monitored and new facilities provided as necessary is essential, although there is currently predicted capacity to 2021. Lack of accessible local school facilities or overcrowding of schools can have a detrimental impact on local communities, particularly affecting the more deprived communities of the Central Area.
- 4.7.10 It is important that any new student accommodation that comes forward in the Central Area does not prevent other town centre uses being brought forward. For example, some locations may be preferable for new homes rather than student accommodation. Concentration of student accommodation can also have detrimental impacts on neighbourhoods from a high transient population and planning applications should ensure visually interesting design and long-term management proposals. However, there are benefits of increasing the numbers of students in the Central Area from greater vibrancy and support to local businesses.
- 4.7.11 The policies that support cultural life in Southend should have a positive benefit for sustainable development with benefits for the economy and communities.

## 4.8 Employment development and retail

### Implications for sustainable development

#### *Employment*

- 4.8.1 The Central Area is the most sustainable place to locate new office development in Southend, based on reducing impacts of travel to work, and creating a central hub of employment development.
- 4.8.2 The Central Area is accessible by sustainable travel modes by a high proportion of Southend's residents, as well as residents of nearby towns such as Rochford, Benfleet, Haleigh and Rayleigh. The Central Area contains three railway stations, a bus station and is within easy walking and cycling distance of many residential neighbourhoods. As offices generate a high number of trips each day an accessible location is essential in reducing the environmental impacts from car travel, as well as ensuring equitable access for those are unable to drive to work.
- 4.8.3 The SCAAP puts a strong emphasis on employment growth in the town centre. With an expectation coming from the Core Strategy that this area will be the focus of 6,500 new jobs between 2001 and 2021. This job figure is half of the total anticipated growth for the whole of Southend set out in the Core Strategy and will need to ensure a step change in job provision to address the fall in the number of jobs in the Central Area according to baseline data.
- 4.8.4 Currently, much of the employment office space is on Victoria Avenue, although a large amount is outdated and long-term vacant. The SCAAP is aiming for new office space throughout the Central Area, with development principles for most of the Policy Areas identifying the need for office space.
- 4.8.5 Removing some of the surplus office space on Victoria Avenue (PA8) may help secure delivery of better quality new space here and elsewhere. Economic assessment has identified the poor quality of the supply on Victoria Avenue may be pushing down office rental value in the area, meaning provision of new office space to meet modern demands cannot be made viable. However, overall supply of office floorspace needs to be monitored and managed in the Central Area to ensure change of use is not undermining supply of office space and resulting relocation to less sustainable locations and a sustainable and flexible supply is maintained.
- 4.8.6 Similarly, in the Sutton Gateway the Sutton Road (PA9.1) existing employment uses are allocated for alternative uses. This land has been shown to be surplus to existing employment needs in Southend in the Employment Land Review and Strategic Housing Land Availability Assessment. Therefore, its loss should not adversely impact on employment in the Borough, especially as other central employment areas are maintained. All redevelopment of surplus employment space could bring benefits to the quality of the built environment and ensure the best use of land.
- 4.8.7 Different types of employment growth are also anticipated in other parts of the centre, including in a new cultural and creative quarter in Clifftown and near Southend Central Station. These locations in particular could be tailored to the needs of small local businesses.



- 4.8.8 In some parts of central Southend there may be competing land uses on some sites. Policies for these areas set out the range of uses that the site could accommodate and this allows for some flexibility in how they are developed. The SCAAP has a role in specifying the uses most suitable to any location, rather than solely rely on the market. Controlling land uses is an important part of securing the long-term mix of uses in the town centre, helping creating sustainable and vibrant places. For instance, at PA7.1 Tylers the policy lists multiple potential uses of this Opportunity Site.
- 4.8.9 There are also other potential benefits to the local economy in the SCAAP. This includes the residential development to maintain a workforce in the Central Area and business links with the university.

### ***Tourism***

- 4.8.10 Policies of the SCAAP that encourage and support the tourism role of the Central Area are also essential in supporting the economy of the area. This includes specific policies or Opportunity Sites where the tourism role is to be maintained and enhanced, such as at the Pier, improvements to Marine Parade, the continued City Beach improvements and the new museum to incorporate space for conferences. The more general policies on improving the public realm could also be of benefit to the tourism economy.
- 4.8.11 Maintaining a range of hotels to cater for diverse needs is an important part of delivering sustainable tourism in Southend. Good quality hotels can encourage visitors to stay longer and therefore spend more. The SCAAP identifies that site CS1.2 Seaway Car Park could be suitable for a new hotel and the Central Seafront area in general (CS1), with the control of visitor accommodation set through the DMD (DM12: Visitor Accommodation).

### ***Retail***

- 4.8.12 Supporting retail growth helps maintain one of the essential roles of any town centre. As well as supporting the continued role of the primary shopping area defined as the High Street, anchored by The Victoria shopping centre at the north and The Royals shopping centre at the south. This is the retail focus of the central area and the SCAAP identifies the need to encourage and support retail in this location, but also the potential to deliver additional small retail units to support independent and local retailers in other areas, such as in Clifftown, and Queensway. Smaller, locally owned business can have a positive benefit for the economy by improving the range of retail on offer, or promoting specialist retailers and supporting independent business.
- 4.8.13 Improved pedestrian routes are proposed around the High Street, including at Chichester Road and at London Road. New pedestrian routes, links and 'pedestrian circuits' will help connect the various shopping areas of the Central Area to broaden the retail offer, for example getting more east west trips linking the High Street to Clifftown and linking the Seafront to the High Street.
- 4.8.14 Policy DS1 sets out the policy principles that will be used to maintain the Central Area as the retail core of Southend and to ensure it can compete with other nearby centres, including out of town shopping areas. This includes identifying the length of defined 'primary shopping frontage' in the central area and measures to maintain the A1 (retail) use by controlling the non-retail (especially A3) uses. The aim is for 60% of the primary shopping frontages (ground

floor) to be retained as A1. This policy requirement should help to maintain the retail character of the area, as other uses in these areas can detract from the overall role and character. The loss of character in these areas can have reinforcing effects on shoppers and retailers that could lead to further decline. More detail on the iteration of this option is included as part of **section 3.5**.

- 4.8.15 The current version of the SCAAP has seen a reduction in the overall length of the primary shopping frontage from earlier versions. However, a high level of protection has been assigned. Retail outside these primary areas will still be protected, but to a lesser extent. This approach should help support a sustainable retail economy, while allowing for some change to help retain vibrancy and reduce vacancy in the central area, as a result of the national change in shopping habitats e.g. more online shopping and retail superstores. There remains the risk that both the reduction in area of A1 uses and the percentage to be retained could result in a gradual decline in the retail officer in the town centre and therefore must be monitored.
- 4.8.16 The policy and supporting Appendix of the SCAAP provide details of the type of evidence that must be provided in order to demonstrate that robust marketing of units has taken place, prior to permission for change of use being allowed. These additional details will have benefits in retaining existing uses.
- 4.8.17 The supporting text to the policy also allows aims to improve the character of units that are long-term vacant by the use of local art. This has the potential to have a positive impact on the character. The policy could include support of temporary use for long-term vacant units for other use-classes or pop-up shops selling locally made goods. This will require working with the relevant landlords and leaseholders to allow appropriate tenancies.

### Policy coverage

- 4.8.18 The SCAAP includes many policies that will help create a stronger local economy and reinforce the retail role of the Central Area.
- 4.8.19 New employment uses are promoted in all of the Policy Areas and several Opportunity Sites. Areas that include a specific reference to economic development and space for new commercial use are:
- The principal location for new (and refurbished) office space is in the Victoria Gateway Neighbourhood, with Victoria Avenue Office Area (PA8.1) specifically relating office use in this location. Policies also identify the use of upper floors throughout the Central Areas for offices, including in the High Street, PA2 London Road, PA4 Queensway PA5 Warrior Square, PA6 Clifftown at Central House, PA7.1 Tylers Avenue;
  - Other policies promote the cultural life and tourism offer of the Central Area. Cultural and tourism uses are centred on the Central Seafront (CS1) with specific areas helping to deliver new or enhanced visitor and tourism attractions including: The Pier (CS1.1); the new Southend museum (CS1.4) and new development at Seaway Car Park (CS1.2) as well as the Waterfront (CS3). There is also the ambition to deliver new cultural development Clifftown (PA6), Victoria Gateway (PA8) and Elmer Square (PA3.1).
- 4.8.20 The retail areas of the centre are to be enhanced and the land use class change within primary and secondary retails areas is to be managed, with beneficial economic impacts as

well as benefits for the built environment and accessible services. Policies of the SCAAP that identify the retail role include:

- DS1 sets the requirement for new retail in the centre; with measure to protect A1 retail in primary shopping frontages;
- Area policies that include the importance of retail include PA1 High Street, PA2 London Road, which includes the potential for a street market; PA6 Clifftown with a focus on smaller shop units as a whole but the possible redevelopment of Central House for larger retail units; PA7.1 Tyles Avenue with potential for new ground floor retail.

## Sustainability effects and recommendations

- 4.8.21 The SCAAP should have a beneficial impact on supporting a sustainable economy in the Central Area as well maintaining its retail role.
- 4.8.22 Suitable office provision needs to be maintained in the Central Area, as the most accessible part of the borough. Therefore, there is a need to make sure that existing office and business space is not lost in favour of other uses, such as residential or education use. Policies protecting employment uses are included in the DMD, including details for protection of use in Grainger Road, Short Street and Tickfield industrial areas; protection of employment is also part of Core Strategy Policy CP1. Also, because of change in the type of needed by modern business (for example more flexible space of a higher quality) a reduced office floorspace is likely to be achievable while still maintaining or growing the Central Area economy. However, there will be a need to monitor the net changes in supply and ensure availability of space is maintained.
- 4.8.23 The Central Area is the most sustainable place for high trip generating office uses and therefore retaining this use in the area is essential for sustainable development.
- 4.8.24 Protection of the retail use in the primary shopping areas is important to maintain the retail role of the town centre and High Street. The approach in the SCAAP is to identify and define a focused primary retail area and then set high levels of protection for A1 uses in this area. This approach should help in maintaining the character of this frontage and avoid it becoming diluted and decline further as its role and function becomes diluted. Allowing flexibility beyond these areas should help maintain the vibrancy of the other parts of the Central Area, as retail habitats change. Permitting other retail uses throughout the Central Area can also help improve the character of others areas and provide local services, especially where the residential population of the Central Area is set to increase. However, retail performance should be monitored to ensure that policy strategy is not exacerbating retail decline in the town centre.

## 4.9 Leisure, recreation and open space

### Implications for sustainable development

#### *The Seafront*

- 4.9.1 Central Southend has a continued importance as a leisure destination for the people of Southend as well as visitors from a wide area. This provides an important economic income for the town. This is covered in the SA section on employment and retail (**section 4.8**).

- 4.9.2 The seafront, especially the central seafront (including the pier), and Eastern and Western Esplanades, are some of the major recreation and leisure assets of the town. The SCAAP includes proposals for how these areas can be further improved, such as new public space at the end of the High Street, expansion of the City Beach and redevelopment at the Seaway Car Park.
- 4.9.3 The SCAAP also seeks to improve access to the sea and seafront through improvements at the waterfront, to include new facilities, such as jetties and slipways and good management. These measures should help secure the better recreation access at the seafront, a leisure resource for residents and visitors. As set out in policy, new development on the waterfront and seafront must ensure to protect the nature conservation interests of the area, and the quality of the natural environment that is part of the attraction of the area.

#### ***Open space and Public Space***

- 4.9.4 In addition to meeting the leisure and recreation needs of the wider Southend population and visitors to the area, consideration also needs to be given to the more everyday needs of central Southend residents. New and existing housing in the area means open space is needed for formal and informal recreation and currently the Central Area has a lack of such space. Where residential development is delivered there will need to be access to local public, private or semi-private open space, this should be incorporated into development on larger regeneration sites or for smaller sites enhancement to what is already there. Several sites are put forward where there is the potential for new or improved open space or public space, such as at Warrior Square, and improvements to the existing greenspace along Queensway.
- 4.9.5 The SCAAP does make reference to the need to supply new space for informal recreation to help alleviate visitor pressure on the important foreshore nature conservation sites. This is part of the 'green grid' strategy, as shown in the SCAAP. The SCAAP includes some detail of what these spaces should contain, such as tree planting and landscaping. Additional detail of the green network through the Central Area included on the Policies Map, to show how the various green spaces will be interlinked providing connectivity through the centre and act as an attractive alternative to the walking on the seafront. In particular, maps should cover the anticipated improvements along Queensway.
- 4.9.6 The SCAAP identifies that the public space at the north end of the High Street could be better used and this could be in combination with the proposed pedestrianisation of London Road. This site could also be used as the venue for periodic local produce or farmers markets, and could include some permanent market stalls.

#### **Policy coverage**

- 4.9.7 The SCAAP includes many policies that will help deliver new and protect existing leisure and recreation development in the Central Area. Policies include:
- CS1 policies relate to the improvement of the Central Seafront as an important leisure and recreation asset for local residents and visitors, this includes new facilities at the waterfront;
  - Several area specific policies include principles covering new public space and open space. PA8 Victoria Gateway a new civic space at North Road junction with Chelmsford

Avenue and an enhanced space between the Civic Centre and Law Courts; PA1 High Street including new public space including at Victoria Circus, at the railway bridge and multi-level spaces to connect the seafront to the Town Centre including the public piazza (CS1.3) and at Tylers Avenue (PA7) as well as public space in others areas such as Clifftown (PA6), and as part of PA8.2 Baxter Avenue;

- There are also policies covering new and improved areas of public green spaces such as PA5 Warrior Square; a 'Queensway Urban Park' (PA4) and linked green spaces at PA8.1 Victoria Avenue Office Area.

## **Sustainability effects and recommendations**

- 4.9.8 The SCAAP should have beneficial impacts on sustainable development from supporting the provision of improved space for leisure and recreation in the Central Area.
- 4.9.9 New seafront and waterfront leisure and recreation development will need to take into account the potential conflict of uses. There will be different demands on the area from areas of quiet enjoyment of the natural environment to places for active water-sports. For everyone's enjoyment different uses will need to be managed to ensure high quality leisure opportunities for all.
- 4.9.10 There is also the possibility that new development for waterfront tourism and leisure conflict with the nature conservation interest of the site. This will need to be managed to ensure no harm comes to internationally designated sites.
- 4.9.11 To help deliver new high quality urban green spaces as proposed through policy landscape masterplans should be established to ensure that it is delivered in a coordinated way, in particular where linked spaces are proposed. These should identify the features of importance in these areas, not only the location.

## **4.10 Sustainable construction and flooding**

### **Implications for sustainable development**

#### ***Sustainable Construction and energy***

- 4.10.1 The large amount of redevelopment proposed through the SCAAP will require substantial use of natural resources during construction and in operation. To reduce these impacts it is essential that new development is designed in such a way to reduce overall natural resource demands.
- 4.10.2 Many older buildings in the town centre are unlikely to be energy efficient, therefore upgrading or redevelopment has the potential to deliver energy savings in the long-term. In terms of overall resource use, and protection of heritage, upgrading and refurbishment is likely to be preferable over demolition and new development. However, where this is not possible replacement buildings should be constructed to high standards of sustainability.
- 4.10.3 As well as energy savings through efficiency there is also the possibility in larger development schemes or networks of schemes including on-site energy generation for low carbon sources. This could include community heat and power schemes, that may be suitable as part of larger redevelopment areas, including University buildings, mixed use or new office developments.

- 4.10.4 The SCAAP includes policy criteria for all Policy Areas to support decentralised energy supply and energy efficiency in new development, which may be possible for many development sites. For example, there may be good potential for wind energy on new seafront development, subject to the choice of the right technology that is suitable for its location and generates a viable amount of energy and solar power will be suitable on many development sites in the Central Area.
- 4.10.5 Water resources in the east of England can be limited, especially in times of low rainfall. Therefore, new buildings and refurbishments must incorporate water efficiency measures, including re-use of rainwater or grey water. However, this will be managed by DMD Policy DM2 that covers efficient use of resources.
- 4.10.6 On larger and landmark buildings SBC should take every opportunity to ensure buildings include sustainable design measures, such as renewable energy generation, efficiency and urban greening. For tall and larger buildings this is covered by DMD Policy DM4, although consideration should be given to all projects that will be focal point of Southend.

#### ***Flood risk***

- 4.10.7 Part of sustainable construction is making sure new development does not put existing and future residents at increased risk of flood. Flood risk can occur from new development being located in areas identified as being at risk of being inundated from rivers or the sea. There is also flood risk created by surface water during heavy rainfall. There is an increasing risk from intense storms due to a changing climate and therefore this risk needs to be factored into the design of new development.
- 4.10.8 The SCAAP addresses flood risk and includes a policy to manage this risk in the seafront area where tidal inundation is a real possibility. Several sites have also been identified that are at particular risk of surface water flooding. There are also proposals for urban greening and areas of soft landscaping that can be extremely beneficial in terms of reducing surface water runoff and helping prevent associated flooding.

#### **Policy Coverage**

- 4.10.9 There is coverage of the need to ensure sustainable construction in the policies of the SCAAP, which should help reduce resource use and ensure the more efficient use of energy, as well as in the DMD Policy DM2. Each area specific policy contains criteria on energy, including decentralised energy supply and the retrofit of existing development.
- 4.10.10 The principal flooding policy of the SCAAP is DS4 that sets development principles specific to flood risk. The policy referenced within the Central Seafront sections of the SCAAP (CS1). The policy must ensure it allows for the latest flood risk policy from the Environment Agency to be taken into account, including the most recent government guidance on flood risk allowances for climate change that were published in early 2016.
- 4.10.11 Supporting text also specifically notes the surface water flooding issues in the Victoria Gateway Neighbourhood.
- 4.10.12 Area policies also include requirements for urban greening that have the potential to reduce surface water runoff and therefore flooding relate. This primarily relates to urban greening,



including include tree planting, green and brown roofs and also more comprehensive schemes to deliver biodiversity improvement and new/enhanced parks, such as at Queensway including the creation of the 'Urban Park' and other spaces as referred to in **paragraph 4.9.7**;

## **Sustainability effects and recommendations**

- 4.10.13 The SCAAP has the potential to have some beneficial effects on sustainable development. In relation to sustainable construction and the more efficient use of resources.
- 4.10.14 The large mixed use and landmark sites proposed have real potential to deliver buildings to exemplar sustainability standards, both in construction and use of resources. Building to high standards can have benefits for the resource use of the individual buildings as well as providing an example of standards that can be achieved. This can help guide the delivery of other development in the Borough, helping guide the way for sustainable construction.
- 4.10.15 Flood issues are covered by policy DS4. The wording of this policy may help in reducing flood risk as a result of new development.

## **4.11 The natural environment**

### **Implications for sustainable development**

#### ***Conservation of nature conservation***

- 4.11.1 The SCAAP recognises the importance of protecting the biodiversity assets along the coast and foreshore. Of particular importance is the foreshore area that is the location of internationally important areas designated for their nature conservation value.
- 4.11.2 The natural environment is a major asset to the Borough in terms of the character of the area and value this gives to the visitor economy and local people. The Central Area also contains areas of water, open space, trees and landscaping that all contribute to the natural environment quality.
- 4.11.3 These areas have statutory protection from harm set through legislation. New development in central Southend must not adversely impact on the internationally designated nature conservation sites; evidence needs to be in place to demonstrate this has been addressed. A Habitats Regulations screening assessment will be needed to show how impacts on biodiversity have been taken into account.
- 4.11.4 Policies at the seafront specifically recognise the potential for impacts, requiring new development to take this into account. The policies refer to the need of development in the seafront area to undergo appropriate assessment under the Habitats Directive. The Core Strategy contains the policies to ensure obligations under the Habitats Directive are met elsewhere in the Central Area, as even development some distance from the foreshore could put nature conservation sites at risk. For instance, drainage of new development needs to ensure that storm water runoff does not harm the protected site, or sufficient open space is provided as part of new development to reduce visitor pressure on the foreshore.
- 4.11.5 Policies of the central seafront include policy principles that could require new information and interpretation opportunities on the nature conservation value of the seafront. This is a positive

step in helping visitors and residents understand and appreciate the unique value of the foreshore and may also help protect these assets from unintentional harm.

### ***New green space***

- 4.11.6 The town centre currently has poor provision of green public open space, with the exception of the seafront. Site specific Policy Area principles identify how new green open space can be integrated into development. This includes a new Urban Park at Queensway, linked open space at the Victoria Gateway Neighbourhood and new green space at Warrior Square. Delivering parks such as this can be positive in helping secure more sustainable urban environments.
- 4.11.7 The SCAAP includes proposals to improve the quality of existing areas, through new planting, such as at the High Street, Victoria and Sutton Gateway Neighbourhoods and in many instances the policy principles identify the need for 'soft' over 'hard' landscaping. In helping achieve more sustainable development the SCAAP supports an approach where urban greening is not only be considered for its aesthetic benefits but also the biodiversity value. Examples of the type of new species promoted throughout the Central Area could be provided, for instance wildflowers for bees and butterflies and fruiting species to support birds and bats.
- 4.11.8 Areas of green space within the urban context can have multiple sustainability benefits, not only in relation to wildlife, these include:
- providing open space for rest and relaxation of residents, workers and visitors to the town centre;
  - providing shading and reducing urban heat island effects caused by the sun reflecting off hard surfaces on hot days that make outdoor spaces uncomfortably hot;
  - views of trees and green spaces have been shown to have positive benefits for mental wellbeing;
  - planting can make a valuable contribution to the quality of the built environment, such as tree lined avenues and pocket parks.
- 4.11.9 There are also potential positive impacts of the proposals on the protection of the natural environment elsewhere in the Borough and region. This comes from the intensification of use of land in the Central Area, meaning more development can be accommodated on previously developed land rather than requiring greenfield sites. The redevelopment of surface car parking to more space efficient alternatives is an option as part of a longer term strategy for Southend, especially north of the railway line. In addition, redevelopment of redundant office and business sites in the Victoria and Sutton Gateways allows these accessible sites to be bought back into good use.

### **Policy coverage**

4.11.10 Area policies addressing urban greening include:

- PA4 Queensway, PA5 Warrior Square PA7 Tylers all cover the greening of Queensway including the reference to the 'Urban Park' in PA4 and PA5.
- General urban greening including new tree planting and support for soft landscaping rather than hard landscaping. For policy areas there are now policy criteria to promote new tree planting, use of green walls and roofs. Specific areas of greening include at



PA5 Warrior Square that includes the potential for a new urban greenspace and restriction of hard landscaping and PA8 Victoria Gateway includes criteria to help deliver a new linked greenspaces in PA8.1 Victoria Road Office Area.

- CS1 Central Seafront identifies the importance of maintaining a 'green grid' with the intention linking the urban open spaces and helping to alleviate pressure on the internationally designated foreshore area. CS3 relating to waterfront development also identifies the need ensure the seafront nature conservation designations are protected from harm.
- CS2 relates to the need to protection the nature conservation sites on the seafront, including the requirements for assessment as part of the Habitats Regulations.
- Policies that will help land be used more efficiently and therefore potentially protect existing open space from harm include policies that will help bring redundant or unused sites back into full use. This includes PA3 Elmer Square and PA8 and PA9 the Vitoria and Sutton Gateway Neighbourhoods.

### Sustainability effects and recommendations

4.11.11 Polices of the SCAAP are a likely to be beneficial in protecting the natural environment, particularly areas of high designated quality with likely beneficial effects on sustainable development.

4.11.12 Providing detail on how elements of urban greening will be achieved, for example, the Urban Park at Queensway has the potential to bring the natural environment into the heart of the town. A masterplan for the site, as referred to in policy, may help secure contributions from local developers or aid individual developments identify what is needed from them to deliver part of the new green space. Similarly, such an approach could be taken for the linked green spaces at Victoria Avenue as part of the masterplan for this area, where there is need for an overarching strategy for the area, given the way development is occurring in a more piecemeal way in this location.

4.11.13 The inclusion of details of the 'green grid' strategy in the SCAAP should help in alleviating pressure on the seafront. To help delivery this areas of new linked green infrastructure should be included on the Policies Map and delivery and understanding promoted through new signage and information. New open space is expected to help provide an alternative to using the foreshore for recreation and help reduce visitor pressure in the designated area. Additional detail on what the characteristics of such spaces could be and where they will be provided should be included in the plan or be considered as part of the future Southend Local Plan as the continued growth of Southend and the strategy to attract more visitors to the town could put sensitive bird habitats at increasing risk of harm

4.11.14 There are several references to lighting strategies in the SCAAP. These can help create a more attractive night-time environment and lighting of 'green grid' links could help improve safety. However, for nocturnal wildlife lighting can create barriers to movement. Therefore, lighting schemes need to take potential impacts into account, using suitable wattage, directional lighting, timings and low level lighting to avoid adverse impacts.

## 4.12 Implementing the SCAAP

- 4.12.1 For any of the plans, policies and proposals of the SCAAP to be achieved and sustainable development delivered, they must be implemented. This section of the SA Report considers how effective the SCAAP might be in securing implementation and delivery of sustainable development.
- 4.12.2 This assessment does not consider issues such as viability and availability of sites, as this is matter to be determined by plan makers. However, it will be necessary to have reasonable certainty that any of the projects and proposal of the SCAAP have can be delivered. Without this certainty there is little value in including them in the SCAAP.

### Implementation

- 4.12.3 The SCAAP has an essential role to play in showing how the multiple proposals and regeneration schemes for central Southend will be delivered and how they will be implemented. The SCAAP acts a co-ordination document to join-up the schemes of various delivery partners and to help secure further funding by providing supporting documents for bids, with the intention of creating a better and more sustainable Southend.
- 4.12.4 The SCAAP as a whole, and as reflected in the implementation plan, only includes site allocations where there is the realistic probability that they can be delivered within the plan period. Therefore, only sites that have evidence of being deliverable within the plan period remain the current version of the SCAAP.
- 4.12.5 The proposed 'Implementation and Monitoring' framework of the SCAAP contains several aspects that help demonstrate that the AAP could be delivered. This includes:
- **Identification of the delivery partners for policies:** Delivery partners include public and private bodies, including: developers, property owners, infrastructure providers, transport providers, the university. The Council also are a major stakeholder in the Central Area as they manage the town centre.
  - **Identification of ownership or responsible agencies for proposal sites:** The majority of the sites are in Council ownership, demonstrating that these sites will be available for development as set out in the SCAAP. Using the SCAAP to co-ordinate work with the others should help development to be bought forward in a unified way. The particular complexities of sites in multiple ownerships are identified.
- 4.12.6 The proposed monitoring framework will help demonstrate how effectively the SCAAP is being implemented. The SCAAP monitoring framework will be used in to help monitor the SCAAP and with details included at the next version of the SCAAP and accompanying SA report.

### The usability of the AAP

- 4.12.7 For the AAP to be successfully implemented it needs to be a usable document.
- 4.12.8 As this SA report shows the majority of AAP objectives, policies and proposals are compatible with achieving sustainable development for central Southend and beyond. The SCAAP is clearly set out avoiding too much internal repetition or unnecessary repetition with other policies of the LDF, which also will be applicable where relevant to any development proposed in the SCAAP area.

## 4.13 Mitigation

### Introduction

- 4.13.1 The SEA Directive requires that consideration be given to how any significant impacts identified during the SA process could be mitigated.
- 4.13.2 Mitigation of the potential adverse impacts of the strategy can be achieved in a number of ways. The matrix showing the SA of each policy in **Appendix D** gives examples of how the potential adverse impacts of the policy could be mitigated against through adjustments to policy wording or the addition of potential policy principles.

### Methods of mitigation

- 4.13.3 In addition to adjustment of policy wording there are several other ways mitigation of possible impacts can take place; these are shown in paragraphs 4.13.4 to 4.13.8.
- 4.13.4 **Implementing other planning policies:** Many potential impacts will be mitigated through the use of other policies including those of the LDF and national policy. This has a particular role to play in avoiding the adverse impacts from the quantity of development to be delivered through the strategy. Policies that will help mitigate impacts include those on natural environment protection, community infrastructure provision, design and the historic environment.
- 4.13.5 **Requirements for developers:** Policy sets out measures that developers will have to use to demonstrate they have mitigated the impacts of their development. The SCAAP itself contains some requirements, such as Habitats Regulations assessments and Flood Risk Assessment, with other such requirements set elsewhere in the SCAAP, such as requirements for Travel Plans or meeting sustainable construction standards. There may also be site-by-site planning application requirements these could include ecological assessment and enhancement plans, air quality assessments and ground conditions assessment and remediation plans as required.
- 4.13.6 Up-to-date **Development Briefs** or **Masterplans** for all of the larger development sites, or groups of small sites or for parks. These will help implement a cohesive development strategy for whole areas. This has greater potential to deliver high quality and sustainable development rather than a piecemeal approach. It should cover issues such as:
- design protocols and the layout of development;
  - biodiversity protection or enhancement measures;
  - planting schemes;
  - creation of permeable spaces and links to neighbouring development.
- 4.13.7 The delivery of infrastructure improvements to mitigate some impacts, such as loss of public open space and public transport enhancement, will also be dependent on developer **CIL** and **other contributions** or **obligations**. These will be used to deliver sustainability benefits associated with new development.
- 4.13.8 Implementation of **other strategies and plans** in the plan area, which will include measures such as the transport improvement strategies, delivery of bus priority routes, tourism

strategies, 'City Beach', Local Transport Plan and other regeneration strategies, as well as the plans of neighbouring local authorities.

## 5 Future stages of Sustainability Appraisal

### 5.1 Next stages of the SA

- 5.1.1 The SA of the SCAAP will continue to adoption of the SCAAP. Each consultation stage of the SCAAP will be accompanied by an updated SA Report that document the appraisal process and the decisions that have been made.
- 5.1.2 It is likely that following consultation on the Revised Proposed Submission SCAAP next stage of preparation will be submission of the plan for Examination by the Planning Inspector. Prior to this there may be suggested amendments made to the plan for the Inspector to consider, taking into account representations received on the SCAAP or the SA.
- 5.1.3 At Examination the Inspector will consider the SCAAP, representations and the SA in identifying the need for further modification to the plan. These modifications will be consulted on and it therefore may be necessary to consider if they require update of the SA.
- 5.1.4 All changes to the SCAAP before, during or after the Examination will need to be reviewed to determine if there are likely to be significant effects and if it is necessary for an SA.
- 5.1.5 Once the SCAAP is found sound and modifications included it will formally adopted by the Council. At the time of Adoption a 'Statement' must published that sets out (amongst other things) 'the measures decided concerning monitoring'.

### 5.2 Monitoring

- 5.2.1 There is a requirement for monitoring the sustainability appraisal arising from the SEA Regulations. The intention is to monitor the impact on the SCAAP for significant environmental effects. Monitoring will need to consider positive and negative impacts, triggering a review if necessary.
- 5.2.2 The specific requirements of the SEA Regulations on monitoring are to:

*"Monitor the significant environmental effects of the implementation...with the purpose of identifying unforeseen adverse effects at an early stage" (Regulation 17(1))*

#### Developing the framework

- 5.2.3 The sustainability framework (section 2) provides a good starting point for developing targets and indicators for monitoring. As set out in the SEA Regulations there is no need for the SA monitoring to be in isolation from other monitoring measures put in place for the plan. Therefore, it is recommended that monitoring is integrated into LDF and SCAAP specific monitoring.
- 5.2.4 Monitoring need only begin once the SCAAP has been adopted and implementation begun. Therefore, a monitoring framework for the SA need not be agreed until the final monitoring framework for the SCAAP is in place. **Appendix G** sets out a set of potential monitoring indicators for the SA, based on those used to monitor the Core Strategy and Development

Management DPD. It also includes suggestions of additional elements that could be monitored to fill gap.

5.2.5 For a successful SCAAP monitoring framework the Council must ensure that the indicators they choose for monitoring are manageable, really measure the effects of SCAAP implementation, and are matters over which the SCAAP can have a direct influence. The indicators should also only address matters that are required through policy and not set indicators that exceed policy expectations.

5.2.6 In setting a monitoring framework for the AAP the chosen indicators and targets need to be:

- **specific** – in that it relates to policy objectives, indicators reflect what is set out in policy and strategy, and do not appear to be defining requirements that go beyond, or differ from, policy;
- **attributable** – monitoring the indicator must give results that can be directly related to the LDP policies, and should not be issues that are influenced or are more likely to be influenced by matters outside the control of the LDF;
- **measurable** – it must be the case that data or information can realistically be gathered on the indicators, including whether this is possible given time and resources. Indicators could be linked to data already been gathered by other bodies, besides the planning authority;
- **timescale** – the indicator must be capable of being monitored on a regular basis, usually annually, to be an effective part of a monitoring programme.

5.2.7 The SA already identifies some matters that could be considered as part of monitoring the SCAAP, including:

- Community facilities e.g. primary school class size, GP patient ratio in local health centres, community events held in the Central Area
- Relative health deprivation e.g. obesity levels (adults and children), mortality statistics;
- Projects requiring HRA screening/assessment
- Impacts on locally listed buildings; and
- Air quality at Southend air quality monitoring stations, including days of medium/high NO<sub>2</sub> and PM<sub>2.5</sub> and PM<sub>10</sub>.

## 6 Conclusion and Summary

### 6.1 Introduction

- 6.1.1 The Sustainability Appraisal (SA) has recognised that the Central Southend AAP (SCAAP) has an important role to play in the sustainable development of this area and the wider Borough.
- 6.1.2 The proposed SCAAP vision and objectives provide the foundation for the development of policies and proposals for the Central Area. However, these objectives are stronger for some areas, such as the importance of the conserving and enhancing the natural environment.

### 6.2 SCAAP and SA iteration

- 6.2.1 The SCAAP has been through several iterations prior the current Preferred Approach version, starting with Issues and Options in 2010 and the Proposed Submission version consulted on in 2011. From the 2011 version to the 2015 version of the SCAAP the plan was made much more succinct to reflect that national planning guidance that came into force in 2012 and the Southend DMD that was adopted in 2015. The current version of the SCAAP is much the same format as the previous versions, with policies amended to take into account comments on earlier versions and new evidence base, such as on parking.
- 6.2.2 At the Issues and Options (2011) version of the SCAAP three spatial options were considered for development. All three options were appraised as part of the SA, including the preferred approach that was 'City by the Sea'. The SA found that this option was likely to help delivery the greatest benefits for sustainable development, although this would depend on funding being available.
- 6.2.3 Other alternatives for delivery were considered as an iterative process, with no other options for development explicitly stated and assessed with the exception of various options put forward for the managing the Primary Shopping Frontage.
- 6.2.4 Each stage of the SCAAP was subject to SA before being finalised, allowing the opportunity the appraisal to inform the final version of the SCAAP.

### 6.3 SA of the Preferred Approach SCAAP 2015

- 6.3.1 The SA has identified that the objectives, policies and proposals of the SCAAP have the potential to have beneficial sustainability development effects in the Central Area, as well as wider Southend and beyond. The SCAAP contains much that is very compatible with achieving sustainable development. There are many positive aspects of the plan in relation to delivering sustainable development that include:
- securing more sustainable transport access to town centre, with emphasis on walking and cycling as well as public transport, with the aim of aiding a change of travel mode from car use in the medium to long term and more equitable access for all;
  - delivering improvements to the built environment though designing places and buildings that fit the context of the area and provide for a vibrant town centre;



- supporting the economy of the town through providing new spaces for a diverse range of businesses, including offices, retail and strong emphasis on the growing the tourism economy;
- protecting the assets of the Central Area, including historic and cultural heritage of the built environment and protecting the high quality natural environment and seafront;
- supporting new mixed communities in the Central Area through the provision of new homes and community services, including schools, health centres and open space;
- clear policies on the anticipated residential development in the SCAAP area, showing the status of individual sites and the timeframe for their delivery;
- encouraging urban greening with policy criteria in place to help deliver new areas of planting throughout the Central Area, with the potential to have multiple sustainability benefits for the area; and
- continuing to expand the university and college facilities in the town centre to support a thriving education sector, this will help create a vibrant town, skilled workforce and opportunities for business growth.

6.3.2 The SA of the submission SCAAP reveals some other sustainability issues. The SA makes recommendations on how some aspects of the SCAAP could improve the sustainability performance of the plan.

6.3.3 **Transport and movement:** To successfully achieve a modal shift away from car use, there is a need to ensure the transport, movement and public realm improvement strategies present a proactive and joined up approach to managing traffic in the town centre. Without this the regeneration of central Southend could be adversely affected by increasing congestion, with negative health and environmental impacts.

6.3.4 The SCAAP has the potential to deliver significant benefits from achieving a modal shift to more sustainable travel, including walking and cycling that can also have benefits for the community and economy of Southend.

6.3.5 The policies of the SCAAP show a clear intention to make the town centre a better place with improvement to the pedestrian environment to encourage more people to walk. Improved links to the Central Area will also help reduce car use in the town centre, with benefits for the natural and residential environment. In the long-term a strategy of reducing car parking could be pursued to release land for alternative uses and further encourage sustainable travel. However, a level of parking needs to be maintained to support the visitor economy and compete with out-of-town retail where car parking is usually free and plentiful.

6.3.6 **Residential development and communities:** Central Southend has a significant role to play in delivering new residential development for the Borough. The requirement is set through the Core Strategy for Southend.

6.3.7 The policies of the SCAAP are essential in helping ensure development in the Central Area makes a suitable contribution to meeting Southend's housing needs. Therefore, the SCAAP has the potential to deliver sustainability benefits from supporting additional housing in the Central Area, supporting its viability and vitality and contributing to reducing the dependency on car travel.



- 6.3.8 As the SCAAP evolves some further information could be included to secure delivery of community facilities to meet the needs of a growing Central Area population – although the SCAAP does identify the areas where new facilities should be provided. For instance, there is a particular demand as a result of the loss of community spaces and services at Queensway House, and educational facilities in Victoria Gateway and Sutton Gateway neighbourhoods. Providing community infrastructure is an essential part of ensuring thriving local communities in the Central Area.
- 6.3.9 As identified through policy delivering new housing and community facilities at Queensway will need to take into account the emerging strategy of the 'Better Queensway' initiative. The Queensway policy recognises the need for no net loss of affordable housing and as this allocation has the greatest quantity of development capacity (in the plan period) yet to get permission it presents a good opportunity to delivery affordable homes to meet needs. Development at Baxter Avenue (PA8.2) also identifies the site's suitability for social housing. In all other locations achieving new affordable housing will be managed through Core Strategy and DMD policy requirements, which should be rigorously applied to ensure that new housing helps contribute to meeting the need for affordable homes.
- 6.3.10 The SCAAP includes policies for the development of new student accommodation in the Central Area, and in particular Elmer Square. Due to the short tenancy of these type of properties they can occasionally have an adverse impact on local environment character, for example through poor storage of refuse. Therefore, policy criteria could be included that requires planning applications for this type of development to be accompanied by a management plan for their operation.
- 6.3.11 The SCAAP clearly sets out the anticipated housing yield in each Policy Area. The table also shows that out of all allocated sites, based on anticipated yield, there is only a residual of just under 700 homes that have yet to receive planning permission. This inclusion provides useful clarity on the role of each area and appreciation of the likely growth planned for and that already ready for delivery. However, also included in SCAAP is the long-term potential on some areas beyond the plan period. This consideration of future growth is important as the plan period is only to 2021 and to achieve sustainable growth it is necessary to consider the long-term potential in the area.
- 6.3.12 **The built and heritage environment:** The principle focus of the SCAAP is how improvements can be made to the built environment of the Central Area, through new development and enhancement. This will have positive sustainability impacts related to improving the image of the centre. A better 'sense of place' can help support the community's pride where they live, which can have positive impacts on social sustainability. The town centre is also the showcase for the rest of the town, and therefore if this area has a high quality image it can encourage local and national investment in the whole town.
- 6.3.13 The SCAAP has the potential to deliver significant environmental benefits from supporting development that improve the built environment; this can include benefits for the economy and the communities of the town. There are many instances where proposals and policies of the SCAAP are likely to help deliver a higher quality built environment. This includes specific regeneration and renewal schemes, measures such as new planting and public art and policies to help ensure new and existing car parks are designed reduce their impact on the built environment, for instance through use of green walls on multi-storey car parks.

- 6.3.14 There may be an opportunity for the SCAAP or other mechanisms (such as Article 4 directions) to help control change of use from office to residential development through permitted development rights. The current approvals for this change of use may be undermining a policy led approach to sustainable development in some part of the Central Area.
- 6.3.15 **Education and culture:** Support for education in the town centre will have positive sustainability impacts, not only from improving availability of learning sites but also from the vibrancy a student population can bring to the Central Area.
- 6.3.16 The SCAAP has the potential to deliver benefits relating to education, supporting local communities and the economy.
- 6.3.17 The SA identifies that infrastructure studies show there is may be a need for new school space in Central Area. Victoria and Sutton Gateway Neighbourhoods are identified in the SCAAP as possible locations for new schools, although no specific locations are identified. Without necessary provision to meet demand there may be a detrimental impact on local communities, particularly affecting the more deprived communities of the Central Area. Therefore, it will be important to ensure demand and supply of school places is monitored and new facilities provided as necessary.
- 6.3.18 Consideration needs to be given to new student accommodation proposals to ensure they do not hinder other types of development. For example, some locations may be preferable for new homes rather than student accommodation. Concentration of student accommodation can also have detrimental impacts on neighbourhoods from a high transient population, although there can be benefits of creating vibrancy, management considerations are noted above in relations to 'residential development and communities'.
- 6.3.19 **Employment and retail:** The SCAAP identifies that of central Southend is the preferred area for new retail and office development. The SA finds that the SCAAP should have a beneficial impact on supporting a sustainable economy in the Central Area as well maintaining its retail role.
- 6.3.20 The Central Area is the most sustainable place for high trip generating office uses. There is a need to make sure that the availability of office and business space is not compromised in favour of other uses, such as residential or education use. Policies in the Core Strategy and DMD policy set out measures to manage supply and protection of existing uses. There is currently an over-supply of floorspace and loss of some of this use will remain compatible with sustainability objectives for the economy. However, new or renovated provision to meet the specific needs of modern business is likely to be necessary, including more flexible and higher quality space. Monitoring the demand and supply of Central Area office floorspace will be necessary to ensure that they are matched and to ensure economic growth in the town centre is not constrained to the benefit of out-of-centre locations that may be less accessible and therefore less environmental sustainable.
- 6.3.21 Protection of the retail use in the primary and shopping areas is important to maintain the retail role of the town centre and High Street. Too high a proportion of non- A1 retail uses can change the character of a retail area, which could lead to its further decline as a place to shop. However, there can also be benefits from reducing the number of vacant units through temporary retail of other uses. The protection of A1 uses from unsuitable change of use,

where there is actually a demand for this use, is enhanced through the inclusion details in the SCAAP appendix of the marketing evidence that will have to be provided as part of any application.

- 6.3.22 **Leisure, recreation and open space:** The SCAPP polices relating to leisure and recreation should have beneficial impacts on sustainable development from supporting the provision of improved space for leisure and recreation in the Central Area.
- 6.3.23 The SA does note that new seafront and waterfront leisure and recreation development will need to take into account the potential conflict of uses. There will be different demands on the area from areas of quiet enjoyment of the natural environment to places for active water-sports and seaside attractions. For everyone's enjoyment of different uses will need to be managed to ensure high quality leisure opportunities for all.
- 6.3.24 There is also the possibility that new development for waterfront tourism and leisure will conflict with the nature conservation interest of the site. This will need to be managed on a site-by-site basis to ensure no harm comes to internationally designated sites, in keeping with the Habitats Regulations.
- 6.3.25 **Sustainable construction and flooding:** The SCAAP has the potential to have some beneficial effects on sustainable development. In relation to sustainable construction and the more efficient use of resources.
- 6.3.26 The SA notes the potential for large mixed use and landmark sites proposed have real potential to deliver buildings to exemplar sustainability standards, both in construction and use of resources. Building to high standards can have benefits for the resource use of the individual buildings as well as providing an example of standards that can be achieved. This can help guide the delivery of other development in the Borough, helping guide the way for sustainable construction. Sustainable construction policy is primary covered by higher tiers of policy including the DMD.
- 6.3.27 **Natural environment:** Polices of the SCAAP are likely to be beneficial in protecting the natural environment, particularly areas of high designated quality with likely beneficial effects on sustainable development.
- 6.3.28 The SCAAP aims for the delivery of new urban greenspace, with some areas needing coordination to help deliver benefits in a unified way. For instance, the proposed Urban Park at Queensway has the potential to bring the natural environment into the heart of the town. Securing delivery of these aims could be improved through the preparation of a masterplan for the site. This could be used to secure funding for the scheme from developers, CIL etc. Similarly, any masterplan prepared for Victoria Avenue could include details of the linked green spaces at Victoria Avenue where an overarching strategy may be needed to coordinate piecemeal development to help create high quality, cohesive area of open space.
- 6.3.29 New open space is expected to help provide an alternative for recreation to the foreshore, to help reduce visitor pressure in the designated area, as part of the 'green grid' details are included in the SCAAP. This may help reduce pressure on the seafront area. The Policies Map will need to be clear on how these routes are linked and work with partners to deliver signage and information to encourage people to use these linked areas.

- 6.3.30 There are several references to lighting strategies in the SCAAP. These can help create a more attractive night-time environment and lighting of 'green grid' links could help improve safety. However, for nocturnal wildlife lighting can create barriers to movement. Therefore, lighting schemes need to take potential impacts into account, using suitable wattage, timings and low level lighting to avoid adverse impacts. Impacts will need to be considered on a site-by-site basis.
- 6.3.31 **Implementation:** It is evident that no sustainability benefits can be realised if development cannot be implemented. The implementation plan will have to show how the policies and proposals might be secured, and includes details of targets and delivery partners.
- 6.3.32 The SA identifies that the SCAAP is a succinct plan and clearly sets out the priorities for development in in Policy Area, with a limited number of development strategy policies specific to the Central Area.

# Appendix A    Baseline and Policy Context

# 1 Baseline and Policy Context

- 1.1.1 This appendix identifies the issues that should be taken into account in undertaking the Sustainability Appraisal (SA) of the Southend Central Area Action Plan (SCAAP) as the context for appraisal. It covers relevant policies and strategies as well as the baseline context. More information can be found in the Scoping Report for the Core Strategy.

## 2 Plans and Strategies

- 2.1.1 This section concentrates on the main plans, policies and programmes that set the context for the SCAAP, particularly at the local level. There are a great number of plans, strategies and regulations that exist with an international to local coverage. However, of most use to understanding what the SCAAP should be aiming to achieve and the sustainability priorities for the area are local plans and strategies. For this reason the focus of the plan and strategy review are these local plans and strategies.

### 2.2 National Planning Policy and Guidance

- 2.2.1 The UK planning system is a plan led approach as imbedded in Section 38 (6) of the Planning and Compulsory Purchase Act 2004. This requires planning applications to be determined in accordance with the development plan and unless material considerations indicate otherwise. Thus, it is essential the planning policies covering Southend will have the delivery of sustainable development embedded within them. National policy is set through the **National Planning Policy Framework (NPPF)**, which was adopted in March 2012.
- 2.2.2 The NPPF therefore constitutes policy which planning authorities and developers must take into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions.
- 2.2.3 The NPPF does not change the statutory status for the development plan as the starting point for decision making. Proposed development that accords with an up to date local plan should be approved and proposed development which conflicts should be refused unless other material considerations indicate otherwise (Paragraph 12).
- 2.2.4 The document identifies that the purpose of planning is to help achieve sustainable development, with 'sustainable' meaning the need to ensure that securing better lives for current generations does not mean worse lives for future generations and 'development' meaning growth. The key objectives within the guidance that are relevant to the current development proposals are summarised as:
- A presumption in favour of sustainable development;
  - Building a strong and competitive economy;
  - Promoting sustainable transport;
  - Climate change, flooding and coastal change;
  - Conserve and enhance the natural environment; and
  - Conserve and enhance the historic environment.

### *The Presumption in Favour of Sustainable Development*

- 2.2.5 The NPPF identifies that at the heart of the planning system there is a presumption in favour of sustainable development which should be seen as the golden thread running through plan making and decision making. The presumption means ‘decision takers at every level should approve development proposals that accord with the development plan without delay’ (Paragraph 14).
- 2.2.6 The three dimensions of sustainable development that give rise to the need for the planning system to perform a number of roles are identified in paragraph 7 as:
- **An economic role** – contributing to building a strong, responsive and competitive economy by ensuring sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and co-ordinating development requirements, including the provision of infrastructure
  - **A social role** – supporting strong vibrant and healthy communities providing the supply of housing required to meet the needs of the present and future generations; and by creating a high quality built environment, with accessible local services that reflect the communities needs and support and its health, social and cultural wellbeing
  - **An environmental role** – contributing to protecting and enhancing the natural built and historic environment and as part of this helping to improve biodiversity, use natural resources prudential, minimise waste and pollution and mitigate and adapt climate change including moving to a lower carbon economy.

### *Ensuring the vitality of town centres*

- 2.2.7 In the NPPF the focus is on recognising and protecting the importance of town centres as the focus for retail, leisure and business development. At paragraph 23 it states that local planning authorities should
- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
  - define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
  - promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
  - retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
  - allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres.
  - recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
  - where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

### *Building a Strong Competitive Economy*

- 2.2.8 The NPPF supports the growth agenda with the Government committed to securing economic growth in order to create jobs and prosperity and meet the challenges of global competition



and of a low carbon agenda. The focus on economic growth has been one of the major drivers of the planning reforms in delivering an economic recovery.

- 2.2.9 The guidance states that 'planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system (paragraph 19).

#### *Promoting Sustainable Transport*

- 2.2.10 The guidance identifies that the transport system needs to be balanced in favour of sustainable transport modes giving people a real choice about the way they travel. In preparing local plans local authorities should therefore support a pattern of development which, where reasonable, facilitates the use of sustainable modes of travel.

#### *Climate Change, Flooding and Coastal Change*

- 2.2.11 The NPPF recognises that planning plays a key role in reducing greenhouse gas, emissions, minimising the impacts of climatic change and supporting the delivery of renewable and low carbon energy and associated infrastructure.
- 2.2.12 New development is also required to be planned to avoid increased vulnerability to a range of impacts arising from climate change (including factors such as flood risk, water supply and changes to biodiversity and landscape). New developments brought forward in areas which are vulnerable, therefore should ensure the risks can be managed through suitable adaption measures, including the planning of green infrastructure.
- 2.2.13 In relation to flood risk, the NPPF identifies that inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk but where development is necessary, making it safe without increasing flood risk elsewhere.
- 2.2.14 When determining applications, local authorities should ensure that the flood risk is not increased elsewhere and only consider development appropriate in areas at risk of flooding where, informed by site specific flood risk assessment following the sequential test and, if required, the exception of test (Paragraph 103).

#### *Conserve and Enhance the Natural Environment*

- 2.2.15 The guidance sets out that the planning system should contribute to and enhance the natural and local environment by:
- Protecting and enhancing valued landscapes
  - Recognising the wider benefits of the eco-system services; and
  - Minimising impact on biodiversity and providing net gains and biodiversity where possible.
- 2.2.16 The NPPF identifies that planning policies and decisions should also ensure that any site is suitable for the new use taking into account of ground conditions and land instability, including natural hazard and mitigated accordingly.
- 2.2.17 Similarly, planning policies and decisions should aim to avoid noise from giving rise to significant adverse effects and mitigate and reduce to a minimum other adverse impacts on health and quality of life arising from noise and new development including through the use of conditions.



### *Conserving and Enhancing the Historic Environment*

- 2.2.18 In determining applications the local planning authorities should require an applicant to describe the significance that any heritage assets affected including any contribution made to their setting. The guidance highlights that the level of detail should be proportionate to the assets importance in no more than is sufficient to understand the potential impact of the proposal on their significance (Paragraph 128).
- 2.2.19 The **Planning Practice Guidance** was developed by government to provide additional detail to support the implementation of the NPPF and aid local planning authorities in its implementation. The PPG includes specific measures for improving town centres including a 'town centre first' policy (March 2014), where new development is promoted in the town centre first before it is considered in other areas.
- 2.2.20 The **Habitats Directive and Conservation (Natural Habitats &c) Regulations 1994** (as amended), have relevance to the SCAAP. This is because the area covered by the SCAAP is in close proximity, and in some instances overlapping, with areas designated as being of international significance for nature conservation. These designated areas are collectively known under European legislation as Natura 2000 sites. Any potential impact of planning policy, or specific proposals, on these areas needs assessment to determine the nature of these impacts to ensure that they will mitigate or avoid completely harm to the designated features on the site. A separate process of screening the SCAAP under the Habitats Directive has taken place to establish the potential for effects on the Natura 2000 sites.
- 2.2.21 The Habitats Directive and Conservation (Natural Habitats &c) Regulations 1994 (as amended), have relevance to the SCAAP. This is because the area covered by the SCAAP is in close proximity, and in some instances overlapping, with areas designated as being of international significance for nature conservation. These designated areas are collectively known under European legislation as Natura 2000 sites. Any potential impact of planning policy, or specific proposals, on these areas needs assessment to determine the nature of these impacts to ensure that they will mitigate or avoid completely harm to the designated features on the site. A separate process of screening the SCAAP under the Habitats Directive has taken place to establish the potential for effects on the Natura 2000 sites.

## **2.3 Local and Regional Plans and Strategies**

### *Guiding principles*

- 2.3.1 A masterplan was prepared in 2007 that forms the basis to the proposals in the SCAAP. This is the Southend **Central Area Masterplan**, by Renaissance Southend Limited (RSL). The purpose of the masterplan is to set a vision for central Southend and the seafront, as part of the major scheme for Renaissance Southend. The aim is to:
- To act as a catalyst in realising the vision and objectives of RSL for the revitalisation of Southend;
  - To develop confidence amongst public and private sector landowners;
  - To encourage investment; and
  - To contribute to the development of civic pride and local ownership of proposals and guidance set out in the Masterplan.
- 2.3.2 This masterplan formed the basis for the SCAAP, which takes forward many of the projects and proposals of the masterplan so they become planning policy, rather than a more open

framework for delivery. However, the masterplan area only extends up Victoria Avenue to Harcourt Avenue, and none of the 'Sutton' Gateway.

2.3.3 The **Community Plan** and **SBC Corporate Plan** are both important drivers for local planning policy.

2.3.4 The aspirations for the local community are set out in **The Southend-on-Sea Community Plan 2010-2020**, prepared by the Southend Together Partnership. Although the partnership is now largely dissolved the strategy does provide a useful insight into the full range of sustainability issues that need to be addressed in the borough, covering issues that go beyond planning policy. The Southend development plan will have an essential role to play in building the communities and delivering infrastructure to support more sustainable communities. The strategy sets ambitions for the future of Southend these include:

- To be a borough with decent housing, in safe and attractive residential area, that meets the needs of those who want to live here;
- To provide opportunities, support and information to people of all ages and abilities to enable them to take responsibility for their health and choose a healthy lifestyle;
- To be a borough that has safe, more accessible, and affordable means of getting about, which supports the potential for regeneration and growth;
- To protect the borough for current and future generations and to remain an attractive place for residents, businesses and visitors;
- Create a safer town, where people feel secure and confident to live;
- To reduce inequalities in health and wellbeing across Southend and support all ages to lead independent lives and choose a healthy lifestyle;
- To build strong, confident and proud communities who are empowered to take an active part in local decision making and have positive relationships with each other; and
- To create a thriving and sustainable local economy that will extend opportunity for local residents and promotes prosperity throughout the borough.

2.3.5 The **Southend Corporate Plan** contains 10 corporate priorities and related actions 2013/14. Relevant priorities for the Local Development Framework (LDF) include:

- Ensure a well-maintained and attractive street scene, parks and open spaces;
- Where possible minimise our impact on the natural environment;
- Encourage the prosperity of Southend and its residents; and
- Enable well planned housing and developments that meet the needs of Southend's residents and businesses.

#### *Flooding and Shoreline Management*

2.3.6 The **Strategic Flood Risk Assessment Level 1** (September 2010) prepared by Southend-on-Sea Borough Council provides an overview of flood risk issues throughout the borough in order to facilitate a sequential approach during the allocation of sites for future development.

2.3.7 The assessment identifies that parts of the town centre may be at risk of surface water flooding. Proposed developments within the town centre, amongst the other areas listed within the document, should take consideration for the impact of surface water flow paths to the development and ensure effective management of surface water on site.

- 2.3.8 There has also been evidence of groundwater flooding in the south seafront area. The assessment recommends that more site-specific desk studies should take place for development areas where there is thought to be potential for groundwater flooding.
- 2.3.9 The report also makes reference to several future flood risk management plans relevant to the borough. These include:
- **Essex and South Suffolk Shoreline Management Plan 2 (October 2010)** This provides a large-scale assessment of the risks associated with coastal evolution and presents a policy framework to address these risks to people and the developed, historic and natural environment in a sustainable manner. The Shoreline Management Plan (SMP) is a high-level document that forms an important part of the Department for Environment, Food and Rural Affairs (Defra) strategy for managing flooding and coastal erosion. The key aims of this strategy is to reduce the threat of flooding and erosion to people and their property and to benefit the environment, society and economy as far as possible in line with the Government's sustainable development principles.
  - The Thames Estuary 2100 group **TE2100 Plan (November 2012)**. This plan seeks to find ways of managing flood risk on the Thames Estuary. The Southend area extending round the end of the estuary and including Leigh on Sea is identified as Action Zone 8 where policy is: *'To ensure the communities and local economies in Canvey Island, Southend-on-Sea and Isle of Grain continue to thrive, we and others will need to do more to prevent flood risk increasing as a result of climate change'*.
- 2.3.10 **Strategic Flood Risk Assessment Level 2 (November 2010)** this report provides increased scope of the strategic flood risk assessment for sites where the exception test is required. Hydrodynamic modelling has shown that the seafront and southern extent of the Central Area are at residual risk of flooding in the event of a breach in the flood defences and via overtopping of the existing defences.
- 2.3.11 The document advises future developer to make reference to:
- Hazard and depth maps produced as part of the study;
  - Southend-on-Sea Borough Council Surface Water Management Plan for detailed surface water modelling results;
  - Site-specific Flood Risk Assessments (required for all development proposals on sites greater than 1ha) should refer to council and water utility historic flood records to establish the level of potential surface water flood risk to any future development in these locations.

#### *Transport and Movement*

- 2.3.12 Transport issues for the area are covered in the **Local Transport Plan 3 (2011-2026) (LTP3)** – revised January 2015. The Plan builds on the existing long term strategy set out in the preceding Transport Plans and encompasses key local and national developments and changes in policy. The key themes that need to be addressed by LTP3 are:
- A thriving and sustainable local economy in the Borough.
  - Minimise environmental impact, promote sustainability for a greener Borough.
  - A safer Borough.
  - Reduce inequalities in health and wellbeing and for a more accessible Borough.
- 2.3.13 The Southend Central area contains several strategic transport routes and priority areas. This includes the A127 Freight Corridor, with two strategic junction improvement areas; three

of the Proposed Metro and Sustainable Station Hubs at Southend Central, Southend Victoria and Prittlewell stations and the location of the Travel Centre. Passing through Central Southend is also the route of the Sustrans cycle network a Green Grid corridor.

- 2.3.14 The general principles of the LTP3 are to encourage more sustainable transport choices for all people in the borough, with an emphasis on walking and cycling especially for shorter journeys. However, the importance of car travel is also recognised with the need to take measures to increase capacity and reduce congestion.
- 2.3.15 The LTP3 identifies the seasonal shortfall of parking capacity in the certain car parks in the summer and that rationalisation of Town Centre car parks is being investigated and taken forward as part of the SCAAP. Priorities for improvements include improving the public realm in the town centre and visitor destinations and the seafront to give greater priority to pedestrian infrastructure and better management of on-street parking.
- 2.3.16 The LTP3 identifies the key transport challenges identified in the SCAAP area as:
- To maintain the quality and sustainability of connections in the central area in order to retain Southend's status as a key transport interchange;
  - Vehicular movement to be enhanced through a package of improvements which would include reallocation of parking;
  - Reinvigoration through selective redevelopment and re-provision of surface car parking;
  - Realignment of key infrastructure requirements identified in the LTP with the AAP; and
  - Enhanced pedestrian and cycling connections and upgrade of the public realm.

### *Economy*

- 2.3.17 The **Southend-on-Sea Local Economic Assessment** (December 2013) refreshes the original Local Economic Assessment (LEA) produced in 2010. The document is intended to provide:
- A summary update on the developments in terms of milestones achieved and changes to the economic development policy and landscape in England;
  - A detailed review of the Southend-on-Sea economy in comparison to its nearest neighbours and its wider South East Local Enterprise Partnerships (SELEP) partners.
  - Policy makers and public and private sector partners with a robust and up-to-date evidence base to support the allocation of resources and any subsequent funding allocations to central government.
- 2.3.18 The LEA identifies several important milestones for the Town Centre, these are:
- A new £27m state-of-the-art library and learning facility ("The Forum Southend") located in a new public square in the heart of Southend-on-Sea Town Centre (opened in September 2013).
  - A new £3m Cultural Centre opened in July 2012 and renamed the Royal Pavilion in July 2013. Located on Southend Pier, the Royal Pavilion hosts a variety of events, concerts and exhibitions including music, theatre, art and photography.
  - The creation of Southend-on-Sea Business Improvement District (BID) in November 2012 covering the Town Centre and the Seafront part-funding and unlocking significant investment for the town.

- The Purple Flag accreditation award for Southend-on-Sea's High Street and sea front in recognition of excellence in the town and city centres at night-time management and its contribution to the town's expanding post 6pm economy.

2.3.19 The LEA includes a Strengths, Weaknesses, Opportunities and Threats analysis for the Borough. Strengths include:

- Southend-on-Sea's proximity and good transport links to London means that it is able to supplement local employment with highly paid and highly skilled out commuters.
- Public and private sector investment has continued even during the recession, showing a confidence in the prospects for the town's on-going growth and success.

2.3.20 Weaknesses include:

- GVA remains lower than the regional and national averages and Southend-on-Sea is an exporter of skills to London and other locations.
- The tourism industry still survives on low levels of overnight stay, and the short supply of high quality hotels and restaurants in the central area may not attract those with money to spend.
- Deep rooted and long standing inequalities are present within the borough: Kursaal, Victoria and Milton wards are repeatedly highlighted as the wards in Southend-on-Sea that are the most deprived.
- High levels of car usage, together with poor public transport links around the sub-region, mean congestion on major trunk roads.
- There exists a large concentration of poor quality commercial stock in the centre of town, particularly around Victoria Avenue.

2.3.21 Opportunities include:

- Exciting regeneration plans are in place to further develop Southend-on-Sea's offer and improve its image. These will support the creation and attraction of new businesses, the enhancement of the quality of the tourism offer and number of overnight stays, and continue to make Southend-on-Sea an attractive option for London workers and their families.
- There are sectors showing the clear potential for growth including creative and cultural technology, aerospace and medical technologies.

2.3.22 Threat include:

- Southend-on-Sea is reliant on a number of regeneration projects, many of which may be under further scrutiny following the recent Comprehensive Spending Review.

2.3.23 SBC has produced the **Culture-on-Sea: A Cultural Strategy for Southend on Sea 2012 – 2020** document for the Borough. This is an overarching strategy for the cultural services for the council and beyond. Supporting the delivery of the strategy are a suite of related strategies and delivery / action plans covering the key areas of Sport & Leisure, Museums & Heritage, The Arts, Libraries, Green Space and the Southend Regeneration Framework 2007-21 and the Economic Development and Tourism Strategy.

2.3.24 The vision of the strategy is: *"To be recognised as the cultural and leisure capital of the East of England"*. It is proposed to deliver this through a number of strategic objectives for the area, those most relevant to the SCAAP are:

- increase the levels of engagement and participation in the cultural activities of the local population, including sport & leisure;
- develop new opportunities for all, including the disadvantaged, to participate in cultural activities;
- deliver a new municipal 21<sup>st</sup> Century Library & Library Service (note the new Forum library open in the town centre in 2013);
- deliver a new Public Square with an outdoor Big Screen for screenings and viewings and cultural activity within the Town Centre;
- support the Council in the delivery of its Public Health function, specifically in relation to physical activity and supporting general wellbeing;
- support the Borough in becoming an innovative and resilient economy that attracts high quality businesses, retains knowledge and nurtures a diverse and sustainable economic base;
- raise the profile of Cultural Services in Southend-on-Sea by creating a thriving and creative regional centre where people want to live, work and visit;
- maintain and develop our cultural heritage, museums and award winning parks and open spaces
- pursue opportunities which further our ambition for the provision of a new museum along the Cliffs.

2.3.25 The **Economic Development & Tourism Strategy Refresh** (November 2010) updates the 2007-2013 Economic Development and Tourism Strategy. The revision contains a vision for the borough as:

*“An innovative and resilient economy that attracts high quality businesses, retains knowledge and nurtures a diverse and sustainable economic base. A thriving and creative regional centre where people want to live, work and visit.”*

2.3.26 This refreshed, single economic vision reflects:

- The increasing need to innovate, evolve and diversify in order to succeed and mitigate the risks of macroeconomic events or fiscal policy;
- The retention of skills and knowledge to drive new business creation, building on Southend’s entrepreneurship and educational assets;
- The required balance between encouraging and supporting start-ups, where Southend is traditionally strong, helping enterprise survive and grow, where it is not as strong, and securing its position in terms of large employers; and
- Southend’s strength in terms of location, accessibility and quality of life.

2.3.27 The vision is supported by 13 objectives that will be used to implement the vision. The objectives include successfully delivering the Central Area Masterplan to enhance the retail offer and size of retail catchment.

2.3.28 The **Management of Designated Shopping Frontages in Southend-on-Sea: Technical Report** (October 2013) and **Addendum: Management of Designated Shopping Frontages in Southend-on-Sea** (July 2014).

2.3.29 This technical report addendum reports on a July 2014 survey of ‘Secondary Shopping Frontages’ as designated through the DMDPD 2014. Overall, there is a low vacancy rate in



the Town Centre. The exception is Victoria Avenue/Fairfax Drive with a very vacancy (5 of 7 units) but was strongly dependent on a single tenant. West Street/Victoria Avenue also has relative high vacancy at 6 of 22 units being vacant.

- 2.3.30 Primary shopping frontages were surveyed in March 2013 and also show a generally low vacancy. However, the proportion of vacant units within the town centre Primary Shopping Frontages is remains relatively high at 20% compared with the national average of 14.1%. The majority of this vacancy is in the Victoria Plaza that was refurbished in 2008 as the recession started. The Town Centre Primary Shopping Frontage is the largest in Southend, consisting of over 200 units. It is located on, or just off, a traditional linear High Street, which is anchored to the north by The Victoria Shopping Centre and to the south by The Royals. The town centre is classified in the Southend Core Strategy as a regional centre and will remain the first preference for all forms of retail development and for other town centre uses occurring in the borough.
- 2.3.31 The technical report concludes with recommendations that the SCAAP should continue to seek a minimum target of 70% of the identified Primary Frontage as retail.
- 2.3.32 Southend is part of **the South East Local Enterprise Partnership (SELEP)** consisting of other Essex authorities, Thurrock, Kent, Medway and East Sussex. Southend in within the Thames Gateway South Essex (TGSE) federal area of the LEP, which stretches through Essex to the outskirts of London. As part of the SELEP Southend has secured a range of measures to support the regeneration and growth of the Borough, including the City Deal to support newly formed businesses and incubator space, supporting for the regeneration of Victoria Avenue and public realm enhancements proposed by the SCAAP as part of the Growth Deal.
- 2.3.33 The A127 is identified as a key growth corridor for the LEP area from Basildon to Southend. With the right investment the Plan identifies the corridor there is the opportunity to directly enable the creation of 8,775 jobs and 1,451 new homes by 2021 and a further 48,927 jobs and 32,665 new homes over the longer term.
- 2.3.34 The Growth Plan states that Central Southend:

*Southend Central Area has already seen significant public and private sector investment including £25m of infrastructure and public realm works; the UK's first joint municipal-academic library (The Forum £27m); and the University campus development. A package of transport and public realm works designed to unlock potential development sites and accelerate delivery along Victoria Avenue and in the Central Area are expected to contribute to the delivery of around 2,000 new homes and the creation of up to 6,500 new jobs. Through the recently signed Southend City Deal, Southend central will host new employment space created by bringing an unused building back into use demonstrating local and central Government working in partnership to take a proactive lead on regeneration to lever private sector investment.*

*There is a clear opportunity to promote better connectivity across the area through improved utilisation of public transport infrastructure and services, enabling people to gain access to employment, education and leisure opportunities using public transport. The focus of the joint TGSE Local Sustainability Transport Fund application, supported by revenue measures, will be to continue the roll out of the bus real-time system and vehicle location, together with smart ticketing (linking with the Essex Thameside franchise) and associated marketing and promotion. This supports all the growth points and corridors with access to public transport.*

*This joint initiative between the local authorities, transport operators and businesses/ education providers demonstrates strong cross boundary partnership working. (paragraphs 4.289-4.290).*

- 2.3.35 The **A127 – Corridor for Growth** (March 2014) by Essex County Council and SBC identifies the growth needs for the A127, which links to Southend Central. This road corridor is considered to be a vital artery to economic competitiveness of the Thames Gateway South Essex sub-region and the economy of the County of Essex and beyond. Southend has been awarded £50 million of Local Growth funding over the next six years of which £35.6 million will be designated to the A127 Growth Corridor and capacity enhancements. The funding will encourage future economic prosperity and regenerate important gateways to the town.
- 2.3.36 There is a **Business Improvement District** (BID) established in Southend town centre and the seafront. The BID has helped unlock £27 million of investment for the area and helped enhanced visitor experience of the area, including new street wardens as well as planters to improve the public realm.

#### *Open Space*

- 2.3.37 **South Essex Green Grid Strategy** is a long-term project to deliver a network of open spaces and green links throughout Thames Gateway South Essex, as part of The Thames Gateway regeneration area. This aims to bring significant environmental improvements to this part of Essex, through the provision of combined recreational open spaces, wildlife corridors and improving the appearance of the landscape. The purpose of the Green Grid strategy is to:
- Provide a holistic and long-term vision for the sustainable future development and management of the south Essex area;
  - Define an environmental infrastructure that promotes the establishment and managements of appropriate character settings; and
  - Provide the context for development over the long term.
- 2.3.38 Therefore, the Green Grid strategy will have particular implications for the LDF by ensuring improvements to the ‘green’ character of the borough are taken into account in a strategic way – with long term planning for this change and how development can contribute to this.
- 2.3.39 The Green Grid scheme is part of the wider **Parklands South Essex** scheme, reported in *Thames Gateway Parklands – Delivering Environmental Transformation* (November 2010). This has government funding as part of the Maxigreen project for access and landscape improvements in the South Essex Marshes. The restored marshes will be part of the wider green grid of public open space, greenspaces, footpaths and nature reserves that cover the area.

#### *Air Quality*

- 2.3.40 SBC has produced a 2015 **LAQM Updating and Screening Assessment** as part of their statutory duty to review and assess air quality as stipulated in Part IV of the Environment Act 1995. Annual NO<sub>2</sub> concentrations have been exceeded at one location and the borough has declared no air quality management areas (AQMA). The air quality of the borough can therefore be considered to be good.



- 2.3.41 The report identifies that the main source of air pollution in the borough is road traffic emissions from major roads including the A13, A127 and A1159. Therefore in the Town Centre, controlling traffic levels will be essential to maintaining air quality.

## 3 Baseline information

- 3.1.1 During preparation of the SA of the Core Strategy information was collected on sustainability issues on a Borough-wide basis. At this stage in scoping for the SA of the AAP it is necessary to add to layer of detail to the more generic information collected previously in order to better inform the SA of issues of significance to central area.
- 3.1.2 The SEA Directive is concerned with the assessment of '*the likely significant effects on the environment of implementing the plan*', and this requires where possible some understanding of the 'baseline' situation so that the change that might arise from the influence of the plan can be considered.
- 3.1.3 The SA Report of the Core Strategy submission draft contains as Appendix 3 baseline information for the Borough. The following section includes updated information that is relevant to Southend Central.
- 3.1.4 For the purposes of collecting further evidence for the SCAAP, the council have defined the boundary of the town centre as the in the masterplan, to include administrative wards of Milton and Victoria. The SA uses data from these two wards as the basis for data collection on the social and economic characteristics of the area.

### 3.2 Role of the Town Centre

- 3.2.1 Southend-on-Sea Town Centre is a major retail, employment and commercial centre serving a catchment population of over 325,000 people. It lies at the heart of the Borough of Southend-on-Sea. The Milton and Victoria wards have a population of approximately 22,000<sup>1</sup> people. The town centre is the Borough's most important commercial area and largest shopping centre. The Inter-Departmental Business Register (IDBR), produced by the Office for National Statistics, provides robust and comprehensive dataset of employment at a district level. The report suggests that in 2013 the town centre (Milton and Victoria) provided 33% of the jobs in the Borough. Retail is an important role of the central area, with the shops focused on the High Street, forming a central spine through the centre from north to south. The High Street is pedestrianised linking the refurbished Victoria Plaza (1960s) and Royals (1980s) retail centres. On the periphery of the northern part of the High Street is the Town Centres only large food retailer and a major retail outlet offering non-food goods.
- 3.2.2 The South Essex College and new University of Essex complex is adjacent to the High Street, in 2013 the integrated municipal and academic public library opened in the town centre. Development of a multi-screen cinema, restaurants, cafés and bars mainly along High Street side streets has given the central area a complimentary leisure offer.
- 3.2.3 Victoria Avenue is the main area for office accommodation. The Council views that Victoria Avenue has a number of 1960's office developments, some of which are outmoded for modern requirements and are long-term vacant.

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<sup>1</sup> SBC, 2011 Census Profile (Milton and Victoria Wards)

- 3.2.4 The central area of the town also is the focus for much of the seaside leisure activity. With the entrance to the Pier at Pier Hill at the southern end of the High Street as well as the Adventure Island fun park. The seafront area also includes the Eastern and Western Esplanade and formal parks of the Southend cliffs.

### **3.3 Housing**

- 3.3.1 The central area contains extensive areas of high density housing providing homes for some 22,000<sup>2</sup> people (13% of the Borough total) in 11,000 households<sup>3</sup>.
- 3.3.2 Census data from 2011 shows that flats/maisonettes are the predominant form of dwellings in contrast to Southend and the rest of England & Wales where a house/bungalow are more prevalent. Additionally, one-bedroom dwellings are the most common form of dwelling in the Town Centre as opposed to three-bedroom dwellings in Southend and England & Wales.

### **3.4 Travel and transport**

- 3.4.1 The central area has very good travel and transport connections. In the Southend Central area there are three railway stations, Southend Victoria at the north end of the High Street and Central Station in the main shopping area and further north Prittlewell station. The newly refurbished bus station, the 'Travel Centre', is also in the town centre, on Chichester Road adjacent to the High Street. The main access by car is the A127 dual carriageway via Victoria Avenue and the A13 London Road, which has smaller and independent retail along it.
- 3.4.2 The Town Centre has parking facilities for around 4,000 public off-street spaces comprising 2,100 Council owned and 1,900 privately owned parking spaces with several sites being large surface car parks. Car parking in the central area is under a process of reorganisation and renewal. For example, Farringdon multi storey car park was demolished and replaced at University Square. The demolition of Queensway House has resulted in the creation of a new temporary car park at this site as well as a temporary privately run car park on Victoria Avenue (Portcullis House). Since preparation on the SCAAP started this has led to an increased parking provision within the town centre.
- 3.4.3 Cycling and walking routes are adequate, although there is potential for greater connectivity. The relatively flat character of the Southend topography means there is very good potential for more trips to be made by this mode. The seafront provides a particularly valuable connection of coastal neighbourhoods to the central Southend. A Sustrans cycle route passes along the Seafront and there is a network of local routes in the town centre, although not very comprehensive.
- 3.4.4 As noted in in the plans and strategies section there are also various schemes proposed through the Local Transport Plan 3 to bring enhancements to the public transport provision of the area.
- 3.4.5 Data shows that the borough has quite high levels of people walking to work or using public transport compared to national averages<sup>4</sup>. Census data 2011 shows that the 16% of the residents of the central area travel to work on foot compared to 7% in England and Wales and 9% in the Borough, 22% of the residents of the central area travel to work by car which

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<sup>2</sup> Census 2011

<sup>3</sup> SBC, 2011 Census Profile (Milton and Victoria Wards)

<sup>4</sup> SBC 2015, *Southend Local Transport Plan 3 Strategy Document 2011-2026*

represents the most prevalent form of transport for the central area. However, this is still below the average for England and Wales and the Borough that are 37% and 33% respectively.

- 3.4.6 Approximately 53% of households in the Central Area own a car, this is significantly lower than for the rest of the Borough (72.7%). Low car ownership in the centre may reflect good transport connections but is also likely to be characteristic of income deprivation in parts of the centre.

### 3.5 Population

- 3.5.1 The 2011 Census of resident population provides the best population record at ward level. The census records a small increase in population since 2011 increasing by approximately 3,000 people. The Town Centre now makes up 12.7 % of the total Borough's resident population, see table 4.1.

Table 4.1 Resident Population

Area	Census 2011
Southend-on-Sea	173,658
Town Centre	22,067
<i>Town Centre %</i>	<i>12.7</i>

Source: Census 2011

### 3.6 Employment and Economy

- 3.6.1 In 2011, Census data shows that 75.6% of residents in the central area were economically active, similar to the figure of 78% for Southend and 76.8% for England and Wales<sup>5</sup>.
- 3.6.2 In 2013, the Town Centre provides 33% of all the jobs in the Borough (see table 4.2). This proportion has been decreasing over time as shown in table 4.2. However, this is in the context of an overall growth in employment in the Borough since 2009 of around 1,500 jobs and a loss of around 2,000 jobs in the central area over the same period. However, there is an indication according to SBC that jobs in the Central Area have increased in 2014.

Table 4.2: Employment in Southend – central area vs rest of the Borough

Employment in Southend	2009	2010	2011	2012	2013
Central Area (Milton+ Victoria)	23,687	22,015	20,912	19,661	19,965
Central area as a %	38%	36%	35%	32%	33%
Rest of Borough	39,281	38,684	39,933	40,857	42,279
Rest of Borough as a %	62%	64%	66%	68%	70%
<b>Total</b>	<b>62,968</b>	<b>60,699</b>	<b>60,845</b>	<b>60,518</b>	<b>62,244</b>

Source: The Inter-Departmental Business Register (IDBR) produced by the Office for National Statistics

<sup>5</sup> NOMIS 2011 Ward Labour Market Profile E36000778 : Victoria & 2011 Ward Labour Market Profile E36000771 : Milton

- 3.6.3 The town centre contains a mix of employment types, and some sectors are proportionately more significant than in the Borough as a whole. These sectors include financial sector, real estate and business and 'other', retail is included in the 'other' category. In the town centre there is a notable division in the type of jobs held by residents with the greatest proportion in the highest group of 'professional' occupations and the second most prevalent is 'elementary occupations'<sup>6</sup>. In contrast, there are a number of sectors which are less important in the town centre than the Borough as a whole such as health and social work, which is dependent on the location of hospitals, and manufacturing as only one industrial site is found in the area.
- 3.6.4 The average unemployment rates for the Town Centre are approximately 12% and higher than those for Southend (8.1%) and England and Wales (7.6%)<sup>6</sup>.
- 3.6.5 A recent development in the central area is the 'The Hive' is a business enterprise centre, which opened in spring 2015. The enterprise centre is designed to support new and innovative businesses in the Southend.
- 3.6.6 The Local Economic Assessment for the Southend identifies that town centre is the focus of retail development as well as the location of the majority of 'creative' employment in the borough.
- 3.6.7 Tourism brings in around 6 million visitors a year (2011)<sup>6</sup> the majority of these visitors are day visitors (95.8%) who spend around £330 million per year.
- 3.6.8 To the north of the Central Area is the area that is the focus of the Southend Airport and Environs Joint Area Action Plan 2014. The focus of the AAP for this area was using London Southend Airport as a catalyst for new employment growth in Southend (and extending into neighbouring Rochford). Therefore, some uses that may have previously favoured by a Central Southend location may be attracted to new sites in this area.

### **3.7 Retail**

- 3.7.1 The Town Centre Primary Shopping Frontage is the largest in Southend, consisting of over 200 units. It is located on, or just off, a traditional linear High Street, which is anchored to the north by The Victoria Shopping Centre and to the south by The Royals. The Town Centre is classified in the Southend Core Strategy as a regional centre and will remain the first preference for all forms of retail development and for other town centre uses occurring in the borough.
- 3.7.2 There is strong retail economy the town centre. According to the Focus database in 2009 Southend town centre ranked 192 out of 711 UK retail centres. Despite the recession constraining consumer spending and trading conditions needing some time to recover, regeneration activity is improving the investment potential of the town centre. In the long term, Southend's retail sector is robust, and provides an important sub-regional focus, though its growth potential is constrained by the proximity of Lakeside and Bluewater shopping centres.
- 3.7.3 A town centre study in 2015 showed that the proportion vacant town centre primary shopping frontages in 2015 is relatively high at 18% compared to the national average of 10.4%. The majority of vacancies are within the Victoria Plaza as its refurbishment coincided with the start of the recession. For secondary shopping frontages the greatest vacancy is on Victoria

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<sup>6</sup> Tourism South East Volume and Value Report, October 2011

Avenue/Fairfax Drive where only 5 of 7 units are occupied (4 of these units were tenanted by a single occupant who left). The other area of higher vacancy is West Street/Victoria Avenue where 6 of 22 units being vacant<sup>7</sup> - a 27% vacancy.

### **3.8 Social characteristics**

- 3.8.1 Education rates show that although the rates of adults with no qualifications are higher in central Southend than for the Borough as a whole, there are also more residents with higher level qualifications. This may be as a result of younger professional people with qualifications living close to or in the Town Centre juxtaposed with pockets of deprivation, although without further investigation this cannot be confirmed.
- 3.8.2 Public Health England<sup>8</sup> has reported, based on census data and the Indices of Deprivation 2010, which combined the wards of Milton and Victoria have high levels of deprivation. The data shows that the percentage of income deprivation, child poverty and older people in deprivation is significantly worse in this area than the England average. Nearby wards also experience higher levels of deprivation, including Kursaal ward. The Public Health England data also shows child development at the age of 5 and GCSE achievement of 5A\*-C (including English and Maths) is significantly worse in Southend Town Centre than in England.
- 3.8.3 The Indices of Deprivation 2015 show that parts of Milton, Victoria and Kursaal wards are in the 10% most deprived (all domains). The highest area of deprivation is in Victoria ward around Queensway and Coleman Road, which is ranked the 514 most deprived area in the England out of 32,855 nationally. These areas were ranked more deprived in the 2010 Index. However, this does not necessarily mean an improvement in the area as it may indicate an overall increase in deprivation nationally. Figure 3.1 shows the most up-to-date deprivation information for the index of multiple deprivation.

NEETs refer to 16-18 year olds who are Not in Education, Employment or Training. The town's NEET figure (5.1%) is lower than the English average (5.7%). Southend's NEET figure has improved from 5.6% in 2009 which can be attributed to the substantial number of learning and training providers. However one part of the Town Centre, Victoria, had the highest recorded number of NEETs in the Borough.

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<sup>7</sup> Management of Designated Shopping Frontages in Southend-on-Sea: Technical Report 2013

<sup>8</sup> [www.localhealth.org](http://www.localhealth.org) accessed 11<sup>th</sup> September 2015

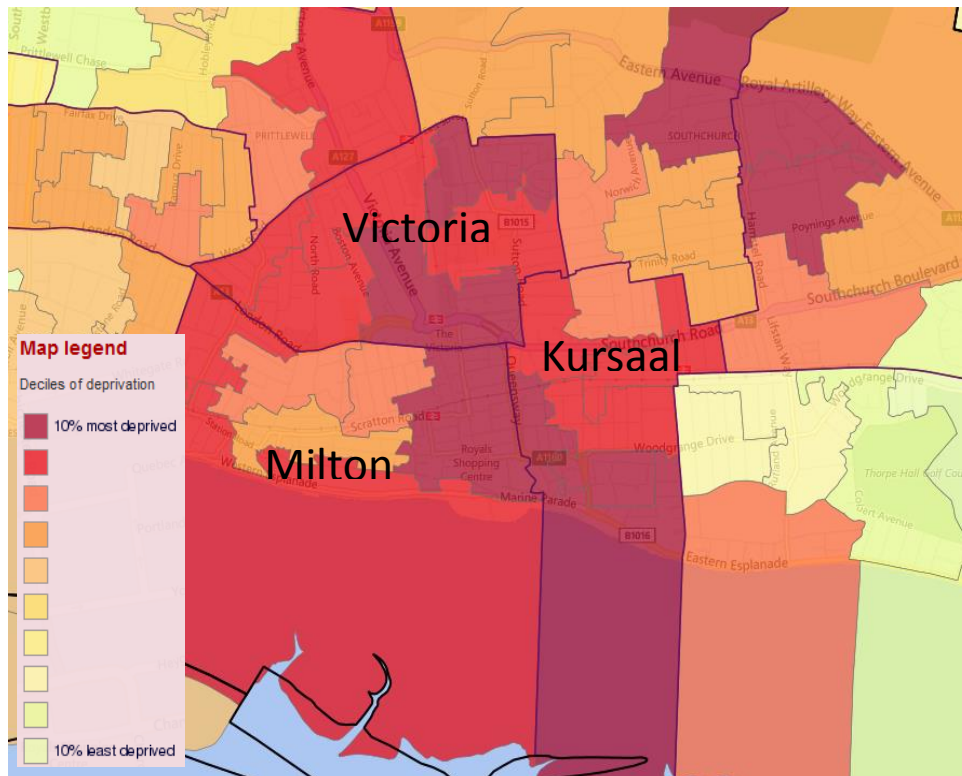


Figure 3.1: Index of Multiple Deprivation 2015

### 3.9 Built environment quality

- 3.9.1 The town centre contains area designated for their historical and architectural quality as well as areas that have poorer architectural quality or have become dilapidated, for example developments along Victoria Avenue. There is also recent regeneration, including the South East Essex College and University of Essex buildings, Pier Hill and the Travel Centre which have brought improvements to parts of the central area. However, there is scope for further environmental improvements and making land available for alternative uses.
- 3.9.2 Phase 1 of the Victoria Gateway and City Beach public realm scheme is complete. The Victoria Gateway Scheme provides a considerable uplift to the public realm at this important entrance to the central area and also supports a more integrated approach to public transport and surface access across a major thoroughfare into the central area. In addition along the seafront, the City Beach scheme has realigned the carriageway to create wider pavements and space for cafes, activities and created attractive features such as fountains and lighting within a new public space.
- 3.9.3 The Council are committed to improving the Queensway area including the social housing and surrounding streets, this is part of the Better Queensway strategy.
- 3.9.4 Southend central area also contains many listed buildings and five conservation areas consisting of Prittlewell in the north, Clifftown in the south west, Kursaal and Eastern Esplanade in the south east and Warrior Square located in the middle of the centre<sup>9</sup>. The conservation areas are all predominantly residential neighbourhoods, and Clifftown directly borders the retail core of the town as well as the seafront. There are many Listed buildings within the central area, particularly within the conservation areas, although are also found

<sup>9</sup> Southend Central Area Action Plan Evidence Base - Part 3 Conservation Areas



beyond the boundaries of these areas. Many of the listed buildings reflect Southend's heritage as a seaside holiday destination. A full list of all national and local listed buildings are part of the evidence base for the Central Area, these are the SCAAP Evidence base Part1, Listed buildings, Part 2 Locally listed buildings and Part 3 Conservation Areas.

- 3.9.5 The town centre also contains locally identified 'Frontages of Townscape Merit', these are street frontages that add to the character of the central area, including along Alexandra Street, Clarence Street, High Street, Weston Road and Clifftown Road.

### **3.10 Open space**

- 3.10.1 There are only very limited areas of public open space, particularly green space, in the central area, with the exception of the seafront. Areas of importance include the Southend Cliffs formal gardens.
- 3.10.2 However, within the main commercial and retail areas of the town centre green space provision is poor, and includes the recently improved cemetery / open space at St. John's church behind the Royals shopping centre and Warrior Square and Prittlewell Square Gardens – a high quality formal garden set within a conservation area in the south west of the central area. An enhancement scheme for Warrior Square Gardens has recently been completed including the provision of an architecturally designed café and remodelled public green space.
- 3.10.3 Churchill Gardens in the north of the central area provides additional open space, although is part of a more residential neighbourhood. Green spaces are needed throughout the urban area as demand will increase with a warming climate and these areas can help cool built urban areas, preventing 'heat island' impacts. Therefore, provision of green open spaces may be a matter to be addressed by the SCAAP.
- 3.10.4 In June 2015, SBC announced a draft Parks and Green Spaces Strategy which is a five year plan to safeguard and enhance Southend's open spaces.
- 3.10.5 Redevelopment of the centre and proposals of the SCAAP should take into account ways in which open spaces in this location can contribute to the Thames Gateway, South Essex Green Grid strategy and the Parks and Green Spaces Strategy.

### **3.11 Flood**

- 3.11.1 The seafront, south of the Town Centre, is located in Flood Zone 3 and a small area to the north of the Town Centre is located in Flood Zone 2. These areas will be vulnerable to flooding. There is also the risk of surface water flooding throughout the central area. Areas of flood are associated with Prittle Brook which will need to be managed through design and drainage of new development. There is also an increased fluvial flood risk at the Kursaal area east of Southchurch Avenue which is at greater risk of flood according to Environment Agency maps.

### **3.12 Air quality**

- 3.12.1 Annual NO<sub>2</sub> concentrations have been exceeded at one location in SBC and the borough has declared no air quality management areas (AQMA). The air quality of the borough can therefore be considered to be good.

3.12.2 The main source of air pollution in the borough is road traffic emissions from major roads in the Town Centre including the A13, A127 and A1159. Therefore in the Town Centre, controlling traffic levels will be essential to maintaining air quality.

### **3.13 Nature conservation**

3.13.1 There are no sites of identified nature conservation importance in the central area. However, the potential for nature conservation enhancement should be a consideration of all development sites in the area.

3.13.2 The Town Centre is also near the internationally designated Natura 2000 sites, as referred to in Section 3. Therefore, development in these areas will have to ensure it will not have an adverse impact on these nature conservation sites. Potential impact pathways include sewerage, rainwater run-off, or pollution impacts of large scale new development, as well as any direct impact on the birds for which these areas are designated.

3.13.3 The Benfleet and Southend Marshes located to the south of the central area outside of the built environment boundary, are internationally designated as a Ramsar Site, Site of Special Scientific Interest and Special Protection Area. These must be protected not only from direct disturbance from development but also change that would threaten their integrity, such as increased pollution or changes in water availability. However the key threat is largely beyond the control of the LDF is caused by built development causing 'coastal squeeze' which will be exacerbated by climate change and sea level rise.

### **3.14 Climate Change and Sea Level Rise**

3.14.1 Most recent predictions of the climate change for the East of England come from the UK Climate Projections (UKCP09). The predictions are all shown for the 2050s under a medium emissions scenarios, under low or higher scenarios emissions will be correspondingly lower and higher:

- increased summer mean temperatures, with higher peak temperatures as well as prolonged periods of high temperature
- in summer there is likely to be at least a 17% reduction in rainfall (could be as much as a 38% reduction), but an increase of 14% winter precipitation levels (or as much as 31% increase)

3.14.2 Predictions of sea level rise in the London area are included in the UK Climate Projections *Marine and Coastal Projections Report* (June, 2009). These show that by 2050 sea level rise could be up to 25.8cm (high emissions scenarios) but even under low scenarios could be 18.4cm.

3.14.3 Sea level rise could lead to issues such as:

- water resource deficiencies, which may lead to serious issues in the area particularly with the levels of development set for the Thames Gateway
- increased flood risk, including for sea defence overtopping, and also from rivers
- a risk of subsidence through changing soil moisture levels.



# Appendix B Opportunity Site Iteration

Proposed Submission – June 2016	Preferred Approach 2015: Policy Area, Opportunity Sites and Major Full Permissions	2011 Proposed Submission: Quarters and Gateway Neighbourhoods	Sustainability appraisal of ‘Quarters’ and ‘Gateway Neighbourhoods’ Polices: SA Report of the Proposed Submission 2011	Southend-on-Sea Justification for changes from the 2015 Preferred Approach to Proposed Submission 2016*
<p><b>Policy Area:</b> Central Seafront</p> <p><b>Opportunity Sites:</b> CS1.1 Southend Pier CS1.2 Seaways CS1.3 Marine Plaza CS1.4 New Southend Museum</p>	<p><b>Policy Area:</b> Central Seafront</p> <p><b>Opportunity sites:</b> OS7 Southend Pier OS8 Seaway Carpark and Marine Parade OS9 New Southend Museum OS10 Woodgrange Drive (Kursaal) Estate (CS1.1 Esplanade House)</p>	<p>Name: Central Seafront (8)</p> <p>Same area</p> <p><b>Proposal Sites:</b> CS6a Southend Pier CS6b Seaway Car Park and Marine Parade CS7a Cultural Centre and New Southend Museum CS8a Woodgrange Drive (Kursaal) Estate</p>	<ul style="list-style-type: none"> <li>▪ The policies address many issues of importance to delivering sustainable development. This includes improving the quality of the built environment, protecting heritage and biodiversity, improving non-car access and enhancing the potential for the tourism economy.</li> <li>▪ Some criteria set positive steps for the future of the area that need to be implemented by the Council or other public / community groups. This includes an Urban Greening Strategy, Art Trail, and Creative Lighting Scheme.</li> <li>▪ Requirements for ‘visual impact assessment’ will help to make sure development takes into account its context and views to and from the site.</li> <li>▪ There are many aspects of the policy that could help secure public realm improvements and in doing so have benefits for the tourism economy of the Borough, as well as benefits for local communities.</li> <li>▪ There is a need to ensure new development does not harm the biodiversity assets of the foreshore.</li> </ul>	<p>Opportunity Sites have been renumbered:</p> <p>CS1.1 – formerly OS7 CS1.2 – formerly OS8 (part) CS1.3 – formerly OS8 (part) CS1.4 – formerly OS9</p> <p>The former OS8 has been divided into two distinct sites, with amended boundaries and the removal of the linking section along Marine Parade. This allows for the residential and leisure elements be more clearly defined as the location of Seaways more suited to a leisure and tourism development and improvements to the public realm.</p> <p>OS10 has been removed as there is no evidence to present to the Planning Inspector that it can be delivered prior to the end of the plan period (2021) and therefore cannot yet be allocated.</p> <p>CS1.1 Esplanade house has been removed as it is committed development with planning permission, which has not been promoted for inclusion within the SCAAP.</p> <p>The overall area of CS1 remains</p>

				largely the same as in the previous version with some update to take into account the car park for Cliffs Pavilion.
<p><b>Policy Area:</b> Clifftown</p>	<p><b>Policy Area:</b> Clifftown</p> <p><b>Opportunity Sites:</b> OS16 Clarence (post-2021) OS17 Alexander (post-2021)</p>	<p>Name: Clifftown (6) Same area</p> <p><b>Proposal Sites:</b> PS6a Clarence Road Car Park  PS6b: Alexandra Street Car Park</p>	<ul style="list-style-type: none"> <li>▪ The policy supports the future role of Clifftown as an area of strong cultural identity. The policy includes criteria to make sure that the historic and heritage character of the area is taken into account in new development. There is also the need to restore areas that have become degraded.</li> <li>▪ Access improvements are promoted. This includes changes to car access to a single new car park on one of the development sites, so that less traffic is created on streets of the area. Other improvements are to the retail circuits in the area, linking to the Central Station, Cliff Gardens and Pier Hill. This will help support the economy through tourism and visitor spend. Shops in this area are more likely to be independent and therefore these retail circuits will aid the local economy especially.</li> <li>▪ Regenerating the Empire Theatre will also add to the cultural character of the area. Other cultural uses should be promoted such as galleries and performance spaces.</li> <li>▪ Central House is identified for redevelopment, for more information it could be included as a separate allocation, especially as this is identified as the site of a possible tall building.</li> </ul>	<p>OS16 and OS17 have been removed as there is no evidence to present to the Planning Inspector that they could be delivered prior to the end of the plan period (2021). However, there may be potential for redevelopment in future subject to car parking needs.</p> <p>The overall area of PA6 remains the same as in the previous version.</p>

<p><b>Policy Area:</b> PA3 Elmer Square</p> <p><b>Opportunity Sites:</b> PA3.1 Elmer Square Phase 2</p>	<p><b>Policy Area:</b> Elmer Square</p> <p><b>Opportunity Sites:</b> OS3 Elmer Square Phase 2</p>	<p>Name: Elmer Square (3) Same area.</p> <p>Proposal Site: PS3a Elmer Square</p>	<ul style="list-style-type: none"> <li>▪ Policy should aid the image of a town as a place to do business due to the links with a modern university.</li> <li>▪ Improvements through the policy may benefit the community and businesses through shared use facilities, including the new Central Library and exhibition space.</li> <li>▪ A new public square will also benefit those who live, work and visit the central area. There will be good access from the High Street giving shoppers a place to relax.</li> </ul>	<p>Opportunity Sites have been renumbered: PA3.1 – formerly OS3. The site boundary has slightly reduced.</p>
<p><b>Policy Area:</b> PA1 High Street</p>	<p><b>Policy Area:</b> High Street</p> <p><b>Opportunity sites:</b> OS1 Whitegate Road (post 2021) OS2 Pitman’s Close (post 2021) (PA1.1 – Maitland House) (PA1.2 – 4 Southchurch Road)</p>	<p>Name: High Street (1) Excluded both the Victorias and Royals Shopping Centres</p> <p><b>Proposal sites:</b> None (see Warrior Sq and Tylers)</p>	<ul style="list-style-type: none"> <li>▪ Benefits to the public realm and the attractiveness of the area to all users;</li> <li>▪ Positive emphasis on increased pedestrianisation and cycling improvements to support non-car travel;</li> <li>▪ Policy requirement for new High Street planting can help bring visual diversity to the area, support biodiversity and can help reduce urban heating;</li> <li>▪ Better use of the currently under-utilised Victoria Circus and other public spaces can have many benefits, including for community events and for the tourism economy.</li> </ul>	<p>All of the specific sites included in the Preferred Approach version have been deleted.</p> <p>OS1 and OS2 have been removed as there is no evidence to present to the Planning Inspector that they could be delivered prior to the end of the plan period (2021). However, there may be potential for redevelopment in future.</p> <p>PA1.1 and PA1.2 have both been removed as even though they had planning permission the sites were not promoted through the SCAAP preparation process and therefore there is no clear evidence to suggest they could be delivered by 2021. They may be suitable for development in future.</p> <p>The overall area of PA1 remains the same as in the previous version.</p>

				However, it is useful to note that between earlier versions of the SCAAP the borders of the High Street are changed to ensure that the two shopping centres, which are retail anchors for the High Street, are included so these form part of the High Street policy area.
<p><b>Policy Area:</b> PA2 London Road</p>	<p><b>Policy Area:</b> London Road</p> <p><b>Opportunity Sites:</b> OS15 Sainsbury's &amp; Adjacent Buildings (post-2021)</p>	<p>Name: Queensway and London Road /Broadway (2)</p> <p>Excluded the A13 from the A127/A13 junction to Short Street, as at the Preferred Approach this includes the revised A127/A13 junction.</p> <p><b>Proposal Site:</b> PS2a Sainsbury's and adjacent buildings</p>	<ul style="list-style-type: none"> <li>▪ Enhancing Victoria Circus will have benefits for the character of this currently underutilised space so that it can actively contribute to the attractiveness of the area and the local economy.</li> <li>▪ Other beneficial policy aspects include promotion of urban greening, the potential for a street market, potential for higher/further education use, permitting a mix of uses including residential.</li> <li>▪ The policy should help improve the character of the area, while retaining some of the existing uses such as car parking. Much of the improvements relate to better links across the site and to other parts of the central area for cyclists and pedestrians.</li> <li>▪ This will help make the site more accessible including links across Queensway to Victoria Rail Station.</li> </ul>	<p>OS15 has been removed as there is no evidence to present to the Planning Inspector that it could be delivered prior to the end of the plan period (2021). However, there may be potential for redevelopment in the future.</p> <p>The overall area of PA2 remains the same as in the previous version.</p>
<p><b>Policy Area:</b> PA4 Queensway</p> <p><b>Opportunity</b></p>	<p><b>Policy Area:</b> Queensway</p>	<p>Name: Queensway and Southchurch Road (4)</p> <p>Included Victoria Shopping Centre and</p>	<ul style="list-style-type: none"> <li>▪ Redevelopment of the area for housing, office and secondary retail space would help meet objectives for the central area of providing development to meet the needs of existing and future residents, as well as</li> </ul>	<p>The former OS4 has been renamed to PA4.1 'Better Queensway' Project.</p> <p>The Policy Area has been increased to an area larger than the Opportunity</p>

<p><b>Sites:</b></p> <p>PA4.1 'Better Queensway' Project</p>	<p><b>Opportunity Sites:</b></p> <p>OS4 Queensway</p>	<p>excluded flats and houses south of Coleman Street and Short Street Car Park.</p> <p><b>Proposal Site:</b></p> <p>PS4a Queensway House and adjacent buildings</p>	<p>encouraging economic growth in the area.</p> <ul style="list-style-type: none"> <li>▪ Changes in access are promoted through the policy may help overcome the barrier created by Queensway.</li> <li>▪ The 'urban forest' scheme could have many benefits for sustainable development from bringing nature into a heavily built-up area. Benefits will not only be for wildlife but also the wellbeing of residents.</li> <li>▪ The policy recognises the surface water flood potential in this area.</li> </ul>	<p>Site, this creates a more comprehensive scheme that includes the car park and retail unit to the east of Southend Victoria station, the health centre on the corner of Short Street and Queensway and also the buildings between Southchurch Road and Essex Street that are adjacent to the cleared area that is part of the PA4.1</p>
<p><b>Policy Area:</b></p> <p>PA9 Sutton Gateway Neighbourhood</p> <p><b>Opportunity Sites:</b></p> <p>PA9.1 Sutton Road</p> <p>PA9.2: Guildford Road</p>	<p><b>Policy Area:</b></p> <p>Sutton Gateway Neighbourhood</p> <p><b>Opportunity Sites:</b></p> <p>OS14 Sutton Road</p> <p>(PA9.1 – Kenway</p> <p>PA9.2 257-285 Sutton Road</p> <p>PA9.3 319 to 321 Sutton Road)</p>	<p>Name: 'Sutton' Gateway Neighbourhood (10)</p> <p>Included flats and houses south of Coleman Street</p> <p><b>Proposal site:</b></p> <p>PS10a Former B&amp;Q Site</p> <p>PS10b Sutton Road</p> <p>PS10c Coleman Street</p>	<ul style="list-style-type: none"> <li>▪ The policy sets out succinctly the principles that will guide the redevelopment of the area. The majority of changes related to the three allocated sites as well that need to improve access through the area, including changes to Sutton Road and safe walking and cycling routes along Short Street to Queensway.</li> <li>▪ The site will also need to accommodate some additional open space and this is likely to be in the north of the area at the Sutton Road proposal site.</li> <li>▪ As with many of the quarters this area could accommodate new higher and further education facilities if required.</li> <li>▪ Planning briefs are to be prepared for the two employment areas and this should help their renewal over time in a coordinated way.</li> </ul>	<p>OS14 is renamed as PA9.1 and makes provision for fewer dwellings. However, it still covers the same area but removes sites former PA9.2 and PA9.3 both of which are committed development and have planning permission. The overall housing yield has been reduced to take account of dwelling completions in the area.</p> <p>A new opportunity site, new PA9.2: Guildford Road, has been included as it is newly identified as a site that can be shown to be deliverable by 2021. The current surface level car park and existing building is to be redeveloped to provide 50 dwellings and a convenience store.</p> <p>PA4 area has been amended to exclude the car park and retail store now part of the PA4 Queensway.</p>

<p><b>Policy Area:</b> PA7.1 Tylers</p> <p><b>Opportunity Site:</b> PA7.1: Tylers Avenue</p>	<p><b>Policy Area:</b> Tylers</p> <p><b>Opportunity sites:</b> OS6: Tylers</p>	<p>Name: Tylers Avenue (7)</p> <p>Included The Royals Shopping Centre</p> <p><b>Proposals Sites:</b> PS7a Tylers Avenue PS7b Pitman's Close</p>	<ul style="list-style-type: none"> <li>▪ Of particular importance will be bringing built environment and road safety enhancements to Chichester Road that currently provides an unattractive link route to the east of the High Street. Also, improved crossing points over Queensway will help improve the connectivity of the area to the wider residential areas to the east.</li> <li>▪ Open space and natural environment changes are also proposed, enhancing the quality of space at St. John's Church and as part of the greening of Queensway.</li> <li>▪ The policy sets out a number of road improvement schemes that may be dependent on the car park being redeveloped, such as creation of 'home-zones' or mixed-mode routes. The delivery of these schemes, or similar, should be considered even if the car park is to stay. This will help make the area more attractive for visitors and residents.</li> <li>▪ Specific schemes have the potential to deliver economic benefits of to the area, including expansion of retail units at the south of the High Street. Design will need to be of a high quality to complement the existing area and the importance of the location for attracting visitors and tourists.</li> <li>▪ The intention is to see the area made much more permeable to the public. This change will help enhance connectivity in the area, providing clearer links to the seafront and development proposals as part of the</li> </ul>	<p>The former OS6 has been renamed PA7.1 and the site boundary has been extended to include the Travel Centre to the south.</p> <p>The overall area of PA7 remains the same as in the previous version.</p>
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			'Central Seafront' quarter.	
<p><b>Policy Area:</b></p> <p>PA8 Victoria Gateway Neighbourhood</p> <p><b>Opportunity Sites:</b></p> <p>PA8.1: Victoria Avenue</p> <p>PA8.2: Baxter Avenue</p>	<p><b>Policy Area:</b></p> <p>Victoria Gateway Neighbourhood</p> <p><b>Opportunity sites:</b></p> <p>OS11 Victoria Avenue</p> <p>OS12 Former Essex and Suffolk Water Board Site</p> <p>OS13 Roots Hall Football ground and environs</p> <p>(PA8.1 Heath House and Carby House)</p> <p>(PA8.7 Carnarvon Road)</p> <p>(PA8.8 Victoria House)</p> <p>(PA8.2 Roots Hall Stadium)</p> <p>(PA8.3 297 Victoria Avenue)</p> <p>(PA8.3 25 Roots Hall Avenue)</p> <p>(PA8.5 Salisbury Avenue and North Road)</p> <p>(PA8.6 175 London</p>	<p>Name: 'Victorias' Gateway Neighbourhood (9)</p> <p>Same area</p> <p><b>Proposal Sites:</b></p> <p>PS9a The Victoria Office Area Site</p> <p>PS9b Former Essex and Suffolk Water Board Site</p> <p>PS9c Roots Hall Football ground and environs</p>	<ul style="list-style-type: none"> <li>The policy contains many design principles that should help make sure redevelopment makes this area more sustainable. There are specific proposals to bring enhancements to the built and historic environment, such as redevelopment of the water board and stadium sites.</li> <li>The policy also contains provisions to improve the transport and travel access through the area, including making use of Victoria Avenue as a transport corridor.</li> <li>It will be important that new development does not harm the nature conservation value of any existing sites, and new landscaping and open spaces help encourage increased local biodiversity. The role of new open space in this area to help mitigate visitor pressure on the foreshore should be considered, as part of the Southend 'green grid'.</li> <li>The policy includes the need to deliver more community facilities in the area. A new health centre, primary school and open space could be located in this part of the development area.</li> <li>Development may also include a new combined heat and power plant to provide more efficient energy to new mixed use development.</li> </ul>	<p>The former OS11 has been renamed to PA8.1. PA8.1 still covers the same area as OS11 but the anticipated housing yield has been rounded down.</p> <p>PA8.5 and PA8.6 have also been deleted as they are also committed development with planning permission and have not been promoted during the SCAAP preparation process.</p> <p>Site OS13 has been removed along with the former PS8.2 and PS8.3 that were part of OS13. Site OS12 has also been removed. All of these sites have been removed as there is no evidence to present to the Planning Inspector that they could be delivered prior to the end of the plan period (2021). However, there may be potential for redevelopment in future.</p> <p>The policy includes a new Policy Area, PA8.2: Baxter Square, which is to provide 500 high quality mixed tenure dwellings to west of PA8.1, there is reasonable evidence to suggest it could be delivered by 2021 and the end of the plan period.</p> <p>The overall area of PA8 remains the same as in the previous version.</p>



	Road)		<ul style="list-style-type: none"> <li>As well providing employment as part of the neighbourhood redevelopment in this location could have benefits to the provision of new modern offices in other parts of the centre. This may be achieved by removing a poor quality office stock that hinders the office development market.</li> </ul>	
<p><b>Policy Area:</b> PA5 Warrior Square</p>	<p><b>Policy Area:</b> Warrior Square</p> <p><b>Opportunity sites:</b> OS5 Warrior Square  (PA5.1 18-20 Southchurch Road)</p>	<p>Name: Warrior Square (5) Same area</p> <p><b>Proposal sites:</b> PS5a Warrior Square Car Park  PS5b Whitegate Road</p>	<ul style="list-style-type: none"> <li>The policy does set out a wide range of uses that the site could be redeveloped for, including higher and further education. The SA notes the importance of maintaining housing in the Town Centre and offices in the town centre as well as education and therefore the need to set policy for the most appropriate use of the space.</li> <li>The principles of the policy are compatible with more sustainable transport access.</li> <li>The policy should give greater emphasis to other aspects of 'greening' the environment, particularly given the location of the site adjacent to the Warrior Square Park. The site could be used to link the 'urban forest' with the park and the railway line embankments, creating routes for wildlife movement.</li> </ul>	<p>OS5 has been removed as there is no evidence to present to the Planning Inspector that it could be delivered prior to the end of the plan period (2021). However, there may be potential for redevelopment in future.</p> <p>PA5.1 has been removed as it is committed development with planning permission, which has not been promoted as part of the SCAAP preparation process.</p> <p>The area of PA5 has also been amended to remove the buildings on Southchurch Road, now part of PA4 Queensway.</p>

\* Refer to Appendix B of the SA Report of the Preferred Approach SCAAP for a record of changes between the Preferred Approach SCAAP 2015 and earlier versions of the SCAAP.

# Appendix C Sustainability Objectives

Appendix C

Sustainability appraisal of the Area Action Plan Objectives

	Access	Housing	Education	Health	Community	Biodiversity	Landscape	Built envt.	Air	Water	Land	Soil	Minerals / waste	Energy	Local econ.	Employment	Wealth creation
1. Economy	?	●	-	-	?	-	-	-	-	-	-	-	-	-	●	●	●
2. Design excellence	●	-	-	-	●	-	●	●	●	-	-	-	-	?	?	-	●
3. Homes and infrastructure	●	●	-	?	●	-	-	-	-	-	?	-	-	-	?	?	-
4. Business development	●	-	-	-	-	-	-	-	?	-	-	-	-	-	●	●	●
5. Leisure and tourism	-	-	-	?	●	?	-	●	-	-	-	-	-	-	●	●	●
6. Education	-	?	●	-	?	-	-	?	-	-	-	-	-	-	?	?	-
7. Access and streetscapes	●	-	-	●	●	●	?	●	●	?	-	-	-	-	?	-	●
8. Car parking	●	-	-	-	-	-	-	?	?		?	-	-	-	●	?	●
9. Climate change and flood risk	-	?	-	-	-	-	-	●	-	●	-	-	-	-	-	-	?
10. Green and open spaces	●	-	-	●	?	●	●	-	●	●	●	-	-	-	-	-	-
11. Heritage assets	-	-	-	-	●	-	●	●	-	-	-	-	-	-	?	-	●

Sustainability Objective	Sustainability Comment
<b>1. Economic vitality and viability</b>	<p>This objective is to see new development deliver increased economic performance in the central area. The objective covers a range of development types include homes, shops and businesses. The objective includes the need also to cater to visitors to the area.</p> <p>Wording could be altered to remove 'whilst' as recreation and leisure are components of the Southend economy.</p>
<b>2. Design excellence</b>	<p>This objective contains many elements that are very positive for bringing about more sustainable development in the Central Area. The objective aims to make improvements to the quality of the public realm, reinforce a sense of place and promote development that complements new and existing development, helping to make the Central Area a more attractive place. This can have advantages for creating a Southend attractive to investors, somewhere that residents feel proud of and a good place to visit. Design excellence that contributes to helping establish Southend as a Low Carbon City ensures that the central area is both socially and environmentally sustainable, with global benefits relating to climate change.</p>
<b>3. Homes and community infrastructure</b>	<p>This objective relates to the development of new homes in the town centre, as expected through the Core Strategy. The objective should aid in the delivery of homes to meet needs in this central location, raising the potential for homes to be provided and supported by community and social infrastructure. This will contribute to reducing inequalities in health and wellbeing to support all ages to lead independent and healthy lifestyles.</p> <p>The objective also aims for the town centre to be a suitable location for families to live, this will including provision of necessary facilities and services, as well as suitably sized homes. A mix of housing types and tenures in the town centre can build communities in these locations.</p>

<b>4. Business development</b>	This objective introduces the necessity to expand the businesses in central Southend. The aim is to identify, promote and actively bring forward suitable sites for development with the intention to provide infrastructure that is attractive to investors which will foster economic activity and hence contribute to wealth creation in the Central Area. These sites identified will contribute to enhancing employment opportunities and reducing disparities arising from unequal access to jobs. The central area is a sustainable location for business growth as it is well connected to the majority of the Borough's residents by public transport and is close to large residential areas where access can be by foot or bicycle.
<b>5. Leisure, tourism and education/</b>	This objective is to encourage development that enhances leisure and tourism in the Central Area and particularly focusing on the assets of the Seafront to attract visitors and support growth. These assets have wellbeing advantages for residents while maintaining the distinctive character and cultural heritage of the area. Enhancing leisure and tourism facilities and seafront assets allows Southend to build on their local strength and enhance employment opportunities which are conducive to wealth creation. Encouraging more overnight stays having the potential to increase the spend per visitor and improve the tourism economy without increasing pressure on assets through achieving the same level of spend through increasing day visitors.
<b>6. Education</b>	Over recent years Central Southend has increasingly become the focus of further and higher education, with new buildings for South Essex College and Essex University based in the area. Continuing to promote this use has benefits for the vibrancy and perception of the town, as well as supporting the local economy. However, there is a risk that large amounts or poorly designed and managed student housing can undermine the character of an area from a large transient population and student accommodation provided at the expense of family homes.
<b>7. Access and streetscapes</b>	This objective aims for better connectivity of public and green spaces and to create quality streetscapes using co-ordinated materials and furniture. This enables better access, improves opportunities for walking, cycling and use of sustainable modes of transport providing health benefits to residents of the Central Area and the wider Borough. Well-designed streetscapes will also enhance the quality of the built environment, create a cohesive public realm and improve pedestrian and cyclist safety.

<b>8. Car parking</b>	<p>This objective introduces the need for the SCAAP to take into consideration impacts of parking on the vitality of the town centre, concentrating on making improvements to the quality of access to public car parking so that it is convenient, well sign posted, safe and secure and reduces the impact on non-car users. These improvements enable residents to access services, facilities and opportunities while encouraging visitors and investors to the town centre. This can help retain the role of the town centre as the focus for Southend and enable it to compete with other nearby retail centres. However, to achieve more sustainable development there may be a need to manage overall levels of parking as part of a strategy to encourage more sustainable travel. In the medium to longer term there may be a need to reduce overall level and free up land for alternative uses.</p>
<b>9. Climate change and flood risk</b>	<p>This objective aims ‘address climate change’ although this is limited to manage and mitigate flood risk and encourage the provision of Sustainable Drainage Systems and urban greening to reduce surface run-off. By appropriately managing flood risk and surface run-off, the built environment and cultural heritage of the Central Area are safeguarded providing greater ability for housing needs to be met. Considerations of other potential impacts of climate change could be included, including increasing water scarcity and urban heating effects in the town centre.</p>
<b>10. Green and open spaces</b>	<p>This objective is to increase the connectivity of the town centre and seafront to green and open spaces to relieve pressure on the area’s environmental designations and the biodiversity it contains. Improving access through sustainable modes of transport will have associated health benefits for residents. This objective could provide a plethora of benefits for the natural environment - biodiversity will be maintained, protected and hopefully enhanced, air quality will be improved and flood risk reduced.</p>
<b>11. Heritage assets</b>	<p>The objective aims to celebrate Southend’s unique heritage assets, including their setting. Conservation of heritage assets in Central Southend is vital due to various advantages that they bring to the area. These assets help to create a sense of place for the community, create distinctiveness of the built environment and enhance the cultural significance of the landscape. Aside from the aesthetic benefits of these assets they also encourage economic growth by providing features that are attractive to visitors and that encourage inward investment and wealth creation.</p>

## **Appendix D Sustainability Appraisal of Policies**

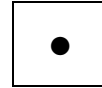


# 1 Explanation

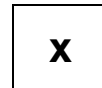
These matrices show an appraisal of the policies submission version against the full set of sustainability objectives developed for the SA process, as shown in the SA Report, Section 2.

## Key to appraisal symbols

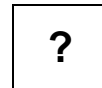
Likely to contribute to the achievement of greater sustainability according to the identified objective



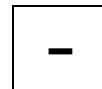
Likely to detract from the achievement of greater sustainability according to the identified objective



Likely effect but too unpredictable to specify, or multiple impacts potentially both positive and negative



No identifiable relationship between the topic covered in the policy and the sustainability concern



Concern	Ref	Explanation and desirable direction of change
<b>Social progress which recognises the needs of everyone</b>		
Accessibility	<b>SP1</b>	<ul style="list-style-type: none"> <li>enable all to have similar and sufficient levels of access to services, facilities and opportunities</li> </ul>
Housing	<b>SP2</b>	<ul style="list-style-type: none"> <li>to provide the opportunity for people to meet their housing need</li> </ul>
Education & Skills	<b>SP3</b>	<ul style="list-style-type: none"> <li>to assist people in gaining the skills to fulfil their potential and increase their contribution to the community</li> </ul>
Health, safety and security	<b>SP4</b>	<ul style="list-style-type: none"> <li>to improve overall levels of health, reduce the disparities between different groups and different areas, and reduce crime and the fear of crime</li> </ul>
Community	<b>SP5</b>	<ul style="list-style-type: none"> <li>to value and nurture a sense of belonging in a cohesive community, whilst respecting diversity</li> </ul>
<b>Effective protection of the environment</b>		
Biodiversity	<b>EP1</b>	<ul style="list-style-type: none"> <li>to maintain and enhance the diversity and abundance of species, and safeguard these areas of significant nature conservation value</li> </ul>
Landscape character	<b>EP2</b>	<ul style="list-style-type: none"> <li>to maintain and enhance the quality and character and cultural significance of the landscape, including the setting and character of the settlement</li> </ul>
Built environment	<b>EP3</b>	<ul style="list-style-type: none"> <li>to maintain and enhance the quality, safety and distinctiveness of the built environment and the cultural heritage</li> </ul>
<b>Prudent use of natural resources</b>		
Air	<b>NR1</b>	<ul style="list-style-type: none"> <li>to reduce all forms of air pollution in the interests of local air quality and the integrity of the atmosphere</li> </ul>
Water	<b>NR2</b>	<ul style="list-style-type: none"> <li>to maintain and improve the quantity and quality of ground, sea and river waters, and minimise the risk of flooding</li> </ul>
Land	<b>NR3</b>	<ul style="list-style-type: none"> <li>to use land efficiently, retaining undeveloped land and bringing contaminated land back into use</li> </ul>
Soil	<b>NR4</b>	<ul style="list-style-type: none"> <li>to maintain the resource of productive soil</li> </ul>
Minerals and other raw materials	<b>NR5</b>	<ul style="list-style-type: none"> <li>to maintain the stock of minerals and other raw materials</li> </ul>
Energy sources	<b>NR6</b>	<ul style="list-style-type: none"> <li>to increase the opportunities for energy generation from renewable energy sources, maintain the stock of non renewable energy sources and make the best use of the materials, energy and effort embodied in the product of previous activity</li> </ul>
<b>Maintenance of high and stable levels of economic growth and employment</b>		
Local economy	<b>EG1</b>	<ul style="list-style-type: none"> <li>to achieve a clear connection between effort and benefit, by making the most of local strengths, seeking community regeneration, and fostering economic activity</li> </ul>
Employment	<b>EG2</b>	<ul style="list-style-type: none"> <li>to maintain and enhance employment opportunities matched to the size of the local labour force and its various skills, and to reduce the disparities arising from unequal access to jobs</li> </ul>
Wealth creation	<b>EG3</b>	<ul style="list-style-type: none"> <li>to retain and enhance the factors which are conducive to wealth creation, including personal creativity, infrastructure, accessibility and the local strengths and qualities that are attractive to visitors and investors</li> </ul>

## 2 Part B: Development Strategy and Policies

### 2.1 Retail

#### DS1: A Prosperous Retail Centre

##### Policy summary

The policy sets the general principles for delivering a prosperous retail centre, including uses in primary and secondary frontages.

##### Relationship of policy with sustainable development

Focusing shopping facilities in one central location can help reduce peoples' need to travel. Therefore, these benefits related to reduced car use, aided by the fact the Central Area has good public transport access and is within easy walking and cycling distance from many peoples' homes. A diverse retail offer can also make the area attractive to visitors and be part of the economy. However, retail should be compatible with the size of the town and ideally not harm nearby towns ability to retain viable retail offer.

A well designed shopping area and where existing heritage is protected can help make Southend town centre unique, differentiating it from other generic shopping areas.

##### Policy DS1: Maintaining a prosperous retail centre (not including principle 4 options)

SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
•	•	-	-	•	-	-	•	•	-	?	-	-	-	•	•	•

##### DS1: Sustainability appraisal comment

This policy should help to retain the retail core of the Central Area as an attractive place to visit. The policy should help protect those areas of primary importance for shopping from alternative uses. Focused retail development may be required to protect the viability of shopping areas.

The policy also specifies the type of uses that would be suitable in the area to maintain an active frontage on ground floor level, as well as allowing a mix of uses on upper stories, including a residential element.

The policy also allows for the use of upper floors of existing retail areas to be used for other uses, such as residential development. This should help improve maintain and improve the vibrancy of the area, although it will be important to ensure that new residential uses are compatible with the location. This is important to protect the amenity of new and existing residents, but also to protect existing businesses and facilities in the Central Area. For instance, new residential development given permission for development in inappropriate locations or with insufficient noise mitigation in their design can lead to existing uses in town centres having to close or change the way they operate e.g. bars, restaurants or music venues as well as shops with early morning or late night deliveries.

There is a strong emphasis on protection of the public realm through the standard of design expected of new buildings, as well as protecting the loss of traditional shopfronts.

The promotion of new street markets is likely to have beneficial effects, many towns and cities have thriving new retail markets that add vibrancy to towns and can support other sustainability objectives, such as access to healthy food, supporting small business and selling local goods.

The policy identifies the defined 'primary shopping frontage' in the central area where the aim is for this to remain 60% in A1 (retail use). This should help to maintain the retail character of the area, as other uses in these areas can detract from the overall role and character. The loss of character in these areas can have reinforcing effects on shoppers and retailers that could lead to further decline.

The current version of the SCAAP has seen a reduction in the overall length of the primary shopping areas from earlier versions. However, a high level of protection has been assigned (60%). Retail outside these primary areas will still be protected, but to a lesser extent. This approach should help support a

sustainable retail economy, while allowing for some change to help retain vibrancy and reduce vacancy in the central area, as a result of the national change in shopping habitats e.g. more online shopping and retail superstores. There will be a need to monitor these shopping areas, and put remedial policies in place if necessary, if this strategy sees an unexpected rapid decline in A1 uses.

The policy also now links to an Appendix that sets out in detail the marketing evidence that will have to be presented to secure a change of use application. This should help support the retention of these uses where there is a genuine market for retail use.

### **Recommendations and potential for significant impacts**

This policy is likely to have a positive impact on achieving sustainable development. This is as long as the retail offer remains appropriate to the size of the town and other built environment improvements are achieved.

Monitoring the Primary and Secondary Shopping areas to ensure the change in policy approach does should the strategy cause a rapid decline in A1 uses remedial measures can be put in place.

The policy could include support of temporary use for long-term vacant units for other use-classes or pop-up shops selling locally made goods. This will require working with the relevant landlords and leaseholders to allow appropriate tenancies.

### **Policy Trail**

**Update to Preferred Approach 2015:** The policy has seen a substantial change from the previous version. The current policy is an amalgamation of several distinct policies from the previous version of the SCAAP, these are: DS1 New and enhanced shopping facilities, DS2 Shopping frontages and use of floors above shops and DS3 Retail markets.

These former policies were much more detailed but repeated other policies of the SCAAP and the LDF. Therefore the sustainability impacts of the revisions are not assessed as different.

Previously the SCAAP policies specified the quantum of additional retail floorspace required. This may have allowed some indication of the scale of new development required. However, it was not location specific and would not necessarily have resulted in the delivery of this quantum. The previous SCAAP version also set out general locations for defined types of retail growth, which is now predominantly covered in area specific policies. It also included sites that are no longer included as Opportunity Sites in the SCAAP.

Previously a 30% non-A1 use was included in policy, in keeping with Option A.

**Update to Revised Submission Version 2016:** Options have been removed and the preferred approach chosen of a high level of protection in the A1 retail frontage (60%) in the primary shopping frontage. However, the overall length of this primary frontage has been reduced to about 40% when compared to the existing Local Plan designation (1994) to reflect the focused retail core. This reduction should aid in protecting this retail area.

### **Iteration of policy following SA of the draft Revised Proposed Submission:**

The strategy has been updated to from an original retention of 70%. This may have help protect A1 use further, but could have resulted in lower quality A1 use in place of higher quality alternative town centre uses. Additional detail on marketing evidence has been added to the SCAAP to support the policy.

## Other relevant LDF Policies – covered by separate Sustainability Appraisal

### 2.2.1 Core Strategy:

- CP2: Town and Centre Retail Development.

## 2.3 Employment

2.3.1 Non site specific principles relating to this type of development are covered in other parts of the LDF and to avoid repetition are not repeated in the SCAAP. The Core Strategy and Development Management DPD are the relevant component documents of the LDF and all policies within them have already been subject to SA.

2.3.2 In addition, area specific policies of the SCAAP identify areas of focus for employment and the sustainability appraisal of these policies is covered in this appendix.

2.3.3 Policies of most relevance are:

- Core Strategy: CP1: Employment generating development;
- Development Management DPD: DM10: Employment Sectors;
- Development Management DPD: DM11: Employment Areas.

2.3.4 In the SCAAP the following areas have an employment focus:

- PA2: London Road;
- PS5: Warrior Square;
- PA6: Clifftown;
- PS8: Victoria Gateway Neighbourhood; and
- PA9: Sutton Gateway Neighbourhood.

2.3.5 Previous policy DS4 'Employment development in the Central Area' proposed for the SCAAP has been removed to avoid duplication of policy with the LDF as a whole and SCAAP area specific policies.

## 2.5 Housing

- 2.5.1 Non site specific principles relating to this type of development are covered in other parts of the LDF and to avoid repetition are not repeated in the SCAAP. The Core Strategy and Development Management DPD are the relevant component documents of the LDF and all policies within them have already been subject to SA.
- 2.5.2 In addition, area specific policies of the SCAAP identify areas of focus for housing and the sustainability appraisal of these policies is covered in this appendix.
- 2.5.3 Policies of most relevance are:
- Core Strategy: KP1: Spatial Strategy;
  - Core Strategy: CP8: Dwelling Provision;
  - Development Management DPD: DM7 Dwelling mix, size and type;
  - Development Management DPD: DM8: Residential standards;
  - Development Management DPD: DM9 Specialist residential accommodation.
- 2.5.4 In the SCAAP the following areas have a housing focus:
- PA1: High Street Policy Area;
  - PA2: London Road;
  - PA4: Queensway;
  - PS5: Warrior Square;
  - PA6: Clifftown;
  - CS1: Central Seafront;
  - PS8: Victoria Gateway Neighbourhood; and
  - PA9: Sutton Gateway Neighbourhood.
- 2.5.5 Previous policy DM8 'Housing' proposed for the SCAAP has been removed to avoid duplication of policy with the LDF as a whole and SCAAP area specific policies.

## **2.7 Culture, leisure, tourism and recreational facilities**

- 2.7.1 Non site specific principles relating to this type of development are covered in other parts of the LDF and to avoid repetition are not repeated in the SCAAP. The Core Strategy and Development Management DPD are the relevant component documents of the LDF and all policies within them have already been subject to SA.
- 2.7.2 In addition, area specific policies of the SCAAP identify areas of focus for cultural, leisure, tourism and recreation development and their sustainability appraisal is contained within this appendix.
- 2.7.3 Policies of most relevance are:
- Core Strategy: KP1: Spatial Strategy;
  - Core Strategy: CP1: Employment generating development;
  - Core Strategy CP6: Community infrastructure;
  - Core Strategy CP7: Sport, recreation and green space;
  - Development Management DPD: DM6 The Seafront;
  - Development Management DPD: DM12 Visitor Accommodation.
- 2.7.4 In the SCAAP the following areas have a cultural, leisure, tourism or recreation focus:
- PA1: High Street Policy Area;
  - PA2: London Road;
  - PA3: Elmer Square;
  - PA4: Queensway;
  - PS5: Warrior Square;
  - PA6: Clifftown;
  - PA7: Tylers;
  - CS1: Central Seafront;
  - CS4: The Waterfront;
  - PS8: Victoria Gateway Neighbourhood; and
  - PA9: Sutton Gateway Neighbourhood.
- 2.7.5 Previous policy DS6 proposed for the SCAAP has been removed to avoid duplication of policy with the LDF as a whole and SCAAP area specific policies.

## 2.9 The Historic Environment

- 2.9.1 Non site specific principles relating to this type of development are covered in other parts of the LDF and to avoid repetition are not repeated in the SCAAP. The Core Strategy and Development Management DPD are the relevant component documents of the LDF and all policies within them have already been subject to SA.
- 2.9.2 In addition, area specific policies of the SCAAP identify areas of importance for protection of the historic environment, including archaeology and their sustainability appraisal is contained within this appendix.
- 2.9.3 Policies of most relevance are:
- Core Strategy: KP1: Spatial Strategy;
  - Core Strategy: CP4: The environment and urban renaissance;
  - Development Management DPD: DM5 Southend-on-Sea's Historic Environment.
- 2.9.4 In the SCAAP the following areas have an historic environment focus:
- PA1: High Street Policy Area;
  - PS5: Warrior Square;
  - PA6: Clifftown;
  - CS1: Central Seafront; and
  - PS8: Victoria Gateway Neighbourhood.
- 2.9.5 Previous policies proposed for the SCAAP HE1 to HE7 have been removed to avoid duplication of policy with the LDF as a whole and SCAAP area specific policies.



## 2.11 Open and green spaces

2.11.1 Non site specific principles relating to this type of development are covered in other parts of the LDF and to avoid repetition are not repeated in the SCAAP. The Core Strategy and Development Management DPD are the relevant component documents of the LDF and all policies within them have already been subject to SA.

2.11.2 In addition, area specific policies of the SCAAP identify areas of focus for open and green spaces and their sustainability appraisal is contained within this appendix.

2.11.3 Policies of most relevance are:

- Core Strategy: KP2: Development principles;
- Core Strategy CP4: The environment and urban renaissance;
- Core Strategy CP7: Sport, recreation and green space.

2.11.4 In the SCAAP the following areas have coverage of open and green space protection::

- DS5: Transport, access and the public realm;
- PA1: High Street Policy Area;
- PA3: Elmer Square;
- PA4: Queensway;
- PS5: Warrior Square;
- PA6: Clifftown;
- CS1: Central Seafront;
- PS8: Victoria Gateway Neighbourhood; and
- PA9: Sutton Gateway Neighbourhood.

2.11.5 Previous policy PR1 'Open space provision' proposed for the SCAAP has been removed to avoid duplication of policy with the LDF as a whole and SCAAP area specific policies.

## 2.13 Key Views

DS2: Key Views																
<b>Policy summary</b>																
This policy identifies seven key views that should be considered for all relevant new development in the Central Area.																
<b>Relationship of policy with sustainable development</b>																
Views and protecting the unique characteristics of Southend can help ensure a sense of place and people's pride in where they live and the attractiveness to visitors.																
DS2: Key Views																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
-	-	-	-	?	-	?	●	-	-	-	-	-	-	?	-	?
<b>Sustainability appraisal comment</b>																
The policy should help in protecting the character of the area. However, every application should be judged on its merit, particularly where new development makes innovative use of views or provide other sustainability benefits.																
<b>Recommendations and potential for significant impacts</b>																
The policy is likely to have a positive impact on sustainable development.																
<b>Policy Trail</b>																
<b>Update to Preferred Approach 2015:</b> This policy is a more positively worded version of the previous PR4 and in addition now names important views.																
<b>Update to Revised Proposed Submission Version 2016:</b> No change.																
<b>Iteration of policy following SA of the draft Revised Proposed Submission:</b>																
None.																

### Relevant LDF Policies – covered by separate Sustainability Appraisal

#### 2.13.1 Core Strategy:

- KP2: Development Principles;
- CP4: The Environment and Urban Renaissance.

#### 2.13.2 Development Management Development Plan Document:

- DM1: Design Quality;
- DM4: Tall and Large Buildings;
- DM5: Southend-on-Sea's Historic Environment;
- DM6: The Seafront.

## 2.15 Landmarks and Landmark Buildings

DS3: Landmarks and Landmark Buildings																
<b>Policy summary</b>																
This policy seeks to protect landmark buildings and set criteria for developing new ones.																
<b>Relationship of policy with sustainable development</b>																
Landmark buildings can help give an area character, supporting a unique local built character that people can have pride in. These buildings are also important in creating a legible town, providing focal points as residents and visitors move through the Central Area.																
Policy DS3: Landmarks and Landmark Buildings																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
-	-	-	-	?	-	•	•	-	-	-	-	-	-	?	-	?
<b>Sustainability appraisal comment</b>																
The policy is compatible with achieving sustainable development.																
Landmark buildings in the Borough should be kept under review to reflect any newly constructed or restored buildings that may become a landmark feature e.g. a new museum or tall buildings that can be added to the list in future.																
<b>Recommendations and potential for significant impacts</b>																
The policy is likely to have a positive impact on sustainable development.																
<b>Policy Trail</b>																
<b>Update to Preferred Approach 2015:</b> This policy similar to the previous policy PR5, as well as CS1 relevant to landmark buildings in the seafront, although the policy now contains an additional principle to protect the setting of landmark buildings.																
<b>Update to Revised Proposed Submission Version 2016:</b> This policy now contains an additional principle to protect the setting of nearby heritage assets in the interest of sustainable development.																
<b>Iteration of policy following SA of the draft Revised Proposed Submission:</b>																
None relevant.																

### Relevant LDF Policies – covered by separate Sustainability Appraisal

#### 2.15.1 Core Strategy:

- KP2: Development Principles;
- CP4: The Environment and Urban Renaissance.

#### 2.15.2 Development Management Development Plan Document:

- DM1: Design Quality;
- DM4: Tall and Large Buildings;
- DM5: Southend-on-Sea's Historic Environment;
- DM6: The Seafront.

## 2.16 Flood Risk Management and Sustainable Drainage

DS4: Flood Risk Management and Sustainable Drainage																
<b>Policy summary</b>																
The policy sets out principles to manage flood risk and drainage to new and existing residents and visitors to the Central Area.																
<b>Relationship of policy with sustainable development</b>																
Protecting people from flood is essential to protect wellbeing, both in terms of direct physical risk as well as in relation to the effects on mental wellbeing related to the experience of flooding and anxiety of repeat flooding. Flooding can also adversely impact on local businesses that are at risk. Through providing safe and sufficient capacity for drainage it will ensure water quality is protected.																
DS4: Flood Risk Management and Sustainable Drainage																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
-	?	-	?	-	-	-	-	-	●	-	-	-	-	?	-	-
<b>Sustainability appraisal comment</b>																
The policy is compatible with achieving sustainable development.																
<b>Recommendations and potential for significant impacts</b>																
The policy is likely to have a positive impact on sustainable development. The policy, and supporting information in Appendix 4, should ensure it maintains flexibility in its approach to allow changes to national policy and guidance to be taken into account, which may change over the plan period.																
<b>Policy Trail</b>																
<p><b>Update to Preferred Approach 2015:</b> Previously versions of the SCAAP had an overarching flood risk policy, a policy for the central area and policies covering specific policy areas also identified area of surface water flood risk. The revisions to policy have simplified the approach, although the importance of consideration of suitable drainage on all sites previously included may have had greater benefits for sustainable development.</p> <p><b>Update to Revised Proposed Submission Version 2016:</b> The revisions to the policy have added further detail to flood risk assessments and floor level specifications. The policy includes further criteria stating surface water will not be permitted to discharge to a foul sewer but to a combined sewer system.</p>																
<b>Iteration of policy following SA of the draft Revised Proposed Submission:</b>																
Additional detail on freeboard definition has been added that may aid delivery.																

### Relevant LDF Policies – covered by separate Sustainability Appraisal

#### 2.16.1 Core Strategy:

- KP2: Development Principles;
- KP3: Development Principles;
- CP4: The Environment and Urban Renaissance.

#### 2.16.2 Development Management Development Plan Document:

- DM6: The Seafront.

## 2.17 Transport, Access and the Public Realm

DS5: Transport, Access and Public Transport																
<b>Policy summary</b>																
The policy sets out principles to manage travel and access in the central area, with a focus on more sustainable modes.																
<b>Relationship of policy with sustainable development</b>																
Travel and transport are issues with strong links to achieving sustainable development. Measures that reduce reliance on car driving and help make services accessible by foot, cycling or public transport from where people live will have environment, social as well as economic benefits.																
DS5: Transport, access and public transport																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
●	-	-	●	-	?	-	●	●	-	-	-	-	-	●	?	?
<b>Sustainability appraisal comment</b>																
The policy is compatible with achieving sustainable development. There are likely to be beneficial effects in relation to air quality from encouraging more sustainable travel that may help reduce car use, congestion. Improvements that encourage more walking and cycling can also have health benefits from 'Active Travel'. There may also be built environment benefits from enhancing the public realm to improve walking routes.																
The policy will also help ensure equitable access to services and facilities in the Central Area as it will maintain and improve access for those who do not drive, for whatever reason. The cross reference to the implementation of sustainable access measures in Appendix 5 and development management policies relating to sustainable transport will support a modal shift away from car use. The reference to a freight management plan may also help reduce the adverse effects on local highways and congestion from the delivery of goods.																
Measures to improve information and signage regarding car parking availability may remove the need for further car parks in the centre which may indirectly increase sustainable travel. Protection is given to car parking in the Central Area, in particular south of the railway line where car parks more frequently near capacity.																
The policy criteria related to the importance of ensuring new car parks contribute to the character of the built environment can also have benefits for this sustainability objective, with possible associated benefits for enhancing biodiversity.																
<b>Recommendations and potential for significant impacts</b>																
The policy is likely to have a positive impact on sustainable development in helping to encourage more sustainable travel choices.																
It is hoped that the policy will support a reduction in the medium to long term in the number of car parking spaces in the Central Area as part of a strategy to promote more sustainable transport choices, improve the character of some areas release land for alternative uses.																
Encouraging more visitor to park north of the railway line, for instance through signage or pricing, may help support the town centre as people walk through to access the seafront.																
<b>Policy Trail</b>																
<b>Update to Preferred Approach 2015:</b> This policy is new to the plan previously there were seven distinct policies covering transport and these have been rationalised into this single policy to avoid repetition within the SCAAP and with other LDF documents. Specific improvement schemes are also now only contained																

in relevant area development principle policies.

**Update to Revised Proposed Submission Version 2016:** The policy has been updated to reflect the outcomes of the Draft Southend Town Centre Car Parking Study (May 2016). As a result new criteria have been added to the policy to ensure no net loss of car parking south of the central railway line and to rebalance parking supply both sides of the railway to ensure maximum usage.

New criteria have been added to improve strategic junctions, safety and car parking pressure. A new principle has been added to provide facilities for charging electric vehicles.

**Iteration of policy following SA of the draft Revised Proposed Submission:**

More detail is added on the need for transport assessment and travel plans in for development in the Central Area that will help in a strategy of reducing congestion and encouraging more sustainable travel.

## Relevant LDF Policies – covered by separate Sustainability Appraisal

### 2.17.1 Core Strategy:

- KP2: Development Principles;
- CP3: Transport and Accessibility;
- CP4: The Environment and Urban Renaissance.

### 2.17.2 Development Management Development Plan Document:

- DM15: Sustainable Transport Management.

## 2.18 Infrastructure Provision

2.18.1 Non site specific principles relating to this type of development are covered in other parts of the LDF and to avoid repetition are not repeated in the SCAAP. The Core Strategy and Development Management DPD are the relevant component documents of the LDF and all policies within them have already been subject to SA.

2.18.2 Where relevant area specific policies of the SCAAP identify areas that may be focus for new infrastructure, in particular new schools. These policies are appraised elsewhere in this Appendix.

### 2.18.3 Policies of most relevance are:

- Core Strategy KP1: Spatial Strategy
- Core Strategy: KP2: Development principles;
- Core Strategy CP4: The environment and urban renaissance;
- Core Strategy CP6: Community Infrastructure
- Core Strategy CP7: Sport, recreation and green space
- Development Management DPD: DM2 Low Carbon Development and Efficient Use of Resources
- Development Management DPD: DM14 Environmental Management.

2.18.4 In addition SBC now prepares the 'Southend Infrastructure Delivery Plan', a live document produced to identify the range of infrastructure types and projects required to supported

growth. It identifies funding sources, delivery bodies, timescales and priorities and supports the application of the Community Infrastructure Levy applied to new development.

2.18.5 In the SCAAP the following areas have coverage of open and green space protection:

- DS5: Transport, access and the public realm;
- PA1: High Street;
- PA2: London Road;
- PA3: Elmer Square;
- PA4: Queensway;
- PS5: Warrior Square;
- PA6: Clifftown;
- PA7: Tylers;
- CS1: Central Seafront;
- PS8: Victoria Gateway Neighbourhood; and
- PA9: Sutton Gateway Neighbourhood.

2.18.6 Previous policies of the SCAAP have been removed to take into account the policy criteria already in the LDF, these are DS5: Education, higher and Further Education; DS7: Social and Community Infrastructure; IF1: Central Area Infrastructure; IF2: Section 106 and Developer Contributions; IF3 Flood Risk Management.

## 3 Part C: Policy Areas and Opportunity Site Policies

### 3.1 High Street Policy Area

#### PA1: High Street Area

##### Policy summary

The policy sets the criteria for developing and regeneration of the High Street. This includes the mix of uses suitable and treatment of the public realm.

##### Relationship of policy with sustainable development

The High Street is a high trip generating focus for the Central Area. Built environment conservation and improvements can help encourage more people to spend more time in the area and a mix of uses can bring further vitality to the area and maintain its character.

##### Policy PA1: High Street Area Development Principles

SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
●	●	-	●	●	?	?	●	●	-	?	-	-	?	●	●	●

##### PA1: Sustainability appraisal comment

The High Street is the core of the Central Area, providing a range of shopping and leisure uses. This policy should help to make sure the High Street is an attractive place to visit. The policy also specifies the type of uses that would be suitable in the area to maintain and encourage an active frontage on ground floor level, as well as allowing a mix of uses on upper stories, including a stronger residential element.

There is a strong emphasis on improving the public realm to enhance the character and the quality of the High Street, The Royals Shopping Centre, the setting of the Victoria's Shopping Centre and Queensway dual carriageway with potential for better use of Victoria Circus as a public space for events.

##### Recommendations and potential for significant impacts

The policy is likely to help achieve beneficial sustainability impacts for the Central Area and wider Borough.

##### Policy Trail:

**Update to Preferred Approach 2015:** The policy has been substantially revised from the 2011 version removing the detail on the public realm improvements and increasing emphasis on the mix of uses that should be delivered, it is a more succinct policy. This will have no identifiable sustainable development effects as these matters are covered elsewhere in the SCAAP and LDF, although the references to urban greening could be reinstated. There may be beneficial effects from the inclusion of the decentralised energy policy principle.

OS1 was previously included in 'Warrior Square' area (PS5b) and more detail has been added on the type of development that should be delivered.

OS2 was previously in the Tylers area (PS7a) and more detail has been added on the type of development that should be delivered.

**Update to Revised Proposed Submission Version 2016:** The policy includes further areas for active frontages.

Similar to Policy DS3, criteria has been added to conserve existing landmarks including views, character and setting.

PA1.1, PA1.2, OS1 and OS2 have been removed as they were not promoted in the SCAAP process.



**Iteration of policy following SA of the draft Revised Proposed Submission:**

Additional detail has been added in on urban greening projects and reference to the Streetscape Manual.

## 3.2 London Road Policy Area

PA2: London Road Policy Area																
<p><b>Policy Summary</b></p> <p>The policy sets the general principles for the enhancing the Queensway and London Road area. The proposal site is the large area of land currently occupied by Sainsbury's and a car park and a London Road that is fully accessible to vehicles as far as Victoria Circus.</p>																
<p><b>Relationship of policy with sustainable development</b></p> <p>This part of the Central Area contains a number of bulky buildings that dominate the area. There is a low quality frontage and the built environment is of a poor quality with little provision for cyclists and pedestrians. Regeneration of the area through wholesale redevelopment or partial renewal could have substantial benefits to its quality and attractiveness to visitors. Increasing pedestrianisation and public realm improvements could have benefits for the character of this currently underutilised space so that it can actively contribute to the attractiveness of the area and the local economy.</p>																
Policy PA2: London Road Policy Area Development Principles																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
•	?	?	?	•	?	?	•	?	-	?	-	-	?	•	?	•
<p><b>Sustainability appraisal summary and comment</b></p> <p>The policy should help improve the character of the area, while retaining some of the existing uses such as car parking. Much of the improvements relate to better links across the site and to other parts of the Central Area for cyclists and pedestrians. This will help make the site more accessible including links across Queensway to Victoria Rail Station.</p> <p>The principles for development also contain some other positive aspects, such as promoting urban greening, the potential for a street market, potential for higher/further education use, permitting a mix of uses including office and residential to upper floors, and the potential for decentralised and low carbon energy.</p>																
<p><b>Recommendations and potential for significant impacts</b></p> <p>The policy is likely to help achieve beneficial sustainability impacts for the Central Area and wider Borough. Site OS15 has been removed as it was not considered in the SCAAP process. Any development coming forward on this site in the plan period will need to be guided by this policy as well as the Core Strategy and DMD, but for the longer term a cohesive set of criteria to guide delivery should be included in policy (this could be as part of any future Local Plan).</p>																
<p><b>Policy trail:</b></p> <p><b>Update to Preferred Approach 2015:</b> The policy for the area has changed in name although covers a broadly similar area. The policy recognises that the Sainsbury's site has potential for redevelopment, but based on available information this is phased to post-2021, the policy recognises that if the site does come forward it needs to be managed through a Development Brief.</p> <p><b>Update to Revised Proposed Submission Version 2016:</b> Similar to Policy DS3, criterion has been added to ensure landmark buildings are conserved contributing to sustainability principles by protecting the character of the settlement.</p> <p>OS15 has been removed as the site was not promoted in the SCAAP process and no evidence of delivery before 2021.</p>																
<p><b>Iteration of policy following SA of the draft Revised Proposed Submission:</b></p> <p>Additional detail has been added in on urban greening projects and reference to the Streetscape Manual.</p>																

### 3.3 Elmer Square Policy Area

<b>PA3: Elmer Square</b>																	
<b>Policy Summary</b>																	
The policies set out the general principles and specifics for development in and around Elmer Square, including the Phase 2 of the Elmer Square opportunity area.																	
<b>Relationship of policy with sustainable development</b>																	
This is an important site near the High Street already associated with further and higher education. Enhancing this education role, as well as public realm improvements, could improve the attractiveness of Southend for those choosing a place to study. These improvements could also aid the image of a town as a place to do business due to the links with a modern university complementing the recently completed Phase 1 enhancements to the university and public realm.																	
<b>Policy PA3: Elmer Square Development Principles</b>																	
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3	
●	?	●	?	●	?	?	●	?	-	?	-	-	?	●	●	●	
<b>Sustainability appraisal summary and comment</b>																	
The policy clearly sets that educational uses will be favoured in this part of the Central Area with further improvements to the public realm and cycling and walking routes. There is the potential for benefits to the built environment that will have a positive impact on the image of the Central Area. The results of improvements are likely to have economic benefits for Southend through improvements to the image and attractiveness of the Central Area, and links to a modern university.																	
Conserving existing landmarks will preserve the character of the settlement and will provide relaxation space, contributing to residents' sense of place.																	
Access upgrades will help encourage walking and cycling access, this will be part of securing a mode shift away from car use, with benefits for the wider Central Area. The policy includes principles to ensure that development delivery offer enhancements such as urban greening and consideration of more efficient energy use.																	
The policy requires that consideration is given a long term management and maintenance plan for any new student accommodation. Given the transient populations occupying these blocks they can have the potential to cause detrimental effects on the local environment, including poor refuse storage and disposal, lack of maintenance of planted areas and out of term time can result in loss of activity around the block. This can impact on the image of areas with possible economic impacts and adverse impacts on local residents. Therefore, this policy inclusion should help protect the local environment from potential harm from this type of development.																	
<b>PA3.1: Elmer Square Phase 2</b>																	
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3	
●	?	●	-	?	-	-	●	-	-	-	-	-	-	●	?	?	
<b>PA3.1: Elmer Square Phase 2</b>																	
The opportunity sites policy is quite simple and relates to Phase 2 of the Elmer Square development, specifying that educational and supporting uses will be suitable in this location. This should help to enhance Elmer Square and the 'Education Quarter' of the Central Area.																	
<b>Recommendations and potential for significant impacts</b>																	
The policy should help deliver more sustainable development in this area.																	

**Policy Trail:**

**Update to Preferred Approach 2015:** The policy has been updated to reflect that Phase 1 of Elmer Square has been completed and Phase 2 still has to be delivered, including the redevelopment of the Prudential block that is long-term vacant and detracts from other environmental improvements the area. The policy also now includes more on energy efficiency and removes the detail on flooding for coverage by the generic policy.

**Update to Revised Proposed Submission Version 2016:** Similar to Policy DS3, criterion has been added to ensure landmark buildings are conserved contributing to sustainability principles by protecting the character of the settlement.

The policy now includes more on public realm improvements encouraging sustainable connection to Phase 1 and creating new vistas within the high street area.

OS3 is now referred to as PA3.1. Planning permissions within this area will now be granted for further uses. The site boundary of the policy area has reduced slightly and now excludes an area of hardstanding.

**Iteration of policy following SA of the draft Revised Proposed Submission:**

Additional detail has been added in on urban greening projects and reference to the Streetscape Manual.

### 3.4 Queensway Policy Area

#### PA4: Queensway

##### Policy Summary

This policy sets the general principles for the redevelopment and enhancements to the Queensway and Southchurch Avenue area. The proposal policy sets the principles for redevelopment of the Queensway House site, improvements to non-car users to Queensway and new areas of planting to improve the setting of listed buildings.

##### Relationship of policy with sustainable development

Queensway dual carriageway currently creates a barrier for those walking or cycling to the town centre from the north and east. New and improved cycle and foot links can have environmental benefits from reduced car use. They will also help people feel more linked to the Central Area, reducing the barriers created by the road, which could have benefits related to sustainable communities and could also improve perceived character of the area encouraging a more diverse community and economy.

The poor quality of the built environment here can be enhanced through the design of new spaces and other changes such as new public art.

Replacement of the social housing lost on site will be necessary to maintain the affordable housing supply of Southend.

There is the potential for new planting and open space to bring nature into the Central Area, with benefits for the visual appearance, biodiversity and wellbeing created through access to 'green' infrastructure.

Queensway House has already been cleared and the current use temporary as a car park and therefore development needs to be progressed quickly on the site.

#### Policy PA4: Queensway Policy Area OS4.1: 'Better Queensway' Project'

SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
●	?	-	?	?	?	?	●	?	-	-	-	-	?	-	-	?

This area is to be redeveloped to provide a housing led development with supporting community and secondary town centre uses. The area is identified as one part of the Central Area that has the potential to deliver a range of new residential development. This will help meet objectives for the Central Area of providing development to meet the needs of existing and future residents, as well as encouraging economic growth in the area.

Changes in access are promoted through the policy. This should help overcome the barrier created by Queensway. There is also potential for new mixed mode – shared priority access from this area to other parts of the Central Area.

New open space provision will have benefits for residents, providing space for outdoor leisure and relaxation. Design of these spaces should make them useable by residents, visitors and local workers and not simply be grassed areas as the setting for buildings. Well landscaped areas should also enhance the character of this area. New open space should have 'soft' landscaping wherever possible as this can have greater sustainability benefits than hard landscaped areas, for instance for wildlife and to help absorb water and heat. Improvements to Queensway for pedestrians and cyclists will also bring benefits to the area.

All of these changes could improve the setting of the listed buildings at Porters and All Saints Church.

There has been a loss of community facilities at the site, so it is essential that there is some re-provision of community services either on this site or nearby, with the same level of accessibility for local users. The importance of the provision of services is set out in policy and the need for these to help contribute with any planning vision for the area.

There is also the potential for a large amount of the affordable housing to be lost through development.

Therefore, the policy includes a criterion to ensure no net loss of affordable housing provision at the site. Affordable housing should be provided in a range of tenure types and in a range of housing sizes, compatible with the policies of the Development Plan Document and Core Strategy.

A new urban park, including links to Warrior Square, should help achieve a coordinated delivery of this space. Linking spaces can have significant benefits for biodiversity, as well as providing attractive walking and cycling routes encouraging active travel.

### **Recommendations and potential for significant impacts**

The policy should help deliver more sustainable development in this area.

The preparation of a site masterplan or development brief by SBC, or 'Better Queensway' group, would be useful in helping deliver a coordinated scheme for the area. This will help maximise the benefits for sustainable development, as this large site that has the potential to deliver significant change, such as in road layout, a large amount of new housing (including affordable), community and other uses and therefore needs a unified approach to development.

The existing site includes a large amount of affordable housing. Therefore, the inclusion in the policy of a requirement to ensure no net loss should help protect housing in this location to meet the needs of local residents and the wider needs of Southend. In delivering new affordable housing consideration may need to be given to the type (rented or shared ownership), although this may depend on national policy definitions.

Any plans for a new urban park should include details of suitable types of planting that will help support urban wildlife, for instance use of flower and fruiting species to support bees and other invertebrates, birds and bats.

### **Policy Trail:**

**Update to Preferred Approach 2015:** The policy area has been amended to include the Coleman Street flats and houses. This has helped provide a more coherent redevelopment site each side of the dual carriageway Queensway. The policy also now notes the importance of the area in providing the setting to the listed buildings that site on the Queensway roundabout just outside the Central Area.

The policy has been changed to change the emphasis of open space in this area from an 'urban forest' to an 'urban park'. This may be more suitable for this location, although tree planting remains part of the principles for development. The policy also now includes more on energy efficiency and removes the detail on flooding for coverage by the generic policy.

The former Proposal Site PS4a included Queensway House that has now been demolished.

**Update to Revised Proposed Submission Version 2016:** OS4 is now PA4.1, the policy has been amended and increased the number of indicative dwellings and brought forward the timescale for delivery to before 2021.

The policy identifies what PA4.1 aims to deliver. The area of PA4 has been expanded and now extends beyond the Opportunity Site. This creates a more cohesive development area by including all land to the north of Queensway, east of Southend Victoria Station.

### **Iteration of policy following SA of the draft Revised Proposed Submission:**

Additional detail has been added in on urban greening projects and reference to the Streetscape Manual.

Details of the need to protect heritage assets are now included in the policy, this is an important consideration given proximity to the Grade I 'Porters'.

### 3.6 Warrior Square Policy Area

PA5 Warrior Square																	
<p><b>Policy Summary</b></p> <p>The policies set out the general principles for development at Warrior Square. Specific development requirements are set for the allocated site on the existing Warrior Square car park.</p>																	
<p><b>Relationship of policy with sustainable development</b></p> <p>The land at Warrior Square is currently underutilised as a surface car park and the cleared site of the former swimming pool, which detracts from the quality of the conservation area and Warrior Square open space. Development here is well linked to the High Street and has the potential to deliver a variety of benefits in the Central Area, with a residential focus. Re-organisation of the car park, including vehicle and pedestrian access could improve movements to and from the site, increasing the attractiveness of routes for walkers and reducing town centre traffic congestion.</p>																	
PA5: Warrior Square Policy Area Development Principles																	
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3	
●	●	-	●	?	?	?	●	?	-	-	-	-	?	●	●	?	
<p><b>Sustainability appraisal summary and comment</b></p> <p>The policy sets the principles for delivering development in this location with a focus on residential led mixed use development.</p> <p>The principles of the policy are compatible with more sustainable transport access and also are likely to help deliver nature conservation benefits through implementation of improvements to the urban greening.</p> <p>The principles of the policy also make clear the benefits the redevelopment of this area bring to the quality of the built environment, this includes the setting of the Conservation Area, relationships with the Warrior Square gardens and use of public art.</p> <p>The specification of soft planting is also positive in terms of securing sustainable development as it will have greater benefits for sustainability than hard landscape, for instance biodiversity, surface water drainage and reducing urban heating.</p> <p>The policy includes the need to ensure the more efficient use of energy in new development in the town centre as well as ensuring development respects the character of landmark buildings.</p>																	
<p><b>Recommendations and potential for significant impacts</b></p> <p>The policy should help deliver more sustainable development in this area. This includes the delivery of new community uses and urban greening related to the existing open space. In the longer term opportunity to have a more detailed policy for delivery of development on the site to ensure it is delivered in a way that is compatible with the long-term vision for this part of the Central Area (this could be as part of any future Local Plan).</p>																	
<p><b>Policy Trail:</b></p> <p><b>Update to Preferred Approach 2015:</b> The reference to a new multi-storey car park has been removed from the policy as this no longer reflects the parking strategy of SBC. The area is also no longer identified for educational uses as these should be concentrated in the Elmer Square area than this location is better suited for residential development.</p> <p>Some policy specifics have been removed from the Opportunity Site that could have had beneficial impacts for sustainable development, including the delivery of new cycle focused services.</p> <p>The policy also now includes more on energy efficiency.</p> <p><b>Update to Revised Proposed Submission Version 2016:</b> Similar to Policy DS3, criterion has been added to ensure landmark buildings are conserved contributing to sustainability principles by protecting the</p>																	

character of the settlement.

Policy specifics have been included regarding access and public realm improvements.

PA5.1 and OS5 have been removed as they have not been promoted during the SCAAP process and therefore there is no clear evidence that they will come forward for development during the plan period to 2021. ..

**Iteration of policy following SA of the draft Revised Proposed Submission:**

Additional detail has been added in to the policy to reflect the potential for community infrastructure in this location, specifically a doctor and dentist.

Additional detail has been added in on urban greening projects and reference to the Streetscape Manual.



### 3.8 Clifftown Policy Area

Clifftown Policy Area																																																			
<p><b>Policy Summary</b></p> <p>These policies set the general vision for the continued enhancement of Clifftown and its role as a cultural quarter for Southend, with specific policy principles set out for the redevelopment of identified sites.</p>																																																			
<p><b>Relationship of policy with sustainable development</b></p> <p>The area has the potential to bring benefits to the Southend tourism and visitor economy, as the area is of distinctive built environment character, although this could be enhanced. The area provides a link to the main seafront areas to the west of the pier. Continued built environment enhancements and a diversification of cultural and retail options are an important part of the Southend as a high quality visitor destination.</p> <p>Securing good walking and cycling links to the town centre could help to encourage non-car access to the Central Area from those who live to the east. This will have benefits in reducing town centre congestion and the adverse impacts this causes.</p>																																																			
<p><b>PA6: Clifftown Policy Area Development Principles</b></p> <table border="1"> <thead> <tr> <th>SP1</th> <th>SP2</th> <th>SP3</th> <th>SP4</th> <th>SP5</th> <th>EP1</th> <th>EP2</th> <th>EP3</th> <th>NR1</th> <th>NR2</th> <th>NR3</th> <th>NR4</th> <th>NR5</th> <th>NR6</th> <th>EG1</th> <th>EG2</th> <th>EG3</th> </tr> </thead> <tbody> <tr> <td>●</td> <td>-</td> <td>-</td> <td>-</td> <td>?</td> <td>-</td> <td>●</td> <td>●</td> <td>?</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>?</td> <td>●</td> <td>?</td> <td>?</td> </tr> </tbody> </table>																		SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3	●	-	-	-	?	-	●	●	?	-	-	-	-	?	●	?	?
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3																																			
●	-	-	-	?	-	●	●	?	-	-	-	-	?	●	?	?																																			
<p><b>Sustainability appraisal summary and comment</b></p> <p>The policy supports the future role of Clifftown as an area of strong cultural identity. The policy includes criteria to make sure that the historic and heritage character of the area is taken into account in new development. There is also the need to restore areas that have become degraded.</p> <p>Other improvements are to the retail circuits in the area, linking to the Central Station, Cliff Gardens and Pier Hill. This will help support the economy through tourism and visitor spend. Shops in this area are more likely to be independent and therefore these retail circuits will aid the local economy especially.</p> <p>Regenerating the Empire Theatre will also add to the cultural character of the area, including as set out in policy for uses such as art galleries or performance spaces. Central House is identified for redevelopment, for more information it could be included as a separate allocation, especially as this is identified as the site of a possible tall building.</p> <p>The policy includes requirements for urban greening, with potential benefits for biodiversity and the quality of the built environment.</p> <p>Specific recognition is given in the policy on the importance of protecting both designated and non-designated heritage assets in the area, which should help in conserving the built heritage of Clifftown, one of its principal assets.</p>																																																			
<p><b>Recommendations and potential for significant impacts</b></p> <p>The policy should help deliver more sustainable development in this area.</p>																																																			
<p><b>Policy Trail:</b></p> <p><b>Update to Preferred Approach 2015:</b> The policy was previously split over a heritage policy (HE1) and one on development principles. The unification into one policy makes understanding the aspirations for the area clearer. Education has also been removed as a potential part of the mix of uses, which should help ensure Elmer Square remains the focus for education. The two car parks are no longer identified as sites for development within the plan period as there is insufficient certainty that they would be available for the development.</p> <p><b>Update to Revised Proposed Submission Version 2016:</b> In line with Policy DS2, the policy includes a principle to conserve and enhance heritage assets, Conservation Areas and listed buildings.</p>																																																			

The policy includes further public realm improvements which seek to enhance the quality of the built environment in line with sustainability principles.

OS16 and OS17 have been removed as they were not promoted during the SCAAP process and therefore there is no evidence they are deliverable by the end of the plan period 2021.

**Iteration of policy following SA of the draft Revised Proposed Submission:**

Additional detail has been added in on urban greening projects and reference to the Streetscape Manual.

### 3.9 Tylers Policy Area

#### PA7 Tylers Policy Area

##### Policy Summary

These policies set out the principles for developing the south eastern side of the High Street. The area includes a site allocation.

##### Relationship of policy with sustainable development

This part of the Central Area currently contains a mix of uses that includes a large surface car park as well as residential development and The Royals shopping centre. The area provides the potential to link the town and end of the High Street with the Eastern Esplanade and create improved retail circuits at the bottom of the High Street.

Changes to the car park and the quality of walking routes have the potential to enhance the built environment quality in the area. These improvements will make the area more attractive to shoppers and visitors, as well as make it a more attractive place to live. Fewer cars on the streets will help improve the attractiveness of the area for residents and has the potential to deliver improved road safety for existing residents.

Re-use of the car park site will allow the re-use of this prominent site, although it is likely that car parking will be re-provided with no net reduction.

##### PA7: Tylers Policy Area Development Principles

SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
•	?	-	?	?	?	?	•	?	-	•	-	-	?	•	?	•

##### Sustainability appraisal summary and comment

The policy sets out the desired changes to the area that would help enhance the built environment quality of this area and make more efficient use of land. The policy promotes mixed-use including active uses on the ground floor and energy efficiency measures where appropriate. The development of the area to include a travel centre could enhance facilities and connectivity as well as releasing the existing Travel Centre site for possibly new open space, with benefits for health of community and possibly biodiversity if delivered.

Of particular importance will be bringing built environment and road safety enhancements to Chichester Avenue that currently provides an unattractive link route to the east of the High Street. Also, improved crossing points over Queensway will help improve the connectivity of the area to the wider residential areas to the east.

The policy sets out a number of road improvement schemes that may be dependent on the car park being redeveloped, such as creation of 'home-zones' or mixed-mode routes. This will help make the area more attractive for visitors and residents.

Specific schemes have the potential to deliver economic benefits of to the area, including expansion of retail units at the south of the High Street. Design will need to be of a high quality to complement the existing area and the importance of the location for attracting visitors and tourists.

The intention is to see the area made much more permeable to the public. This change will help enhance connectivity in the area, providing clearer links to the seafront and development proposals as part of the 'Central Seafront'.

PA7.1: Tylers Avenue																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
●	?	-	-	?	-	-	?	-	-	●	-	-	-	●	?	●
<p><b>Sustainability appraisal summary and comment</b></p> <p>There is an intention to secure the re-use of the Tylers car park site. However, all car parking would need to be re-provided either on or off site, with implications for the use of other sites.</p> <p>The site is to provide a mix of uses including active frontages and residential uses with the potential for office use making more suitable and desired use of the land. The development is to complement its surroundings and improve linkages to surrounding areas.</p> <p>The development of the area to include a travel centre could enhance transport facilities and connectivity to the town centre.</p> <p>The policy may have benefits for the economy not only from improved built environment quality but also from the provision of new office and retail development.</p>																
<p><b>Recommendations and potential for significant impacts</b></p> <p>The policy should help deliver more sustainable development in this area.</p>																
<p><b>Policy Trail:</b></p> <p><b>Update to Preferred Approach 2015:</b> The policy has had some amendments from the previous version. This includes removing the potential of the site for Higher and Further education uses, which may be beneficial in focusing these uses on Elmer Square. Reference has also been removed to specific improvements to St John’s churchyard, although general improvements related to the new urban park are included. Specifics relating to flooding have been removed to a generic policy for the area.</p> <p><b>Update to Revised Proposed Submission Version 2016:</b> The policy includes a principle to improve pedestrian accessibility, enhance passenger transport facilities and public realm enhancements to improving connectivity to the town centre.</p> <p>OS6 is now referred to as PA7.1. The site boundary now includes the Travel Centre to the south of the original boundary and the number of indicative dwellings has increased.</p>																
<p><b>Iteration of policy following SA of the draft Revised Proposed Submission:</b></p> <p>Additional detail has been on application of the Streetscape Manual.</p>																

### 3.11 Central Seafront

Central Seafront Policy Area																
<p><b>Policy Summary</b></p> <p>These policies set out the development principles and Opportunity Site development management considerations for the Central Seafront area. There are also specific policies relating to managing the special qualities of the area.</p>																
<p><b>Relationship of policy with sustainable development</b></p> <p>The central Seafront is one of Southend's major assets. The area makes a significant contribution to the Borough's economy as a prime tourism destination, the character and buildings also give the town its distinctive character. Continued change is necessary in this location to keep Southend as a modern tourist destination for day trippers and with an aim of increasing overnight visitors for leisure and business. Change needs to take place in a way that protects and enhances the best of its historic and heritage, and redeveloping those areas that have become degraded or were poorly planned.</p> <p>The quality of the Seafront also raises the potential for it to draw more people into other parts of the Central Area, such as the High Street and Clifftown, aided by access and public realm improvements in these areas.</p> <p>Development in the Seafront area needs to protect the high quality natural/semi-natural environment. The foreshore areas are internationally designated due to their importance for nature conservation, and this asset must be protected for its own sake and the value it gives the area and attractiveness to tourists.</p>																
CS1 Central Seafront Policy Area Development Principles																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
•	?	-	?	•	•	•	•	?	?	?	-	-	?	•	?	•
<p><b>Sustainability appraisal summary and comment</b></p> <p>The policies address many issues of importance to delivering sustainable development. This includes improving the quality of the built environment, protection heritage and biodiversity, improving access and enhancing the potential for the tourism economy.</p> <p>The policies set out what is anticipated from development in the Central Seafront area. The principles set general aspirations for development, with some generic statements of what is desired from development in the area, and some more specific criteria – such as where new access routes are required and defines development sites.</p> <p>Principles in the policy set positive steps for the future of the area that need to be implemented by the Council or other public / community groups and development partner. This includes increasing links to the 'green-grid', improving the Sustrans Route, ongoing City Beach, as well as with the potential to work with the owners of Adventure Island to increase permeability to the seafront.</p> <p>The policy should have positive effects on the economy through helping encouraging tourism and enhancing the character of the area. The importance of maintaining and enhancing the built environment character is identified through several policy principles, including the importance of sea views and the need for new development to respect local Conservation Areas and Listed Buildings.</p> <p>The importance of the seafront as an open space is also identified and principles put in place to protect it as part of the tourism asset, but also recognising the nature conservation importance and connections to the 'green-grid'.</p> <p>Requirements for consideration of decentralised energy in this location may help in reducing carbon emissions from development. In particular solar or wind energy may be well suited to the location.</p>																

CS1.1: Southend Pier																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
-	-	-	-	●	?	?	●	-	-	-	-	-	-	●	?	●
<p><b>Sustainability comment</b></p> <p>This policy sets the principles for the continued enhancement of the Pier. This is an important feature that characterises the town and is an important tourist attraction.</p> <p>The policy principles set out measures to bring general improvements to the offer for visitors at the Pier, although much will need to be funded through working with partners and private business. The changes proposed are likely to be relatively minor and many may not require planning permission.</p> <p>As the Pier extends into the internationally protected nature conservation areas it is essential that changes do not conflict with their nature conservation objectives. New developments, including minor changes, are likely to require appropriate assessment to demonstrate no significant harm. It is very unlikely that development here would be permitted if harm is identified, as it will not fit the 'overriding' need criteria.</p>																
CS1.2: Seaway Car Park																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
?	?	-	●	●	?	?	●	-	-	●	-	-	-	●	?	●
<p><b>Sustainability comment</b></p> <p>This site links well with The Royals, High Street and Tylers Avenue area to the north. The mixed use redevelopment should also help ensure the good use of land and contribute to improved connectivity between the seafront and the rest of the Central Area.</p> <p>As set out in the policy, the redevelopment has great potential to make use of the elevation and the views available of the seafront in this area to encourage visitors to walk up through the site and onward linking to the High Street.</p> <p>The policy makes clear that proposed development should be mixed-use, this can include residential so long as it is part of a scheme that contributes to the visitor economy and cultural value of the area.</p> <p>New buildings on the site, especially new tall buildings, will be highly visible and therefore it essential that they are delivered of a high visual quality and to provide a legacy building for the future. The policy stipulates a 'palette of good quality materials' and this will support sustainability objectives relating to a good quality built environment.</p> <p>Development in this location has great potential to deliver a high quality scheme that improves the character of this part of the seafront to the east of the High Street.</p> <p>The measures proposed in the policy are likely to increase pedestrian movements in this area. North south pedestrian links will help improve access from the seafront to the town centre and encourage more visitors to move between the two, with benefits for the wider town centre.</p> <p>New open space will also benefit the area especially if it has good access to the residential neighbourhoods to the north.</p>																
CS1.3: Marine Plaza																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
?	?	?	●	●	?	?	●	-	?	-	-	-	-	●	?	●
<p><b>Sustainability comment</b></p> <p>This site links well with The Royals, High Street and Tylers Avenue area to the north. There is significant potential for redevelopment of this site to be a major asset for the area by providing high quality housing in a central location. It should also help ensure the good use of land to help meet the housing need of the area and contribute to improved connectivity between the seafront and the rest of the Central Area.</p> <p>As set out in the policy, the redevelopment has great potential to make use of the elevation and the views</p>																

available of the seafront in this area to encourage visitors to walk up through the site.

The site is to provide active frontages with leisure and supporting uses on the ground floor.

New open space will benefit the area especially if it has good access to the residential neighbourhoods to the north.

The site has planning permission.

CS1.4: New Southend Museum																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
?	-	•	?	•	?	?	•	-	-	-	-	-	?	•	•	•

**Sustainability comment**

A new museum of high architectural quality could have benefits for the whole of the Borough through increasing visitors to the town. Any building would need to be of exemplary quality, both in its design and with the potential to also in sustainability construction, as is set out in policy. The policy also includes the importance of high quality new planting in the area to support biodiversity, which will need to a consideration of future development management decisions on the site.

**Recommendations and potential for significant impacts**

This policy should have a largely beneficial impact on securing sustainable development in the Central Seafront.

The policy sets out measures to enhance the visitor economy through public realm, built environment and connectivity improvements in this part of the Central Area. This includes policy for improved visitor provision through the development of new museum and improvements to the pier.

The Seaway Car Park and Marine Plaza improvements also have the potential to significantly improve this area and policy. It may help improve the delivery of sustainable development if a similar set of clear policy criteria was included in the policy to deliver site CS1.2 Marine Plaza as there are for CS1.2 Seaways. The policy does include provisions for measures to provide the environment between the two sites and wayfinding between them, such as signage and seating on the seafront. However, as the Marine Plaza site has planning permission there may be a limited scope for a more fundamental coordination of the two sites, although future development of Seaways should consider the context including any design of Marine Plaza, either as built or in design (as relevant).

**Policy Trail**

**Update to Preferred Approach 2015:** The policy has undergone some changes from previous versions. In particular the principles were formerly part of several distinct and this unified approach much improves the clarity of the message on what Central Seafront development should look like.

Previously, the policy set a requirement of a 'visual appraisal' of all development in this area, which is no longer specified. However, the importance of views is identified in policy and therefore where suitable it will still be necessary for development to show how this has been taken into account in planning applications.

There are no longer specific policies covering the Eastern and Western Esplanades, this change is unlikely to result in a notable change in sustainability effects, although they did add some detail on how development should be delivered in these areas.

Flooding issues are now covered through the generic SCAAP flooding policy.

**Update to Revised Proposed Submission Version 2016:** In line with Policy DS2 and Policy DS3, the policy includes a principle that seeks to conserve landmarks and their setting.

The policy includes additional specifics of how improvement to traffic management will be achieved. These specifics focus on sustainable transport.

Regarding opportunity sites, former CS1.1 has been removed as it has been granted full planning permission but not actively promoted for inclusion in the SCAAP and therefore no evidence of delivery by the end of the plan period. OS10 has been removed as the site will not be delivered before the end of the

plan period in 2021.

The former site OS8 has been divided into two sites separating out CS1.2: Seaway Car Park from CS1.3: Marine Plaza. The leisure element of the former OS8 is to be provided on CS1.2 and the residential element is to be provided on CS1.3. The site boundary has also been amended and there is now a notable separation between the two sites along Marine Parade.

Opportunity Site 9 has been renamed CS1.4.

**Iteration of policy following SA of the draft Revised Proposed Submission:**

CS1 now includes reference to the Streetscape Manual and more on pedestrian and cycling connectivity. There is also additional detail on the ways that street furniture and signage can be used to improved connectivity to the seafront and town centre.

**CS2: Nature Conservation and Biodiversity**

**Policy summary**

The policy sets the criteria that will be used to make sure development in the Central Seafront does not harm the nature conservation assets in the area.

**Relationship of policy with sustainable development**

Protecting the nature conservation value will have benefits for biodiversity as well as helping protect the visual character of the area.

SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
-	-	?	-	-	●	?	-	-	-	-	-	-	-	-	-	?

**Sustainability appraisal summary and comment**

The policy should help in protecting the high quality nature conservation assets in this area, identifying those locations where greening is particularly important and supported by the policies map.

The policy allows for new development that would aid people’s understanding of the nature conservation value of the area. Improved understanding can help in protecting the area and aid visitors’ recognition of how they can help avoid adverse impacts – although all development will need to be subject to assessment and the same tests apply.

**Recommendations and potential for significant impacts**

The policy is compatible with sustainable development and the need to protect the high quality nature conservation assets of the area.

The policy repeats some aspects of national policy and the Habitats Regulations and this may be unnecessary. Depending on the type and scale of development that comes forward in proximity to the foreshore in future there may need to be consideration of future strategies to help avoid increased recreational pressure from multiple sources in this location. However, individual applications will be required to undergo HRA screening that must look at the implications of development individually and in combination.

**Policy Trail:**

**Update to Preferred Approach 2015:** No significant changes.

**Update to Revised Proposed Submission Version 2016:** No significant changes.

**Iteration of policy following SA of the draft Revised Proposed Submission:**

None relevant



## CS3: The Waterfront

### Policy summary

The policy sets the criteria for developing the waterfront area and the mix of uses that need to be accommodated.

### Relationship of policy with sustainable development

The Waterfront is a prime asset for residents and visitors to Southend on Sea, with the need to protect built and natural assets in the area from harm.

SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
-	-	-	-	?	●	-	?	-	-	-	-	-	-	?	-	?

### Sustainability comment

The waterfront area is a community and economic asset for Southend, although it also is internationally important for its nature conservation value. Enhancing the quality of the public realm and peoples' enjoyment of the area can have substantial sustainability benefits for the town. There is much in this policy that should help improve the area, including development of allocated sites and other programmes that will need to be implemented alongside development.

Development must ensure it does not harm the biodiversity assets of the foreshore, as set out in the policy. Especially where development gives rise to an increase in visitor pressure in this area, for example new jetties and slipways.

### Recommendations and potential for significant impacts

This policy should help to achieve more sustainable development in the waterfront area.

Much of this policy will be reliant on the plans and strategies of other parts of the Council and other groups and organisations. For instance through new tourism strategies for the area and investment by private businesses.

### Policy Trail:

**Update to Preferred Approach 2015:** The policy has had minor amendments to remove duplication with other policies.

**Update to Revised Proposed Submission Version 2016:** No changes.

### Iteration of policy following SA of the draft Revised Proposed Submission:

None.

### 3.13 The Victoria Gateway Neighbourhood

#### Victoria Gateway Neighbourhood

##### Policy Summary

This policy addresses the redevelopment potential of the 'Victoria' Gateway. Proposals include a substantial mixed use redevelopment site along Victoria Avenue and a mixed tenure housing development along Baxter Avenue.

##### Relationship of policy with sustainable development

There is a substantial potential for comprehensive redevelopment of this part of the town. Redevelopment will make better use of the limited available land resources in the Borough and can help create a new sustainable mixed use community. There is potential for a new sustainable residential neighbourhood with good links to the town centre, as well as good public transport access to a wider area. New development should also continue to promote the establishment of good pedestrian and cycle links to the town centre through enhancing Victoria Avenue.

Development will also help bring improvements to the built environment by removing poor quality office space, some of which is long-term vacant and is disrepair.

As part of making new communities it will be important to ensure there are good access and sufficient capacity in accessible community facilities as set out in policy.

New development in this area has the potential to enhance the historic heritage value of the Prittlewell conservation area, which has become degraded in some parts. Other heritage should be protected such as the brick built buildings of the water board.

##### Policy PA8: Victoria Gateway Neighbourhood Development Principles

SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
•	?	?	-	•	?	?	•	?	-	•	-	-	?	•	•	•

##### Sustainability comment

The policy contains many principles that should have beneficial effects for sustainable development. There is a specific proposal to bring enhancements to the built environment.

The policy also contains provisions to improve the transport and travel access through the area, including integrating Victoria Avenue with the surrounding area through improved pedestrian and cycle links.

The role of new open space in this area to help mitigate visitor pressure on the foreshore is referred to in policy, including links with the 'green-grid', this should have a positive relationship with sustainable development objectives relating to biodiversity.

The policy includes the need to deliver more community facilities in the area, with examples of the suitable types set out in policy, in particular a new school. There is also recognition of the importance of the area for cultural facilities, such as the arts centre and uses at the former Water Board site.

As well providing employment as part of the neighbourhood redevelopment in this location could have benefits to the provision of new modern offices in other parts of the centre. This may be achieved by removing a poor quality office stock that hinders the office development market.

PA8.1: Victoria Avenue Office Area																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
●	●	?	●	●	?	-	●	?	?	●	-	?	?	●	●	●
<b>Sustainability Comment</b>																
<p>This is an area allocated for comprehensive renewal. A design brief prepared for the area would help to ensure that it is delivered in a coordinated way.</p> <p>There are many aspects of the delivery of the site that are compatible with sustainable development. Redevelopment will see this area of under-occupied land in central Southend bought back into use. In Southend making the most of available land is essential as the urbanised area almost reaches Borough boundaries in all directions. The main aim is to create a more sustainable community in this area, integrating residential, offices, community facilities and open space.</p> <p>At the moment planning applications and permitted development change of use for the site are being progressed for individual plots, this raises the risk of disjointed development in the Opportunity Site that does not achieve the improvements needed for the area and loses opportunities for sustainable development. To help overcome this, consideration could be given to implementing measures that remove permitted development rights for the area, which allow change of use from office to residential. This could stop the piecemeal conversion and allow a more considered policy led approach to the form and type of development, which is needed to help deliver development as a cohesive whole with a joined up approach to issues such as open space and visual appearance.</p> <p>There is a need to ensure that the supply of office space in Southend, particular in the central area meets demand. The central area is a more sustainable location for this type of high trip generating use, as more commuting trips can be made by sustainable transport modes. Peripheral office development and business parks are much more likely to increase car use and congestion on local roads, as many employees will be reliant on driving to work due to lack of public transport services and further distances to walk or cycle. Therefore, although there may be a need for a reduction in the overall floorspace new and existing office space needs to be provided to help meet modern business needs, for instance open plan and flexible space.</p>																
PA8.2: Baxter Avenue																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
-	●	-	?	?	?	-	?	-	-	●	-	-	-	-	●	-
<b>Sustainability Commentary</b>																
<p>This is a development site is allocated for regeneration to provide high quality mixed tenure residential development. This is to include new sheltered and affordable accommodation. Such development will ensure all types of housing are available in the area and all residents will have a positive relationship with the housing sustainability objective.</p> <p>Policy also requires development to incorporate open space, urban greening and sustainability measures having a positive impact on biodiversity and providing areas for residents' relaxation.</p> <p>The site is to provide pedestrian access and linkages between Victoria, Baxter and Boston Avenue providing greater connectivity throughout the area and reducing car dependency.</p>																
<b>Recommendations and potential for significant impacts</b>																
<p>The policy should help deliver more sustainable development in this area.</p> <p>Consideration could be given, in policy or through other mechanisms, to removing permitted development rights at Victoria Avenue to prevent piecemeal change of use undermining a policy led approach to sustainable regeneration. The policy refers to the potential for a masterplan.</p> <p>Availability of office space here and in the wider Central Area should be monitored to ensure there is a good supply of the type of space that is demanded by the market, even if there is a loss of overall space.</p>																

## **Policy Trail**

**Update to Preferred Approach 2015:** The policy principles relating to the area has had some iteration to reduce duplication with other parts of the SCAAP. The policy includes a new principle relating to energy efficiency and decentralised supply. The archaeological potential of the site is also recognised in the revised policy.

OS11 has undergone a simplification and removal of some elements that may have had additional beneficial sustainability benefits. For example, there is no commitment to prepare a Supplementary Planning Document for the area and no new school is included as part of the site.

**Update to Revised Proposed Submission Version 2016:** The policy aims remain the same as the earlier version however there have been changes to the Opportunity Sites and Policy Areas. However, the policy now recognises potential for the area to be a focus of cultural activities in association with the existing Beecroft Centre and Central Museum Building.

The former Opportunity Area 11: Victoria Avenue Office Area has been replaced by PA8.1: Victoria Avenue.

PA8.1 - 8.8, OS12 and OS13 have been removed as they have not been promoted within the SCAAP and therefore there is no evidence that they would be deliverable by 2021 and the end of the plan period.

The policy includes a new Opportunity Site, PA8.2: Baxter Square, which is to provide 500 high quality mixed tenure dwellings to west of PA8.1. The scheme will also provide open space, urban greening, pedestrian access and linkages.

### **Iteration of policy following SA of the draft Revised Proposed Submission:**

Additional detail has been added in on urban greening projects and reference to the Streetscape Manual. There is additional reference to the importance of the area for community and cultural development.

### 3.15 Sutton Gateway Neighbourhood Policy Area

PA9 Sutton Gateway Neighbourhood																
<b>Policy Summary</b>																
This policy addresses the redevelopment potential of the Sutton Gateway Neighbourhood, currently mix use area including a substantial residential area as well as large employment areas. The proposal site is an area of low quality commercial buildings, including sites with planning permission for redevelopment.																
<b>Relationship of policy with sustainable development</b>																
This is one of the 'gateway' neighbourhoods to Southend Central Area. The area contains a mix of uses that do not necessarily work well together and have resulted in a degraded townscape.																
There are opportunities through the upgrading of some sites to help improve the overall quality of this gateway neighbourhood. This will involve making sure the economic and residential uses do not conflict, yet retaining both these uses in the area.																
There is also the potential to help overcome the access barriers to the town centre. This will help the residential areas in the gateway feel more part of Southend's centre, as currently the area is cut-off to the west and south by the railway line and road respectively.																
PA9: Sutton Gateway Neighbourhood Policy Area Development Principles																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
●	●	?	-	●	-	-	?	-	-	-	-	-	-	?	-	?
<b>Sustainability appraisal summary and comment</b>																
The policy sets out succinctly the principles that will guide the redevelopment of the area. The majority of changes related to the two allocated sites as well that need to improve access through the area, including changes to Sutton Road and enhancements to the public realm along Short Street to Queensway.																
PA9.1: Sutton Road																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
?	●	-	-	?	●	-	●	-	-	●	-	-	-	?	?	?
<b>Sustainability appraisal summary and comment</b>																
This is a linear allocation that covers the business and industrial units facing onto Sutton Road. Many of these units are dilapidated and / or vacant. The units face onto a largely residential neighbourhood and many of the buildings on the opposite side of the road contain shops.																
The policy promotes redevelopment of this area for housing. This will involve the loss of existing employment use, although Employment Land Review has shown that this is surplus to current needs in the Borough, and its loss will not result in the overall loss of jobs.																
There is the possibility that redevelopment may result in the loss of some local services in the immediate area.																
New housing should respect the context of the area and actively engage with properties on the opposite side of the road. However, new development could be of a higher quality than some of the more recent nearby development as a way of enhancing the built environment character.																
The delivery of this site as a unified whole could be improved through the development of a masterplan or development brief.																

PA9.2: Guildford Road																
SP1	SP2	SP3	SP4	SP5	EP1	EP2	EP3	NR1	NR2	NR3	NR4	NR5	NR6	EG1	EG2	EG3
-	●	-	-	?	?	-	●	-	-	●	-	-	-	●	-	●
<p><b>Sustainability appraisal summary and comment</b></p> <p>The policy relates to the redevelopment of the site to replace a convenience store. The policy aims to enhance the Secondary Shopping offer as well as providing residential accommodation. The allocated site will need to accommodate amenity space and urban greening. Development at this site will be expected to incorporate open space, urban greening and sustainability measures having a positive impact on biodiversity and providing areas for residents' relaxation. The proposed uses will increase footfall through the area and contribute to the economy of the area.</p> <p>Development at the site must retain the façade of the current building on Sutton Road that will help protect the built environment character.</p>																
<p><b>Recommendations and potential for significant impacts</b></p> <p>The policy should help deliver more sustainable development in this area.</p> <p>The employment land review identifies employment land in this area is surplus and could be better used for housing. However, to protect the local economy consideration should be given to existing tenants and availability of other sites at a similar cost. The Sutton Road site could include development of new small scale business premises.</p> <p>As set out in policy the greening of this site could achieve benefits for biodiversity, although scope will be limited to landscaping as there is no potential for new open space in the neighbourhood.</p> <p>Principles of development set out in a development brief or clear criteria could help ensure development at PA9.1 takes place in a co-ordinated and cohesive way, making the most of opportunities for sustainable development.</p>																
<p><b>Policy Trail:</b></p> <p><b>Update to Preferred Approach 2015:</b> The policies have been amended to remove the former B&amp;Q site, as this site is now in full use, although the potential for development here is retained in the policy. The Short Street car park site and the Coleman Street site are now part of the Queensway Policy Area as they provide a better fit with that area. The policy includes a principle for energy efficiency and potential for decentralised supply.</p> <p><b>Update to Revised Proposed Submission Version 2016:</b> Similar to Policy DS3, criteria have been added to conserve existing landmarks including views, character and setting.</p> <p>Further public realm improvements in the form of public art provisions have also been added.</p> <p>OS14 is now referred to as PA9.1 and makes provision for a reduced number of dwellings as well as A1 and D1 uses.</p> <p>PA9.1, PA9.2 and PA9.3 have been removed as they have not been promoted in the SCAAP process and therefore there is no evidence that they could be delivered within the plan period by 2021.</p> <p>A new PA9.2 has been included which is situated to the south of the Sutton Gateway Neighbourhood Area. The policy area makes provision to redevelop the site for 50 dwellings and a convenience store</p>																
<p><b>Iteration of policy following SA of the draft Revised Proposed Submission:</b></p> <p>Additional detail has been added in on application of the Streetscape Manual.</p> <p>Reference to a new area of public open space has been removed from the policy that may</p>																

## **Appendix E Meeting the requirements of the Strategic Environmental Assessment Regulations**

# Meeting the requirements of the Strategic Environmental Assessment Regulations

In order to satisfy the Strategic Environmental Assessment Regulations it is necessary for the SA report to fulfil certain requirements. Table 1 shows how these requirements are being met through this SA report, both as part of the main text and thorough appendices. For further detail on some matters, such as the full baseline, the SA reports from other parts of the LDF and original scoping will also provide a useful resource.

**Table 1: Requirements of the SEA Regulations and how they are met through the SA report**

<b>SEA Requirements</b>	<b>Covered in the SA report at:</b>
a) An outline of the contents, main objectives of the plan or programme and relationships with other relevant plans and programmes.	<b>Section 2 Appendix A</b>
b) The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme	<b>Section 2 Appendix A LDF Scoping Report</b>
c) The environmental characteristics of areas likely to be significantly affected.	<b>Section 4 Appendix D</b>
d) Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC.	<b>Section 2 Appendix A</b>
e) The environmental protection objectives, established at international, community or national level which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation.	<b>Appendix A</b>
f) The likely significant effects on the environment, including on issues such as: biodiversity; population; human health; fauna; flora; soil; water; air; climatic factors; material assets; cultural heritage, including architectural and archaeological heritage; landscape; and the interrelationship between the above factors. These effects should include secondary, cumulative, synergistic, short, medium and long term, permanent and temporary, positive and negative	<b>Section 4 Appendix D</b>
g) The measures envisaged to prevent, reduce and, as fully as possible, offset any significant adverse effects on the environment of implementing the plan or programme.	<b>Section 4 Appendix D</b>
h) An outline of the reasons for selecting the alternatives dealt with and a description of how the assessment was undertaken, including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information.	<b>Section 3 (SA report on Issues and Options, March 2010) Appendix B Appendix D Appendix F</b>
i) A description of measures envisaged concerning monitoring in accordance with Article 10.	<b>Section 5 Appendix G</b>
j) A non-technical summary of the information provided under the above headings.	<b>Non-technical summary</b>



## **Appendix F    Issues and Options    SCAAP – SA recommendations**

## **1.1 Sustainability appraisal recommendations of the Issues and Options SCAAP**

- 1.1.1 The SA at that stage found that there was much in the SCAAP that had the potential to have a beneficial effect on sustainable development and the Central Area has an important role to play in the sustainable development of the wider Borough, as a focus for employment, tourism and retail.
- 1.1.2 In most instances recommendations that were made at Issues and Options SA were taken into account by the plan makers in preparing the Proposed Submission version of the SCAAP. However, this was not always the case, the paragraphs 3.4.11 to 3.4.44 show recommendations made, as well how these have been addressed in the current Preferred Approach SA. The SA Report at Proposed Submission stage includes additional recommendations that arose as a result of the greater detail in this version of the SCAAP compared to Issues and Options.
- 1.1.3 This section of the SA Report sets out the recommendations made through the previous versions of the SA of the SCAAP, with a note on how they have been addressed through the current stage of the SCAAP, where necessary.

### ***Transport and movement***

- 1.1.4 To successfully achieve a modal shift away from car use, the SA recommended a need to ensure transport, movement and parking strategy presents a proactive and joined up approach to managing traffic in the town centre. Without this the regeneration of central Southend could be adversely affected by increasing congestion, with negative health and environmental impacts.
- 1.1.5** These matters were carried through into the SCAAP with a strategy that included improvements to walking and cycling routes as well as maintenance of car parking.

### ***Residential development***

- 1.1.6 Central Southend has a significant role to play in delivering new residential development for the Borough. The requirement is set through the Core Strategy for Southend.
- 1.1.7 The SA made recommendations that the SCAAP included specific information on housing delivery and the locations for growth. Information on this has been incorporated into relevant site area policies of the SCAAP with a summary provided of yield and timeframe for delivery at Table 5. Each area policy also shows the status of the site (i.e. under construction, expired application or new allocation). This clarity aids understanding of the role of sites in delivering the overall housing needs and will help in monitoring these sites so that SCAAP or Local Plan review can identify sites that are stalling and take remedial action as necessary. .
- 1.1.8 The SA also recommended seeking more equitable access to in housing the SCAAP could through policies that go beyond Core Strategy affordable housing targets. However, SBC believes it is more suitable to ensure the same approach to delivering affordable housing throughout the plan area without separate targets for the Central Area.
- 1.1.9 The SA also recommended that the SCAAP will also need to be clear on where and how the needs of new and existing residents will be met, through provision of community services,

such as health centres, community space and schools. This is essential to deliver health and wellbeing in these communities who live in central Southend.

- 1.1.10 **Preferred Approach 2015:** These measures have not been taken forward, although a new health centre has been delivered and policies include the need to provide new education facilities, although this is not site specific.

#### ***The built environment***

- 1.1.11 The SA identified the beneficial effects for sustainable development of the SCAAP Issues and Options version focus on regeneration and improvements to the built environment. This will have beneficial sustainability impacts related to improving the image of the centre for the benefit of residents and the economy.
- 1.1.12 The SA identified that it may be necessary for the SCAAP to contain specific design guidance polices for the Central Area. This will help ensure development creates a unified place, even if separate Quarters (now known as 'Opportunity Sites') have their own distinctive qualities.
- 1.1.13 The SA recommended design guidance may be particularly necessary to avoid adverse impacts from tall buildings.
- 1.1.14 **Preferred Approach 2015:** The principles of the Policy Area policies include some detail of public realm improvement to the Central Area. Design and in particular measure to manage tall buildings are covered in the DMD.

#### ***Leisure and recreation***

- 1.1.15 The SA identified that leisure and tourism are essential components of the economy of Southend. The SA notes that of particular importance will be securing higher visitor spend in the Southend, in particular Central Southend where much leisure and tourism development is located.
- 1.1.16 The SA identified the SCAAP should give consideration to the role of new hotels or conference facilities, including possible locations for development, to increase the number of overnight stays in the town.
- 1.1.17 The SA recommended that the SCAAP seafront and waterfront leisure and recreation development will need to take into account the potential conflict of uses. This is because there are likely to be different demands on the area from areas for quiet enjoyment of the natural environment to places for active water-sports. For everyone's enjoyment different uses will need to be managed to ensure high quality leisure opportunities for all.
- 1.1.18 The SA also identifies the potential for waterfront tourism and leisure to conflict with the nature conservation interest, that will need to be managed to ensure no harm comes to internationally designated sites.
- 1.1.19 **Preferred Approach 2015:** There is no specific policy covering new hotels and conference facilities in the Central Area, although there is a generic policy in the DMD. The SCAAP does recognise the potential conflict of interest of waterfront development and includes a policy to ensure the protection of the internationally designated sites.

#### ***Education and Culture***

- 1.1.20 The SA identified that the SCAAP could consider making it a requirement for larger new employment developments in the town centre to contribute to training associated with the university, to improve the skills of local residents and access to newly created employment.
- 1.1.21 The SA recommendations note that it may be necessary to consider the capacity of existing schools in the Central Area to ensure all new and existing resident children of the area have access to education. However, information provided by SBC note that there should be capacity in existing schools until 2021.
- 1.1.22 The SA noted that to ensure the best use of land a mix of development in the Central Area it is important to ensure a mix of uses, but educational uses may be best focused on Elmer Square.
- 1.1.23 **Preferred Approach 2015:** Although the SCAAP supports growth of the university there are no policies that specifically link this development with the wider economic growth of the Central Area. The need for schools is acknowledged in the SCAAP with Policy Areas identified that may be suitable. However, no commitment or specific sites are identified for new schools as capacity is identified to 2021 (the end of the plan period).

#### ***Employment and retail***

- 1.1.24 The SA identified that the SCAAP will need to ensure proposals are in place to meet the job growth requirements set through the Core Strategy. This will need to include premises for a range of business types from workshops, live/work units to larger office space. As the SA of the Issues and Options SCAAP was completed prior to the Employment Land Review (ELR) (published 2010) the SA recommended that the findings of the ELR were taken into account in moving forward with the SCAAP, including permitting change of uses where existing uses could be proven surplus.
- 1.1.25 The SA of the subsequent SCAAP shows a clear intention to provide for economic growth in the Central Area. However, there is a need to make sure that existing office and business space is not lost in favour of other uses, such as residential or education use. A quality office provision needs to be maintained in the town centre. Existing land that is currently in employment use should not be lost if there is an undersupply.
- 1.1.26 The Central Area is the most sustainable place for high trip generating office uses, based on transport and accessibility considerations. Also, other employment such as small industrial uses is an important source of local jobs and local services. Land availability in the Borough is limited, raising the importance of protecting what resources there are.
- 1.1.27 **Preferred Approach 2015:** The SCAAP maintains Central Southend as a primary location for new office development. However, since the previous version of the SCAAP the London Southend Airport AAP has been adopted are new modern office developments to be built in the north of the Borough that could compete with the Central Area. The SCAAP identifies suitable sites for office development throughout the Central Area, although focused more in the north and along the High Street and Victoria Avenue. The SCAAP has taken into account the ELR, which confirms the potential to deliver mixed use on former office and commercial uses at Sutton and Victoria Avenue.

#### ***Sustainable construction***

- 1.1.28 To reduce natural resource consumption created by the large scale of proposed restoration and redevelopment the SA suggested the potential for an area wide energy strategy to be prepared for the SCAAP. The SA also suggests the SCAAP consider the inclusion of targets for carbon reduction from new development and sustainable construction standards that go beyond national policy, subject to viability. Consideration could also be given to the potential for district-wide low carbon energy, e.g. combined heat and power.
- 1.1.29 The SA recommended that there could be greater consistency in the SCAAP in the way flood issues are managed. The control of flood is covered through several different policies in the LDF. Some sites' development principles policies refer to the need to manage surface water flooding and others do not. For sites where flood risk is not mentioned it is not clear if this is because there is little risk there, or an omission to policy. This may require clarification in the SCAAP.
- 1.1.30 **Preferred Approach 2015:** Energy efficiency and lower carbon energy is identified as important for development in the Policy Areas in the SCAAP. However, no additional targets are set for any sites.
- 1.1.31 A new single flood risk policy for the Central Seafront has been prepared.

#### ***Natural environment and open space***

- 1.1.32 The SA identified that issues related to protecting the natural environmental are absent from the SCAAP at the Issues and Options version. It is essential that new development does not harm the high quality internationally designated nature conservation sites that exist on the Southend foreshore and sandflats. The SCAAP will need to be able to demonstrate, through a Habitats Regulation Assessment how the potential for impacts has been assessed and how any impacts will be mitigated against (for the SCAAP as a whole and by individual applications). Possible impact routes include direct disturbance, storm water or waste water outfall, and coastal squeeze caused by sea defences.
- 1.1.33 Proposals or policies for landscaping, new parks and new planting can have sustainability benefits of enhancing the urban biodiversity, but also can help create shade within heavily developed areas essential in combating the urban heat impacts associated with global warming.
- 1.1.34 In providing new open space in the urban environment emphasis should be put on providing soft landscape rather than hard landscaping.
- 1.1.35 **Preferred Approach 2015:** The SCAAP addresses Habitats Regulations requirements as well as containing policy principles to improve urban greening and new planting in the Central Area.

#### ***Implementation***

- 1.1.36 In the SA of the Proposed Submission stage the SA Report that although the majority of SCAAP objectives, policies and proposals are highly compatible with achieving sustainable development, there were queries over the clarity of the SCAAP and therefore its usability.
- 1.1.37 The principle focus of recommendations was on the need to avoid repetition with the SCAAP and with other parts of the Southend LDF, for a more succinct user friendly document that sets out clear messages. The SA Report suggested simplification of policy for:

- Mixed-mode and shared priority routes;
- Historic environment;
- Protection of frontages / visually active frontages
- The need to deliver regeneration and new development in some locations is repeated between the policies and supporting text, for example areas such as Queensway and Victoria Circus that are covered in several policies;
- The Central Seafront policies break from the style of other policies and do not fit that easily within the plan.
- Some policies contain specific reference to the need to manage flooding on the site, whereas others do not, in addition to a generic flooding policy.
- All of the policies on the development quarters are repetitions with a design policy for each repeating elements of generic policies and could be combined.
- Repetition of development management policies and criteria.

1.1.38 **Preferred Approach 2015:** The SCAAP has been substantially simplified, reducing duplication within the document itself and also with other policies of the LDF. This has been aided by the adoption of the DMD that includes a standard set for policies for managing development throughout the Borough.

## **Appendix G Initial Proposed Monitoring Framework**

## Appendix G: Indicative Monitoring Framework

Concern	Explanation and desirable direction of change	Objectives	Potential indicators*
<b>Social progress which recognises the needs of everyone</b>			
Accessibility	<ul style="list-style-type: none"> <li>enable all to have similar and sufficient levels of access to services, facilities and opportunities</li> </ul>	<ul style="list-style-type: none"> <li>maintain Southend Central Area as the centre for all services, as the most accessible location</li> <li>improve accessibility to the town centre</li> <li>improvement in public transport accessibility along the entire length of the seafront</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>total number and location of residential units built within 30 minutes public transport time of key community facilities (CS CP3)</li> <li>total number of key transport infrastructure schemes completed within the plan period which improve accessibility and sustainable transport provision (CS CP3)</li> </ul> <p>Suggested indicators:</p> <ul style="list-style-type: none"> <li>travel to work mode</li> <li>bus use numbers</li> </ul>
Housing	<ul style="list-style-type: none"> <li>to provide the opportunity for people to meet their housing need</li> </ul>	<ul style="list-style-type: none"> <li>ensure a sufficient number of dwellings</li> <li>encourage a suitable mix of dwellings, including tenure and size</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>mix of dwelling sizes provided by new developments (DPD CP8.2 (i))</li> <li>total number of affordable dwelling completions by tenure (DPD DM7.1)</li> <li>total number of dwelling units, by size, lost to non-residential uses (CS CP8)</li> <li>total number of dwellings built on previously developed land and green field land per annum (CS CP8)</li> </ul>



Concern	Explanation and desirable direction of change	Objectives	Potential indicators*
Education & Skills	<ul style="list-style-type: none"> <li>■ to assist people in gaining the skills to fulfil their potential and increase their contribution to the community</li> </ul>	<ul style="list-style-type: none"> <li>■ improve accessibility to employment and education facilities</li> <li>■ support continued development of the University campus in the town centre</li> </ul>	<p>Suggested indicators:</p> <ul style="list-style-type: none"> <li>■ primary schools in central area operating consistently at or over capacity</li> <li>■ demand for school places</li> <li>■ student accommodation units given permission</li> <li>■ GP / patient ratio central areas clinics</li> <li>■ Floor area of new community facilities created in Queensway / Victoria Avenue / Sutton Gateway</li> </ul>
Health, safety and security	<ul style="list-style-type: none"> <li>■ to improve overall levels of health, reduce the disparities between different groups and different areas, and reduce crime and the fear of crime</li> </ul>	<ul style="list-style-type: none"> <li>■ improvements to reduce fear of crime in the town centre, especially at night</li> <li>■ improve pedestrian routes through the town centre and seafront to help design out crime</li> </ul>	<p>Suggested indicators:</p> <ul style="list-style-type: none"> <li>■ crime statistics including anti-social behaviour and vandalism</li> <li>■ local public health profile indicators e.g. obesity, coronary disease etc.</li> </ul>

Concern	Explanation and desirable direction of change	Objectives	Potential indicators*
Community	<ul style="list-style-type: none"> <li>■ to value and nurture a sense of belonging in a cohesive community, whilst respecting diversity</li> </ul>	<ul style="list-style-type: none"> <li>■ improve the viability and distinctive character of Southend town centre</li> <li>■ provide public art and improvements to the design of seafront tourist buildings, such as beach huts and kiosks to provide a recognisable unified approach for Southend</li> <li>■ provide new community open spaces in the town centre and seafront</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>■ total amount of additional or improved leisure, health, social care and education/lifelong learning floorspace/facilities developed (CS CP6)</li> </ul> <p>total amount of new provision or qualitative improvements to existing open space facilities (CS CP7)</p> <p>Suggested indicators:</p> <ul style="list-style-type: none"> <li>■ Floor area of new community facilities created in Queensway / Victoria Avenue / Sutton Gateway</li> <li>■ incidents of anti-social behaviour</li> <li>■ number of community events, festivals or markets</li> </ul>
<b>Effective protection of the environment</b>			
Biodiversity	<ul style="list-style-type: none"> <li>■ to maintain and enhance the diversity and abundance of species, and safeguard these areas of significant nature conservation value</li> </ul>	<ul style="list-style-type: none"> <li>■ protect undeveloped parts of the coastline</li> <li>■ protect key habitats directly or indirectly from developments which may harm them</li> <li>■ ensure new development brings enhancements to the built environment where appropriate</li> <li>■ ensure 'appropriate assessment' of all development is carried out where appropriate</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>■ total loss or gain (ha) due to impact of development on: <ul style="list-style-type: none"> <li>- priority habitats by priority species type (CS CP4)</li> </ul> </li> </ul> <p>Suggested Indicators:</p> <ul style="list-style-type: none"> <li>■ projects requiring Habitats Regulations Assessment / developments within European Designated sites (i.e. on the foreshore)</li> <li>■ Status of SSSIs</li> </ul>

Concern	Explanation and desirable direction of change	Objectives	Potential indicators*
Landscape character	<ul style="list-style-type: none"> <li>■ to maintain and enhance the quality and character and cultural significance of the landscape, including the setting and character of the settlement</li> </ul>	<ul style="list-style-type: none"> <li>■ protect undeveloped parts of the coastline</li> <li>■ retain notable features and areas of open space along the coast line</li> <li>■ protect views of the estuary</li> </ul>	<ul style="list-style-type: none"> <li>■ number of schemes that enhance visually important views – sightlines, access, open space and view improved to identified areas (SCAAP Policy DS2: Key Views)</li> <li>■ Developments effecting the foreshore</li> </ul>
Built environment	<ul style="list-style-type: none"> <li>■ to maintain and enhance the quality, safety and distinctiveness of the built environment and the cultural heritage</li> </ul>	<ul style="list-style-type: none"> <li>■ enhance and protect land mark and listed buildings on the sea front</li> <li>■ enhance and protect listed buildings and those of interest in the town centre</li> <li>■ improve urban design quality through policy</li> <li>■ protect existing and create new open and green space</li> </ul>	<p>Existing indicator:</p> <ul style="list-style-type: none"> <li>■ changes in the number of designated heritage assets identified as being at risk as per Essex building at risk register (DPD DM5.1)</li> <li>■ change in the number of Grade I and II Listed Buildings and scheduled monuments (DPD DM5.2)</li> <li>■ number of appropriately located new landmark buildings – increase in the visually important landmark buildings that signal gateways and or improve legibility for visitors using the central area (SCAAP Policy DS3: Landmarks and Landmark Buildings)</li> </ul> <p>Suggested indicators:</p> <ul style="list-style-type: none"> <li>■ important trees lost to development</li> <li>■ locally listed buildings lost to development</li> <li>■ area of new public open space created</li> </ul>
<b>Prudent use of natural resources</b>			
Air	<ul style="list-style-type: none"> <li>■ to reduce all forms of air pollution in the interests of local air quality and the integrity of the atmosphere</li> </ul>	<ul style="list-style-type: none"> <li>■ reduce traffic congestion in the town centre</li> <li>■ encourage freight modal shift and encourage a reduction in emissions of new buildings</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>■ floorspace built to BREEAM Very Good, Excellence or Outstanding (DPD DM2.1)</li> <li>■ traffic counts on defined traffic cordons in Borough (CS CP3)</li> <li>■ No exceedances in NO<sub>2</sub> and PM<sub>10</sub></li> </ul>

Concern	Explanation and desirable direction of change	Objectives	Potential indicators*
Water	<ul style="list-style-type: none"> <li>■ to maintain and improve the quantity and quality of ground, sea and river waters, and minimise the risk of flooding</li> </ul>	<ul style="list-style-type: none"> <li>■ ensure no increased risk of coastal flooding</li> <li>■ acknowledge the risk to water quality from on-shore developments</li> </ul>	<ul style="list-style-type: none"> <li>■ number of planning applications granted contrary to Environment Agency advice on flood risk (DPD CP5.5).</li> <li>■ number of applications refused due to DPD Policy DM6: Seafront in relation to Policy Table 1: (i) upheld at appeal; (ii) dismissed at appeal (DPD DM6.1)</li> <li>■ number of developments incorporating sustainable drainage systems (SuDS) - For all new development, new impermeable areas will be drained by SuDS (SCAAP DS4.1)</li> </ul>
Land	<ul style="list-style-type: none"> <li>■ to use land efficiently, retaining undeveloped land and bringing contaminated land back into use</li> </ul>	<ul style="list-style-type: none"> <li>■ protect undeveloped coastline in the Borough</li> <li>■ encourage development on previously developed land</li> <li>■ encourage high density residential development and mixed use development in the town centre</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>■ total number of dwellings built on previously developed land and green field land per annum (CS CP4)</li> <li>■ amount of contaminated or degraded land brought back into beneficial long-term use (DM CP5.3)</li> </ul>
Soil	<ul style="list-style-type: none"> <li>■ to maintain the resource of productive soil</li> </ul>	<ul style="list-style-type: none"> <li>■ protect productive soil where applicable (little overall impact likely)</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>■ amount of contaminated or degraded land brought back into beneficial long-term use (CS CP5)</li> </ul>
Minerals and other raw materials	<ul style="list-style-type: none"> <li>■ to maintain the stock of minerals and other raw materials</li> </ul>	<ul style="list-style-type: none"> <li>■ minimise use of aggregates for new development (relevance to sea defences)</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>■ capacity within the Borough to produce secondary/recycled aggregates on appropriate sites (CS CP5)</li> </ul>
Energy sources	<ul style="list-style-type: none"> <li>■ to increase the opportunities for energy generation from renewable energy sources, maintain the stock of non-renewable energy sources and make the best use of the materials, energy and effort embodied in the product of previous activity</li> </ul>	<ul style="list-style-type: none"> <li>■ encourage efficient use of energy</li> <li>■ use of more energy from low carbon sources</li> <li>■ encourage decentralised energy supply, including through renewable energy or CHP.</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>■ Total number of applications granted for major schemes with renewable energy production technology (CS CP4)</li> </ul>

Concern	Explanation and desirable direction of change	Objectives	Potential indicators*
<b>Maintenance of high and stable levels of economic growth and employment</b>			
Local economy	<ul style="list-style-type: none"> <li>to achieve a clear connection between effort and benefit, by making the most of local strengths, seeking community regeneration, and fostering economic activity</li> </ul>	<ul style="list-style-type: none"> <li>improve the viability and vitality of the town centre as economic hub for the Borough</li> <li>improve the viability and vitality of the seafront as a major and flexible tourist destination</li> <li>identify sites for local business start-ups in accessible locations</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>additions/losses of new hotels/visitor accommodation (DPD DM12.1)</li> <li>vacancy in Primary and Secondary shopfronts (DPD DM13.2)</li> <li>vacancy rate within 'Employment Areas' (DPD DM11.2)</li> </ul>
Employment	<ul style="list-style-type: none"> <li>to maintain and enhance employment opportunities matched to the size of the local labour force and its various skills, and to reduce the disparities arising from unequal access to jobs</li> </ul>	<ul style="list-style-type: none"> <li>work to create new jobs in a range of sectors within the Borough</li> <li>work to make the coast a major destination for conferences</li> <li>support a diverse range of businesses premises to meet different needs, as well as supporting existing business clusters</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>total number of jobs by sector (DPD CP1.2)</li> <li>amount of employment land lost in employment and regeneration areas (CS CP1)</li> <li>amount of employment land lost to residential development (CS CP1)</li> </ul>
Wealth creation	<ul style="list-style-type: none"> <li>to retain and enhance the factors which are conducive to wealth creation, including personal creativity, infrastructure, accessibility and the local strengths and qualities that are attractive to visitors and investors</li> </ul>	<ul style="list-style-type: none"> <li>contribute to creating attractive environment for business to flourish</li> <li>improve access for all residents to a range of jobs</li> </ul>	<p>Existing indicators:</p> <ul style="list-style-type: none"> <li>net change in business floorspace within Employment Growth Areas (DPD DM11.2)</li> <li>additions/losses of new hotels/visitor accommodation (DPD DM12.1)</li> </ul>

\* These indicators include 'Existing indicators' set out in the Core Strategy (CS), Development Management Plan (DM) and as proposed for the SCAAP. 'Suggested indicators' are those suggested to supplement and fill gaps in existing indicators, subject to available information.

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# Southend-on-Sea Borough Council

Report of the Corporate Director for Place

To

Cabinet

On

20<sup>th</sup> September 2016

Report prepared by: Elizabeth Georgeou, Regulatory  
Services Manager

Agenda  
Item No.

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**Declaration of Air Quality Management Area**  
**Cabinet – Executive Councillor: Councillor Flewitt**

**“A Part 1 Public Agenda item.”**

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## **1. Purpose of Report**

To advise Cabinet that the air quality at the junction of the A127, Hobbeythick Lane, and Rochford Road has reported exceedences of the national air quality objectives for nitrogen dioxide. Following a detailed assessment for air quality at this junction the Council has a statutory duty to declare an Air Quality Management Area (AQMA) across the area detailed in Appendix 1 through an Air Quality Management Order.

## **2. Recommendation**

**It is recommended that the statutory duty of the Local Authority under the Environment Act 1995 be discharged through:**

- 2.1 Noting the outcome of the 2016 Local Air Quality Management Detailed Assessment for Southend on Sea Borough Council for nitrogen dioxide exceedences at the junction of A127, Rochford Road and Hobbeythick Lane.**
- 2.2 Declaring the proposed Air Quality Management Area boundaries for nitrogen dioxide, detailed within Appendix 1 and the Air Quality Management Area Order 1 (Appendix 2), and approving the making of an Order under the provisions of Section 83(1) of the Environment Act 1995 formally designating the area as an Air Quality Management Area.**
- 2.3 Undertaking a consultation for the development of an Air Quality Action Plan in line with Department for Environment, Food and Rural Affairs guidance and implementation of an Action Plan.**
- 2.4 Developing an Air Quality Strategy for the Borough.**

## **2.5 To note the funding position for this project as set out in Section 6.2.**

### **3. Background**

- 3.1 Under the provisions of the Environment Act 1995, all Local Authorities are required to undertake a review and assessment of air quality within their area. The National Air Quality Strategy details the Government's proposals for tackling air quality on a national basis. The Air Quality Regulations 2000, as amended, lay down air quality objectives, including a timetable for achieving these, for 7 key pollutants. (benzene, 1,3 butadiene, carbon monoxide, lead, nitrogen dioxide, particulate matter and sulphur dioxide).
- 3.2 Local authorities report annually to the Department of Environment, Food and Rural Affairs (DEFRA) on air quality. Where the air quality objectives are exceeded the local authority is required to undertake a Detailed Assessment to provide an accurate assessment of the likelihood of the air quality objective being exceeded at locations with relevant exposure. The air quality objective for nitrogen dioxide is an Annual mean of  $40\mu\text{gm}^{-3}$ .
- 3.3 The Council assesses air quality through 24 diffusion tubes which measure nitrogen dioxide and they are located across the borough in accordance with DEFRA Technical Guidance (Appendix 3). The Council reports annually on these results to DEFRA and also takes into account major planning proposals, permitted processes, traffic levels, biomass, and background data from the DEFRA automatic monitoring station at Chalkwell.
- 3.4 Nitrogen Dioxide has a known harmful effect on human health and the environment. Road Transport is the major source of air pollution in the UK. Up to 23,500 people die prematurely in the UK each year as a result of exposure to Nitrogen Dioxide and particulate matter, the effect on mortality is equivalent to 29,000 deaths in the UK annually. Generally for those that are young and in a good state of health, moderate air pollution levels are unlikely to have any serious short term effects. However, elevated levels and / or long term exposure to air pollution can lead to more serious symptoms and conditions affecting human health. This mainly affects the respiratory system, but in the longer term can also lead to more serious conditions such as heart disease and cancer. The most at risk from the impact of air pollutions include the elderly, young people and those with heart and respiratory diseases such as asthma and bronchitis.
- 3.5 There are currently no Air Quality Management Areas in Southend, but Southend is part of the DEFRA Southend Urban Plan which is an agglomeration of Southend, Castle Point and Rochford. DEFRA have modelled nitrogen dioxide along the main roads into Southend and their modelling assessment indicates that the annual limit value for  $\text{NO}_2$  was exceeded in 2013 but the objective for air quality is likely to be achieved before 2020 through the implementation of measures introduced by both Rochford and Southend Councils. Monitoring by Southend, as reported to DEFRA, has indicated no previous exceedences of the air quality objectives for nitrogen dioxide at residential receptors.



- 3.6 There are over 700 AQMA's declared in the UK, 90% of the AQMA's are related to traffic emissions. In the Essex area there are AQMA's in Rochford (including Rayleigh Town Centre), Chelmsford, Epping Forest, Thurrock, Brentwood, and Uttlesford.
- 3.7 The main source of air pollution in the Borough is road traffic emissions from major roads, notably the A13, A127 and A1159. Other pollution sources including commercial, industrial and domestic sources also make a contribution to background pollutant concentrations.
- 3.8 Neighbouring Rochford District Council is home to London Southend Airport which is close to the administrative boundary with Southend. The Council monitors air quality at roadside locations nearby. Airside operations are expected to only make an imperceptible contribution to background pollutant concentrations.

**Current Position:**

- 3.9 The 2015 Local Authority Quality Management (LAQM) Updating and Screening Assessment for Southend on Sea Borough Council highlighted the need for a Detailed Assessment to be undertaken for nitrogen dioxide at the junction with the A127, Hopleythick Lane and Rochford Road (The Bell Junction) because the levels found had exceeded the air quality objective with an annual mean concentration for nitrogen dioxide at the Bell junction of  $48\mu\text{g}\text{m}^3$  in 2014.
- 3.10 The Technical Guidance requires that where annual monitoring and local intelligence shows persistent exceedences the local authority is encouraged to consider moving immediately to declaring and establishing an AQMA and the development of an action plan to include measures to improve air quality.
- 3.11 The Guidance also suggests that local authorities who have had few air quality problems can consider obtaining further information / data. As Southend had not previously reported air quality problems and to better inform the Detailed Assessment, the Council installed a temporary monitoring station for 6 months at The Bell junction.
- 3.12 The outcome of the modelling was compared against the AQ objectives and the 2016 LAQM Detailed Assessment for Southend on Sea Borough Council identified exceedences of the National Air Quality Objectives for nitrogen dioxide at this junction and reported that an Air Quality Management Area be declared.
- 3.13 The assessment identified the extent of the area which falls within the  $40\mu\text{g}\text{m}^{-3}$  boundary of the proposed AQMA and also recommended further monitoring at the roundabout where the A127 meets the A1159 (Cuckoo Corner) to determine if there is relevant exposure to exceedences of the air quality objectives in this area. A monitoring tube was installed there in June 2016 and an extension to the Detailed Assessment includes this area within the proposed AQMA. It is recommended that the boundary of the AQMA be extended to  $36\mu\text{g}\text{m}^{-3}$  and where a property is partially within that boundary it is included within the AQMA.

3.14 The findings of the Detailed Assessment must be reported to DEFRA and the Council is now under a statutory duty to declare an Air Quality Management Area. The guidance does not give a definite timeframe for the declaration of the AQMA but indicates that the local authority should not delay this. Once the AQMA has been declared the Council will need to undertake a consultation to develop the air quality action plan to try to improve the air quality in the area. The air quality action plan must be submitted to DEFRA for approval.

#### **4. Other Options**

There is no option the Local Authority must declare an AQMA where there are exceedences of the air quality objectives.

#### **5. Reasons for Recommendation**

The Council has a statutory duty to review air quality in the Borough and assess whether standards and objectives are being achieved. Where exceedences of the air quality objectives are not met the Council must declare an AQMA and develop an air quality action plan to improve air quality.

#### **6. Corporate Implications**

##### **6.1 Contribution to Council's Vision & Corporate Priorities**

The declaration of the AQMA and the development of subsequent action plans to improve air quality will have a positive impact on vulnerable groups. There is no known negative impact to the priorities of the Council.

##### **6.2 Financial Implications**

The LAQM Policy Guidance (PG16) encourages the employment of an individual with AQ responsibility to ensure that Public Health / Transportation / Planning are fully briefed on what is being done and what is needed. Introducing a specialist AQ post to Southend would enable support and co-ordination across all corporate services, will enable all statutory responsibilities to be complied with, and will enable an assessment of any future requirements to be made. Currently no such expertise or resource exists within the Council.

The required role has been assessed at Level 9: £35,093 to £41,441 (with on costs £46,887 to £55,723). The overall cost of this post for the three year period from April 2017 would be £155k at mid-point. The funding required will be considered as part of the forthcoming budget process.

From now until 31 March 2017 there will still be the need for some external advice and support which would cost approximately £20k.

There is also a cost associated with the additional monitoring required around the AQMA and the consultation exercise which is estimated at £5,000.

The funding for the above £25k can be met from the Council's contingency.

There are also likely cost implications to the Council to implement actions to improve air quality. The cost of which cannot be determined until the air quality action plan has been developed. Once resource costs of the action plan have been identified then the funding of these will need to be considered as part of the Annual budget process.

### **6.3 Legal Implications**

The Council has a statutory duty to review air quality in the Borough and to take action in line with DEFRA Technical Guidance (TG) 16. Where the detailed assessment identifies that the air quality objectives have been exceeded the local authority must declare an Air Quality Management Area and develop an action plan to improve air quality.

### **6.4 People Implications**

None

### **6.5 Property Implications**

None

### **6.6 Consultation**

It is recommended in LAQM Policy Guidance (PG16) that the Council develops a Steering Group which includes all the main parties involved in developing an Action Plan and that all departments work together to identify suitable measures to address air quality. This includes measures in relation to local transport, highways, land use and planning, environmental health and public health.

We are writing to all residents and businesses who will be within the AQMA advising them that the Council is declaring an AQMA and providing them with an FAQ information sheet. They will also be directed to the Council's web pages on air quality to provide further information.

The formulation of action plans defines the main actions the Council and key partners can take in pursuit of the air quality objectives.

LAQM Technical Guidance (TG16) April 2016 also indicates that the Authority consult with interested local organisations e.g. residents and businesses affected by the measures proposed. The Authority must also consult with statutory consultees, DEFRA, Environment Agency and the relevant strategic body.

The development of the Action Plan must be completed within 12 months after designation, during which time there will be a need to continue with further monitoring of air quality within the AQMA.

### **6.7 Equalities and Diversity Implications**

None. The action plan to improve air quality will have a positive impact on all groups.

## 6.8 Risk Assessment

At high concentrations NO<sub>2</sub> is an irritant that can cause inflammation of the airways and the delay in the declaration and implementation of an air quality action plan is a risk to the health of residents within the AQMA.

Failure to meet the air quality objectives is a breach of European Union law and fines may be imposed by the EU on the UK. DEFRA have issued a policy statement with respect to Part 2 of the Localism Act 2011 indicating that if fines were to be imposed by the EU and the local authority was responsible for permitting the breach, the authority could be required to pay the full cost.

## 6.9 Value for Money

The Council co-ordinates with Essex to purchase air quality tubes and their subsequent analysis. There is also co-ordination for the development of annual assessments and the hosting of the Essex Air Quality website.

## 6.10 Community Safety Implications

None

## 6.11 Environmental Impact

Air pollutants from transport include nitrogen oxides, carbon monoxide, hydrocarbons and particulates, all of which have a damaging impact on the health of fauna and flora.

## 7. Background Papers

2015 Update and Screening Report for Southend on Sea Borough Council  
DEFRA Policy Guidance (PG) 16 April 2016  
DEFRA Technical Guidance (TG) 16 April 2016  
2016 LAQM Detailed Assessment for Southend on Sea Borough Council

## 8. Appendices

**Appendix 1** Air Quality Management Area

**Appendix 2** Order and Schedules

**Appendix 3** Map of Tube Locations across the Borough



### Nitrogen Dioxide Concentrations (ugm/3)





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**SOUTHEND ON SEA BOROUGH COUNCIL****ENVIRONMENT ACT 1995, SECTION 83**

## Air Quality Management Area Order

Southend on Sea Borough Council ("The Council"), in exercise of the powers conferred upon it by Section 83(1) of the Environment Act 1995, hereby makes the following Order.

1. This Order may be referred to as the Air Quality Management Area (Southend on Sea Borough Council) (No.1) Order 2016 and shall come into effect on
2. The effect of the Order is to designate an Air Quality Management Area ("the AQMA"), the area shown outlined on the plan in Schedule 1 which includes the properties listed in Schedule 2 attached.
3. Where the AQMA includes any part of a property, it shall be taken to include the whole of that property (buildings and associated open space) within the same curtilage.
4. This Area is designated in relation to a likely breach of the Nitrogen Dioxide (NO<sub>2</sub>) annual mean Objective as specified in the Air Quality Regulations 2000.
5. This Order shall remain in force until it is varied or revoked by a subsequent Order.

The Common Seal of SOUTHEND ON  
SEA BOROUGH COUNCIL was hereto affixed

DATED: \_\_\_\_\_

SIGNED: \_\_\_\_\_

Attesting Officer

*Address for all communications:*  
Southend on Sea Borough Council, Civic Centre  
Victoria Avenue, Southend, Essex SS2 6ER

Notes: A copy of this Order and associated plan have been deposited and may be seen, free of charge, at the above address during normal working hours and on the Council's website [www.southend.gov.uk/airquality](http://www.southend.gov.uk/airquality). Enquiries should be directed to Customer Services at the above address, via telephone on 01702 215000 or else via the website.

# **Air Quality Management Area (Southend on Sea Borough Council) (No.1) Order 2016**

## **Schedule 2**

8 Bell Walk Southend-On-Sea Essex SS2 6GU  
7 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
12 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
6 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
11 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
10 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
3 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
9 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
Domino's 4 - 5 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
Earls Hall Pharmacy 8 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
Premier Computers 1 - 2 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
4A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
5A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
10A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
1A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
6A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
9A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
Flat At 12 Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
2A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
3A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
8A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
7A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
11A Earls Hall Parade Southend-On-Sea Essex SS2 6NW  
143A Hobleythick Lane Westcliff-On-Sea Essex SS0 ORL  
Kalsons Chemist 138 Hobleythick Lane Westcliff-On-Sea Essex SS0 ORJ  
The Barber's Shop 143 - 145 Hobleythick Lane Westcliff-On-Sea Essex  
136 Hobleythick Lane Westcliff-On-Sea Essex SS0 ORJ  
138A Hobleythick Lane Westcliff-On-Sea Essex SS0 ORJ  
141 Hobleythick Lane Westcliff-On-Sea Essex SS0 ORL  
147 Hobleythick Lane Westcliff-On-Sea Essex SS0 ORL  
137 Hobleythick Lane Westcliff-On-Sea Essex SS0 ORL  
139 Hobleythick Lane Westcliff-On-Sea Essex SS0 ORL  
21 Larke Rise Southend-On-Sea Essex SS2 6GQ  
St John Fisher Hall St John Fisher Catholic Church 2 Manners Way Southend-On-Sea Essex SS2 6PT  
St John Fisher Catholic Church 2 Manners Way Southend-On-Sea Essex SS2 6PT  
Presbytery St John Fisher Catholic Church 2 Manners Way Southend-On-Sea Essex SS2 6PT  
5 Manners Way Southend-On-Sea Essex SS2 6QR  
8 Manners Way Southend-On-Sea Essex SS2 6PT  
7 Manners Way Southend-On-Sea Essex SS2 6QR  
10 Manners Way Southend-On-Sea Essex SS2 6PT  
12 Manners Way Southend-On-Sea Essex SS2 6PT  
85 Prince Avenue Southend-On-Sea Essex SS2 6RL  
94 Prince Avenue Southend-On-Sea Essex SS2 6NN  
87 - 89 Prince Avenue Southend-On-Sea Essex SS2 6RL  
95 Prince Avenue Southend-On-Sea Essex SS2 6RL



83 Prince Avenue Southend-On-Sea Essex SS2 6RL  
Prince Avenue Surgery 3 Prince Avenue Southend-On-Sea Essex SS2 6RL  
Carphone Warehouse 53 Prince Avenue Southend-On-Sea Essex SS2 6RL  
Bell Laundrette 79 Prince Avenue Southend-On-Sea Essex SS2 6RL  
Cycles UK 77 Prince Avenue Southend-On-Sea Essex SS2 6RN  
Hyundai 59 Prince Avenue Southend-On-Sea Essex SS2 6RL  
Topps Tiles 53 Prince Avenue Southend-On-Sea Essex SS2 6RL  
Lantern House 126 Prince Avenue Westcliff-On-Sea Essex SS0 0NW  
Shell Bell Service Station 96 - 118 Prince Avenue Southend-On-Sea Essex SS2 6RL  
The Bell Hotel Prince Avenue Southend-On-Sea Essex SS2 6RL  
Kegra Mobile Cafe 91 - 93 Prince Avenue Southend-On-Sea Essex SS2 6RL  
EJ Alloys 130 Prince Avenue Westcliff-On-Sea Essex SS0 0NW  
Cue Doctor 120 Prince Avenue Westcliff-On-Sea Essex SS0 0NW  
DG Supplyline Ltd 122 Prince Avenue Westcliff-On-Sea Essex SS0 0NW  
DG Servicing 140 Prince Avenue Westcliff-On-Sea Essex SS0 0NW  
134 Prince Avenue Westcliff-On-Sea Essex SS0 0NW  
91 - 93 Prince Avenue Southend-On-Sea Essex SS2 6RL  
42 Prince Avenue Southend-On-Sea Essex SS2 6NN  
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128 Prince Avenue Westcliff-On-Sea Essex SS0 ONW  
80 Prince Avenue Southend-On-Sea Essex SS2 6NN  
86 Prince Avenue Southend-On-Sea Essex SS2 6NN  
90 Prince Avenue Southend-On-Sea Essex SS2 6NN  
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62 Prince Avenue Southend-On-Sea Essex SS2 6NN  
66 Prince Avenue Southend-On-Sea Essex SS2 6NN  
72 Prince Avenue Southend-On-Sea Essex SS2 6NN  
76 Prince Avenue Southend-On-Sea Essex SS2 6NN  
146 Prince Avenue Westcliff-On-Sea Essex SS0 ONW  
148 Prince Avenue Westcliff-On-Sea Essex SS0 ONW  
154 Prince Avenue Westcliff-On-Sea Essex SS0 ONW  
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10 Princes Court Prince Avenue Southend-On-Sea Essex SS2 6RN  
12 Princes Court Prince Avenue Southend-On-Sea Essex SS2 6RN  
14 Princes Court Prince Avenue Southend-On-Sea Essex SS2 6RN  
Flat Above 93 Prince Avenue Southend-On-Sea Essex SS2 6RL  
Flat Above 85 Prince Avenue Southend-On-Sea Essex SS2 6RL  
Managers Accommodation The Bell Hotel Prince Avenue Southend-On-Sea Essex SS2 6RL  
136 Prince Avenue Westcliff-On-Sea Essex SS0 0NW  
138 Prince Avenue Westcliff-On-Sea Essex SS0 0NW  
Flat Above 94 Prince Avenue Southend-On-Sea Essex SS2 6NN  
Flat 1 122 Prince Avenue Westcliff-On-Sea Essex SS0 0EW  
87A Prince Avenue Southend-On-Sea Essex SS2 6RL  
89A Prince Avenue Southend-On-Sea Essex SS2 6AL  
51 Prince Avenue Southend-On-Sea Essex SS2 6RL  
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246 Priory Crescent Southend-On-Sea Essex SS2 6PR  
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262 Priory Crescent Southend-On-Sea Essex SS2 6PR  
266 Priory Crescent Southend-On-Sea Essex SS2 6PR  
264 Priory Crescent Southend-On-Sea Essex SS2 6PR  
Little Legs 6A Rochford Road Southend-On-Sea Essex SS2 6SP  
Kebab 2000 2 Rochford Road Southend-On-Sea Essex SS2 6SP  
New Indya 4 Rochford Road Southend-On-Sea Essex SS2 6SP  
8A Rochford Road Southend-On-Sea Essex SS2 6SP  
2A Rochford Road Southend-On-Sea Essex SS2 6SP  
Flat Above 4 Rochford Road Southend-On-Sea Essex SS2 6SP  
8B Rochford Road Southend-On-Sea Essex SS2 6SP  
458 Victoria Avenue Southend-On-Sea Essex SS2 6ND  
460 Victoria Avenue Southend-On-Sea Essex SS2 6ND

503 Victoria Avenue Southend-On-Sea Essex SS2 6NL  
507 Victoria Avenue Southend-On-Sea Essex SS2 6NL  
454 Victoria Avenue Southend-On-Sea Essex SS2 6ND  
456 Victoria Avenue Southend-On-Sea Essex SS2 6ND  
452 Victoria Avenue Southend-On-Sea Essex SS2 6ND  
505 Victoria Avenue Southend-On-Sea Essex SS2 6NL





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# APPENDIX 3



Data Layers: **Ordnance Survey** | Black & White | Aerial 2014 | Aerial 2010 | Aerial 2007 | Aerial 2003 | Aerial 2000 | Aerial 1995

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# Southend-on-Sea Borough Council

Agenda  
Item No.

Report of Corporate Director for Place

To  
Cabinet

On 20 September 2016

Report prepared by  
Chris Livemore, Sustainability Officer and Jeremy Martin,  
Energy and Sustainability Manager

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**Low Carbon Energy and Sustainability Strategy 2015-2020  
Annual Update Report**

**Place Scrutiny Committee**

**Executive Councillor: Councillor Holland**

***A Part 1 Public Agenda Item***

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**1. Purpose of Report**

- 1.1. To consider Southend on Sea Borough Council's ('the Council') Low Carbon Energy and Sustainability Strategy 2015-2020, Annual Update Report

**2. Recommendations**

- 2.1 That Members agree the Low Carbon Energy and Sustainability updated Annual Report.**

**3. Background**

- 3.1 In 2015 the Council adopted its Low Carbon Energy and Sustainability Strategy (LCESS), which looked to identify opportunities available to the Council through the growth in the low carbon and environmental sector and the risks from issues including rising energy prices and impacts of climate change on the Borough.

- 3.2 The LCESS covers a five year period and has the overriding objective of establishing Southend on Sea as a 'Low Carbon City' by 2020. The aims and objectives of the second strategy are more ambitious than its predecessor and has identified six key focus areas to target delivery upon:

Focus Area One: Reducing our Carbon Emissions;

Focus Area Two: Policy and Regulation;

Focus Area Three: Delivering a Local Low Carbon Economy;

Focus Area Four: Supporting Low Carbon Communities;

Focus Area Five: Encouraging Sustainable Transport and Travel; And

Focus Area Six: Adapting to Climate Change and Enhancing Biodiversity

- 3.3 As part of the LCESS, the Council joined the Climate Local initiative.
- 3.4 Within LCESS, the Council committed to publishing an Annual Update Report, **(Appendix 1)**, which highlights achievements to date.
- 3.5 LCESS is supported through an Action Plan in the form of Forward Actions outlined in this report.
- 3.6 LCESS was drafted to enable the Council to target European Union funding, particularly Horizon 2020 - a programme with an available budget of €79 billion to spend between now and 2020.

#### **4. Major Achievements**

- 4.1. Over the 18 months of the strategy, the Council has progressed with projects totalling £19m which are progressing through complete delivery. On completion, these projects will have saved approximately 3,500 tonnes CO2 each year and provided revenue and savings to the Council of £700k each year net of the costs of delivery, funding and repayment of capital. These projects include LED street lighting, pilot projects at Southend Adult Community College, and Temple Sutton Primary School, over 1.3MW solar on various sites and energy efficiency projects on Council properties.
- 4.2. In most cases, delivery of projects has involved creating processes to facilitate faster and easier delivery of future projects
- 4.3. Southend Energy was launched in May 2015 and has delivered average savings of £276 per household per year taking up the offer, with over 5,000 customers signing up by the start of September 2016, 6.8% of the households in Southend. Overall, more than £1.36m savings have been achieved. In addition, the environmental policy within the Southend Energy tariff has saved a further 1,200 tonnes CO2.
- 4.4. Working with the Environment Agency (EA) and many departments and external agencies, the Council ran a successful project Targeted Adaptation Support for Councils (TASC) to identify in more detail the likely impacts of climate change locally. This information is now being used to inform projects such as the Queensway Development, Health, Planning, Coastal Defence, Smart Cities and the Future Actions for LCESS.
- 4.5. Working through EA, Green Investment Bank and other agencies, has established the Council as a leader in development of finance packages, climate change and energy development. These lessons are being disseminated through invitations to speak at conferences and through working with other Councils on funding bids.
- 4.6. The Council has won funding from the EU to develop Sustainable Drainage (SuDs) projects to grow internal capability and to find ways to address flooding issues with the Borough. The Council is working closely with Anglian Water on increasing the use of SuDs, on innovative sensing and measurement approaches and ways to better predict and manage excess water and flooding issues.

- 4.7. The energy and sustainability team has been funded through a £200k loan from reserves and has already generated in excess of £200k in direct revenue and recharges within projects delivered although much of the revenue is spread over a 5-year period.

## **5. Future Actions**

- 5.1. A number of projects, funding bids and energy projects are proposed to move the strategy towards delivery. The energy market is subject to enormous change and innovation and many projects are becoming possible due to this change. At the same time, incentive and funding regimes are constantly changing as the market and government policy develops. These projects include solar PV and energy efficiency opportunities and will contribute both carbon reduction and savings for the Council net of funding and implementation cost.
- 5.2. Recent published reports from the Infrastructure Commission, Carbon Trust, and the recent Climate Change Risk Assessment 2017 have reinforced the lessons for local policy learned from the TASC project and the implications locally are being developed to inform the shape of Future Actions and how they will affect Council functions.
- 5.3. To start to address local resilience issues and to exploit the developing energy storage market, the Council is bidding on funding opportunities and is investigating opportunities to provide a solar PV and battery package for residents. When appropriate and possible, the solutions developed will be linked into the developing grid rebalancing market allowing peaks and troughs within the energy market to be used to provide savings and revenue both for residents and the Council.
- 5.4. The Council intends to develop innovative solutions to energy and water management including investigating innovative opportunities to generate energy from tidal and wave power on the Pier, potential innovative wind energy solutions that are quieter and less visually intrusive than traditional turbines and further ways to better manage surface water and drainage where interfacing systems are managed by multiple agencies including the Council. New innovations will be monitored and exploited when they provide more appropriate solutions than traditional methods. The Council will continue to work with Anglian Water on the current flood risks and to extend initiatives to deal with the expected increased flooding risk from climate change.
- 5.5. The Council will continue to work to find ways to reduce energy costs for residents both by expanding Southend Energy and other mechanisms to encourage supplier switching but also by working through the redesigned Energy Company Obligation (ECO) scheme to target hard to heat homes and those who are struggling to afford their energy costs.
- 5.6. The Council will continue to manage LCESS through a self-funding team balancing wider strategic understanding of climate change and development of adaptation measures with projects that yield tangible benefits to the Council net of costs of implementation and funding.

## **6. Reasons for Recommendations**

- 6.1 The recommendations have been made in order to continue to position the Council as a leading local authority in the East of England with regards to the UK's transition to the low carbon economy. Successful implementation of the new strategy will provide the Council with the opportunity to establish new funding streams (including EU funding bids), efficiency savings and revenue sources (including money generated through renewable energy installations).
- 6.2 The Strategy continues to provide an excellent opportunity for the Council to make a real contribution in delivering local objectives around health and well-being, housing, fuel poverty, air quality, transport, education, economic development and community cohesion.

## **7. Corporate Implications**

### **7.1 Contribution to Council's Vision & Corporate Priorities**

The measures listed above are in line with the Corporate Priorities and also the Council's vision in terms of becoming an exemplar authority by developing best practice **and** supporting the Council's vision to become a city and support the regeneration of the Borough.

### **7.2. Financial Implications**

- 7.2.1 A major objective of the Low Carbon and Sustainability Strategy 2015-2020 is to help the Council safeguard against rising energy costs, make efficiency savings and explore new revenue generation models at a time of public sector cutbacks.
- 7.2.2. The new Strategy identifies low carbon and renewable projects that will mostly be 'cash positive' from year one across both the Council's property estate and from utilising assets throughout the Borough. The Council will need to consider funding the projects through private sector suppliers and Energy Service Companies (ESCos), the Public Works Loan Board, existing capital works programmes, a variety of European schemes (Horizon 2020, Life, JESSICA, ELENA), the Euro Energy Efficiency Fund and the Green Investment Bank.
- 7.2.3. Currently no council funding is contained within the existing capital or revenue budgets for any new identified projects in this strategy beyond those approved in the current year's budget. If any projects require Council funding they will need to be considered as individual projects as part of the annual budget process in determining annual Revenue and Capital budgets.
- 7.2.4. Projects are expected to deliver a financial return of between 1-3% each year net of all costs.
- 7.2.5. The current team is mainly funded from earmarked reserves of £200k over 2 years with the current approved funding expiring on 31 March 2017. More than £200k has already been generated in direct revenue and salary charges to projects and continued funding of the team (£100k pa) needs to be considered as part of the forthcoming budget process with the intention of the whole LCESS being cash neutral in terms of delivery resources. Applications are

being made to UK and EU funding sources to fund the team without the self-funding mechanism and the team will seek additional revenue generation using its established position with other Local Authorities.

### **7.3. Legal Implications**

7.3.1 The Low Carbon Energy and Sustainability Strategy 2015-2020 complies with the Climate Change Act 2008 and Carbon Reduction Commitment Energy Efficiency Scheme and supports the UK's targets for energy generated from renewable sources.

### **7.4 People Implications**

7.4.1. The Council will need to maintain the team to deliver the pipeline of low carbon and renewable projects, but this will depend on the scale of the projects that the Council undertake. Most of the costs of staffing projects can be paid from the cost savings and money generated from energy efficiency and renewable generation returns combined with direct revenue generation but there will be some pre-project work and costs which will be more difficult to fund in this way for which budget funding for work such as feasibility will be sought.

7.4.2. The team managing and developing LCESS are on short term contracts which expire on 31 March 2017. To achieve continuity, extensions to these contracts will be required.

### **7.5 Property Implications**

7.5.1. The Council will need to continue working in a coordinated fashion to ensure that priority projects are delivered.

### **7.6 Consultation**

7.6.1. The Council has established a close working relationship with Imperial College one of the leading academic institutions in the energy market and has sought input from a number of organisations based within the low carbon and environmental sector – including Sustainability East, the Energy Saving Trust Environment Agency, BEIS - they have also consulted with local groups (e.g. Trustlinks) and with relevant departments from within the Council. The individual sections within the strategy and the annual report have been drafted by the responsible teams and managers, so already reflects existing Council activities.

### **7.7 Equalities and Diversity Implications**

7.7.1. The Council will need to be aware that the groups in the community most vulnerable to increased energy costs will be those in disadvantaged areas.

### **7.8 Risk Assessment**

7.8.1 There is a risk that if the Council fails to develop the Low Carbon Energy and Sustainability Strategy 2015-2020 that it will not adequately safeguard itself against the risks associated with future fuel security, rising energy costs and climate change.

- 7.8.2 There is a risk that the Council could miss out on future funding and grant bids by not developing the new Strategy.
- 7.8.3 There is a risk that by failing to act and promote the low-carbon economy sufficiently to local residents and businesses that there will be negative health implications and increased risk from not adapting to embedded climate change. e.g. increased number of properties falling within fuel poverty, winter deaths and negative economic implications.

## **7.9. Value for Money**

- 7.9.1 The vast majority of work proposed in the new Strategy already falls within existing work streams at the Council and although additional staff time will be required to embed low-carbon and sustainable considerations into the Council's decision-making processes the benefits will far outweigh the costs.
- 7.9.2 The team working on energy projects and LCESS is largely self-funding through direct revenue and projects whilst the projects completed and underway will deliver approximately £700k each year revenue and savings net of implementation and funding costs.
- 7.9.3 The Low Carbon Energy and Sustainability Strategy 2015-2020 has been drafted to help the Council deliver local objectives around health, congestion, education, housing, air quality, economic development and social inclusion.

## **7.10 Community Safety Implications**

- 7.10.1 Adopting a proactive approach on the transition to a low-carbon economy will help to address poverty and health inequalities.

## **7.11 Environmental Impact**

- 7.11.1 Development of the Low Carbon Energy and Sustainability Strategy 2015-2020 will help the Council improve its overall environmental performance and result in a reduction in carbon emissions and the promotion of the sustainable use of resources throughout the Southend on Sea Borough.

## **8 Background Papers**

Low Carbon Energy and Sustainability Strategy 2015-2020 <Z:\Home\Sibel Yuzudik\LCESS Final Version.pdf>

Smart Power: A National Infrastructure Commission Report 2016  
[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/505218/IC\\_Energy\\_Report\\_web.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/505218/IC_Energy_Report_web.pdf)

Carbon Trust Report: Can storage help reduce the cost of a future UK electricity system? <https://www.carbontrust.com/media/672486/energy-storage-report.pdf>

Climate Change Risk Assessment 2017: Projections of future flood risk in the UK <https://www.theccc.org.uk/wp-content/uploads/2015/10/CCRA-Future-Flooding-Main-Report-Final-06Oct2015.pdf.pdf>

## **9 Appendices**

**Appendix 1 - Low Carbon Energy and Sustainability Strategy 2015-2020  
Draft Annual Report**

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SOUTHEND-ON-SEA  
BOROUGH COUNCIL

**LOW CARBON ENERGY  
& SUSTAINABILITY  
ANNUAL REPORT**

**2016**

**DRAFT**

# CONTENTS

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This document includes:

- the Council's key achievements over the past year and
- 2015/2020 corporate vision to become a 'Low Carbon, Smart City by 2020

Councillors and senior managers monitor progress against the targets set out in the Council's Low Carbon Energy & Sustainability Strategy 2015-2020 on a regular basis.

For further information please contact:

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**5-6**

SECTION 2: ACHIEVEMENTS IN BRIEF

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SECTION 3: REDUCING OUR CARBON EMISSIONS

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SECTION 7: ENCOURAGING SUSTAINABLE TRANSPORT & TRAVEL

**27-30**

SECTION 8: ADAPTING TO CLIMATE CHANGE

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# WELCOME

This is Southend-on-Sea Borough Council’s first annual Sustainability Report that sets out to provide an update on the progress that we are making in our bid to become a ‘Low Carbon, Smart City’ by 2020.

Many councils across the UK are taking positive steps to address challenges around energy generation, carbon reduction and managing the impacts of a changing climate - we wanted to be amongst the first that committed to publishing an annual Sustainability Report that detailed our progress and actively encourage other councils to do the same.

In 2015 we launched our second Low Carbon Energy & Sustainability Strategy (LCESS), which has the vision of transforming Southend-on-Sea into a ‘Low Carbon, Smart City’ by 2020 and place Southend-on-Sea at the forefront of both the low carbon and smart city agendas.

LCESS set a series of very ambitious targets, which will result in a more sustainable, resilient and vibrant local economy and society that will benefit all of our residents, local communities and businesses, even in the short-term.

This Sustainability Report provides an overview of the work we have completed since the launch of LCESS

Being a catalyst for change and making a positive impact throughout Southend-on-Sea are both at the heart of our ambitions, as is effective long-term planning for future energy security and a changing climate.

Getting our strategy on energy and climate change right at the start is an integral part of ensuring business continuity, safeguarding people and places, protecting the natural environment and contributing to a more resilient local economy.

A lot of the actions are low, or no-cost, but where costs are more significant we look to identify both direct and indirect financial benefits in the form of cost savings, income generation or avoided future costs.

Such actions can also play an instrumental role in helping to deliver wider objectives, such as promoting local economic growth, supporting health and well-being initiatives and protecting vulnerable communities from issues such as fuel poverty.

Since the launch of LCESS we have helped save local residents in excess of £1.3 million on their energy bills through Southend Energy; delivered the largest solar PV project in the Borough and have been recognised as the ‘greenest’ urban area in the UK in two national reports.

We want to continue making progress in this area and hope you will join us on our journey to become a Low Carbon, Smart City.

# FOCUS AREAS

## FOCUS AREA ONE

Reducing our Carbon Emissions

## FOCUS AREA TWO

Policy & Regulation

## FOCUS AREA THREE

Delivering a Local Low Carbon Economy

## FOCUS AREA FOUR

Supporting Low Carbon Communities

## FOCUS AREA FIVE

Encouraging Sustainable Transport & Travel

## FOCUS AREA SIX

Climate Change Adaptation



# ACHIEVEMENTS

Generated enough  
SOLAR energy  
to power over  
**1,000**  
households

Part of a **£1m**  
sustainable transport  
project with  
Innovate UK

Delivering a  
**£13.5m**

LED Street Light  
Replacement  
Programme

Completed the  
award winning  
IDEAS IN MOTION  
campaign

Recognised as the  
'GREENEST' city  
in the UK

Success in **2**  
EU funding bids  
TRACE & SPONGE

Enabled

**£1.36m**

of energy savings  
for our residents

**1st** local  
authority in Essex  
to sign up to  
Climate Local

Completed a **£1.29m**  
energy efficiency programme at  
Temple Sutton Primary School

Winner of the  
Environment  
Agency's  
national 'TASC'  
competition

Secured savings of  
**£22m**  
on our new waste  
contract

# 1. REDUCING OUR CARBON EMISSIONS

Our Vision is to lead by example by taking positive action to reduce carbon emissions and improve the energy efficiency performance and sustainability across our property estate.

We will identify ways to reduce our energy bills, generate new revenue streams, ensure buildings are energy efficient and increase the uptake of renewable and low carbon technologies in our buildings and infrastructure.

We aim to improve our overall environmental performance and become a more sustainable organisation in the process.

## OUR ENERGY HIGHLIGHTS

Over the course of the last 8 years we have managed to reduce our consumption of electricity by 12% and gas by 25% throughout our own property estate, we are looking to continue this trend and here are some of our highlights:

We were delighted to deliver the Borough's **first carbon positive project** at the Pier Lift Tower. The installation of a solar PV system has meant that the building now generates more energy than it uses.

We have been working closely with Southend Adult Community College to deliver a comprehensive energy efficiency project to help the college reduce their energy spend. The programme resulted in CO<sub>2</sub> savings of 137 tonnes and included the installation of solar PV, a biomass boiler, new heating controls, insulation and LED lighting.

Since 2012 we have supported WWF's **Earth Hour**, an annual event that asks participants to go without light for an hour and demonstrate a commitment towards delivering a more sustainable future for our residents.

Over the course of the last 12 months we have undertaken a series of feasibility studies to identify the potential of installing solar PV throughout the Borough - the work has resulted in an agreement to include the roll out of a solar PV installation programme in our Capital Programme so that we can benefit further from sustainable energy in the future.

In terms of solar PV projects already underway, we have already installed (or are planning to install) solar panels on Temple Sutton Primary School; Edwards Hall Primary School; Heycroft Primary School; Southend Adult Community College; the Pier Lift Tower and the Beecroft Art Gallery.

In total this will produce over 454KWp of solar energy per annum - equivalent of enough energy to power over 1,000 households.

### OUR 2015/2016 CRC SUBMISSION:

Each year the Environment Agency require us to submit an annual report of our carbon emissions under a government scheme called the Carbon Reduction Commitment. The scheme covers emissions from our street lights and qualifying buildings including the Civic Centre.

This year our emissions totalled 8,465 tonnes of carbon, which was a 1.7% reduction from our 2014/2015 submission. With our ongoing energy efficiency and LED street light replacement programmes we fully expect to report further reductions next year.





## ENERGY SAVINGS IN SCHOOLS

In 2015, we established an energy efficiency and cost saving programme that would help prioritise energy projects for schools throughout the Borough.

The aim of our programme is to help schools identify and then deliver energy projects in their buildings and importantly promote the benefits of energy efficiency and sustainability to pupils in the process.

We want to help schools in the Borough to secure savings on their energy bills through energy efficiency projects and even generate new revenue streams through the installation of renewable technologies.

Essentially the programme also looks at how the learning and educational environment of a school can also be improved for the benefit of pupils and teachers. For example, implementing new LED lights can enhance the

lighting in a classroom, whilst better heating management systems can ensure that the temperature of the rooms are set to optimise the working environment.

To date we have delivered energy efficiency projects at Temple Sutton Primary School; Edwards Hall Primary School; and Heycroft Primary School.

We'd also like to thank Ashden and 10:10 - two incredible charities who have supported us to engage with schools in Southend-on-Sea through Ashden's LESS CO2 Programme and 10:10's inspirational campaign Solar Schools.

You can follow both charities on social media for some great energy related tips

@LessCO2 @1010

## TEMPLE SUTTON PRIMARY SCHOOL

Temple Sutton Primary School was built in the 1940s and as with many buildings that are over 70 years old suffered from poor energy performance. For example, the school had many of its original crital windows that were poorly fitting, very draughty and impacted upon the learning environment for the school's pupils.

In 2015 we approved a £1.29 million energy efficiency programme for the school that would deliver £2.84 million gross savings across the 25 year lifetime of the project

(before costs) and result in an annual saving of 285 tonnes of CO<sub>2</sub>. In addition, it has proved an excellent opportunity to engage pupils on the subject of sustainable energy.

Work included the installation of the largest solar PV project in the Borough, together with a biomass boiler and ground source heat pump, whilst energy efficiency measures included new LED lighting, enhanced heating controls and essentially replacing all of the school's crital windows with new double glazing.



258 tonnes of  
CO<sub>2</sub> saved!



# 2. POLICY AND REGULATION

Our Vision is to apply the local planning framework positively to ensure maximum benefit for our residents, communities and businesses.

We will ensure all new development in the Borough is designed and built to be energy, climate and resource efficient (including water) and that existing development is adapted, where feasible, to enhance its long-term sustainability.

We will seek to increase the amount of energy derived from renewable technologies across the Borough and work to identify areas of opportunity for renewable, decentralised and low carbon projects.

## PLANNING FOR THE FUTURE

Ensuring that places, spaces and buildings are designed in ways that support low-carbon lifestyles and help shape a sustainable future for Southend-on-Sea, as well as promoting sustainable and active transport options are all key elements of our planning system.

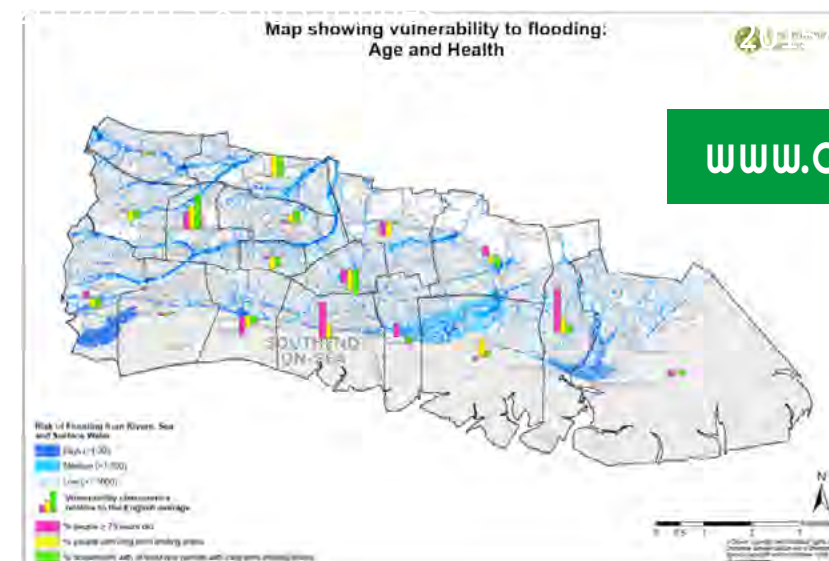
We wanted to demonstrate our commitment to taking positive action on addressing the future impacts of climate change throughout the Borough. In January 2015, we became the first local authority in Essex to sign up to the Local Government Association’s ‘Climate Local’ initiative.

Climate Local is the successor to the Nottingham Declaration and aims to drive, inspire and support local authority action on climate change adaptation and resilience measures. Signing Climate Local ensures a commitment from our senior management to report annually on our progress in this area.

In early 2016 we worked with the Environment Agency to make use of the Joseph Rowntree Foundation’s Climate Just data to develop a series of Southend-on-Sea specific climate vulnerability maps.

The maps demonstrated that the impacts of climate change, combined with the social vulnerability associated with it, were very real and present threats that are likely to worsen in the future without proactive action today.

We are working with a cross sector of departments to further enhance our understanding of areas that are most vulnerable to a changing climate and how these can be embedded in the new Local Action Plan.



Exploring the opportunity to test new 'bladeless' wind turbines.

Our Capital Programme will progress solar PV projects on third party buildings throughout the Borough, including Southend Hospital, Southend Tennis and Leisure Centre and the Cliffs Pavilion

Work is underway to determine viable tidal energy projects off the coast of Southend

# RENEWABLE ENERGY OPPORTUNITIES

After undertaking a report in 2013 to identify potential areas in the Borough that would be suitable for renewable energy projects, we have continued to explore how we can ensure that our residents, communities and businesses can benefit from cleaner and more sustainable sources of energy.

In 2015, we were successful in securing a grant from the Department of Energy and Climate Change's Heat Network Delivery Unit. The funding was used to commission a study that would help us to identify areas of high heat usage and determine the opportunities to run a decentralised energy network in Southend-on-Sea.

The project found three suitable sites where there was potential to operate a district heating network - Victoria Avenue and the Town Centre, which could link with the proposed Queensway Development and the Southend Airport Business Park.

Such a decentralised energy network could provide district heating, cooling and low carbon generated electricity to residents and communities throughout the Borough and we will continue to work on how this opportunity can be realised.

As part of our strategy to become a 'Low Carbon, Smart City', we are also looking to determine the most appropriate sites in Southend-on-Sea that could benefit from both solar and wind generation.

## EMBEDDING CLIMATE CHANGE INTO POLICY

The low carbon agenda is already embedded within our local planning framework. The Southend Core Strategy (2007) requires development proposals to include appropriate measures in design, layout, operation and materials to achieve a reduction in the use of resources and requires at least 10% of the energy needs of new development to come from on-site renewable options.

Furthermore the Development Management Document (2015) requires new development and alterations to existing development to be energy and resource efficient. This includes: water efficiency; urban greening measures and the promotion of biodiversity, whilst prioritising the use of sustainably sourced material.

Our emerging Southend Central Area Action Plan provides a planning framework for the town centre and central seafront area and contains proposals for defined policy areas that include supporting energy efficiency in development proposals and the opportunity for a decentralised energy supply.



# 3 DELIVERING A LOCAL LOW CARBON ECONOMY

Our Vision is to facilitate the growth of a local low carbon economy in Southend-on-Sea, which will see benefits around the creation and retention of jobs, support local businesses become more energy efficient and aide local regeneration.

We want to ensure that organisations operating within the Borough can benefit from reducing their energy consumption and carbon emissions in terms of associated cost savings.

Our aim is to see these savings being invested back into the local economy and promote the associated benefits in health and well-being and financial strength.

## CREATING SUSTAINABLE BUSINESSES

A key element of our Low Carbon Energy & Sustainability Strategy 2015-2020 was to support businesses become more sustainable and reduce their carbon emissions.

The main means of achieving this was through a European Regional Development Fund (ERDF) funded programme called the Thames Gateway South Essex Low Carbon Business Programme.

The programme focused upon provided local businesses with the support, assistance and funding that they required to help them deliver low carbon projects that would significantly reduce their carbon emissions.

We are now working on a follow up ERDF bid with other local authorities in the East of England that will allow us to build upon the projects key successes:

## KEY ACHIEVEMENTS

£2.6 million of annual cost savings delivered by SMEs through the Programme

£4.0 million of private sector investment leveraged by the Grants Programme

£6.3 million of total low carbon investment in the East of England

150 tonnes of waste diverted from landfills sites

A total of £2.3 million awarded to 560 SMEs

4,900 tonnes of CO<sub>2</sub> emissions saved during the Programme



# CREATING A LOW CARBON, SMART CITY

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One of the overriding objectives of our Low Carbon Energy & Sustainability Strategy is to establish Southend-on-Sea as a 'Low Carbon, Smart City' and determine how we can best ensure that our residents, local communities and businesses can all benefit from a low-carbon lifestyle.

A major focus of our work is to ensure that we consider low-carbon lifestyle choices and sustainability at the heart of our decision-making process and better understand both the risks and opportunities that a changing climate presents for the whole of Southend-on-Sea. By doing so we will be in the best position possible to develop a low carbon economy.

Not only will we need to ensure leadership and encourage innovation in sustainable finance, but we will have to develop our planning system to enable the development of the low carbon economy and actively encourage more energy efficient buildings and transport systems, whilst taking steps to increase the percentage of energy produced by low-carbon means.

Our initial focus has been to establish a team that brings together members of staff from the Energy, Transport, ICT, Health, Planning and Policy teams to work together in order to

identify how we can best integrate the smart city agenda into existing projects and future developments, such as A Better Queensway and the Southend Airport Business Park, whilst identify new funding opportunities to deliver innovative and exciting projects.

For example, through 'A Better Queensway' we want to establish an exemplar project in terms of energy efficiency in new homes, identify innovative means to generate energy and enhance transport in the area. This will help us to harness expertise and build capacity of a low-carbon and more sustainable lifestyle for residents and businesses who will call this development home in the future.

The project will also seek to encourage walking, cycling and the use of public transport, whilst enhancing green space through the use of green roofs, walls and water features. This will help us to better understand and develop best practice in tackling climate change, which we can share to enhance other developments in the Borough.



## EXPLORING THE EUROPEAN CONTEXT

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We are continuing to review the implications of the 2016 referendum, but currently it continues to provide excellent funding opportunities for us to deliver projects that can help us create a more sustainable and vibrant future for all those who live and work in Southend-on-Sea.

Available funding programmes include Horizon 2020, the European Regional Development Fund, Interreg and the LIFE programme. We will ensure that we identify appropriate calls and determine how they can help us best achieve the aims and objectives of our Low Carbon Energy & Sustainability Strategy.

To further showcase our commitment on this important agenda we are in the process of making an application to join the Covenant of Mayors, which is a European-wide movement that commits members to increase energy efficiency and use of renewable energy sources in their territories.

We are a Member of the **EU Smart Cities European Innovation Partnership** and a chair of the '**Small Giants**' EU cluster - a network of very proactive small to medium sized cities that are exploring how they can work together to maximise the benefits that the Smart City agenda can provide cities and towns.

The cluster will also encourage towns and cities to tackle and overcome common challenges, which include providing a secure future energy source for residents and communities, whilst ensuring that urban areas are resilient to the future impacts of climate change.



# 4. SUPPORTING LOW CARBON COMMUNITIES

Our Vision is to place communities at the heart of Southend-on-Sea's transition to a low carbon and sustainable future.

We will help to facilitate the growth of community led action to help meet local needs, address fuel poverty and develop local energy projects.

We envisage that this will provide our residents, communities and businesses with the opportunity to use more sustainable forms of energy and save money on their fuel bills.



## SOUTHEND-ON-SEA - THE UK'S 'GREENEST' CITY

**We were delighted to have Southend-on-Sea recognised as one of the 'greenest' locations in the UK, in two national reports.**

Southend-on-Sea was recognised as the 'greenest' location in the **2016 UK Vitality Index** - an annual assessment on the health of every large town and city outside of London, an improvement on the second place the town secured in 2015.

The Index identifies those towns and cities that have healthy and expansive economies;

are best placed to support growth; and provide opportunities for businesses to expand.

The top ranking was secured due to an improvement in the proportion of household waste recycled and a reduction in CO<sub>2</sub> emissions.

In addition, Southend-on-Sea was ranked joint first in the **Cities Outlook 2016** in terms of urban environment with the lowest CO<sub>2</sub> emissions per capita. Cities Outlook provide the economic index of the 63 largest cities and towns in the UK.





# CUTTING ENERGY BILLS FOR LOCAL RESIDENTS



In May 2015, we launched Southend Energy - an award winning partnership between Southend-on-Sea Borough Council and OVO Energy (an independent energy supplier) - that provides the Borough with its own energy company for the first time in over 60 years.

Southend Energy is an energy switching initiative that enables residents and businesses within the Borough to get a fairer deal on their energy bills by offering them the chance to switch to a Southend-on-Sea specific energy tariff.

The initiative has so far seen over 4,600 Southend residents take advantage of a reduction in their energy bills and through Southend Energy's green sourcing policy we have saved in excess of 1,200 tonnes of CO<sub>2</sub> in the process!

Further more, we have an agreement in place with OVO to access £250,000 worth of ECO funding to help deliver energy efficiency improvements to households in the Borough that are in fuel poverty by March 2017.

## Overview

**£1.36m**

savings

**6.8%**

market share

**£277**

saved on average

**5025**  
customers



# 5. ENCOURAGING SUSTAINABLE TRANSPORT & TRAVEL

Our Vision is to reduce the carbon emissions, congestion and air pollution that are associated with transport throughout the Southend-on-Sea Borough.

We want to re-think the way we travel. Facilitating the use of electric vehicles is part of the solution, as is developing an integrated public transport system that makes it an easy choice to use the train, bus, walk or cycle for all the members of our community.



## KEEPING THE LIGHTS ON

Our pioneering £13.5 million LED Street Light Replacement Programme has set out to provide Southend-on-Sea residents and drivers with brighter, cleaner light that substantially reduces the Borough's energy consumption and CO<sub>2</sub> emissions.

We became the first Local Authority in England to seal a pioneering financial arrangement with the Green Investment Bank, to accelerate our project to replace all of the Borough's 14,000 street lights with energy - and essentially cost and CO<sub>2</sub> - saving LED street lamps.

The project will cost a total of £13.5 million to deliver and is split between an £8.2 million arrangement with the Green Investment Bank and a £5.1 million central Government grant from the Department for Transport.

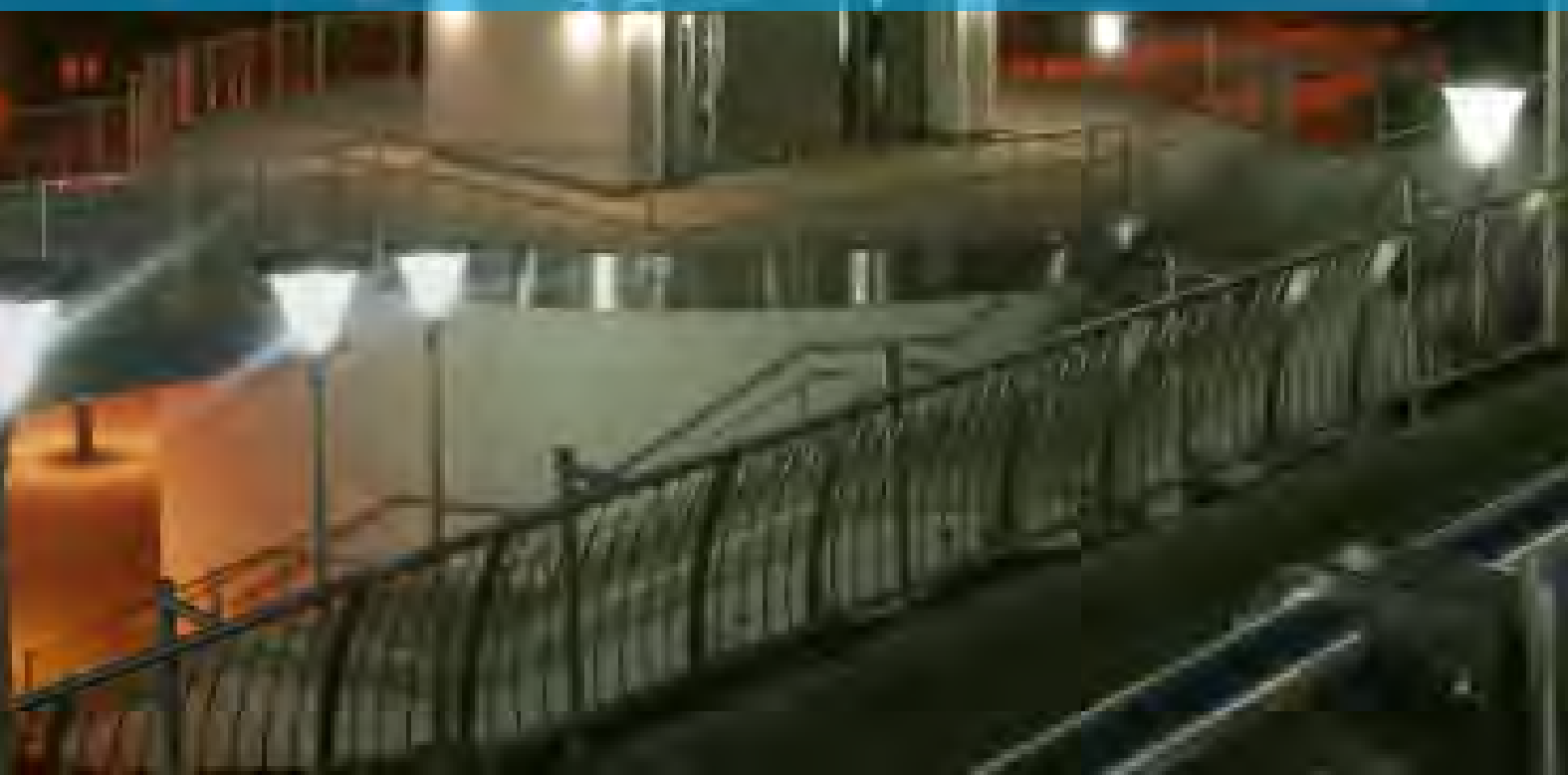
The project has also been extended to include all illuminated street furniture, such as lit signs, and replacing or refurbishing ageing street lighting columns.

A new central management system will also allow the Council to remotely manage its lanterns across the Borough.

Within the LED street light project, all of the street furniture is being reviewed in line with new regulations. Bollards and signs are generally being upgraded using reflective surfaces so that they are visible when lit by vehicle headlights but are not lit generally lowering energy use and reducing light pollution.

Some signs will be removed as part of the decluttering initiatives and any sign that is still to be lit is being converted to LED. The review of signs and bollards includes a specific safety assessment.

To date 8,073 columns and luminaires have been changed and the overall project is in line to be completed by August 2017 and generate energy savings of 57%.







## MORE FUNDING SUCCESS

Since launching our Low Carbon Energy & Sustainability Strategy we have been looking at how we can build on the success of previous funding bids, including the £4.8 million we obtained through Central Government's Local Sustainable Transport Fund in 2011 and initiatives such as Cycle Southend, E-Bikes and Evalu8.

In March 2016, we were delighted to be part of a consortium that secured close to £1 million from Innovate UK for a project titled '[Utilising Emobility Hubs to Enhance the End to End Journey](#)'.

It is a two year project that will involve the installation of electric vehicle charging posts, an electric car club, bike and e-bikes for hire, a website for bookings and an integrated smart card system.

We were also successful in a Horizon 2020 bid called '[TRACE](#)', which aims to build on the Ideas and Motion campaign by helping to promote walking and cycling throughout the Borough by determining the best use of technology and ICT tracking tools.



## AWARD WINNING IDEAS IN MOTION

Developed with funding from the Department for Transport's Local Sustainable Transport Fund, Ideas in Motion is a campaign that encourages people to think differently and make more active and sustainable travel choices.

It does this by demonstrating the benefits, such as spending less money, getting fit and saving time, and by providing information and support to help them make small changes to their travel habits.

Ideas in Motion's successful approach has been recognised at a number of national award schemes, including shortlistings for the MJ Behaviour Change Award 2014 and the LGC Community Involvement Award 2016.

Ideas in Motion is achieving its goals, with fewer people travelling short distances by car. When the campaign launched, travelling by car was the predominant mode of transport for

journeys under five miles in Southend; but by the end of 2015 more people travelling five miles or less did so by bike (33%) than by car (31%).

The latest independent campaign evaluation data shows that:

30% of people are using the car less, and 19% plan to drive less in the future

46% of people are walking more, and 33% plan to walk more in the future

40% of people are cycling more, and 16% plan to cycle more in the future

The campaign is helping reduce congestion and increase economic growth, while also having a positive impact on public health and wellbeing in the borough.

It is used as an umbrella under which a number of wider Council initiatives, including sustainability, health, education and business projects, now sit.



# 6. CLIMATE CHANGE ADAPTATION

Our Vision is to enhance both the natural and historic environment of Southend-on-Sea and ensure that we adopt a proactive and positive response to pressing environmental issues by prioritising local actions, especially around climate change adaptation and resilience measures.

We will play our part in tackling the global issue of climate change and promote a more sustainable future for our residents, communities and businesses in the process.



## A POSITIVE APPROACH TO CLIMATE CHANGE

Southend-on-Sea became the first local authority in Essex to become a signatory to the Local Government Association's Climate Local initiative.

Extreme weather events, such as flooding and heatwaves are occurring with increased regularity due to our changing climate. Climate scientists recognise that today's extreme weather events are happening five times more frequently than before the Industrial Revolution.

The increased scale and number of these weather events represents both risks and opportunities to people, services and communities across the Borough. We need to ensure that we increase our resilience to extreme weather and acknowledge the integral role that we have in responding to the challenge of climate change and build resilience of our services and the wellbeing of local communities.

In June 2015 we were selected by the Environment Agency as the local authority to work in partnership with their Climate Ready team to support action on adapting to climate change across many areas of our operations and services.

The project, entitled Targeted Adaptation Support for Councils (TASC) aimed to help facilitate action on climate resilience by using Climate Ready's tools and methods to support progress at a local level in Southend-on-Sea.

The project was completed in March 2016 and has helped us to enhance our understanding in how we can respond to the challenge of climate change and extreme weather across all departments, services and beyond.

# ENHANCING BIODIVERSITY & GREEN SPACES

Boosting the number of 'green' spaces in Southend-on-Sea provides an excellent opportunity to address the future impacts of climate change and build a more resilient Borough for our residents, communities and businesses.

We have started work with the Essex Wildlife Trust (supported by volunteers) to produce a [State of Nature Report](#) that will determine the current land use throughout the Borough - for example, how much is grassland or woodland.

This data will be compared to maps created in the 1980s and 1990s to determine how much the Borough's land use has altered over time. We aim to gather information on key species and identify the overall health of our habitats through the Report.

The work will help us to determine the state of nature in the Borough so that informed decisions can be made in the future with regards to management and development and highlight the co-benefits of green space, including enhancing air quality, support for biodiversity and improving health and well-being of residents.

We also launched the initiative [Make Southend Sparkle](#), which aims to inspire positive action in the community to help improve the local area. For example, taking part in a beach clean or volunteering some time to help support a local project. It is about providing opportunities for local residents to make a real difference in the town. Tips, advice and inspiration can be found on [www.facebook.com/makesouthendsparkle](http://www.facebook.com/makesouthendsparkle).

## FIVE GREEN FLAGS

In July 2015, five of Southend-on-Sea's parks won prestigious 'Green Flags' - recognition that they are ranked amongst the country's best parks and green spaces.

## CLEAN BEACHES

Our seven miles of seafront are considered as some of the cleanest stretches of seaside in the UK and have been awarded three Blue Flags, seven Quality Coast Awards and Seven 'Keep Britain Tidy Seaside Awards'.

## KEEPING SOUTHEND TIDY

Southend-on-Sea won the Love Essex anti-littering campaign 'Diamond Jubilee Partnership Award' at the 2015 Keep Britain Tidy Awards.

# REDUCING LOCALISED FLOODING

Southend-on-Sea has experienced multiple events of flooding in recent years, in these instances intense rainfall coinciding with high tides resulted in flooding from surface water, sewer and fluvial sources - resulting in damage to residential properties and business premises.

To address this issue we have undertaken a series of initiatives that aim to reduce the risk and impact of localised flooding and help make the Borough's environment cleaner and healthier in the process.

We are working to install a series of Sustainable Drainage Systems ('SuDS') throughout Southend-on-Sea, which will act as drainage solutions that are designed to manage and use the rainwater close to where it falls on the surface and incorporating vegetation.

SuDS techniques can provide resilience to

the predicted increase in frequency and magnitude of rainfall events by providing areas for water storage and increasing the amount of water intercepted by vegetation. Our aim is to ensure that SuDS are deployed in all future developments in Southend-on-Sea, which will help us adapt to climate change and enhance local biodiversity.

We were also able to secure funding from Defra's Repair and Renew grant scheme, which provided allowances of up to £5,000 per property impacted by flooding between 1 April 2013 and 31 March 2014, as well as properties located in known flooding hotspots to install free flood-mitigation measures.

The engineering firm AECOM were appointed to oversee the delivery of the scheme, which included installing flood-mitigation measures on over 100 properties, including flood-defender doors, anti-flood airbricks, flood defender barriers and sumps and pumps.

# WASTE & RECYCLING

We have been able to offer an enhanced and extended waste and recycling service to our residents via a new waste contract that will be delivered by Veolia.

Not only will we save £22 million over the course of the 15 and-a-half-year deal but will benefit from a dedicated beach cleaning machine, weekly recycling and waste collection services, as well as winter gritting.

It was a key consideration to deliver an efficient waste and recycling collection that minimises the amount of waste going to landfill because this has the added benefit of reducing the fuel used to collect and transport the waste, as well as reducing the volume of greenhouse gases generated by waste in landfills.





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# Southend-on-Sea Borough Council

Agenda  
Item No.

## Report of Corporate Director for Place

to  
Cabinet

on

20<sup>th</sup> September 2016

Report prepared by:  
Dean Hermitage – Group Manager  
for Planning & Building Control

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### Joint Development Brief for Land at Fossetts Way Place Scrutiny Committee Executive Councillor: Cllr Flewitt

#### A Part 1 Public Agenda Item

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#### 1. Purpose of Report

- 1.1 To seek Members agreement for the Development Brief for the land at Fossetts Way and its adoption as Corporate Policy.

#### 2. Recommendations

- 2.1 That Members note the content of this report and agree that the following recommendation be presented:
- I. **To agree that the development brief is in accordance with the corporate vision and objectives of Southend Borough Council and that the brief be adopted as corporate policy.**
  - II. **To delegate to the Corporate Director for Place in connection with the Portfolio Holder for Housing, Planning and Public Protection to make any minor amendments to the wording of the document as required.**

#### 3. Background

- 3.1 The NHS acquired 5.8ha (14.8acres) of vacant land at Fossetts Way in 2001 with the intention of developing it as a Diagnostic Treatment Centre. Planning permission was granted for the centre in 2005, but it was never taken forward.
- 3.2 In the Autumn Statement 2014, the Government announced an increased ambition for public sector land and committed to releasing enough land for up to 150,000 homes between 2015 and 2020. The site in question is unused public sector land. The Government has encouraged NHS Trusts to dispose of such land, however it seems progress in doing so has been slow, as Trusts have been reluctant to relinquish their land holdings. The Infrastructure Act 2015 now allows for the HCA to assemble unused public land for disposal on behalf of the Government. It is the Trust's desire to oversee the disposal of the land

and therefore retain receipts within the Trust and therefore Southend. The Trust faces a challenging timetable by which to do this.

- 3.3 At present the land is identified as 'safeguarded land' to meet the long terms development needs of the borough. In order to achieve best value for the land, the Trust is seeking an indication from the Council as to what type and scale of development may be acceptable.

#### 4. Preferred Option

- 4.1 Whilst the preferred approach would be to deal with this site through the local plan process (see paragraph 4.4) for the reasons set out in this report, officers recommend the adoption of a joint development brief in order to guide the future development of the site. It is proposed that a brief be adopted as 'corporate policy'. A brief would enable the Council to set out the parameters for the future development of the site and the document would serve as a material consideration when future planning applications for the site are considered.

- 4.2 The content of the brief has been developed jointly by the Trust and Council officers. Key points are summarised as follows:

- The brief will not be a statutory document and does not form part of the Southend Development Plan. It should be read in conjunction with the adopted Development Plan.
- The site, along with neighbouring land to the east and west (Fossetts Farm), was removed from the Green Belt in March 1999 and designated as 'safeguarded land', largely for future employment needs.
- The site remains capable of development and that a high quality residential-led mixed use scheme, which could also include a range of small scale supporting community uses is appropriate.
- All development must meet Southend's Development Plan policies, should seek to address the need for family housing in the borough and provide open space.
- The scale should generally be 2 - 3 storey.
- The development proposals should provide parking in line with the latest applicable standards.
- 30% affordable housing and CIL contributions will be required.
- A high quality design approach will be expected, which should be highly sustainable including minimising the use of natural resources, the integration of renewable energy, sustainable transport measures and ecology.

- 4.3 The draft development brief is attached as **Appendix 1**.

## **Other Options**

### *Local Plan Review*

- 4.4 The National Planning Policy Framework (NPPF) advises that planning permission for the permanent development of 'safeguarded land' should only be granted following a Local Plan review which proposes the development. The local plan-making process would allow for development to be planned at the strategic level to ensure that there is a balance of land uses, which provide for the needs of the local and wider community now and in the future in the most sustainable locations. The Local Plan review process is likely to take approximately 24 – 36 months, which would not assist the Trust in being able to dispose of the site prior to it being disposed centrally (as discussed in 3.2 above). Given the likely timetable for disposal the preparation of a brief has been necessary in the circumstances.

### *Do Nothing*

- 4.5 The land would either be sold as employment land by the Trust and a future buyer would then likely seek a change of use to achieve greater values; or the land would be disposed of centrally at a later date. The Council may not have the opportunity to guide the future development of the site without a brief.

## **5. Reasons for Recommendation**

- 5.1 To enable a set of development parameters and the vision for the future of development of the site to be conveyed, in the interests of bringing the site forward as a development that will meet local needs, provide a high quality development, and to be developed in a manner that takes account of other development proposals and strategic planning issues in the Borough.

## **6. Corporate Implications**

### 6.1 Contribution to Council's Vision & Corporate Priorities

The proposed policy will support the following Corporate Priorities for 2016/17:-

Prosperous: Maximise opportunities to enable the planning and development of quality, affordable housing.

Healthy: Work with the public and private rented sectors to provide good quality housing.

### 6.2 Financial Implications

Any financial contributions received through S106 agreements and CIL will be spent on enabling the Council to deliver affordable housing and infrastructure within the Borough.

At this stage these sums have not yet been determined but will be identified as the Development proposals progress.

### 6.3 Legal Implications

In terms of planning legislation, a Corporate Policy will be given less weight than an adopted planning policy. However, a Corporate Policy will constitute a material consideration in the determination of any planning applications; and until such time that the Local Plan review is concluded.

### 6.4 People Implications

None.

### 6.5 Property Implications

None.

### 6.6 Consultation

No public consultation required as the document is not proposed to be adopted as a formal planning document. Consultation will take place at planning application stage in accordance with the Southend on Sea Statement of Community Involvement.

### 6.7 Equalities and Diversity Implications

The proposed Corporate Policy seeks to ensure an equitable approach to housing and infrastructure delivery.

### 6.8 Risk Assessment

There is a risk that the site could be developed in isolation, whereas as part of the Local Plan review option it could be considered alongside neighbouring sites. However, this point is raised within the brief.

### 6.9 Value for Money

The proposed Corporate Policy is an important means of ensuring value for money for the wider community from development.

### 6.10 Community Safety Implications

None.

### 6.11 Environmental Impact

Consideration as to Environmental impacts and Habitats' screening is required at planning application stage.

## 7. Background Papers/Reference Documents

None

## **8. Appendices**

### **Appendix 1** Draft Joint Development Brief for Land at Fossetts Way.

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# INFORMAL DEVELOPMENT BRIEF LAND AT FOSSETTS WAY



Prepared by:  
Southend NHS Trust and Southend on Sea Borough Council  
July 2016                      Final Draft



## Contents

- 1 Introduction
- 2 Site Description and Context
- 3 Site Constraints and Design Parameters
- 4 Planning Policy Context
- 5 Development Guidelines
- 6 Summary

## Appendices

- 1 Planning Permission 04/00550/FUL
- 2 Prittlewell Camp Scheduling Notice
- 3 Royal Commission for Historical Monuments England assessment of Prittlewell Camp
- 4 Examples of Exemplar Housing Developments

	<b>Document Control</b>		
1	AP Initial Draft	29/04/2016	
2a	Dean Hermitage Comments	20/05/2016	With track changes
2b	Matthew Thomas and AG comments	31/05/2016	With track changes and additions
3	AP Revised Draft	07/06/2016	Incorporating all track changes and additions plus further additions
4	Site Boundary Plan Amended	20/06/2016	
4a	SBC Comments added	28/06/2016	
5	Comments on S106 added	04/07/2016	
6	Minor typos corrected	08/07/2016	
Final	V6 Approved by DH final questions resolved; appendices added	26/07/2016	

# 1.0 Introduction

This development brief sets out informal planning guidance for the redevelopment of approximately 5.8ha (14.8acres) of vacant land at Fossetts Way in Southend on Sea. This site, referred to hereafter as the subject site, is within the ownership of **Southend University Hospital NHS Trust** and was allocated as 'Safeguarded Land' for employment purposes within the second alteration to the Southend Local Plan. It is now recognised that the site has long term development potential to provide a high quality, sustainable mixed-use residentially led scheme to provide new housing and supporting uses.



## Status of this document

This brief provides a framework for guiding and managing any planning application submission brought forward on the site. It is not a statutory document and does not form part of the Southend Development Plan. It should be read in conjunction with the Southend-on-Sea Core Strategy (2007). Although it will not be formally adopted by the Council as a Supplementary Planning Document, it has been the subject of public consultation and has been adopted by the Council as corporate policy and will be considered as a material consideration in the determination of any planning application submitted for the development of the site.

## 2.0 Site Description and Context

The site extends to approximately **5.8 ha** and is located within the wider Fossett's Farm site, which totals to over 30 ha. The site is irregular in shape and comprises vacant 'safeguarded' land, formerly in agricultural use. It lies on the northern edge of both the Southend urban and administrative area.

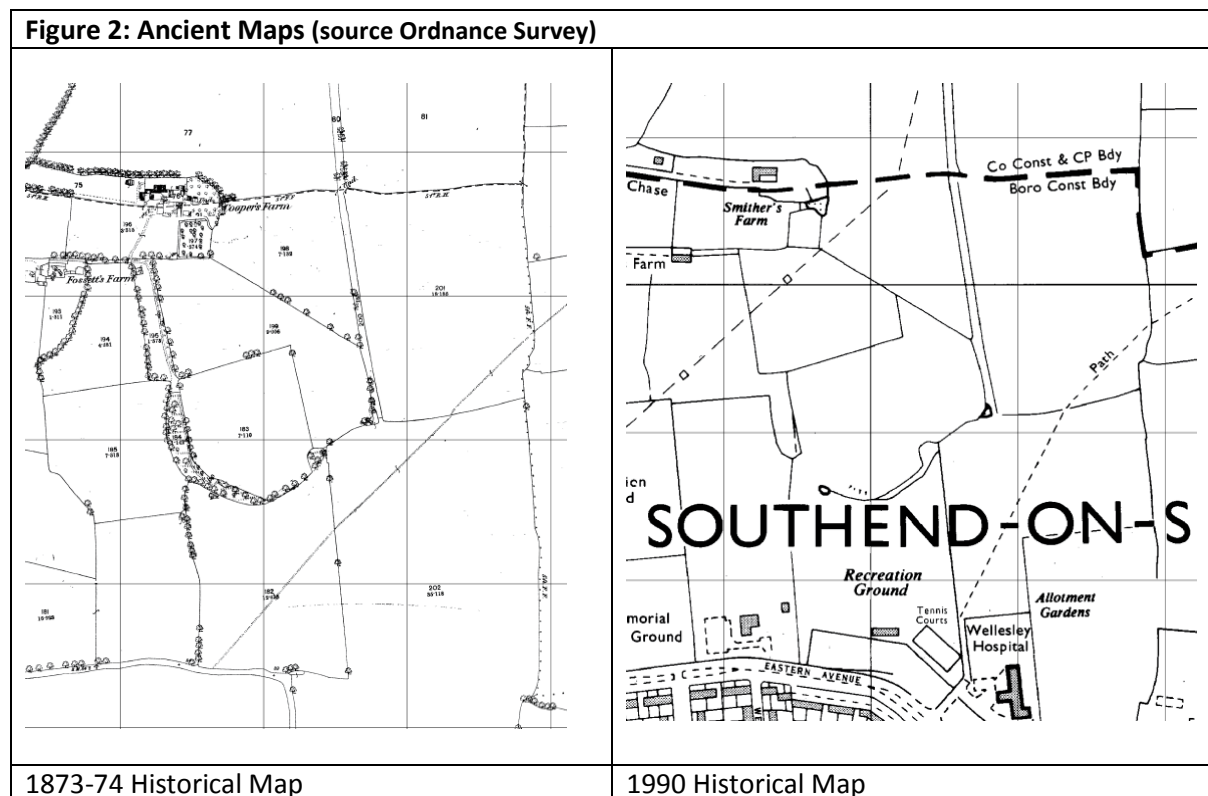
The immediate site boundaries are defined to the north by the Fossetts Way Link Road where there is an access already constructed into the site. A green lane, running adjacent to Fossetts Way, forms the eastern boundary. To the west the site adjoins further disused arable fields. To the south, the site is bordered by a large circular enclosure known as Prittlewell Camp, a Scheduled Monument (SM).

The wider Fossett's Farm site was removed from the green belt and safeguarded for development in the Southend-on-Sea Borough adopted local plan second alteration of March 1999. Fossetts Way was constructed as a link road to serve the new development area.

To the south of the SM, lies an area of out of centre retailing comprising a Waitrose superstore with petrol filling station, a large B&Q retail warehouse and a small freestanding terrace of retail warehouses (Majestic Wine, Maplin and Vacant) known as Fossetts Park. The Spire Wellesley hospital lies to the south of the retail terrace, overlooking the junction of Fossetts Way and Eastern Avenue.

### Previous Use

The historic use of the site is for agricultural purposes. There is no evidence of any other use since ancient times.



### Planning History

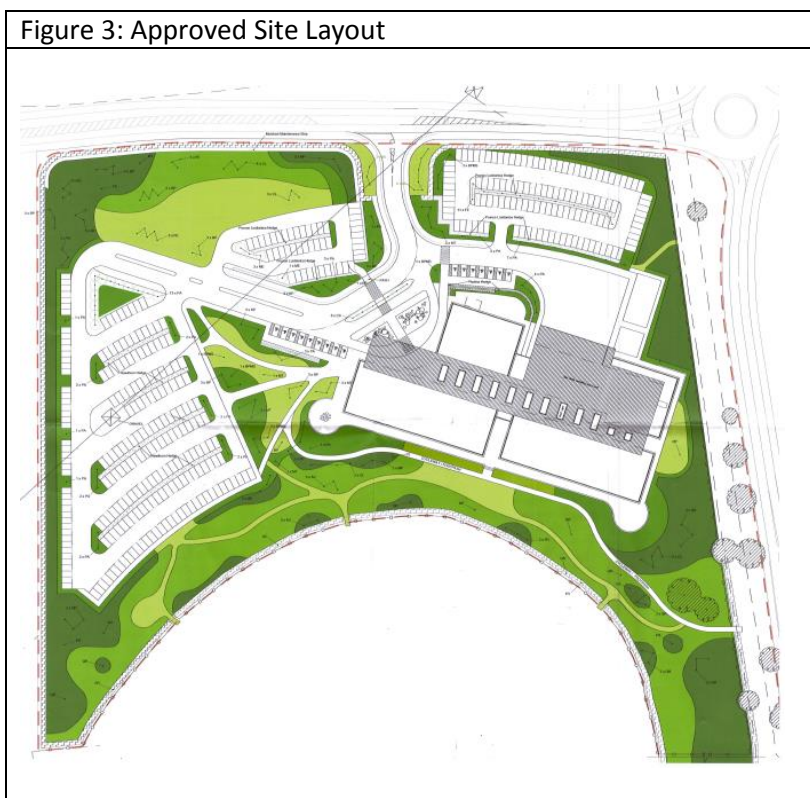
Fossetts Farm Link Road was constructed under planning permission SOS/03/00884/FUL as a planning obligation attached to the development of a B&Q Warehouse to the south-east of the subject site, which itself was approved in 2004 subject to a S106 Planning Obligation.



Under the terms of the S106, the subject site falls within the 'Restricted Area' where the procuring, application or development for certain specified land uses, including housing, is restricted until such time as the council serve on the developer a 'Restricted Area Release Certificate'. No such certificate has yet been served but it is intended that one will be produced in conjunction with this brief.

On 29 November 2005 full planning permission (reference 04/00550/FUL) was granted for a "diagnostic and treatment centre" comprising four 2 storey blocks, totalling 11,800 sq m (126,968 sq ft) gross floorspace, arranged around a central atrium. The buildings had a mix of flat and curved roofs with the external materials comprising a mix of rendered walls and timber cladding (red cedar and Siberian larch) with a zinc covering on the curved roofs. The maximum height of the buildings was c.30m (100 ft). The approved Site layout is shown in **Figure 3** below and a copy of the decision notice is included in **Appendix One**. This consent was never implemented and has subsequently lapsed.

Figure 3: Approved Site Layout



### Nearby Development

There have been several iterations of a scheme for the development of a new football stadium on land adjacent to the west of the application site. Initial proposals were granted on appeal (06/01300/FUL) in 2007 for a 22,000 seater football stadium and associated facilities. This permission has since lapsed however Southend Borough Council made a resolution to approve a revised scheme (11/00583/EXTM) in April 2013 for 22,000 seater stadium together with 114 bedroom hotel, 67 apartments, 16,400 sq m retail floorspace and 279 sq m restaurant supported by 2,074 space car park. More recently two scoping opinions have been issued. At the end of 2015 (15/01603/RSO) in respect of a new scheme for a 21,000 seater stadium and associated training facilities, 74 apartments, 32,000 sq m retail and restaurant floorspace, a 12 screen cinema and parking for up to 1590 cars. During May 2016 (16/00654/RSO) in respect of a 21,000 seater stadium and associated training facilities, 2 soccer domes, 131 bed hotel, 257 apartments, 25,200 sq m retail and 4,153 sq m restaurant floorspace, a 12 screen cinema and parking for up to 2330 cars.

Planning permission (11/00224/TIME) was granted by Rochford District Council for three outside training pitches, an all-weather floodlit training pitch and surface car parking on land to the north of Fossetts Way. This permission has been implemented although it has not been completed.

Two retail warehouses have subsequently been constructed to the east of Fossetts way (04/01785/FUL) and a Waitrose supermarket to the west.

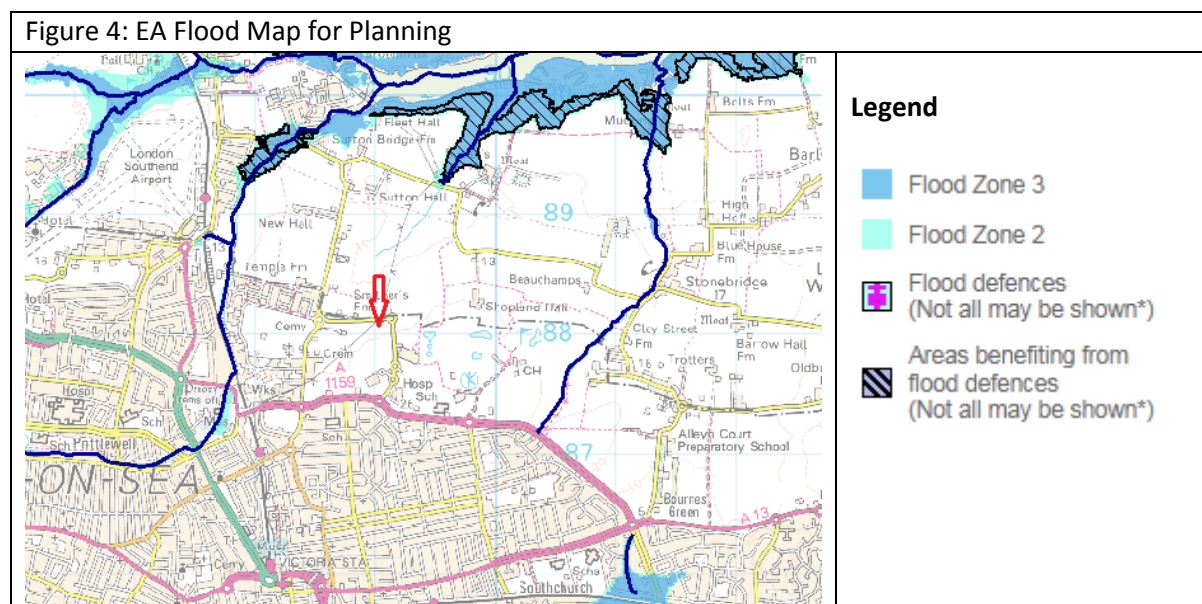
### **Accessibility**

Fossetts Way is served by a single bus route providing approximately half hourly services in each direction. The nearest stops are close to the Sutton Road junction to the west and outside the B&Q car park to the east. There is an off road cycleway along the full length of Fossetts Way, comprising a shared foot and cycle path on both sides of the road.

### 3.0 Site Constraints and Design Parameters

- **Flood Risk**

The Environment Agency’s ‘Flood Map for Planning’ shows the site lying within Flood Zone 1 which is defined as having a ‘low probability’ of flooding defined as less than 1 in 1,000 annual probability of river or sea flooding. A Flood Risk assessment addressing sustainable drainage will be required as the site is in excess of 1ha.



- **Ecology**

There are no formal Nature Conservation designations relating to the site. A reptile survey was undertaken in September/October 2004 which found that there was a small population of common lizards located in the adjacent hedgerows and the rank grassland fringing these. A new ecological survey will be required as part of new development proposals.

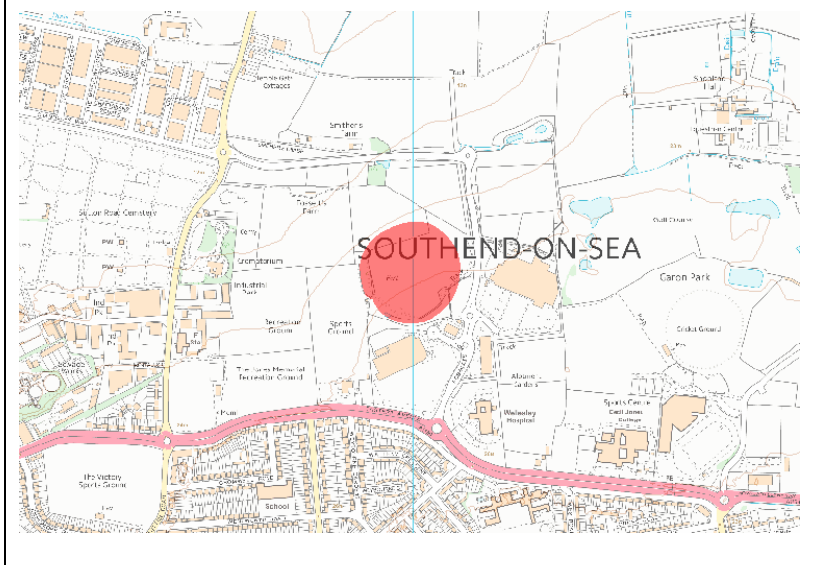
- **Heritage**

There are no listed buildings on site or in the vicinity and the site does not fall within a conservation area. There is a Scheduled Monument immediately abutting the southern boundary of the site known as “**Prittlewell Camp**” described as “a slight univallate hillfort” (list entry number 1017515). A copy of the list entry is attached at **Appendix Two**.

The extent of the Scheduling is shown in **Figure 5** below. It includes the earthworks of a circular enclosure and a mound on its south-eastern bank.

The hillfort dates from the later Bronze Age or Early Iron Age and is nearly circular in plan, measuring approximately 250m in diameter. The south western third of the perimeter is defined by an earthen bank and external ditch which survive within a wooded belt. The bank averages 3.5m in width and 0.9m high. The ditch is less clearly visible, having been partly used as a corporation dump in the 1920s, although some sections remain exposed and measure up to 4m in width and 1.4m in depth.

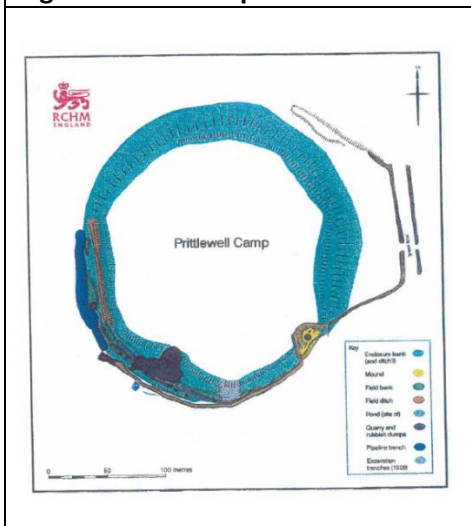
**Figure 5: Extent of Scheduling**



The northern and eastern sections of the ramparts have been reduced by ploughing, although undulations marking the line of the defences were noted in the early part of this century and the line of the bank has been recorded from the air as a cropmark (a variation in crop growth caused by buried features). Observation of a pipeline trench to the Barling Outfall Works in 1929 revealed that the external ditch may not have continued around this side of the hillfort, perhaps as the approach from this side was already restricted by marshy land.

The site has been the subject of several archaeological investigations including by Essex County Council in advance of cutting the Rochford to Southend pipeline in 1997. The former Royal Commission for Historical Monuments England undertook a survey of the site in 1999. **Figure 6** comprises their interpretation of the site based on this survey. The survey document is attached at **Appendix Three**.

**Figure 6: AM Interpretation**



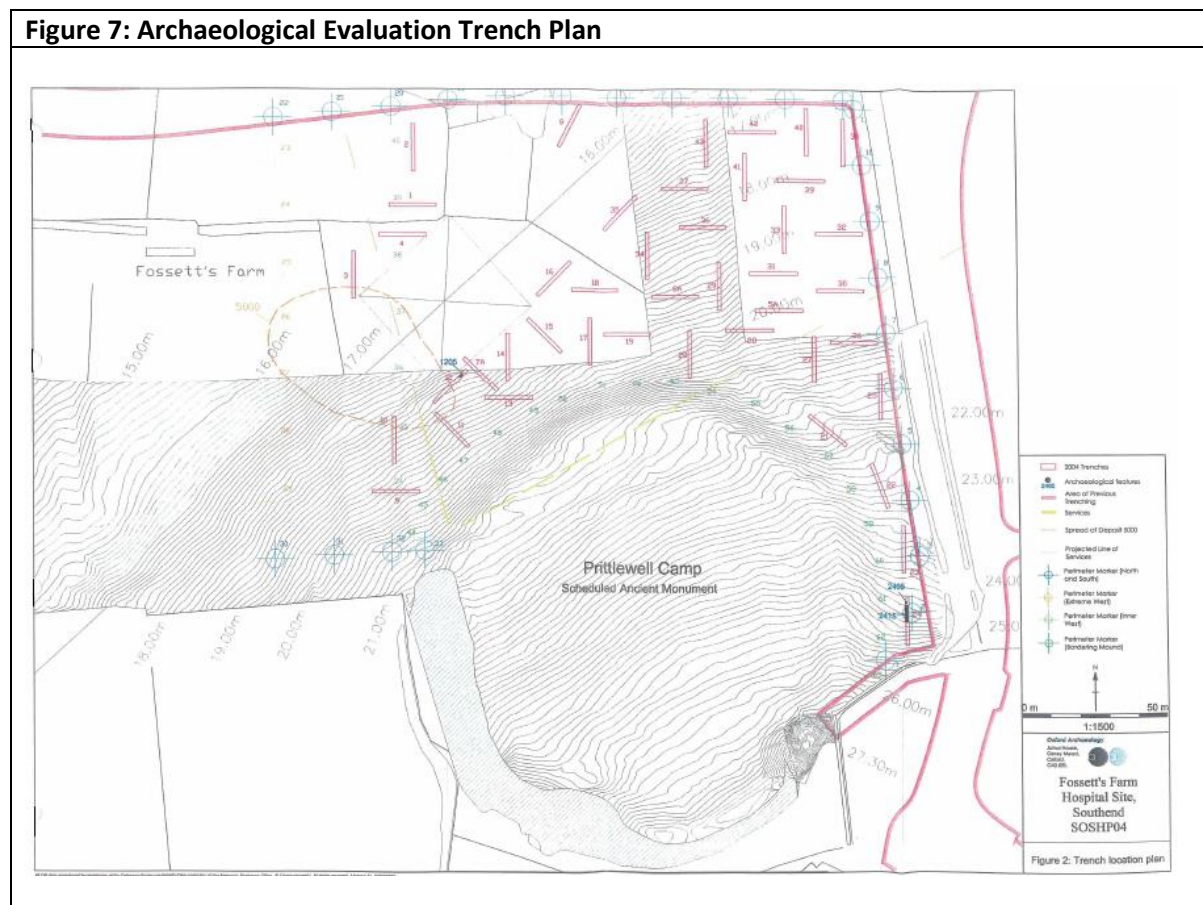
The planning application for a diagnostic and treatment centre in 2003 (see above) was accompanied by a Desk Based Archaeological Assessment and Archaeological Evaluation Report based on 43 trenches (each measuring 25m length by 2m width) across the subject site. The location of the trenches is shown in **Figure 7** below.



The Evaluation found significant archaeological deposits were sparse with only two trenches (numbers 12 and 24) revealing any significant finds. Trench 12 produced Post-Medieval deposits whilst Trench 24 produced early deposits including some worked flints, flint flakes, bone and pottery fragments and a possible hollow way which may have led to the entrance to the camp.

Evidence of a large municipal dump was also found on the western part of the site. The report concluded that the low density of remains may indicate that any early settlement or activity was confined to the hilltop whilst later Medieval and Post-Medieval activity has consisted solely of agricultural land use.

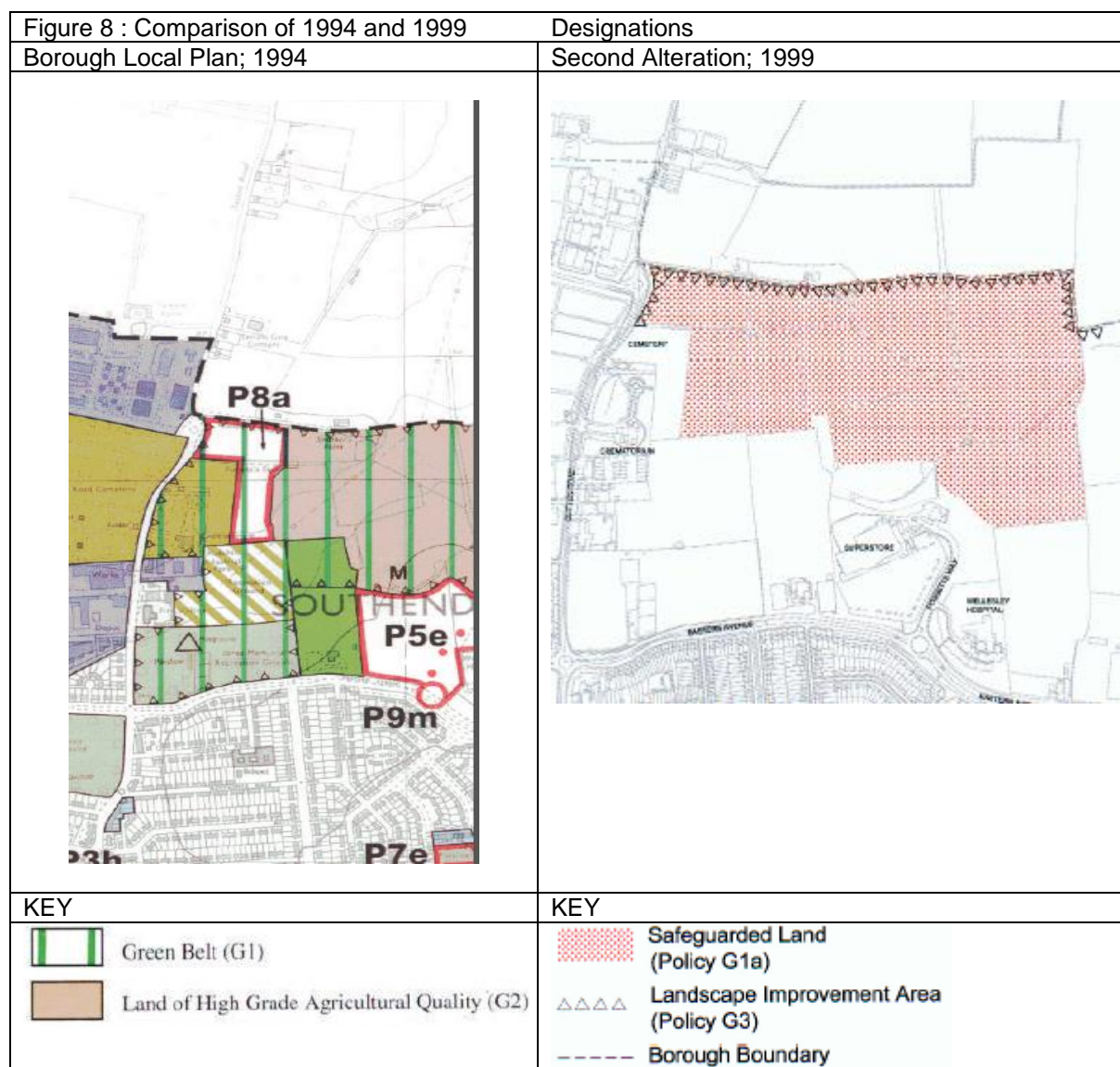
**Figure 7: Archaeological Evaluation Trench Plan**



# 4.0 Planning Policy Context

The Southend-on-Sea Borough Local Plan – adopted in 1994 – provided the statutory framework and forms part of the development plan for Southend. It shows the site as falling within the green belt and as land of high agricultural quality. Following a successful legal challenge to this designation by Swan Hill Developments, the Council was required to re-examine the designation of this site.

The Second Alteration Plan was adopted in March 1999 and designates land at Fossetts Farm as ‘safeguarded land’, subject to new policy G1a. The land was removed from the green belt but was not intended to be developed until beyond 2001, after the end of the plan period, to meet long term development requirements examples of which at that time were considered to include employment, a football stadium, or crematorium /cemetery extension. The Planning Inspector appointed to oversee the Second Alteration recommended that the site could be suitable for a number of possible future uses but that no development should be permitted that would prejudice or limit options for comprehensive redevelopment.



The new policy introduced in the 2<sup>nd</sup> Alteration applying to the safeguarded land reads as follows:

**POLICY G1a - SAFEGUARDED LAND**

*On the Safeguarded Land defined on the Proposals Map, no development, including change of use, will be permitted unless it is necessary in order to support an existing use of the land; in any event no development will be permitted which would prejudice or limit options for the possible comprehensive development of the land to meet any future development requirements.*

The Foreword makes clear that the Second Alteration will guide development relating to land at Fossetts Farm up to 2001. This policy, however, remains in place pending the Local Plan review.

The **Core Strategy** was adopted in December 2007. The Core Strategy Key Diagram, which illustrates the Key Growth and Regeneration Areas, shows the area of Fossetts Farm as an Industrial/Employment Area.

Policy KP1 sets out the spatial strategy and designates it as a Priority Urban Area defined on the Key Diagram and also expressly supports the principle of the relocation of Southend United Football Club stadium to the Fossetts Farm area.

The **Development Management Development Plan Document** was adopted in July 2015 and is accompanied by the Policies Map. An extract from this map is shown at **Figure 9** below. It does not show any designations affecting the site albeit the broad location of Prittlewell Camp is shown and the site remains outside the green belt. Appendix 9 identifies those saved policies which are replaced by the DMDPD and these do not include policy G1a.

**Figure 9: Extract from Polices Map Adopted Version – June 2015**



## Commentary

The subject site, along with neighbouring land to the east and west, was removed from the green belt in March 1999 and designated as 'safeguarded land'. At that time it was intended that the site would be developed after 2001, which was the end of the plan period, to meet long term comprehensive development requirements.

The character of the area has changed significantly since that time with the construction of Fossetts Way, which effectively separated the subject site from the open countryside. Fossetts Way also opened up the area for development with the construction of Waitrose, B&Q and the Fossetts Park retail scheme. Provision was also made for the development of the safeguarded land with access points being constructed as part of the road development to the subject site and the land to the east.

Planning permission has been granted on the subject site for a health related use, although this has now lapsed. Similarly planning permission has also been granted for a football stadium and related facilities on land to the west of the subject site although this too has lapsed. There remains an implemented permission on land to the north for training facilities for the football club.

New national planning policy was published in 2012, the National Planning Policy Framework. It advises that local plans should make clear that the safeguarded land is not allocated for development at the present time and that planning permission for the permanent development of safeguarded land should only be granted following a Local Plan review which proposes the development. The 2<sup>nd</sup> Alteration complied with this approach, both pushing back development until after 2001 and safeguarding the land to meet long term development requirements. The flexibility inherent in this approach is recognised and reinforced by the planning permissions which have subsequently been granted.

The construction of Fossetts Way opens up the potential to develop the land as separate parcels but still forming part of a comprehensive approach to the whole area. This approach is a continuation of the approach to the retail area to the south of the site and allows a managed approach to the development of a large area of land in different ownerships.

The management of development proposals will need to co-ordinate the design approach to the development of the area and the next section identifies those considerations which are relevant to the subject site. This consideration can also be applied to the land to the east, currently in the ownership of Lansbury Holdings, to allow for comprehensive development and a second phase rather than 2 separate developments which may not acknowledge their close proximity and relationship – this should be considered through the respective design and access statements or more comprehensive masterplanning of the two sites.

## 5.0 Development Guidelines

The subject site has been removed from the green belt and safeguarded for development post 2001, a criterion which has now been met. The acceptability of the site for development has previously been recognised and a highway access point constructed. There are constraints in terms of its relationship with the adjacent Scheduled Monument but these were delineated in the earlier permission. At the current time it is accepted that the site remains capable of and is suitable for development, and that a suitable form of development is a sustainable, high quality residentially led mixed use scheme, which could also include a range of small scale supporting community uses.

### Mix of Uses

#### (i) Residential

The housing policies seek to ensure that new housing reflects the needs and demands of Southend's existing and future residents and improves the quality and mix of new market and affordable housing in the Borough. The SHMA identified a shortage of family accommodation in Southend despite an acute demand for this type of dwelling. To address this shortfall and meet demand, residential development proposals are expected to incorporate suitable family accommodation including affordable family homes. This site is considered well situated to help meet this requirement in accordance with the preferred mix set out in the Development Management DPD as shown below:

Housing Type	Dwelling Mix			
	1-bed	2-bed	3-bed	4-bed
Market Units	9%	22%	49%	20%
Affordable Units	16%	43%	37%	4%

The Affordable Housing target is 30% of units to be delivered in accordance with a registered provider. The indicative tenure mix is 60:40 between social and/ or affordable rented accommodation and intermediate housing although this will need to be adjusted to take into account the emerging requirements for starter homes.

The size of each dwelling should comply with the "Technical housing standards – nationally described space standard" published by the Department for Communities and Local Government.

The internal environment of all new dwellings must be high quality and flexible to meet the changing needs of residents. To achieve this all new dwellings should meet Building Control requirements and at least 10% should be either wheelchair user dwellings, or easily adaptable for residents who are wheelchair users.

The development should be safe and secure and take account of crime prevention and community safety considerations as required by Building Regulations Part Q.

#### (ii) Local Service Uses

Small scale local community services can be provided to meet the needs of local residents. These services could include a local convenience store and/or local shops providing related services (such as hairdressing, off-licence, take away etc.) or community facilities such as a doctor's surgery or child care facilities.

#### (iii) Open Space

A landscaped buffer to Scheduled Monument of the same scale as provided in the previous planning permission will be required. This area should be landscaped in accordance with any approved plans

and then made over to SoSBC with a commuted payment (through a S106 obligation) for 10- year maintenance provision.

#### **(iv) Play Area**

A small play area for younger children should be included within the buffer area to the SM or other open space within the development. This needs to be conveniently placed with good natural surveillance.

#### **Scale of Development**

The scale should generally be 2-3 storey although there may be scope for some slightly larger scale, say 3- 4 storeys, to western side of site if the proposed new stadium is approved. Development along this edge of the site needs to be designed so that it does not appear out of place if stadium is not built and so the development context on this boundary is dependent on the form and scale of the development coming forward on the adjacent land.

#### **Sense of Place**

The site is presently isolated from other residential areas so there is an opportunity for a new character to be created (a new community) – integrating the development into the landscape and setting of the SM and creating sustainable, low carbon, high quality homes should be key drivers. This development should create a best practice or exemplar example for any future urban extensions which may be considered in Southend or the surrounding area. Urban greening needs to be considered as part of the design process for any development (such as green roofs). Development should not be car dominated in its approach to the design, although recognising the need to park and store motor vehicles even if they are not used regularly.

A number of best practice examples are cited at end of this document as a guide for developers.

#### **Sustainability**

Development proposals on the site should be low carbon and seek to make a reduction in the use of resources, including the use of renewable and recycled resources, and demonstrate how they will maximise the use of renewable and recycled energy, and minimise consumption of water and other resources. This applies during both construction and the subsequent operation of the development. Opportunities for urban greening techniques should be explored at the design stage to assist with creating a low carbon development and to help integrate the development into the surrounding countryside.

Thermal insulation should seek to exceed building regulation requirements and, wherever feasible, and to meet the requirements of Policy KP2, at least 10% of the projected energy needs of the new development must come from on-site renewable options (and/or decentralised renewable or low carbon energy sources). The development will also provide for the collection of re-usable and recyclable waste.

Surface water drainage should adopt SuDS principles and should be an integral part of the landscaping scheme.

#### **Landscaping**

The new housing should be set within a natural and informal landscape context to reflect the edge of the urban area setting. The buffer to the SM should be landscaped to enhance its setting (i.e. as an extension of its character with natural planting to provide low impact delineation of the SM). A clear view corridor from the SM to the open countryside to the north should be maintained through the



site which could be along an access road or linear public space. The exact location of this should be agreed with the local planning authority at an early stage in the design process. The houses surrounding the SM should face onto the open space rather than turn their back to ensure good natural surveillance and enhance the setting of the monument. The buffer should include pedestrian and cycle links and the playspace.

### **Ecology**

Notwithstanding previous surveys, a new survey of the whole site is required due to the passage of time. The ecological analysis should identify any necessary mitigation measures and also inform the landscape character of the development, especially the planting scheme.

### **Heritage**

The proximity of the Scheduled Monument and related archaeology across the site will be the key considerations. The built development will need to leave a landscaped buffer of comparable scale to that approved in the 2005 planning permission (reference 04/00550/FUL). The need for additional archaeological evaluation will be determined once the layout of new development is known.

### **Sustainable Transport**

Due to the size and location of the site there is a good opportunity to influence the approach to sustainable travel in the local area, with the location of the site being suitable to encourage future residents and employees to walk, cycle or use public transport.

The site is located in close proximity to public transport facilities with bus stops and main food shopping facilities located within a short walk of the site. The site should be permeable for pedestrians and cyclists with good connections to all sides in line with Building for Life criteria.

To promote sustainable travel the scheme would prioritise quality direct routes and spaces for pedestrians and cyclists over private cars. Measures would include the provision of high quality pedestrian and cycle routes and facilities, including cycle parking, and the production of a Travel Plan covering all land uses within the site. Electric vehicle charging points, parking spaces for electric vehicles should also be included.

### **Parking and Access**

The development proposals should provide parking in line with the latest applicable standards (currently set out in the Development Management DPD). The site will provide a balanced level of parking and allow for on-street parking within new estate roads, whilst not providing excessive parking which could encourage the use of the private car.

The site will also provide sufficient cycle parking in line with the latest applicable standards for all land uses. These provisions would encourage the opportunity to travel by bike, which will be supported by an improved public realm and connecting links. Options needs to be considered for integrate the development into existing bus routes as part of the design of the layout.

For convenience, the current car and cycle Parking Standards are:

Dwelling Size	Car Parking	Cycle Parking
	Minimum Standards	Minimum Standards
1 Bedroom Dwelling	1 space per dwelling	1 secure covered space per dwelling.
2+ Bedroom Dwelling	2 spaces per dwelling	None if garage or secure area is provided within curtilage of dwelling

Retirement developments (e.g. warden assisted independent living)	1 space per dwelling	1 space per 8 units (for visitors)
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## Infrastructure Costs

### (i) Planning Obligations

The Council adopted an SPD on Planning Obligations in July 2015 to explain how the Planning Obligation regime will operate following the introduction of CIL. The Council will normally require a planning obligation where it is felt that a proposed development of whatever nature or scale, will in itself give rise to unacceptable pressure on public infrastructure or where the development is of such a nature or scale that it is considered that it should contribute to the supply of affordable housing in the Borough. Obligations will not be sought in respect of infrastructure projects to be funded through CIL as set out in the Council's 'Regulation 123 Infrastructure List'.

### (ii) Community Infrastructure Levy

The CIL Charging Levy came into effect on the 27 July 2015. The site falls within Zone 1 where the CIL rates are as shown in the table below:

Development Type	CIL Rate per sq m
Residential (Classes C3 and C4)	£20
Extra Care Retirement Housing	£20
Supermarkets, superstores and retail warehousing (net retailing space over 280 sq m)	£70
Development by a predominantly publicly funded or 'not for profit' organisation <sup>4</sup> (see below for definition) including medical and health services, social care, education, emergency services, waste facilities, community facilities, sport and leisure facilities only	£0
All other uses not cited above	£10

There are exemptions available for minor development, residential annexes or extensions, development by registered charities, affordable housing and self-build housing. Any claim for relief/exemption from paying CIL must be submitted and processed before commencement of the development.



## 6.0 Summary

This document sets out planning guidance for the redevelopment of vacant former agricultural land fronting Fossetts Way. The overall objective for the site is to provide a sustainable high quality exemplar residential led mixed development, potentially with complementary retail and service uses. The residential units should predominantly comprise family housing reflecting the housing needs of the Borough and should be set within a landscape context which preserves the setting of the Prittlewell Camp Scheduled Monument and a view corridor from there to the open land to the north. The development should also consider its relationship with other potential neighbouring and similar development sites as part of more comprehensive development. Indeed much of the guidance contained within this document will also be relevant to these areas when they come forward for development. It is expected that this site will be the first phase and set the benchmark for the quality and approach to new residential led development in this area.

In addition to a high quality design approach the site will be expected to be highly sustainable including minimising the use of natural resources, integration of renewable energy, sustainable transport measures and ecology. The potential for a heat network should also be explored as part of wider development of the area.

There is the potential for other complementary uses to be provided on the site. The level of these should be that required to support the amount of residential development proposed. The exact number and mix of uses and facilities, which will be considered on their own merits during the application process, and should complement the remainder of the development and not be in conflict with the provisions of the development plan.

## **Appendix 1**

### **Planning Permission 04/00550/FUL**

## **Appendix 2**

### **Prittlewell Camp Scheduling Notice**

# **A slight univallate hillfort known as Prittlewell Camp, 500m east of Sutton Road crematorium**

## **List Entry Summary**

This monument is scheduled under the Ancient Monuments and Archaeological Areas Act 1979 as amended as it appears to the Secretary of State to be of national importance. This entry is a copy, the original is held by the Department for Culture, Media and Sport.

Name: A slight univallate hillfort known as Prittlewell Camp, 500m east of Sutton Road crematorium

List entry Number: 1017515

## **Location**

The monument may lie within the boundary of more than one authority.

County:

District: Southend-on-Sea

District Type: Unitary Authority

Parish:

National Park: Not applicable to this List entry.

Grade: Not applicable to this List entry.

Date first scheduled: 27-Feb-1961

Date of most recent amendment: 08-Dec-1997

## **Legacy System Information**

The contents of this record have been generated from a legacy data system.

Legacy System: RSM

UID: 29408

## **Asset Groupings**

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

# List entry Description

## Summary of Monument

Legacy Record - This information may be included in the List Entry Details.

## Reasons for Designation

Slight univallate hillforts are defined as enclosures of various shapes, generally between 1ha and 10ha in size, situated on or close to hilltops and defined by a single line of earthworks, the scale of which is relatively small. They date to between the Late Bronze Age and Early Iron Age (eighth - fifth centuries BC), the majority being used for 150 to 200 years prior to their abandonment or reconstruction. Slight univallate hillforts have generally been interpreted as stock enclosures, redistribution centres, places of refuge and permanent settlements. The earthworks generally include a rampart, narrow level berm, external ditch and counterscarp bank, while access to the interior is usually provided by two entrances comprising either simple gaps in the earthwork or an inturned rampart. Postholes revealed by excavation indicate the occasional presence of portal gateways while more elaborate features like overlapping ramparts and outworks are limited to only a few examples. Internal features included timber or stone round houses; large storage pits and hearths; scattered postholes, stakeholes and gullies; and square or rectangular buildings supported by four to six posts, often represented by postholes, and interpreted as raised granaries. Slight univallate hillforts are rare with around 150 examples recorded nationally. Although on a national scale the number is low, in Devon they comprise one of the major classes of hillfort. In other areas where the distribution is relatively dense, for example, Wessex, Sussex, the Cotswolds and the Chilterns, hillforts belonging to a number of different classes occur within the same region. Examples are also recorded in eastern England, the Welsh Marches, central and southern England. In view of the rarity of slight univallate hillforts and their importance in understanding the transition between Bronze Age and Iron Age communities, all examples which survive comparatively well and have potential for the recovery of further archaeological remains are believed to be of national importance.

Despite having been reduced by ploughing and obscured by dumping, the slight univallate hillfort known as Prittlewell Camp remains substantially intact and will retain significant archaeological information. The circuit of defences is clearly defined by earthworks to the south and west and evidence exists for the buried remains of the remaining part of the circuit. Buried features related to the period of occupation will survive beneath the ploughsoil of the interior and these, together with the earlier fills of the surrounding ditch, will contain evidence for the date of the hillfort's construction and for the duration and character of its use. Environmental evidence reflecting the appearance of the landscape in which the monument was set and the economy of its inhabitants may also survive in these buried deposits and on the old land surface sealed beneath the bank.

The hillfort's location on a low-lying plateau rather than a summit or ridge is somewhat unusual, although far from unique within the low-lying topography of the region. Comparison between these sites and, more specifically, with other forms of contemporary habitation between the Roach and the Thames, will provide valuable information concerning the hillfort's position in the settlement pattern and social structure of the period.

Although the interpretation of the 'Look-out' mound as the base of a medieval post mill has not been proven, evidence from the 1929 excavation does support this conclusion. Such mounds were designed to raise the windmill and to stabilise a vertical post (or tree) which

allowed the superstructure to be turned to face the wind. Post mills are known to have existed from the 12th century onwards and although no medieval examples of the timber superstructure survive today, their appearance is recorded in contemporary illustrations. Examples of mounds which retain organic remains or form components of other sites are considered worthy of protection. The mound at Prittlewell, located on the line of the earlier defences, provides an interesting insight into the subsequent use of the hillfort and the medieval economy of the surrounding area.

## History

Legacy Record - This information may be included in the List Entry Details.

## Details

The monument includes a slight univallate hillfort of the later Bronze Age or Early Iron Age which is located on the northern outskirts of Southend-on-Sea, some 500m east of the Sutton Road crematorium.

The monument occupies the northern edge of a broad terrace which is not particularly elevated and yet commands extensive views over the valley of the River Roach to the north, east and west. The monument has been recognised as a prehistoric enclosure since at least 1893, when pottery from the 'oppidum' (defended settlement) at Prittlewell was exhibited at a meeting of the Essex Field Club.

The hillfort is nearly circular in plan, measuring approximately 250m in diameter. The south western third of the perimeter is defined by an earthen bank and external ditch which survive within a wooded belt. The bank averages 3.5m in width and 0.9m high. The ditch is less clearly visible, having been partly used as a corporation dump in the 1920s, although some sections remain exposed and measure up to 4m in width and 1.4m in depth.

The northern and eastern sections of the ramparts have been reduced by ploughing, although undulations marking the line of the defences were noted in the early part of this century and the line of the bank has been recorded from the air as a cropmark (a variation in crop growth caused by buried features). Observation of a pipeline trench to the Barling Outfall Works in 1929 revealed that the external ditch may not have continued around this side of the hillfort, perhaps as the approach from this side was already restricted by marshy land.

A trial trench, cut through the southern ramparts and across the southern edge of the interior in 1929, provided evidence for the composition of the bank and the original profile of the ditch.

The excavators also examined a pronounced mound (known locally as 'The Look-out') situated on the south eastern part of the perimeter. This mound, which measures some 20m in diameter and 1.5m high, was found to be completely artificial and to contain quantities of tile and medieval pottery spanning the period from the 13th to the 15th century. A depression in the centre of the level summit was found to have resulted from a previous, unrecorded excavation. The excavators were unable to account for the origin of the mound, although the evidence which they recorded is now thought to indicate the base of a medieval post mill, sited on the highest point on the ramparts in order to take advantage of the prevailing wind.

All fences and fence posts are excluded from the scheduling although the ground beneath is included.



## **Appendix 3**

### **Royal Commission for Historical Monuments England Assessment of Prittlewell Camp**





**PRITTLEWELL CAMP  
PRITTLEWELL  
ESSEX**

Earthwork Survey

NMR INDEX No: TQ 88 NE 18  
NGR: TQ 8899 8783

Report by: A. Cooper & P. Pattison  
Survey by: M. Brown, D. Garrow, A. Oswald & P. Pattison  
Drawings by: A. Cooper

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## 1. INTRODUCTION

Prittlewell Camp lies on the northern fringe of Southend-on-Sea, at TQ 8899 8783, approximately 1 mile to the north-east of Prittlewell church (Fig 1). It is a Scheduled Ancient Monument (SAM no Essex 117) which includes the earthworks of a circular enclosure and a mound on its south-eastern bank. A 'green-lane' runs close to its eastern side. The enclosure sits just off the summit of a broad ridge, on a gently rising brick-earth covered gravel terrace. The site commands extensive views over the Roach Valley to the north.



Figure 1  
Location map

An archaeological survey of the site was carried out by the Royal Commission on the Historical Monuments of England (RCHME) in August 1998, at the request of Essex County Council Planning Department and Southend Borough Council, with the aims of improving on the current definition and understanding of the monument and of providing a basis from which to devise a plan for its long term management.

Today, the site is seriously neglected and it has been significantly modified by post-medieval activity. Municipal rubbish dumping occurred here in the 1920's and it now lies immediately adjacent to a large supermarket on the fringe of the built up area of Southend. Dense young tree growth and scrub cover the southern and western arcs of the enclosure where its earthworks are best preserved: here also are multiple pathways and several small rubbish pits. The remainder of the enclosure lies within an arable field where the perimeter bank has been reduced considerably by intensive ploughing. The significance of the earthworks within the arable field has just been reaffirmed and until recently, only the southern and eastern earthworks were scheduled. The complete circuit of the earthworks and the interior of the enclosure are now scheduled.

## 2. PREVIOUS INVESTIGATIONS

The site is known variously as Prittlewell Camp, Fossetts Camp and Grove Field Camp and its archaeology has been investigated on a number of occasions from the late 19th century onwards. However, this research has brought little real insight to its origin and purpose, both prehistoric and medieval origins have been suggested for the enclosure. Similarly, a medieval date was put forward for the large mound on its south-eastern bank on the basis of the 13th-century pottery found within. Previous considerations include a 'look-out mound' for the enclosure, a windmill mound, and even a Bronze Age barrow! The origin of a 'green lane' which runs close to the enclosure is also uncertain.

The substantial scale of the earthworks at Prittlewell ensured the recognition of their archaeological significance from the mid 19th century onwards. The earliest account describes:

*'the remains of an ancient earthwork or intrenchment, situate upon a hill, having a gentle ascent from all approaches. It is of an oval shape, having two sides and a vallium wall defined. It embraces about eight acres, and can be traced throughout in several fields, but the greater portion is in Grove's field. At the south east corner on the Temple Farm, is a circular mound, covered with brush and timber, which has been lowered, but still rises about ten feet around the surrounding land. This was probably the keep or stronghold.'*

(Benton 1873, 498).

Shortly afterwards, an excavation of 'the oppidum of the mound of Prittlewell' was mentioned at a meeting of the Essex Field Club in 1893 but the nature and location of this work were not recorded (Mephram 1930, 32).

A later account presents the site as one of several elliptical camps, enclosures and dykes in Essex and a more detailed description, including comment on the form and condition of the earthworks, with a plan and section drawings, was made in 1923 (VCH 1903, 275; RCHM 1923, 114; Fig 2).

In 1929, W A Mephram made a more concerted attempt to understand the nature of the earthworks. He began by cutting a series of trenches through the southern bank of the enclosure and at intervals in a line from there to the mound (Fig 3). These revealed the dimensions and form of the bank at this point, where it was some 5m across, standing to a height of 1.5m, and had a steep inner scarp and a more gently sloping outer scarp. The original strata within the confines of the enclosure bank appeared to be undisturbed, prompting the suggestion that 'the earth forming the ramparts had not been taken from within the enclosure, it had evidently been moved from the exterior fosse' (Mephram 1930, 35). The lack of finds in these trenches meant that no secure date could be assigned to the enclosure.



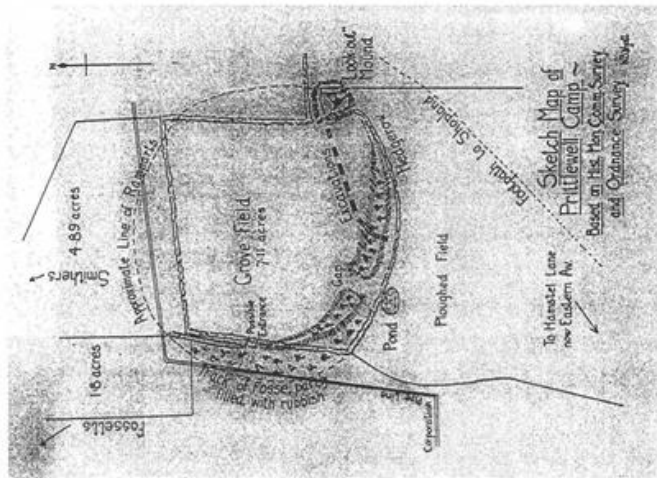


Figure 3  
Sketch map of  
Prittlewell Camp  
showing the 1929  
excavation  
trenches (Mapham  
1930, 31)

more certain that his findings provided secure dating evidence for the mound but this disregards the fact that the mixed, dispersed nature of the finds within the mound might suggest that their inclusion was incidental and that it was constructed at a later date.

The most recent archaeological investigation in the survey area was an evaluation carried out by Essex County Council in advance of the cutting of the Rochford to Southend pipeline in 1997. A trench to the north-west of Prittlewell Camp produced the only finds, which were very similar in nature to those found in the 1929 excavation of the mound (Tripp 1998).

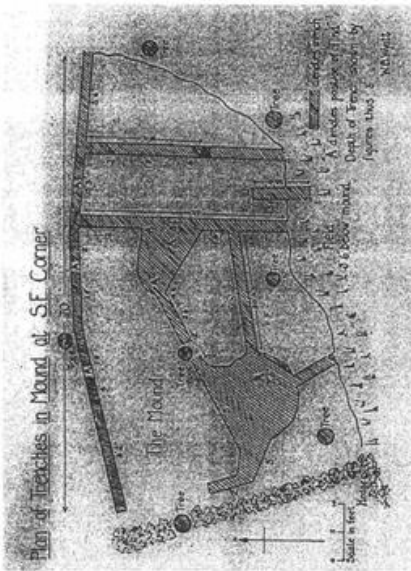


Figure 4  
Plan of the 1929  
excavation  
trenches in the  
mound (Mapham  
1930, 35)

Whilst this is a further indication of considerable medieval activity in the area, there is no direct connection between these and the origin of the enclosure.

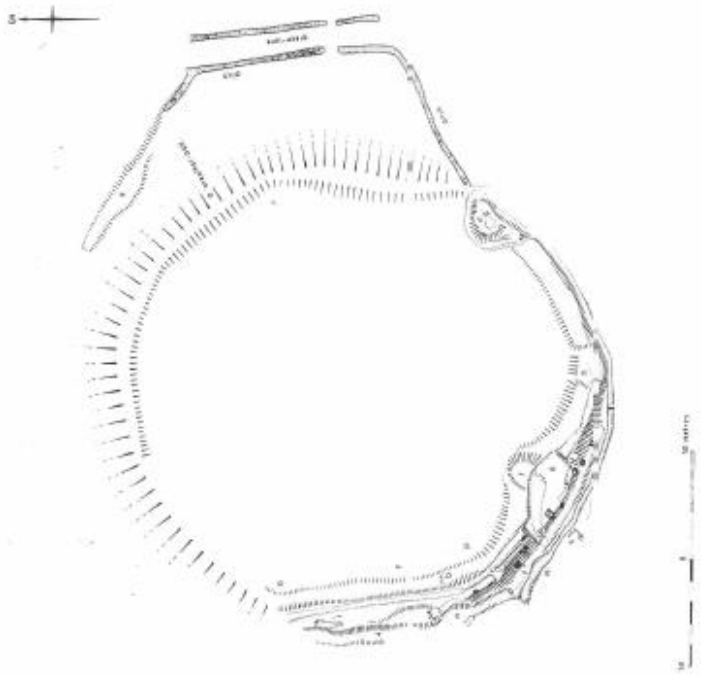


Figure 6 RCHME survey plan of Prittlewell Camp (surveyed at 1:1000 scale)

### 3. DESCRIPTION AND INTERPRETATION

For letters which appear in bold in the text, see Fig 5.  
A summary interpretation is provided by Fig 6.

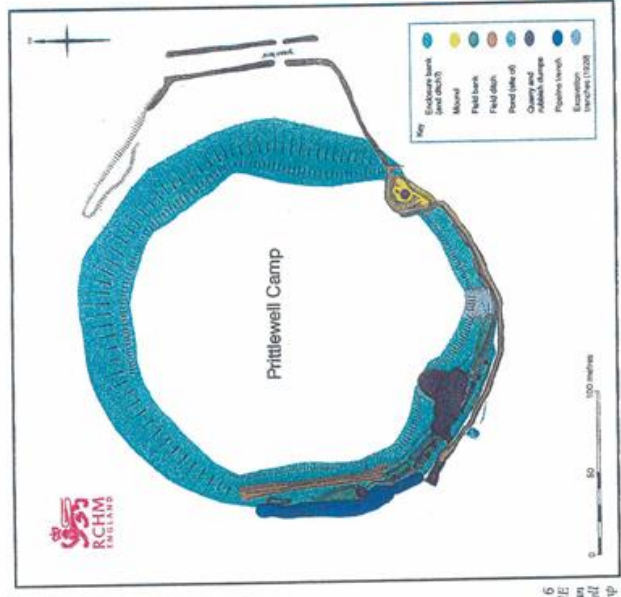


Figure 6  
RCHME  
Interpretation plan  
of Prittlewell  
Camp

#### THE ENCLOSURE

This comprises a broad bank defining a near circular area of approximately 5.4 hectares (13.3 acres). Early accounts (see Benton 1873; RCHME 1923; Meopham *ibid.*) refer to an outer ditch or 'fosse', but the only remaining length of this lies in a seriously disturbed area on the

south western side of the enclosure and its antiquity cannot be assumed on the basis of earthwork evidence alone.

#### The northern and eastern arcs

This part of the enclosure bank lies within an arable field and it has been heavily spread by ploughing to as wide as 35.0m; nevertheless the external face still stands to a height of 1.0m and the feature is clearly visible. In profile, it has a long outer slope and a shorter, steeper inner slope, agreeing with the form shown for the southern arc in the RCHM survey (1923, 114) and in section drawings from the 1929 excavations (Mepham 1930, 34). There is no evidence here of an external ditch and any such feature is unlikely to have survived several centuries of ploughing in the field.

#### The southern and western arcs

The edges of this section of the enclosure bank, although forming a more prominent earthwork, are harder to distinguish because of their situation in thick woodland and undergrowth but also because of damage caused by later activities, particularly Corporation rubbish dumping in the early 20th century: there are various rubbish-filled hollows, mounds and grooves along the enclosure bank. A wide linear feature, *a*, running along the western edge, represents the line of the 1929 corporation pipeline that Mepham described and investigated. This trench has left a pronounced scar, which could be concealing the line of an original external ditch to the enclosure. Further evidence of the pipeline can be found to the north-east, in the arable field, in the form of a breather pipe.

The inner scarp of the enclosure bank is slight, it runs within the line of the modern field boundary and has been significantly reduced by ploughing within the field and stands to a maximum height of 0.2m to 0.4m. A slight scarp, *b*, running across the bank on its western side, is the point where Mepham postulated a possible entrance to the enclosure. There is no evidence to support his interpretation: both inner and outer scarps of the enclosure bank are continuous at this point, with no hint of a change in the earthwork that might indicate a blocked or infilled entrance.

From a casual glance, a larger break in the enclosure bank at *c* and *d*, might seem a more plausible candidate for an entrance. However, it was correctly explained by Mepham as the result of gravel extraction. The smaller hollow, *c*, is now in the ploughed field; it has deflected the inner face of the enclosure bank to the interior. Outside it, the larger disturbance, *d*, has cut away most of the enclosure bank but it is still possible to trace the line of the outer scarp of the bank running continuously across it. Along the northern side of the hollow is a faint linear depression, perhaps a track leading away from *c*.

The outer scarp of the enclosure bank has been severely damaged in several places. The western side at *e* appears to have been flattened out but further south, on each side of the hollow *d*, there are better-preserved stretches, *f*. These are both some 35.0m long and stand to a height of 1.7m, with a sharp and steep profile. It is here that there are traces of an outer ditch, but the degree of disturbance in this area must cast doubt upon its origin. To the south-east, the outer scarp is adopted by a later field boundary and can be traced up to the mound at *g*. This will have obliterated any trace of an earlier enclosure ditch. The mound sits squarely over the enclosure bank, utilising the outer scarp but obscuring the inner scarp with a pronounced inward bulge.

The large breach, *h*, in the centre of the southern arc, is a trench from Mepham's excavations in 1929.

#### The interior

There are no internal features visible on the surface and superficially, there was an absence of finds in the ploughsoil. However, the ploughed area would benefit from thorough fieldwalking to recover any small finds which might assist in dating.

#### THE MOUND

A large mound, *g*, is situated astride the enclosure bank on the south-eastern side. The prominence of the mound over the enclosure and the way a field boundary ditch loops around it, suggests that the mound is secondary to the enclosure. However, the archaeological relationship between the two has yet to be clearly defined. The mound utilises the steep outer scarp of the enclosure on the south-east whereas on the north-west its plan is rounded and there is a more gentle slope which extends beyond the line of the inner face of the enclosure bank. The resulting shape of the mound is nearly oval, some 22.0m by 18.0m, standing to a maximum height of 1.8m above the current ground surface. This contrasts with the height of 3.0m recorded in the late 19th century which, according to Benton (*ibid.*), had already been lowered. However, this might be explained by the known practice of measuring the slope, not the elevation.

A small crater in the top of mound could be the area of disturbance mentioned by Mepham but probably also partly the product of his own extensive excavations in 1929.

The mixed material produced from his excavations included 13th-century pottery; this suggests that it was built some time during or after the 13th century but doesn't allow for a more precise date to be assigned. The mound first appears in a documentary source on a map of 1796 (ERO: D/DCw P13). Although it is not possible to connect this mound directly to the features in the evaluation trenches that were dug to the north-west of the survey area

(Tripp 1998), the occurrence of a wealth of 13th century finds in both (cooking pots in particular), implies that the area of the enclosure was a focus of activity in the later medieval period.

A concrete and brick base on top of the mound, together with chunks of similar debris on the flanks, may represent the position of a military structure of Second World War date which appears on aerial photographs from 1943. This cannot be directly associated with the heavy anti-aircraft battery that lay to the north-east at TQ 899 889. It is unlikely that it marks the position of a pill box because of the density of tree cover above the mound and the insubstantial nature of the remains, although there are several pill boxes in the surrounding area. If it did fulfill any military function, it seems most likely to have held a light anti-aircraft gun or a Blacker Bombard (Spigot Mortar) (NMR APs: HLA/655/6005-6).

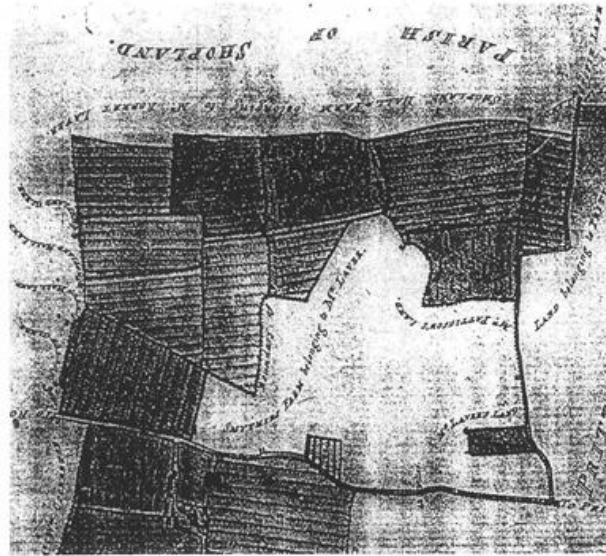


Figure 7  
Extract of the  
1796 Estate Map  
of Rochford Hall  
Estate (reproduced  
courtesy of the  
Essex Record  
Office: D/DCw  
P13)

### Prittlewell Camp in the Later Landscape

Surviving maps, from the mid 18th century onwards, indicate that the enclosure remained a notable feature long after its original functions had ceased. Part of its bank was utilised by field boundaries in the post-medieval landscape, which explains the better survival of the southern and western arcs (ERO D/DMA P4; D/DCw P13; D/CT/276/1B). These maps indicate that the basic structure of enclosed fields around Prittlewell Camp remained relatively unchanged from the mid 18th century onwards.

A short distance to the east of the enclosure is a 'green lane'. This runs from north to south and is bounded by shallow, steep sided ditches. It is recorded as a short and narrow strip of land on the same maps and it seems likely to be preserving part of a former trackway, perhaps linking vanished medieval fields or settlements. It is described on the Tithe apportionment of 1841 as 'waste' and seems primarily to have provided access between fields, to the north,

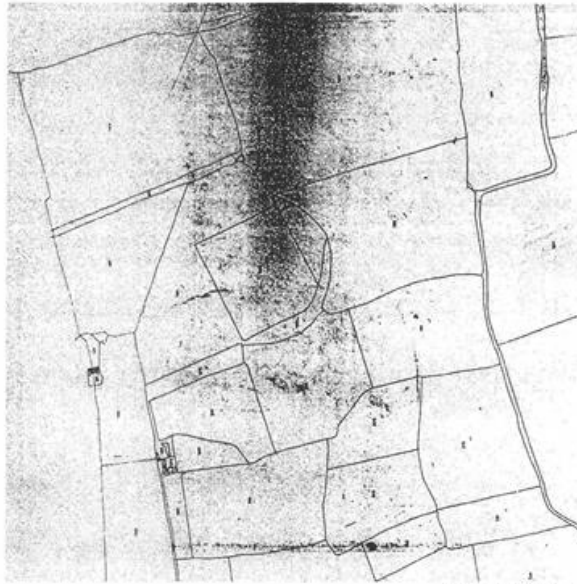


Figure 8  
Extract of the  
1841 Tithe Map  
for Prittlewell  
(reproduced  
courtesy of the  
Essex Record  
Office:  
D/CT/276/1B)



it crossed the parish boundary between Prittlewell and Sutton but continued only for the length of a single field; the southern end was similarly abrupt against a small pond which was still there in 1880; north east of the enclosure there was a similar, but broader strip of land which ran parallel to the green-lane (ERO: D/DCw P13; D/CT276/1B; Ordnance Survey 1st Edn 6-inch Sheet Essex 78).

Several of these field boundaries have left their mark on the enclosure: there is a slight bank, *j*, running along the top of the enclosure bank near its outer edge. Another lies outside the enclosure to the north-east, where there is a broad but shallow bank, *k*, in the ploughsoil; it is depicted as a functioning boundary on a map of 1796, and on others thereafter (Fig 7). A ditch, *m*, skirting the southern edge of the enclosure bank and crossing it to the west of mound *g* appears on the same map (ERO: D/DCw P13).

A later ditch and bank, *n*, form the current field boundary and have done so since 1841 when the southern and western arcs of the enclosure were enveloped by a narrow crescent of woodland, as today. A number of pollarded oak trees of some age still exist within this crescent, marking the productive role of this woodland within the otherwise arable later medieval landscape. At this time the interior of the enclosure contained a rectangular field which, although now removed, has left its mark by biting into the enclosure bank to leave quite sharp changes of alignment at *p*, *q* and *r* and at the north-eastern tip of mound *g* (ERO: D/CT276/1B; Fig 8).

Against the south-western edge of the enclosure, a shallow depression, *s*, is a former pond (Ordnance Survey 1st Edn 6-inch Sheet Essex 78).

#### 4. CONCLUDING REMARKS

The principal outcome of this survey has been to clarify the nature, extent and condition of the earthworks at Prittlewell Camp. It has clearly defined the more recent damage, enabling existing interpretations to be explored and a more informed understanding of the site to be gained.

However, on present evidence there can be no certain interpretation of the function and date of the enclosure. Taking form alone, it is likely to be of the later prehistoric period: its location over the brow of the hill, rather than a more strategic defensive position on the top of the hill, and its roughly circular form with a single bank, suggest that it may be best understood as one of a range of prehistoric enclosures that were built across the region from the late Bronze Age onwards. These include sites such as the later Bronze Age settlements at Mucking, Springfield Lyons and Loffs Farm (Brown 1988; 1996) as well as an array of sub-circular enclosed sites that are thought to be of early Iron Age origin and appear to have been used in very different ways.

In its scale, the enclosure bank was probably once an impressive sight, but the gentle incline of its outer slope and the lack of a substantial encircling ditch, might be seen to imply that the purpose of its construction was not purely defensive. This argument has been put forward for some hillfort sites in Wessex (e.g. Danebury, Hambledon) at which the defensive purpose of the enclosure ramparts is thought to have been secondary to the social and symbolic importance of their construction and maintenance and the activities that took place within their bounds (Hill 1995). These ideas have been generated from the detailed examination of material and earthwork evidence from within and around the sites concerned, and more fieldwork will be necessary before they can be considered as pertinent to the interpretation of contemporary enclosures in Essex.

The absence of evidence for an entrance is also intriguing and may simply be due to the poor preservation of the site as a whole. On the other hand, it could be, as elsewhere in Britain, that the entrance faced to the south-east (Hill 1996) and so may be obscured by the mound.

The lack of well-stratified archaeological evidence from the enclosing bank or the interior is unusual and might imply that if it was ever occupied, this habitation was ephemeral rather than long term. A similar lack of evidence for permanent or intensive occupation has been observed at other early Iron Age enclosures in the region. For example, the majority of the material evidence that was found at Asheldham Camp (Bedwin 1991), was of middle Iron Age date although the construction of its enclosure bank was dated to the early Iron Age. This implies that here, the enclosure was not extensively occupied until several centuries after its initial construction. Recent evaluation of the earthworks and interior of Shoobury Camp have produced similar evidence. It is interesting in this respect that the majority of



evidence for early Iron Age occupation and productive activity in the region has actually derived from open or simple palisaded settlements, such as those at Asheldham, North Shoebury, Maldon, Great Wakering and Fox Hall (near Prittlewell Camp) (Brown 1996, Sealey 1996), several of which lie close to roughly contemporary enclosure sites. This and the co-ordination of people and activities within this landscape, deserve further investigation.

The absence of dating evidence also makes it difficult to understand the local and regional context of the evidence at Prittlewell, but this matter does need consideration. Several early Iron Age enclosures have been excavated and surveyed in Essex, but none are well understood. They have been described as 'a rather disparate group of earthworks' for which the *single unifying factor seems to be their siting in positions of strategic importance relating to rivers, estuaries and the coastline* (Bedwin 1991, 26). In addition it can be observed that several such sites are roughly oval or sub-rectangular in plan; have simply constructed, unvallate enclosure banks; have produced no certain dating evidence; have single gap or indeterminate entrances; and show evidence of earlier prehistoric cultivation or activity in the area prior to its enclosure (Morris and Buckley 1978). Morris and Buckley (*ibid*) have also noted that these sites tend to be situated along navigable rivers rather than being constructed at regular intervals in a 'territorial' manner, as has been suggested for enclosed sites elsewhere in Britain (cf. Cunliffe 1984).

Several of the later prehistoric enclosures in the region were re-used during the Saxon and later medieval periods; the mound at Prittlewell Camp might be evidence of this practice. At Maldon and Asheldham the re-use involved the recutting of the enclosure bank and ditch (Bedwin 1990, 1991); the enclosed site at Ambresbury was apparently re-occupied in the Saxon period, and several of the later prehistoric enclosures listed by Morris and Buckley (1978) have mounds adjacent to or overlying their earthworks (e.g. Asheldham and Danbury) although the purpose of these needs investigation. The presence of 13th-century material from two locations at Prittlewell is tantalising in this respect; but not so convincing as to give credence to suggestions that the enclosure was a ringwork castle. The most likely explanation for the mound is that it was a windmill of medieval date (13th-century or later): its location on the highest point of the enclosure bank in an exposed position, favours this interpretation.

It is known from documentary sources that post-mills became widely used in Essex during the 12th and 13th centuries AD (Farris 1981), but only recently has archaeological evidence been found to support this. A combination of field-walking and trial trenching undertaken as part of the Essex 'Cropmark Enclosures Project' over the last four years has revealed the sites of 12th- or 13th-century windmills at Great and Little Bentley. The excavator of another early post-mill at Borham airfield described 'a crude base construction comprising a central large pit (5m diameter and 1 m depth), surrounded by a ring ditch and possible bank or mound

(18m total diameter)' (Bennett and Gilman 1996). The form and dimensions of this are remarkably similar to those of the mound at Prittlewell although here, the central pit is likely to be the product of more recent disturbance rather than representing the position of the removed base of the post-mill. Whilst this by no means provides conclusive evidence of the purpose of the Prittlewell mound, it certainly makes this interpretation a strong possibility.

The green lane is a rare survival in Southend of a once common landscape feature. Another example 800m to the west at Temple Farm was destroyed during the construction of an industrial estate in the 1980's. Whilst the lane cannot be directly linked to the use of the enclosure or mound with any certainty, the survival of this ensemble of ancient landscape features in close proximity to the edge of a dense urban area is remarkable. Their long-term preservation and management should be considered together.



## 5. SURVEY AND RESEARCH METHODS

The topographical survey at Prittlewell Camp was carried out by Morig Brown, Duncan Garrow, Alastair Oswald and Paul Pattison of the RCHME. A divorced survey method was employed by establishing control stations using a Wild TC1610 electronic theodolite with integral EDM. The data was captured on a Wild GRM 10 Rec Module and plotted digitally on a Hewlett Packard Designjet 750C Plus plotter. These stations were used as a framework from which to record the archaeological features with tapes using normal graphical methods, at a scale of 1:1000.

This report was researched and written by Anwen Cooper and Paul Pattison. The illustrations were prepared by Anwen Cooper using AutoCAD and CorelDraw, and the report was assembled by Morig Brown using Corel Ventura software.

The site archive has been deposited in The National Monuments Record Centre, Great Western Village, Kemble Drive, Swindon SN2 2GZ (NMR Number TQ 88 NE 18; HOB Uid: 418915). Further copies may also be obtained from this address.

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- 58/192/5040-1 (19/02/1949)
- 58/650/5122-3 (24/04/1951)
- 58/650/5157 (24/04/1951)
- 58/650/5007 (24/04/1951)
- 58/650/5060 (24/04/1951)
- 540/1699/206-7 (12/08/1955)



*The National Monuments Record contains  
all the information in this report – and more:  
original photographs, plans old and new,  
the results of all RCHME field surveys, indexes of  
archaeological sites and historical buildings,  
and complete coverage of England  
in air photographs.*



*The Royal Commission on the Historical Monuments of England gathers information on England's heritage  
and provides it through the National Monuments Record*

*World Wide Web: <http://www.rchme.gov.uk>*

*National Monuments Record enquiries: telephone 01793 414600*

*National Monuments Record Centre, Great Western Village, Kemble Drive, Swindon SN2 2GZ*

## **Appendix 4**

### **Examples of Exemplar Housing Developments**

Horstead Park, Kent



Green Lanes, Cambridge



New Hall, Harlow



New Hall, Harlow



**Southend-on-Sea Borough Council**

**Report of Corporate Director  
for Place**

**to**

**Cabinet**

**On**

**20 September 2016**

**Agenda  
Item No.**

Report prepared by: Paul Jenkinson, Parks Technical Officer

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**Carriage and Wagon Shed Options – Shoebury Garrison**

**Place Scrutiny Committee  
Executive Councillor: Councillor Ann Holland  
Part 1 (Public Agenda Item)**

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**1. Purpose of Report**

- 1.1. To make Members aware of the options for the future management and operation of the Carriage and Wagon Shed Shoebury Garrison.
- 1.2. To request that Members agree to lease the building to a third party organisation.

**2. Recommendations**

- 2.2 **That the Carriage and Wagon Shed is leased to the new Shoebury Coastal Community Interest Company as detailed in section 4.**
- 2.3 **Delegate authority to the Corporate Director of Place to advertise the opportunity to develop and manage the building for the benefit of residents and visitors to the borough if the Shoebury Coastal Community Interest Company is unable to take on the lease of the building by 30<sup>th</sup> September 2017.**
- 2.4 **Delegate authority to the Corporate Director of Place to negotiate and agree terms of any lease associated with the Carriage and Wagon Shed in consultation with the Council's Asset Management and Legal Teams.**
- 2.5 **Support the delivery of any fit-out of the Carriage and Wagon Shed as set out in the Coastal Communities Funding application.**
- 2.6 **Note the financial position as set out in section 7.2.**

### **3. Background**

- 3.1.** As a result of the development of the former Shoebury Garrison site by Avant Homes, (formerly Country and Metropolitan Homes), the developer took on an obligation under the S106 agreement to refurbish one of the listed structures, the Carriage and Wagon Shed, for use as a visitor centre and community facility and to transfer the freehold to the Council on completion of the works (subject to a pre-emption for £1 in favour of the developer in the event of sale within 21 years). The original S106 agreement required the developer to provide a fully fitted out building. However, due to economic pressures, Development Control Committee agreed to vary the S106 in 2015 at the developer's request. The variation limited the required works to the external shell of the building and the basic internal core and removed the previously agreed commuted sum to assist with the running and maintenance costs of the building. The building is due to transfer to the council in September 2016.
- 3.2.** Cabinet received a report in September 2011, and resolved to work with a community group or charity to manage the Gunners Park Heritage Centre once completed.
- 3.3.** Following the Cabinet resolution, a group was formed consisting of The Southend Educational Trust, Essex Wildlife Trust, The Shoebury Society and The Shoebury Archive. The aim of the group was to take on the management of the Carriage and Wagon Shed as a heritage centre, once the developer completed the refurbishment of the building. The group constituted itself as the Shoebury Heritage Centre Board.
- 3.4.** To provide financial stability for the Shoebury Heritage Centre Board, The Southend Educational Trust agreed to be the accountable body for the group.
- 3.5.** However, due to delays in the delivery of the building by the developer and changes within the Southend Educational Trust, in 2015 the Trust had to step down as the accountable body. Later that year, the Shoebury Heritage Centre Board was dis-banded.
- 3.6.** In July 2015, the Government asked for expressions of interest in setting up Coastal Community Teams. Local groups, businesses, and residents expressed an interest in setting up a Coastal Community Team for the Shoeburyness area. In October 2015 the Shoeburyness Coastal Community Team was set up.
- 3.7.** As a result of the creation of the Shoeburyness Coastal Community Team, a bid for Coastal Revival Funding was possible, allowing for work to be undertaken on option appraisals for the building and detailed internal layout to be undertaken. See Appendix 1 and 2.
- 3.8.** In May 2016, the Shoeburyness Coastal Community Team voted to set up a Community Interest Company with the intent of taking on a lease for the Carriage and Wagon Shed and using it for the benefit of the community and local area.



- 3.9.** The company is currently being set up with its aims outlined in the following activities: Provide benefits to communities; individuals; visitors; schools and young people in and around the Shoeburyness area of Southend-on-Sea (the Shoeburyness and West Shoebury Wards as defined within the Government Boundary Commission for England (May 2015)) With a particular focus on coastal projects.

#### **4. Proposal**

- 4.1 To lease the Carriage and Wagon Shed on a full repairing and insuring lease, to a third party organisation to manage and operate as a community focused facility.
- 4.2 To work with the Shoebury Coastal Community Interest Company as the preferred organisation to lease and operate the Carriage and Wagon Shed.
- 4.3 The Shoebury Coastal Community Interest Company must be in a position to lease the building by 30<sup>th</sup> September 2017 with a suitable and sustainable business plan in place.
- 4.4 The lease for the building to be negotiated with the Shoebury Coastal Community Interest Company, based on a peppercorn rent for years 1 to 10 with a review in year 10 and an option to phase in a commercial rent from year 11 onwards.
- 4.5 The lease on the building should be negotiated with a duration of up to 26 years but recognising the Council's obligation to comply with s.123 Local Government Act 1972 for any lease over 7 years.
- 4.6 If the Shoebury Coastal Community Interest Company is not in a position to take on the lease for the building by 30<sup>th</sup> September 2017, the opportunity will be advertised openly for a charity or community interest company to submit proposals to lease and operate the building.
- 4.7 The responsibility for selecting an alternative organisation to take on a lease and manage the Carriage and Wagon Shed is proposed to be delegated to the Corporate Director for Place.
- 4.8 Prior to leasing the building to a group or organisation, the Council will deliver the fit-out of the building, providing the Coastal Community Funding bid for £700,000, submitted in 2016 is successful.
- 4.9 In the event that the Coastal Community Funding bid is unsuccessful, the Council will work with the leaseholder of the building to secure funding and deliver the internal fit-out.

#### **5 Other Options**

- 5.1 Option 1 - Do nothing and leave the building to decline. The Carriage and Wagon Shed is a listed building and the Council will retain a responsibility to maintain the frame and structure in the event that the building is not used and allowed to decline.

- 5.1.1 This option is not recommended due to the listed status of the building and the interest already displayed by local groups in leasing and managing the building.
- 5.2 Option 2 – Advertise the opportunity for a charity or community interest company to lease and manage the building and not ring-fence the opportunity to the Shoebury Coastal Community Interest Company.
  - 5.2.1 This option is not recommended as it is recognised that the Shoebury Coastal Community Interest Company members have already been involved with the building previously and that this group has been set up with the interests of Shoebury as a fundamental aim.
- 5.3 Option 3 – Not lease the Carriage and Wagon Shed to a third party organisation and instead manage the facility in-house.
  - 5.3.1 This option is not recommended due to the additional staff and resources that would be required by the Council to successfully run and manage the facility.
- 5.4 Option 4 – Advertise the opportunity to lease and manage the Carriage and Wagon Shed as a commercial opportunity on a commercial rent.
  - 5.4.1 This option has not been recommended as a not for profit Shoebury Coastal Community Interest Company should be in the best place to deliver on the wants and needs of the local community.
  - 5.4.2 The preferred option allows a commercial rent to be considered and introduced from year 11 of the lease.
- 5.5 Option 5 – Sell the Carriage and Wagon Shed and ring fence the capital raised for investment in the other council owned historic structures in Gunners Park and the Garrison.
  - 5.5.1 This option has not been recommended as the S106 agreement listed the Carriage and Wagon Shed as a building to be transferred to the Council and to be used as a community facility. If the building is sold future use of the building as a community facility could not be guaranteed although the Council would have to agree to amend the S106 so retains some control.
  - 5.5.2 This option is also not practical at this time due to a covenant within the transfer requiring the Council to offer the building back to the developer for the sum of £1 if we wish to sell the building within 21 years of the transfer date. As a last resort, the building could be offered back.

## **6. Reasons for Recommendations**

- 6.1. The Shoeburyness Coastal Community Team and the new Shoebury Coastal Community Interest Company have been set up for the benefit of the Shoeburyness area.
- 6.2. The Shoeburyness Coastal Community Team and the new Shoebury Coastal Community Interest Company is made up of groups and individuals with

interest in the Shoeburyness area and includes individuals and organisations previously involved with the Shoebury Heritage Centre Board. Details of the aims of the Shoeburyness Coastal Community Team and its members can be found in the Coastal Community Team economic plan (Appendix 3).

- 6.3. Leasing the building to a community interest company whose aims are to benefit the Shoeburyness area should ensure that the Carriage and Wagon Shed is managed for the benefit of the local area.
- 6.4. Leasing the building on an initial peppercorn rent and for duration of up to 26 years will enable the community interest company to develop the offer of the building and apply for external funding.
- 6.5. Leasing the building to a community interest company will help safeguard the Carriage and Wagon Shed for the future and minimise pressures on Council resources.
- 6.6. The option to advertise the building to an alternative organisation, if the Shoebury Coastal Community Interest Company is unable to take on the lease, will provide the best opportunity to retain the Carriage and Wagon Shed as a benefit to the town and preserve its heritage and community value.

## **7. Corporate Implications**

### **7.1 Contribution to Council's Vision & Corporate Priorities**

- 7.1.1 Healthier Southend: Providing well-managed parks facilities within the town helps to encourage participation in healthy outdoor activity.
- 7.1.2 Safe Southend: Strong communities help reduce crime.
- 7.1.3 Clean Southend: Well-maintained facilities and community activities give a better image of the town.
- 7.1.4 Prosperous Southend: An attractive townscape can assist in encouraging investment within the town.
- 7.1.5 Excellent: A well-maintained townscape enables the Council and community groups to enter regional and national awards.
- 7.1.6 Minimising our environmental impact: The fit-out of the building will take into account climate change and the local environment.

### **7.2 Financial Implications**

- 7.2.1 No revenue budget or funding is currently allocated to this project. It is recommended that the building maintenance budget be increased by £5,000 to cover alarm-monitoring costs and general maintenance. It is also recommended that £500 is added to the budget to cover utility costs. This additional funding is required for 2017/18 budget period only and can be funded from the Council's contingency. However, if the building is not leased during 2017, the funding will need to continue in successive years until an operator is

secured. The funding of these further costs will need approval at the appropriate time.

7.2.2 Staff time for working on the project will need to be allocated. This will be found within existing staff teams.

7.2.3 Costs associated with the drafting and agreeing the lease for the building will need to be met from existing internal resources.

7.2.4 The capital cost and funding of the internal fit out of the building will be externally funded and there is no Council capital contribution required.

### 7.3 Legal Implications

7.3.1 The Council will be best placed to secure the community objectives and mitigate its exposure to liabilities through the leasing of the building to a third party organisation as proposed. All legal implications will be carefully managed through the leasing process and the relevant teams will be engaged as required to support this.

### 7.4 People Implications

7.4.1 No people implications have been identified at this time.

### 7.5 Property Implications

7.5.1 Management of the Carriage and Wagon Shed until leased to a third party organisation.

7.5.2 Leasing of the Carriage and Wagon Shed to a third party organisation.

7.5.3 Fit-out of the inside of the building subject to funding.

7.5.4 Generally otherwise as set out in the report.

### 7.6 Consultation

7.6.1 Consultation has been undertaken as part of the planning process.

7.6.2 Additional consultation will be undertaken on aspects of the project managed by the council when requirement is identified.

### 7.7 Equalities and Diversity Implications

7.7.1 No Equality Analysis has been undertaken. It is not envisaged that an analysis will be required. However, consultation with the Senior Advisor for Equalities and Inclusion will be undertaken.

## 7.8 Risk Assessment

<b>Risk</b>	<b>Mitigation</b>
No third party organisation able to lease the building	Work with group already interested in the building. Reserve the opportunity to sell the building.
Funding bid for internal fit-out unsuccessful.	Look for alternative funding opportunities and submit bids.
Shoebury Coastal Community Interest Company not able to develop a viable option to manage and lease the building.	Operation and management of the building would be advertised openly for an alternative community of commercial operator.
Objections during the planning application process.	Work with the local community via the Shoeburyness Coastal Community Team during this phase.

## 7.9 Value for Money

7.9.1 All works will be procured in line with the Council policies and procedures.

## 7.10 Community Safety Implications

7.10.1 None identified.

## 7.11 Environmental Impact

7.11.1 The operation of the Carriage and Wagon Shed will look to minimise the impact on the local environment.

## 8 Background Papers

- Options Appraisal for Carriage and Wagon Shed
- Designs for Internal Layout
- Shoeburyness Coastal Community Team Economic Plan

## 9 Appendices

Appendix 1 – Location Map of Carriage & Wagon Shed

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Saint Andrew South Shoebury...

Baby Sensory Shoeburyness

Local School of Motoring

Gunners Park

Southend Foreshore

The Shorehouse

ATM (Shorehouse Harvester)



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# Southend-on-Sea Borough Council

Agenda  
Item No.

## Report of Director of Public Health

to  
Cabinet

on

20<sup>th</sup> September 2016

Report prepared by:  
James Williams, Head of Health Development

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### Southend-on-Sea Joint Adult Prevention Strategy 2016-2021

**People Scrutiny Committee**  
**Executive Councillor: Councillor Lesley Salter**  
*A Part 1 Public Agenda Item*

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#### 1. Purpose of Report

- 1.1 To present the draft Southend-on-Sea Joint Adult Prevention Strategy 2016 - 2021.

#### 2. Recommendations

- 2.1 That the draft Southend-on-Sea Joint Adult Prevention Strategy 2016-2021 and associated action plan are agreed.

#### 3. Background

- 3.1 The Care Act (2014) placed a new duty on local authorities to promote individual wellbeing and provide prevention services. This duty requires the Council and its partners (NHS Southend CCG) to provide or arrange services that prevent, reduce or delay the need for support among local people and their carers.

- 3.2 Prevention in the context of this paper refers to any intervention or action that prevents, reduces or delays deterioration in the physical and mental health of adults resident in Southend. For example, admission (or readmission) to hospital that could have been prevented if an individual was provided with the skills to self-manage their chronic condition, or permanent placement in a residential care setting due to an individual not being able to live independently due to social isolation.

- 3.3 There are 3 generally accepted types of preventative activity.

#### 3.4 Primary prevention

Primary prevention is defined as interventions and services aimed at individuals who have no current particular health or social care support needs. The aim of primary prevention is to help people avoid developing needs for care and

support by maintaining independence, good health and promoting wellbeing. Interventions include: providing universal access to good quality information and advice, supporting safer neighbourhoods and promoting healthy and active lifestyles.

### 3.5 **Secondary prevention**

Secondary prevention refers to interventions or services aimed at individuals who are at risk of developing needs, where the provision of services, resources or facilities may help slow down any further deterioration. Screening or case finding may be used to identify those individuals most likely to benefit from targeted services. Examples include NHS Health Checks and postural stability programmes for falls.

### 3.6 **Tertiary prevention**

Tertiary prevention refers to interventions aimed at minimising the impact of disability or further deterioration in people with existing health conditions or complex care and support needs, including supporting people to regain skills and reduce need where possible. Action is taken to manage any adverse event that could trigger entry into a high cost service, which could include admission into hospital or residential/nursing care. Examples include re-ablement and support to people with serious mental health problems.

3.7 The Southend Health and Wellbeing Board requested the development of a Joint Adult Prevention Strategy and agreed the scope and key outcomes. A multi-agency task and finish group was subsequently established to oversee its development.

3.8 The strategic aims of the Joint Adult Prevention Strategy reflect partnership priorities and the key issues impacting on the health of local people. The high level priorities are:

- To focus action to embed prevention in all policies
- To improve access to high quality information, advice and signposting
- To support people to increase their sense of control and resilience in their lives by enabling them to effectively self-manage their condition.
- To promote specific action to improve health & wellbeing
- To prevent, reduce and delay the use of health or care services.

3.9 The scope of the strategy is restricted to adults (persons aged 18 years and over). The strategy aims to deliver specific improved health and wellbeing outcomes for:

- Older people
- People with learning disabilities
- Older people with mental health problems
- People with physical disability including sensory impairment
- Carers
- People with chronic long term conditions in direct receipt of social care or health service support

Indicative high level indicators and outcomes are set out in the action plan.

## **4.0 Programme of delivery**

- 4.1 The outcomes of this strategy will be delivered through collaboration and engagement with key partners. The Southend Health and Social Care Transformation Programme will provide programme oversight and governance in relation to specific initiatives and deliverables.

## **5.0 Reason for Recommendations**

- 5.1 The Southend Joint Adult Prevention Strategy and associated action plan will facilitate a shared preventative approach across all key local organisations, enabling earlier identification and actions to address issues in those people at greater risk of poor health outcomes.  
The strategy also shifts the emphasis away from service provision to the empowerment of people to take steps to improve their own health and helping to develop community resilience.
- 5.2 A clear strategy to deliver prevention in localities is a requirement of the Mid and South Essex Sustainability and Transformation Planning process. This process requires local NHS commissioners and providers of health care to work with local authorities and their partners to put in place a joint plan to deliver, sustain and improve health and care services for local people.

## **6. Corporate Implications**

- 6.1 Contribution to Council's Vision & Corporate Priorities

Implementation of the Southend Joint Adult Prevention Strategy will help to services to delay people's need for social care and health services and to promote the wellbeing of our community.

- 6.2 Financial Implications

There is a strong financial case to invest in evidence based preventative activities. Effective prevention done at the right scale can reduce the cost of expensive NHS or social care services. The strategy action plan provides some examples of potential benefits that can be achieved through 'industrial scale' action or specific targeted interventions.

- 6.3 Legal Implications

The Health and Social Care Act 2012 placed a statutory duty on Health and Wellbeing Boards to promote partnership working to improve the health of local people. The Care Act 2014 requires local authorities to provide prevention services.

- 6.4 People Implications

None.

- 6.5 Property Implications

None.

## 6.6 Consultation

The development of the strategy has been overseen by a multiagency task and finish group. Following approval at Cabinet, the strategy will be subject to a consultation.

## 6.7 Equality and Diversity Implications

Equality issues have been taken into account in the development of the strategy. An equality impact assessment will be performed on the final agreed strategy.

## 6.8 Risk Assessment

Failure to deliver on the overall aims set in the strategy will impact on the ability of the health and social care system to embed prevention and failure to meet efficiency targets in relation to reducing hospital admissions and use of adult social care.

## 6.9 Value for Money

Delivery of the key strategic aims of the strategy will contribute to a reduction in costs for the health and social care system.

## 6.10 Environmental Impact

None.

## 7. **Background Documents**

None.

## 8. **Appendix**

Appendix 1 – The Southend-on-Sea Joint Adult Prevention Strategy 2016-2021.

# Southend-on-Sea Joint Adult Prevention Strategy 2016-2021



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“Invest in prevention, not remediation.  
Invest in flourishing lives, not in correcting problems after they appear.”  
*‘Professor James Heckman Nobel Laureate’*

## **Foreword**

I am delighted to introduce the Joint Adult Prevention Strategy for Southend-on-Sea 2016-2021. This strategy is focused on the adult population of the Borough. It sets out our ambition to reshape the landscape of Southend through preventing illness and disease to avoid the need for costly treatment and care.

We know that a quarter of the population of Southend-on-Sea live within the most deprived 30% of all areas in England. These people suffer worse health outcomes than people living in our more affluent areas. Men in the most deprived areas of Southend live 11.1 years less than men in the most affluent areas of Southend, for women this figure is 10 years. I am determined to redress this inequality.

We know that the biggest challenges to health and wellbeing in the 21st century are related to risks from diseases and conditions that we can do something about. These include cardiovascular disease, cancer, hypertension, obesity and lifestyle related dementia. By taking positive action to address modifiable risk factors for these conditions, we hope to create an environment in Southend where everyone can achieve their full potential.

I am clear we must change how we do things. Prevention 'at scale' is the only way to secure our communities health and tackle the significant inequalities that exist in some areas. We will provide greater access to information and advice to help people better manage their own health lifestyle risks. We will coordinate our programme of prevention to link with the programme of redevelopment and regeneration of the Borough.

My ultimate aim is to make Southend-on-Sea one of the healthiest towns in England by 2020. The implementation of this strategy will be pivotal in achieving this objective.

I recommend this Joint Prevention Strategy to you as one of the key vehicles that will help to improve the health and wellbeing of our local residents.

Councillor Lesley Salter  
Portfolio Holder for Adults, Health and Social Care, and  
Chair of Southend Health and Wellbeing Board

## 1.0 Our Vision

**For Southend to be a Borough which promotes partnership working to improve the health and quality of life for individuals, families and communities, by moving the focus from ill health and disease to prevention and wellbeing.**

### **Mission**

Our mission is to enable Southend residents to live longer healthier lives. Local people will be able to take control and avoid or effectively manage issues that impact negatively on their health and wellbeing. Adults with a pre-existing health issue will be:

- Active partners with their care providers
- Able to problem solve and make changes
- Able to manage thinking and behaviours positively
- Able to access information and support that is useful for them

### **Strategic aims**

To help us achieve our vision, we will use our influence and resources to deliver the following key strategic aims:

- To focus action to embed prevention in all policies  
We will look at transforming the way individuals and organisations recognise the importance of the prevention agenda, so that preventing illness and disease is at the forefront of local policy planning and commissioning.
- To improve access to high quality information, advice and signposting.  
We will create a communication and social marketing programme that provides helpful up-to-date advice and information to signpost people to where to access support.
- To support people to increase their sense of control and resilience in their lives by enabling them to effectively self-manage their condition.  
  
We will provide people with the necessary skills, knowledge and confidence to self-manage their long term conditions.
- To promote specific action to improve health & wellbeing.  
We will provide improved access to healthy lifestyle services.
- To prevent, reduce and delay the use of health or care services.  
We will support people to remain independent and reduce the need for hospital admissions or care home placement.



This strategy focuses on adults aged 18+ who are resident in the Borough. The specific priority areas for enhanced prevention are:

- Older people aged 65+
- People with learning disabilities
- Adults with mental health problems
- Physical disability (including sensory impairment)
- Carers
- People with chronic long term conditions

## 2.0 Introduction

The Southend health and social care system faces significant challenges. The population is getting older and frailer and there are more adults living with chronic long term health conditions such as diabetes, cardiovascular and respiratory disease. Added to these factors is the impact of fiscal austerity.

The NHS and publicly funded adult social care accounted for £157bn of public spending across the UK in 2015/16. This is equivalent to 8.4% of gross domestic product (GDP) or £1 in every £5 of government spending (1). Although national government made a commitment in 2015 to increase funding for the NHS by £8bn by 2020/21, there has been no equivalent commitment for adult social care, even though the pressures within the social care system are growing at a faster rate than pressures on health care. By 2020/21, it is estimated that 43.4% of national government spending will be allocated to older people and health services.

Locally Southend Clinical Commissioning Group has operated within a tight financial allocation over the last two years. The CCG is managing a difficult financial position, with issues related to the acute hospital sector proving a major challenge. There are also significant financial challenges for Southend-on-Sea Borough Council, which has had to make financial savings of £56 million since 2011/12. Further cuts will be required in future years, totalling £33 million from 2016- 2019.

In order to prevent the system from becoming unsustainable, both health and social care need to work in radically different ways than they did in the past. A key solution is to move 'upstream' and focus on prevention. This Joint Adult Prevention Strategy describes how the Southend health and care system will work in partnership to empower and engage individuals and communities to stay healthier for longer. It describes a fundamental shift from providing services that respond to a person's ill health and care needs, to a proactive model that will reduce, prevent and delay the onset of ill health and loss of independence.

There is good evidence that the introduction of large scale self-management interventions result in measureable benefits, particularly in terms of population health gain and reduced commissioning costs (2,3).

## **2.1 Definition of prevention**

The term 'prevention' refers to a variety of measures taken to improve or maintain the health status of an individual or group of people. Prevention in the context of this strategy refers to any intervention or action that prevents, reduces or delays deterioration in the health of adults resident in Southend.

Prevention is often broken down into three general approaches: primary, secondary and tertiary prevention:

### **Primary prevention: measures to prevent ill health and promote wellbeing**

Primary prevention is defined as interventions aimed at individuals who have no current particular health or social care support needs. The aim of primary prevention is to help people avoid developing needs for care and support by maintaining independence, good health and promoting wellbeing. Interventions include: providing universal access to good quality information and advice, supporting safer neighbourhoods, promoting healthy and active lifestyles.

### **Secondary prevention: measures to identify those at increased risk of poor health or wellbeing and intervene early**

Secondary prevention refers to interventions aimed at individuals who are at risk of developing needs, where the provision of services, resources or facilities may help slow down any further deterioration. Screening or case finding may be used to identify those individuals most likely to benefit from targeted services. Examples include; NHS Health Checks and postural stability programmes for falls.

### **Tertiary prevention: Measures that delay or minimise the impact of existing health conditions**

Tertiary prevention refers to interventions aimed at minimising the impact of disability or further deterioration in people with existing health conditions or complex care and support needs, including supporting people to regain skills and reduce need where possible. Action is taken to manage any adverse event that could trigger entry into a high cost service, which could include admission into hospital or residential/nursing care. Examples include re-ablement and support to people with serious mental health problems.

Preventative activity will only reduce demand within the health and care system, if interventions and outcomes are focussed on decreasing the gap between healthy life expectancy and life expectancy.

Most strategies fail to achieve their ambitions as they often establish new systems that do not take account of local need and pathways. The Southend Joint Adult Prevention strategy uses a place based approach and existing systems to deliver preventative interventions at scale.

## 2.2 The case for prevention

People are living for longer than ever before – since 2002, life expectancy has been increasing year on year in Southend. However, the years lived in good health, have not seen the same rate of increase. This means that many people will be living longer lives, but with more years of ill health or disability.

Population projections suggest that there will be an increase in the numbers in all older age groups from age 65 and over, both nationally and locally. With increasing longevity, there is likely to be a corresponding increase in morbidity within the population associated with long term conditions and other disabilities. The increase in ill-health amongst older people will cause further pressure on health and care services.

## 2.3 The local population

Southend-on-Sea has an estimated population of 177,990 people, of which 18.9% are aged 65 and over - higher than the England average of 17.6%.

The overall life expectancy for men and women in Southend is similar to the England average (79.2 years men, 82.9 years women). Tables 1 and 2 provide 3 year rolling averages for healthy life expectancy in Southend and England, for males and females in the period 2009 to 2013.

*Life expectancy is an estimate of the average expected life span, based on the current patterns of mortality; healthy life expectancy is an estimate of the years of life that will be spent in good health (illness free).*

**Table 1 Life Expectancy and Healthy Life Expectancy for Males and Females Southend**

Year	Males		Females	
	Life Expectancy	Healthy Life expectancy	Life Expectancy	Healthy Life expectancy
2009-11	78.7	63	82.4	64.6
2010-12	79.7	64.1	82.6	64.9
2011-13	79.8	62.6	82.9	64.6

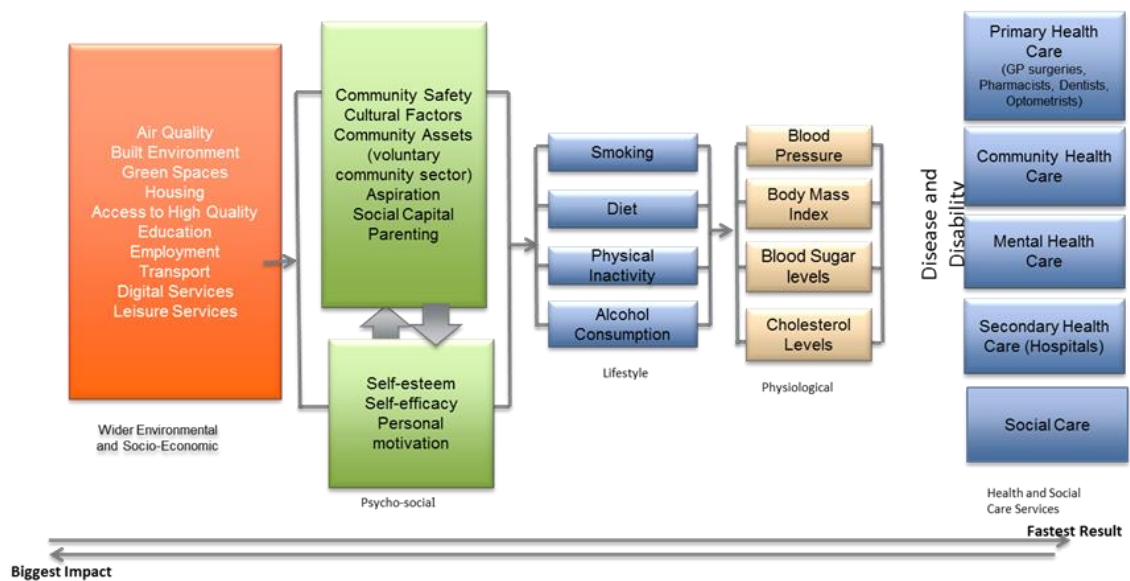
**Table 2 Life Expectancy and Healthy Life Expectancy for Males and Females England**

Year	Males		Females	
	Life Expectancy	Healthy Life expectancy	Life Expectancy	Healthy Life expectancy
2009-11	78.9	63.2	82.9	64.2
2010-12	79.2	63.4	83	64.1
2011-13	79.4	63.3	83.1	63.9

Life expectancy varies from population to population, men and women living in the most disadvantaged areas of Southend have a life expectancy 11.1 years and 10 years respectively, lower than men and women in the most affluent areas of Southend. We know that areas with high levels of deprivation have increased death rates attributable to conditions such as cardiovascular diseases, cancers and respiratory disease (3). Therefore any preventative action we take locally, must also address disadvantage and inequality (3,4).

Between 2012-2014, 1483 Southend-on-Sea residents died prematurely (before age 75) as a result of a condition that could have been prevented (335.1 deaths per 100,000 population). This high rate of premature deaths ranks Southend 67 out of 150 upper tier local authorities for premature mortality in England. Figure 1 shows the potential interaction of a range of risk factors on population health and wellbeing.

**Figure 1 Interplay of risk factors on population health**



### 3.0 The Context for Prevention

#### 3.1 National policy

There are a number of statutory prevention related duties the Council and its partners are required to deliver. The Care Act 2014 places a duty on local authorities to provide or arrange for the provision of interventions, facilities or resources that contribute to preventing or delaying the development of care and support needs by adults. Local authorities must contribute towards preventing or delaying the development of support needs of carers in their area.

The Five Year Forward View sets out NHS policy for the next 5 years (2). This plan establishes a new vision for the English health and social care system. It envisages an integrated, flexible localised system, able to collaborate and respond rapidly to address the key issues impacting on the health of local people. The key concept within the Forward View is the prevention of disease and disability. This Five Year Forward View recognises the sustainability of the NHS, and economic prosperity of the country, depends on a radical upgrade in the manner in which people are supported to live healthier lives.

The current increase in the burden of avoidable illness and disease on the health and social care system in England was predicted in 2002 by Sir Derek Wanless (3).

The Wanless report warned of severe consequences for the Health and Social Care system unless there was a concerted effort focussed on prevention. This report identified 3 possible scenarios:

- **Slow uptake** –no change in the level of public engagement: life expectancy rises by the lowest amount in all three scenarios and the health status of the population is constant or deteriorates. The health and social care economy is relatively unresponsive with low rates of technology uptake and low productivity.
- **Solid progress** – people become more engaged in relation to their health: life expectancy rises considerably, health status improves and people have confidence in the primary care system and use it more appropriately. High rates of technology uptake and more efficient use of resources
- **Fully engaged** – levels of public engagement in relation to their health are high: life expectancy increases go beyond current forecasts, health status improves dramatically and people are confident in the system and demand high quality care. There is a high response and use of technology, particularly in relation to disease prevention. Use of resources is more efficient.

Wanless estimated the fully engaged scenario would result in savings of up to £30bn, but he warned statutory organisations responsible for protecting and improving the public health, needed to take radical steps to engage the public in preventative endeavours.

The alternative to the fully engaged scenario was a rise in health inequalities, more illness and disease and higher costs for the NHS and Social care. The Five Year Forward View is a recognition the fully engaged scenario proposed by Wanless has not been achieved.

Other strategic drivers also advocate a greater focus on prevention. The Care Act 2014 and Health and Social Care Act 2012 place statutory duties on local

authorities and their partners to take action to protect and improve the health of the population.

At a local level, the Southend Health and Wellbeing Board through its Health and Wellbeing Strategy, holds local partners to account for the way in which they deliver improved health outcomes for local residents. The Southend Health and Wellbeing Strategy, has 3 broad impact goals, underpinned by 9 wider ambitions to improve population health.

### **Impact Goals:**

- a) Increased physical activity (prevention)
- b) Increased aspiration and opportunity (addressing inequality)
- c) Increased personal responsibility and participation (sustainability)

### **Ambitions:**

A positive start in life wellbeing	Promoting healthy lifestyles	Improving mental
A safer population	Living independently	Active and healthy ageing
Protecting health	Housing	Maximising opportunities

## **3.2 Sustainability and Transformation Plans (STP)**

The Five Year Forward View has required NHS organisations to engage with local authorities and other partners to produce two separate but connected plans:

- Five year Sustainability and Transformation Plan (STP) - this is place-based and will drive the Five Year Forward View
- One year Operational Plan for 2016/17, organisation-based but consistent with the emerging STP.

Prevention and early intervention is a key theme within STPs. These plans place an emphasis on system wide place based approaches to deliver better and more efficient health and care services. They require action to transform the environments where people live and work, as opposed to simply focussing on a particular behaviour. This prevention strategy will help deliver the Southend locality aspirations for the South and Mid Essex Sustainability Transformation Plan. It will provide a vehicle for collaboration to deliver evidence based prevention across the NHS, social care, voluntary and community interface in Southend.

## **3.3 The extent of the problem**

The main consumers of health care are older people. Nationally it is estimated the number of people of pension age will increase from a base of 12.4 million in mid-2014, to 16.5 million by mid-2039 (9). There is good evidence that people aged 65 and over from lower occupational income groups, have higher levels of

physical, psychological and overall frailty than the more affluent (5). Meeting the needs of these people as they move into old age poses a considerable challenge in Southend.

Southend-on-Sea has an estimated population of 177,990 people, of which 18.9% are aged 65 and over. This figure is higher than the average for England where 17.6% of the population are aged 65 and over. Over 87,000 Southend residents are aged between 40-85. This means there are a significant number of older adults in the borough, who may require preventative support to maintain or improve their health status at some stage during their life.

In the period 2012 to 2014, the premature mortality rate in Southend residents attributable to cardiovascular diseases, was significantly higher than the England average. There were 85.6 deaths per 100,000 population in Southend, compared to 75.7 deaths per 100,000 population in England.

The premature death rate associated with preventable cancers in the same period, was 87.1 per 100,000 population Southend, compared with 83 per 100,000 for England. Increasing levels of physical activity within the population; improving diets through reducing the amounts of sugar and salt consumed; increasing fruit and vegetable consumption and maintaining a healthy weight, are simple but effective ways to reduce a person's risk of adverse events related to cardiovascular disease and preventable cancers (5).

Prevention can also help to reduce deaths from respiratory disease, another key issue impacting on the health of local people. In 2012 to 2014, the death rate from respiratory disease was 17.7 per 100,000 population in Southend, compared with 17.8 per 100,000 population in England. Helping people stop smoking and taking action to improve air quality, will help to reduce the impact of respiratory disease. Working with vulnerable people to keep their homes warm in winter and increasing the uptake of seasonal influenza vaccination in those at risk, will also help to reduce preventable deaths from respiratory disease.

The other major indicator of note is the number of older people aged 80 and over suffering a hip fracture. Falling and associated hip fractures, pose a major challenge in England. Treatment and care costs are in the region of £2 billion each year. The average cost of a single hip fracture is in the region of £28,000 over a 2 year period. Only 1 in 3 older people who suffer a hip fracture return to their former levels of independence and 1 in 3 will need to leave their own home and move into long-term care.

In the period 2012 to 2014, the rate of hip fracture for this age group in Southend was 1,822 per 100,000 population. This rate is significantly higher than the England average (4). Future projections suggest a 243% increase in costs associated with the treatment and care of people suffering a hip fracture. It is estimated these costs will increase to £5.6 billion by 2033 (10).

Prevention has an extremely important role to play to reduce the human and financial costs associated with hip fractures. Simple measures such as screening

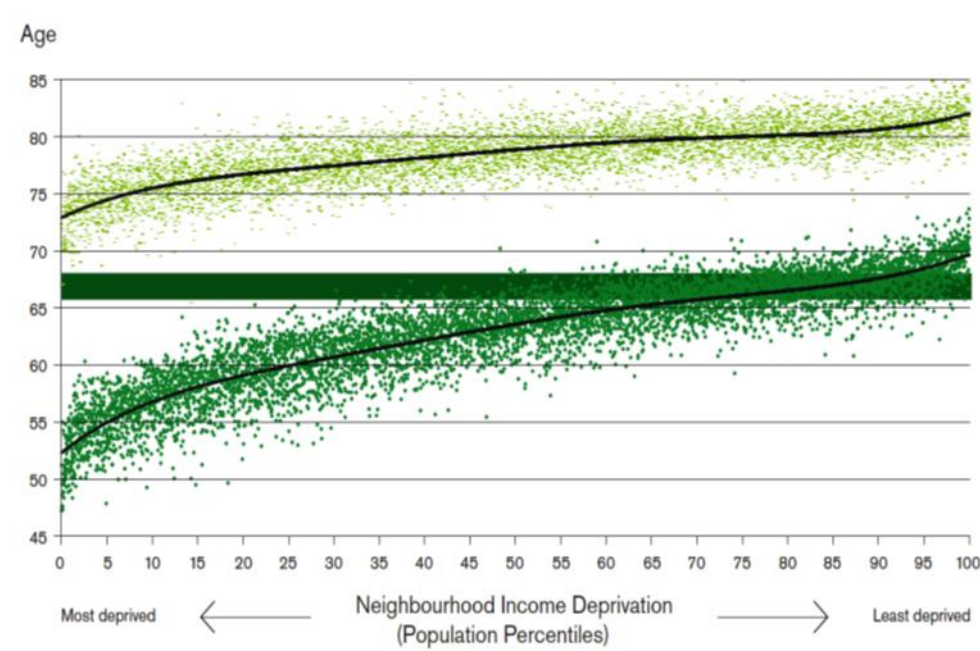
and identifying those at greatest risk of falling and taking steps to improve bone health through increasing weight bearing and physical activity, reduce the number of people suffering a hip fracture.

### 3.4 Non communicable diseases

There is evidence to suggest the increase in the prevalence of non-communicable diseases, such as diabetes, hypertension and cardiovascular conditions, may result in healthy life expectancy not keeping pace with current increases in life expectancy (4). This finding reinforces strong evidence of the relationship between socio-economic status and ill health in later life.

The Marmot review into healthy inequalities in England, identified people living in the poorest neighbourhoods; will on average die 7 years earlier than people living in the richest neighbourhoods (5). Figure 2 provides an overview of this inequality.

**Figure 2 Life expectancy and disability-free life expectancy (DFLE) at birth, persons by neighbourhood income level, England, 1999–2003**



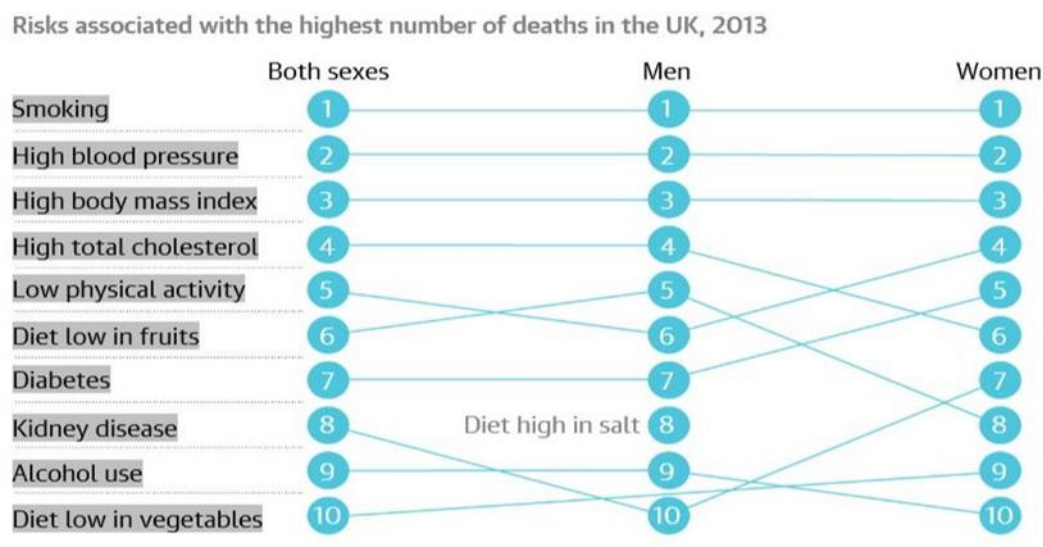
**Source: Marmot Review Fair Society Healthy Lives 2010**

- Life expectancy
- DFLE
- Key:** ■ Pension age increase 2026–2046



In order to be successful, we need to focus on what will provide most benefit for our population. The recent update to the Global Burden of Diseases Study, found tobacco smoking, high blood pressure and obesity to be the risk factors attributable for **most mortality** in the UK (5). Figure 3 provides an overview of these risks and their ranking in terms of causing deaths for men and women in the UK.

**Figure 3 Risks associated with the highest number of deaths in the UK, in 2013**



**Source: Global Burden of Disease Survey 2015**

High blood pressure (blood pressure reading over 140/90mmHg) is one of the leading risk factors for premature death and disability. This condition can lead to stroke, heart attack, heart failure, chronic kidney disease and dementia. The average cost to health and social care commissioners of managing a person who has had stroke, is £12,000 initially and £6,000 every subsequent year.

There are 28,300 **people diagnosed** with hypertension living in Southend. This is well below the estimate of 47,700 people who are believed to have hypertension living in the Borough, which is significantly higher than the England average (8).

Of those diagnosed with hypertension, 22,300 have their condition effectively controlled. The number of people who are controlled is significantly lower than the England average (8). People from the most deprived areas are 30% more likely than the least-deprived to have hypertension. Southend ranks 184 out of 326 local authorities for negative lifestyle behaviours that increases the risk of hypertension. The total cost of prescriptions to treat hypertension was £620,000 in 2014/15 alone. At a cost of £3.98 per item, the Southend costs were 90p per item more than the average cost for England. Addressing this issue by

diagnosing and supporting people to effectively manage their high blood pressure is a local priority.

Over 670,000 people are thought to be living with dementia in England. Care and treatment costs are in the region of £19 billion each year. The cost of treating and managing people with dementia is higher than the cost of treating cancer, stroke or heart disease. Nationally over 550,000 people are caring for someone living with dementia and 1 in 3 people are expected to have to care for a person with dementia in their lifetime. Poor lifestyle can trigger vascular dementia which accounts for 20% of all dementia cases diagnosed. Within Southend the number of people recorded on GP disease registers with dementia as a proportion of the number of people **estimated** to have dementia locally was 68.49%. This figure is lower than the England average and significantly lower than 10 similar comparable areas to Southend (68.71% and 72.44% respectively).

The impact of chronic long term conditions (LTCs) on the Southend population is a major concern. Southend has an older population than the England average and one that is ageing faster. Thirty-one per cent of Southend residents report having at least 1 long term condition. There are also more people in Southend living with three or more LTCs (12.9%, compared to the national average of 10.5%). People with a multiple LTCs are more likely to have complex needs and require intensive health and care support. The average national annual cost to provide care and support to someone with a single LTC is around £1,000. This rises to £3,000 for someone with two conditions and £8,000 for people with three or more conditions. This is borne out by the evidence that suggests people with LTCs account for 70% of health and care spend nationally (11).

There is clear evidence that addressing lifestyle risk factors in the Southend population will help to reduce the impact of non-communicable diseases on the local health and care system.

### **3.5 What works**

Interventions focussed on improving the key determinants of health and addressing wider environmental and socio-economic factors, will have the greatest impact on the life course and reduce health inequalities over the long term. Action to address modifiable risk factors related to non-communicable diseases, will improve health outcomes (categorised under lifestyle and physiological factors) but need to be delivered in a joined up way. This means prevention must be built into all aspects of service planning in Southend preferably through a placed based approach.

There is good evidence that taking **proportionate** action to support people with low or moderate risk factors is a more effective and efficient way to improve the health of the whole population over time. Everyone has different capabilities which will influence the way they respond to challenges to their health and wellbeing. Interventions need to be tailored to enable people to take as much

control of their treatment and care as possible. Those at greater risk of an adverse event should receive more support. Those who are able to support themselves should be given the tools to do so. The latter group may be supported to self-care by being signposted to information and advice, or through further intervention such as referral for lifestyle support.

All the required strategic enablers are available to take forward a place based approach to industrialising prevention in Southend. There is a single upper tier local authority, coterminous with one Clinical Commissioning Group. Southend is a health and social care integrated pilot area, with joint commissioning arrangements overseen by a strong partnership. There is a strong history of collaboration between commissioning and provider organisations.

Southend has the capacity to make this major change. There are dedicated professionals, working alongside equally dedicated and well established community groups and organisations. Southend residents are responsive when motivated. They want to make a positive difference to improve their health and that of their community.

#### 4.0 Links with other local strategies

This Prevention Strategy does not aim to replicate the work of existing key plans. It does however aim to align local current and future initiatives to deliver an industrial scale, placed based prevention approach in Southend-on-Sea. The main local drivers for change are set out in Table 2:

**Table 2: Key local strategies and interventions through which the objectives of this Joint Adult Prevention Strategy will be achieved (list is not exhaustive)**

System Redesign	Population Focus	Wellbeing Interventions	Commissioning
Southend Community Recovery Pathway	Older People's Strategy	Lifestyle Service	LA Commissioning
Southend Complex Care Work stream	Dementia Strategy	Obesity Strategy	NHS Commissioning
Social Care Redesign	Carers Strategy	Physical Activity Strategy	Joint Commissioning
End of Life Strategy	Falls Prevention Strategy	Parks and Green Spaces Strategy	
Digital Strategy	Housing Strategy		
Sustainability Transformation Plans	Mental Health Strategy		

## **5.0 Delivering the strategy**

### **5.1 Implementation, monitoring and evaluation**

Within Southend there are a number of forums and strategic groups to enable effective delivery of health and social care interventions. In terms of prevention, the Southend Health and Wellbeing Strategy provides the overall direction of travel. Operationally, system leaders within Southend work collaboratively to facilitate the local delivery of programmes.

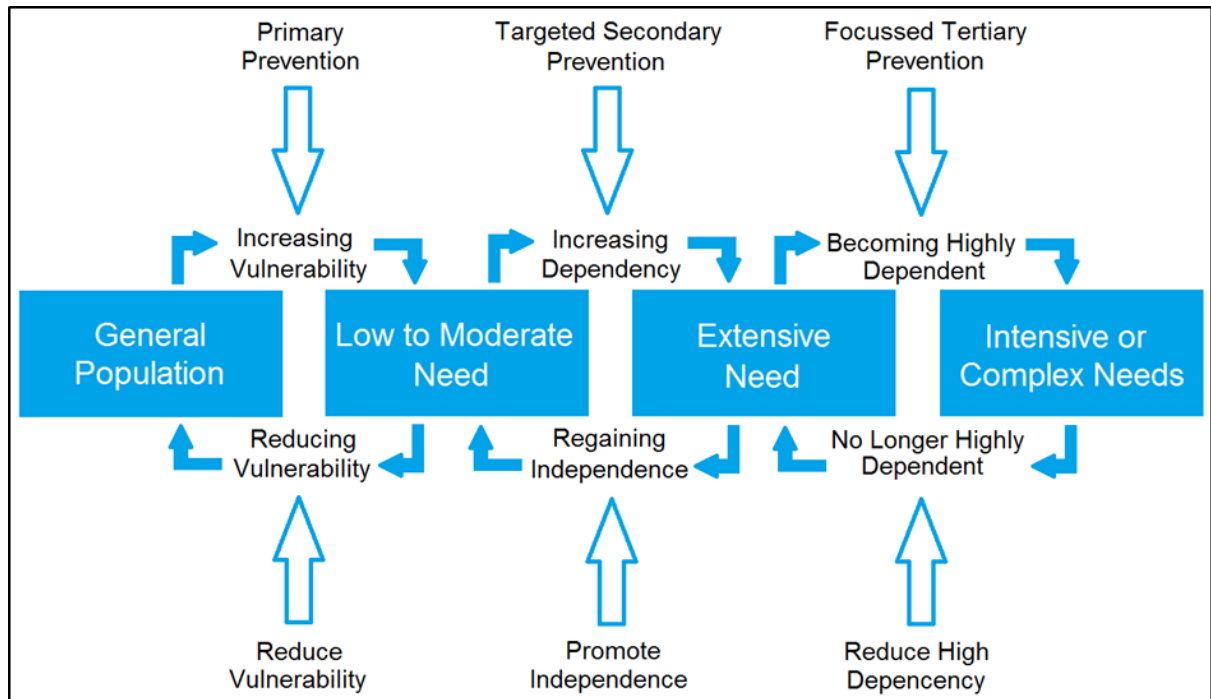
One key intervention that may prove to be a 'game changer' for prevention locally is the commissioning of a Southend Healthy Lifestyle Service. This service provides a single gateway for all locally commissioned preventative interventions. It enables individuals to access support and self-care options to meet their own particular needs. The Southend Healthy Lifestyle Service also facilitates access to interventions available from local Southend third sector providers and voluntary organisations.

Local primary care practitioners have expressed a desire for access to more holistic preventative interventions. The Southend Healthy Lifestyle Service will provide this crucial bridge between primary care and other settings. Social care practitioners will also be able to access this service. These colleagues often identify people who are in need of support and are best placed to signpost or refer individuals according to need.

The Southend Healthy Lifestyle Service will help deliver the vision of a place based approach to prevention. It sits alongside key local programmes, including the Southend Community Recovery Pathway (core programme with the Southend Health and Social Care Transformation Programme). It fully supports secondary prevention. GPs will be able to utilise their expertise in particular targeted case finding and refer at risk individuals to the Lifestyle Service for additional support if required.

Figure 4 provides an overview of how prevention can be used to support people at risk of an adverse health event, or for those who already have a health issue, regain independence.

**Figure 4 Opportunities to deliver prevention to promote independence**



## 5.2 Innovation

In order to achieve the strategic shift to prevention focussed placed based commissioning within Southend, there needs to be a radical rethink of the way we do things.

There are real opportunities to harness technology to improve outcomes for local people. Southend is aligned with new technology providers through its 'Med Tech' partnership with Anglia Ruskin University. It has developed a Digital Strategy and is in the process of implementing a 'Smart Cities' programme that will revolutionise the way local people and those living and working in the Borough, access information, advice and support.

The regeneration of Southend offers the chance to 'design in' prevention opportunities within the local infrastructure. One example is the 'Queensway' regeneration project. This major building project, offers the chance to radically change the physical environment of the Borough, embedding prevention into the physical landscape of Southend.

To get 'full engagement' from the Southend community, we need to harness the power of local people. We have to empower them to take steps to improve their physical and mental health. To do this we propose to identify local 'Prevention Champions' and train them appropriately so they can support their community,

friends and family, to improve their health and future life chances. There should be no shortage of volunteers to take up these roles. Elected members are an obvious choice to become Prevention Champions given their direct contact with local people. But there are many others who could be trained to build local capacity and capability. This approach also aligns with the aspiration of NHS Southend Clinical Commissioning Group to increase local case management for people with long term conditions.

There are a range of actions that will help to improve population outcomes within Southend. The following areas are those the evidence suggests are most effective in terms of reducing or delaying the impact of adverse events. It is important to note these actions focus on people at risk (as detailed in the prevention strategy scope) as opposed to the general adult population of Southend-on-Sea.

### 5.3 Key priority areas

#### **Key Area 1: Proactively support lifestyle behaviour change in adults with specific long term conditions (LTCs)**

- Roll out and use of patient activation measures in primary care.
- Increase the number of people living with chronic long term health conditions who access the Southend Healthy Life Style Service.
- Develop a local cadre of prevention champions trained in ***Making Every Contact Count*** behavioural change methodology.
- Increase the proportion of Southend adults (specifically those with a long term chronic health condition, physical disability, mental health) who regularly undertake the recommended weekly levels of physical activity.
- Reduce the proportion of the Southend adult population who are deemed to be overweight and obese.(in particular women of child bearing age)
- Continue to support the work to decrease tobacco use in Southend.
- Decrease excessive alcohol use in Southend.
- Deliver a targeted social marketing programme targeted at risk behaviours to facilitate lifestyle change.
- Use digital technology to improve access to health promotion, information and advice for people who are at risk of or recovering from an adverse event that has impacted on their health.

## **Key Area 2: Creating community capacity and enhancing community resilience.**

- Improve support to carers so they feel they are able to cope more effectively with their caring responsibilities.
- Increase and improve interventions to address social isolation and loneliness in older people, people living with disabilities and carers.
- Supporting people with a long term condition to feel independent and in control of their own condition.
- Support local employers to improve and maintain the mental and physical health of employees.
- Increase the number of volunteers in Southend who are able to actively support people with long term chronic health conditions.
- Continue to address risk factors related to suicide and deaths undetermined

## **Key Area 3: Improve early detection and treatment of risk factors related to non-communicable diseases**

- Increase the number of individuals diagnosed with:
  - Hypertension
  - Atrial fibrillation
  - Chronic Obstructive Pulmonary Disease (COPD)
  - Diabetes
  - Osteoporosis (fragility fracture risk)

Appropriate treatment and management plans are in place to support these individuals in line with best practice guidance for each condition

- Use outreach services to make NHS Health Checks more accessible for the most vulnerable and harder to reach groups within the population.
- Increase uptake of learning disability health checks in primary care.
- Improve detection of risk factors liable to cause deterioration of physical and mental health status in frail older people.
- Reduce the ratio of expected to diagnosed dementia patients on GP primary care registers.

## 5.4 High level prevention indicators

In order to deliver the aspirations of this strategy we will:

- Consolidate a performance matrix to capture the contribution of existing strategies to health improvement outcomes
- Establish mechanisms to inform the inclusion of specific prevention outcomes within all future strategies/programmes within Southend

These two tasks are currently being taken forward. An outline action plan is set out in Appendix 1 that will be used to inform delivery of strategy outcomes. This plan is subject to regular revision in line with the dynamic nature of the Southend Health and Social Care Transformation Programme. The following section sets out an initial range of indicators across the 3 domains of prevention that will be subject to regular review and update.

Indicator	Source
Smoking prevalence (Smoking in Pregnancy)	Public Health Outcomes Framework (PHOF)
Percentage of physically inactive adults	PHOF
Excess weight in adults (Maternal Obesity)	Public Health England
Alcohol related hospital admissions	PHOF
Flu vaccination coverage, adults aged 65+ and those in defined “at risk groups”	INFORM, Public Health England
Percentage of adults eating 5 portions of fruit and vegetables each day	Active People Survey

### Secondary Prevention Indicators

Indicator	Source
Health Checks Delivered	Local commissioned providers
LD Health Checks Delivered	Quality Outcomes Framework (QOF)
Number of patients who have had their activation levels monitored	Local Source (SBC PH)
Incidence of stroke	PHOF
% of patients with atrial fibrillation in whom stroke risk has been assessed using the CHA2DS2-VASc score risk stratification scoring system in the preceding 12 months (excluding those patients with a previous CHADS2 or CHA2DS2-VASc score of 2 or more)	QOF



Completeness of Hypertension registers	QOF
% of patients on QOF Hypertension register with a blood pressure recorded in the preceding 12 months is $\leq 150/90$	QOF
% of patients aged 18 or over with a new diagnosis of depression in the preceding 1 April to 31 March, who have been reviewed not earlier than 10 days after and not later than 56 days after the date of diagnosis	QOF
% of adult carers who have as much social contact as they would like	PHOF
Completeness of COPD registers	QOF
The percentage of patients with COPD who have had influenza immunisation in the preceding 1 August to 31 March	QOF

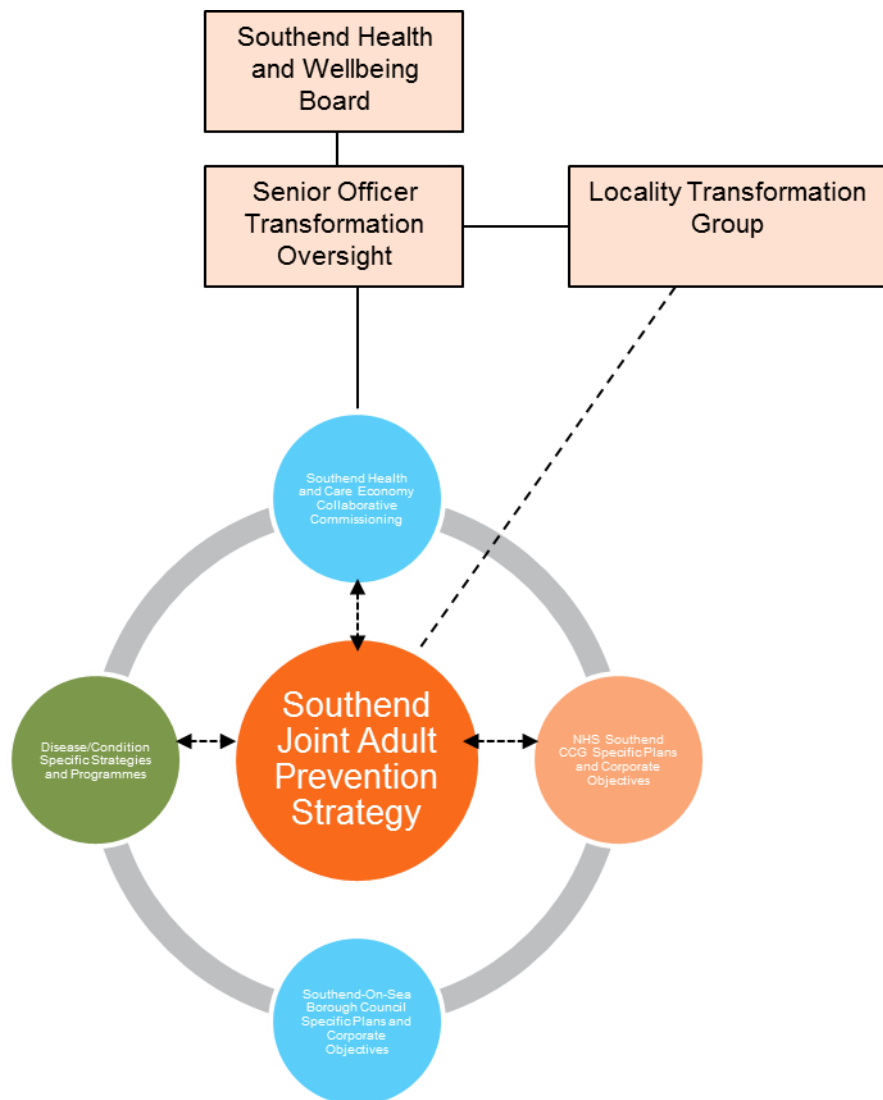
### Tertiary Prevention Indicators

Indicator	Source
Number and rate of falls in population aged 65+	PHOF
Number and rate of falls resulting in fractured neck of femur as Primary Diagnosis in population aged 65+	PHOF
% of patients with a stroke shown to be non-haemorrhagic, or a history of TIA, who have a record in the preceding 12 months that an anti-platelet agent, or an anti-coagulant is being taken	QOF
% of stroke discharges that result in Early Supported Discharge	NHSSCCG/SBC
Completeness of GP COPD registers	QOF
Rate of unplanned hospital admissions for those ages 75+	PHOF
% of population in SBC funded registered care	SBC
% of clients self-caring following reablement	SBC
% of adults with a learning disability who live in stable and appropriate accommodation	SBC
Gap in employment rate between those with a learning disability and the overall employment rate	SBC
% of adults in contact with secondary mental health services who live in stable and appropriate accommodation	SBC
Gap in employment rate between those in contact with secondary mental health services and the overall employment rate	SBC

## 5.5 Oversight

Figure 5 provides an illustration of the relationship between this prevention and strategy and the Southend health and care economy. This diagram is subject to revision in line with pending changes to local governance arrangements within the Southend health and care economy.

**Figure 5 Oversight arrangements**



## **5.6 Summary**

The Wanless 'fully engaged' scenario may take some time to achieve in Southend. Being able to contain demand at current levels and maintaining the status quo might be desirable in some cases. We will know we have made a difference when health and care costs reduce and demand for interventions reduce substantially overtime.

The action plan at Appendix 1 sets out the high-level prevention outcomes to be delivered throughout the lifetime of the Southend Joint Adult Prevention Strategy. Responsibility for delivering condition specific outcomes rests with the relevant strategy and associated local delivery mechanisms. For example, the Southend Physical Activity Strategy is the vehicle that will take forward actions to increase the rate of physical activity in at risk groups; the Southend Carers strategy, actions related to improving outcomes for carers.

Further debate is required to align the key outcomes that are set out in the partnership strategies referenced in this prevention strategy. This work is ongoing. There is a need to be pragmatic and take account of changing population needs and local priorities. The following section sets out how we will monitor the progress of the deliverables set out in this prevention strategy.

## 5.7 Southend Joint Adult Prevention Strategy Action Plan

Key Area 1: Proactively support lifestyle behaviour change in adults with specific long term conditions (LTCs)					
Action	Outcome	Specific Actions	How it will be measured	Lead Organisation	Timescale
1	Rollout use of patient activation measures in primary care (increase the ability of people to self-manage)	All GP Practices to use patient activation measures for routine assessment (annual reviews) with people LTC's People at low activation (1&2) to be referred appropriately for self-management support) Increase the number of people moving from activation levels 1&2 to level 3 or 4 by 10% each year for the period of the strategy (baseline to be established)	Primary Care Coding PH Audit/performance monitoring  SBC-PH contract monitoring - KPI	NHS Southend CCG –SBC PH  NHS Southend CCG –SBC PH	April 2017  April 2017
2	Increase the ability of people living with chronic long term health conditions to self-manage	Increase referrals the Southend Healthy Lifestyle Service (at least 3600 people with LTC referred per annum)	Primary Care (Southend Community Recovery Pathway)	NHS Southend CCG, SBC Social Care, SBC-PH	2017-2020
3	Develop a local cadre of prevention champions trained in <b>Making Every Contact Count</b> behavioural change methodology.	Identify, train and establish a network of local Southend voluntary prevention champions Every GP practice to have an assigned prevention lead responsible for supporting the practice to improve health of people with identified LTCs in each practice.	SBC-PH audit	SBC – PH and NHS Southend CCG	2016-2020

<b>Action</b>	<b>Outcome</b>	<b>Specific Actions</b>	<b>How it will be measured</b>	<b>Lead Organisation</b>	<b>Timescale</b>
4	Increase the proportion of Southend adults (specifically those with a long term chronic health condition, physical disability, mental health) who are regularly undertake the recommended weekly levels of physical activity	Southend physical activity strategy to develop specific baseline and target with interventions for people with LTC's and mental health problems	Active People Survey	SBC PH and SBC Department of Place	2016-2021
5	Reduce the proportion of the Southend adult population who are deemed to be overweight and obese	Implement the Southend Obesity Strategy	Public Health Outcomes Framework	SBC and NHS Southend CCG	2016-2021
6	Continue to decrease tobacco use in Southend	Implement Southend Tobacco control policy Increase number of local businesses in Southend Public Health Responsibility Deal signing up to tobacco control pledge	Local Audit	SBC –PH, SBC Department Place	2016-2021
7	Decrease excessive alcohol use in Southend	Reduce number of people alcohol related hospital admissions for Southend residents Increase identification of excessive alcohol intake in persons aged 40-74 through use of brief interventions following NHS Health Checks	Public Health Outcomes Framework	SBC – PH , SBC DACT, NHS Southend CCG	2016-2021
8	Deliver a social marketing programme targeted at risk behaviours to facilitate lifestyle change	Segment local at risk population (LTC) deliver social marketing programmes to support referrals to Southend Healthy Lifestyle Service	Programme evaluation	SBC - PH	2016-2018

9	Use digital technology to improve access to health promotion, information and advice for people who are at risk of or recovering from an adverse event that has impacted on their health	Implement Public Health Elements of Southend Digital Strategy	Audit TBC	SBC-PH, SBC Place Department	2016-2021
<b>Key area 2. Creating community capacity and enhancing community resilience</b>					
<b>Action</b>	<b>Outcome</b>	<b>Specific Actions</b>	<b>How it will be measured</b>	<b>Lead Organisation</b>	<b>Timescale</b>
10	Improve support to carers so they feel they are able to cope more effectively with their caring responsibilities	Improved and more varied respite for the cared for	Carers survey	SBC Department for People/ Southend Carers Forum	2016-2018
11	Increase and improve interventions to address social isolation and loneliness in older people, people living with disabilities and carers	Develop capacity and capability to support lonely and social isolated older people  Network (volunteers). Engage with volunteers and user led groups to discuss how they can help with improving interventions which address social isolation.	Take up of the opportunities provided  Customer feedback	SBC Department for People/ Southend Carers Forum	2016-2018
12	Increase social connectivity and befriending	Develop local community resilience and local peer networks. Use learning from C2 community development programme to develop local community capacity.  Focus on using strengths-based assessments and care planning, which concentrate on individual abilities and community assets, rather	Customer feedback/ SBC-KPI  SBC - KPI	SBC Peoples Department	2016-2018

		than an approach that overly focuses on deficits and provision to meet need.			
<b>Action</b>	<b>Outcome</b>	<b>Specific Actions</b>	<b>How it will be measured</b>	<b>Lead Organisation</b>	<b>Timescale</b>
13	Establish network of Local Southend Prevention Champions	Work with council community development team to Identify and train local voluntary Prevention Champions to link with local communities and specific target groups	Evaluation criteria will feed into Connect metrics. Social Return on Investment also under consideration	SBC-PH – Vol Orgs	March 2017
14	Support people with a long term conditions to feel independent and in control of their own health	People with LTC able to access local self-management courses and opportunities	GP Survey	SBC PH- NHS Southend CCG	2020
15	Increase the number of people with respiratory conditions (COPD, asthma) who have a seasonal influenza vaccination	Work with primary care teams and NHS England to increase influenza uptake in at risk groups Reduce the rate (100,000) of people with respiratory conditions (COPD, Asthma) admitted to hospital	Inform returns	NHS Southend CCG/ NHS England	2018
16	Support local employers to improve and maintain, the mental and physical health of employees	Continue to support employers signed up to the Southend Public Health responsibility deal and increase the number of new local employers signed up to Southend Public Health Responsibility deal (by a minimum of 10% each year	PH Performance monitoring  Employment Support Allowance Claimants	SBC- PH	2020

Action	Outcome	Specific Actions	How it will be measured	Lead Organisation	Timescale
<b>Key area 3: Improve early detection and treatment of risk factors related to Non-Communicable Diseases</b>					
17	Increase the number of patients diagnosed with hypertension by at least 19%	<p>Increase opportunistic testing of blood pressure within primary care (GP and pharmacy), the Southend Get Healthy Service IHLS and the wider community</p> <p>Improve the uptake of the NHS Health check in 40-74 year olds to at least 75% of those offered a check ( at least 200 new cases of hypertension identified)</p> <p>All people referred to Southend Get Healthy Lifestyle Service to have their BP taken. (Appropriate referrals made/action taken for all those identified)</p>	<p>QOF IHLS KPI</p> <p>PH contract monitoring and PHOF</p> <p>PH -Performance monitoring</p>	<p>NHSE/NHS Southend CCG - PH</p> <p>SBC – PH</p> <p>SBC -PH</p>	<p>April 2018</p> <p>April 2018</p> <p>July 2016</p>
18	Improve the care of those already diagnosed with hypertension	<p>9200 people with hypertension to have BP measured within appropriate range (150/90)</p> <p>Support adherence to treatment and lifestyle by increasing self-monitoring of BP</p>	<p>QOF</p> <p>audit</p>	<p>NHSE/NHS Southend CCG</p> <p>NHS Southend CCG</p>	<p>April 2018</p> <p>April 2020</p>
19	Improve the detection of atrial fibrillation (AF) to match that of comparator CCGs	Targeted action within primary care to identify AF (actions currently being scoped. Measure will be confirmed when finalised)	QOF	NHSE/NHS Southend CCG	April 2020



Action	Outcome	Specific Actions	How it will be measured	Lead Organisation	Timescale
20	Improve the care of those already diagnosed with atrial fibrillation,	All patients with AF who could benefit from anticoagulants are offered treatment. (baseline 2015/16 QOF)	QOF	NHSE/NHS Southend CCG	April 2020
21	Increase uptake of learning disability health checks in primary care	At least 80% of people identified with a learning disability (LD) to receive LD health check  People with LD are appropriately referred for lifestyle intervention to address risk factors related to non-communicable disease	QOF  PH Contract monitoring	NHS Southend CCG  SBC-PH	April 2020
22	Prevent the onset of type 2 diabetes in people at risk of the condition	100 people access the Southend diabetes prevention programme	PH contract monitoring	NHS Southend CCG/SBC PH	September 2017
23	Improve the prevention and detections management of those with diabetes.	Increase the uptake of the NHS health check to 75% (at least 51 new cases of type 2 diabetes identified)	PH contract monitoring	NHS Southend CCG/SBC – PH	April 2017
24	Improve the management of type 2 diabetes	Increase proportion of patients with optimal treatment to national good practice levels	QOF	NHSE/ NHS Southend CCG	April 2020

Action	Outcome	Specific Actions	How it will be measured	Lead Organisation	Timescale
25	Improve the management of those diagnosed with COPD	Support people with COPD to stop smoking (% to be determined)  Improve coverage of flu vaccination for those with COPD ( baseline 2015/16)	QOF  NHSE Flu returns	NHS Southend - CCG SBC-PH	April 2017  April 2017
26	Use outreach to make NHS Health Checks more accessible for the most vulnerable and harder to reach groups within the population	Percentage of people from routine and manual groups who receive an NHS Health Check through the outreach service (at least 800 people checked through outreach service)	SBC-PH and PHOF	SBC - PH	April 2017
27	Increase diagnosis of dementia	Reduce the ratio between expected and diagnosed dementia prevalence in GP primary care dementia registers (baseline 2015/16)	QOF	NHS Southend CCG	April 2020
28	Support older adults to achieve a healthy lifestyle to delay the onset of frailty	Increase throughput of older adults at risk of frailty to Southend Healthy Lifestyle Service to 20% by 2020. Support frailer adults to self-manage and address risk lifestyle behaviours including: stop smoking, physical inactivity, improve their diet, maintain a healthy weight, and reduce alcohol intake. Current baseline 2015/16 is 16% of service users are over 60	SBC PH contracting	SBC-PH	April 2020

Action	Outcome	Specific Actions	How it will be measured	Lead Organisation	Timescale
29	Prevent falls and fragility fractures in older people	<p>Increase number of older people who receive falls risk assessment in primary care (specifically those with cognitive impairment) by 10% each year (107 additional referrals by 2018) (2016 baseline 510)</p> <p>Increase referral of older people at high risk of falls to community falls service/postural stability service</p> <p>Increase assessment and treatment of older people at risk of fragility fractures by 15% (referral baseline into community postural stability service 389 (58 additional referrals per year) 2015/16/ community falls service baseline in 2015/16 510 (77 additional referrals per year)</p>	QOF/SBC PH Contracting	SBC-PH	April 2018

QOF: Quality outcome framework for General Practice      PHOF: Public Health Outcome Framework KPI: Key Performance Indicator in contracts

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# Southend-on-Sea Borough Council

Agenda  
Item No.

to  
Cabinet  
on

20 September 2016

Report prepared by Robert Tinlin, Chief Executive

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## Amendments to Senior Management & Departmental Arrangements

Relevant Scrutiny Committee: Policy & Resources  
Executive Councillor: Councillor Lamb  
Part 1 (Public Agenda Item)

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### 1. Purpose of Report

This report seeks approval for amendments to the senior management structures and departmental arrangements, following from the report in June 2016, to consolidate and align public health functions within the wider Council structure and to position the Council's senior management arrangements to address future budget and society challenges, Council priorities, and the need to plan for recruitment, retention and succession planning.

### 2. Recommendations

It is recommended that

- 2.1 The revisions to the senior management structure set out in this paper be agreed.
- 2.2 The Public Health function is incorporated within the Department for People as described in this paper.
- 2.3 Employment titles are amended as described in this paper and that an additional management level be introduced in order to provide additional leadership capacity and to support staff retention and succession planning.
- 2.4 The detailed allocation of functions and implementation of other arrangements is delegated to the Chief Executive, in consultation with the Leader of the Council, subject to no substantive adverse response to consultations.
- 2.5 Appropriate amendments be made to the Constitution to reflect the new senior management structure once implemented.

**2.6 The Chief Executive will develop proposals in respect of senior officer remuneration (including the new management level) and considered by the Council's PRP Panel later in the year.**

### **3. Background**

3.1 At its meeting in June 2016 the Cabinet considered and approved a proposal to reduce the senior leadership complement by one post and supported a proposal for the chief executive to bring forward a review and redesign of the structure and positioning of the public health service together with proposals for amendments to the senior leadership arrangements to support recruitment, retention and succession planning.

#### **3.2 Proposed revisions to the senior leadership arrangements**

The purposes behind these proposals are, essentially, twofold:

- to ensure that the scarce resources available to the Council, especially in terms of senior leadership, are focussed on how best we can support the future well being of the borough, and
- best plan and manage the structures and human resources available to the Council in terms of recruitment, retention and succession planning.

As outlined in the report in June, the senior leadership team is lean, particularly when compared to other unitary councils, and it is important that the Council makes most focussed use of it, supports it and, as the 2015 Peer Review recommended, ensures sound succession planning. In this way this paper also relates closely to the consultation work underway on "Our Town : Our Future" and links to changing environments in terms of relationships with health, education, demography and the wider economy.

The Corporate Peer Review, carried out by the LGA in October 2015, was very complimentary about the leadership of the organisation but highlighted some areas for consideration for the future. One was on succession planning to ensure that the identified strengths are not diminished. Other areas for consideration were to develop and focus on a transformational agenda, to better integrate the skill set from public health to support a transformational agenda, and to ensure that we have the skill set within our people for the future. The Peer Review into our public health service also identified the need to review the location and function of the service.

The focus and purpose of this paper is, therefore, to look to the future and attempt to put into place a sustainable officer leadership framework to help the Council address the future wellbeing of Southend and its continued role in the wider sub region.

The arrangements proposed in this paper attempt to avoid unnecessary change and disruption to the organisation whilst delivering greater focus on the economy, health, education, skills & training, the overarching opportunities which should come from our digital future and thus providing opportunities for the support to our services for children and adults. These are the elements of transformation which, together, should help drive a better Southend. Internally,

these proposals are also intended to reinforce the benefits of alignment of functions and of greater integration, such as with public health, intelligence, and digital work; that transformational work will be co-ordinated within a realigned role within the Department of the Chief Executive, with our people at its heart.

The proposed revisions are built around three service departments People, Place and Chief Executive.

The Department of the Chief Executive will take a more streamlined and strategic form. It will comprise three divisions. In addition to those for Finance & Resources and Legal & Democratic Services the current People and Policy division will assume a wider role incorporating the customer contact centre functions and responsibility for organisational transformation and be renamed as Transformation.

The Department for People will retain its divisions for Learning, Adults & Housing and Children. The current division responsible jointly with the CCG for joint commissioning will consolidate responsibility for commissioning of services for public health alongside other commissioning activity as Strategy & Commissioning. Further work will be done on how most effectively to assimilate the public health analyst and social services and education data and intelligence activity to achieve enhanced effectiveness and efficiency. Management arrangements will also be developed to co-ordinate these intelligence activities with other similar functions across the Council. It is proposed that the public health activities are resited to become part of the Department for People to best achieve the greater integration identified in the Peer Review report.

The Department for Place will retain its current divisions for Planning & Transport and for Environmental Protection. In order to better place the Council in terms of its management and promotion of major regeneration activity, economy and business development, fostering greater synergies between culture, leisure and tourism, and maximising and integrating the potential benefits from digital investment and opportunities it is proposed that the other two of the four existing divisions be redesigned to optimise the Council's ability to achieve significant benefits for the borough. It is, therefore, proposed that the existing economy, regeneration & tourism division absorb the culture and leisure functions but relinquish business development to become Culture, Tourism & Delivery and that a new division focussed on the management and delivery of major regeneration works together with business development be formed and entitle Regeneration & Business Development. It is further proposed that the existing ICT support and development for the organisation, currently in Corporate Services, be relocated to the Department for Place to form a new division focused specifically on digital futures for the borough along with organisational ICT support and development. These changes will provide the Council with a powerful platform to drive the local economy and enhance the well being of the wider community. The Customer Contact Centre will be transferred to the retitled Transformation

division whilst the remaining, important, activities of the current customer services division will be aligned to other service areas to achieve optimum effectiveness.

These revisions of the leadership structure are also built on, and designed to support, other activity such as the proposals for an education board, devolution, sub regional activity (e.g. the LEP, South Essex Growth Partnership and the Hesselthine Thames Estuary Commission), health integration, investment and commissioning for digital infrastructure.

These proposals are illustrated on the accompanying structure chart.

### **3.3 Public Health**

The Health & Social Care Act 2012 returned a leading public health role to local government and, in April 2013, unitary and county councils took responsibility for a raft of public health activity as well as seeing public health staff transfer to councils from the NHS. Along with a number of responsibilities this transfer gave local government an important opportunity to take a strategic lead for the health and well being of local communities, including the areas of health protection and improvement. The Director of Public Health (DPH) is a statutory role and should be the principal advisor on health matters. Over and above the mandated activity councils are empowered to define and take whatever actions they deem appropriate to improve and maintain the health of their communities. As with all other of our functions the operational structures and arrangements to deliver this public health responsibility lie with the individual authority.

In 2013, when the public health team was transferred, it was left as a single standalone unit reporting to the chief executive. The Peer Review team, in October 2015, recognised that this approach provided a straightforward transition. The Peer Review team went on to say that the time is right to consider how ... to maximise the benefits from the public health function ... to enable a greater impact on health improvement and health protection. It commented that the standalone nature of the service does not help public health to feel part of the council, either for public health teams or for other services.

If it is to be most effective the public health functions need to be as integrated as possible with other activities of the council and would, therefore, benefit from being a more integrated part of one of the larger departments. Given the limited resource base available to the public health team, the reducing Government grant for public health and the synergy with other activities it is also timely to consider how key elements of the public health functions can best align with other similar functions.

This paper proposes that the public health function be integrated within the Department for People to ensure that wider integration, particularly aligning with children's and adult services, housing, other health activity and commissioning, get greater efficiency and synergy with other like activity and leadership support.



The Peer Review team recommended a greater clarity of role, function and resources. To this end, and to optimise scarce resources and skills, the commissioning activity to obtain services will be transferred to the integrated commissioning team, set up to commission service delivery for both health and social care functions. The definition of need and solution, the client side, will remain with the core public health team.

A strength of public health, across the country, is its evidence based approach to its responsibilities. The available resource is, however, small and the council also has similar data analysis and intelligence resource in other parts of the organisation. In order to optimise the available resource, to build resilience into the public health data analysis function and to better ensure evidence based planning and action it is proposed to work to align and co-ordinate the data, analysis and intelligence activity across public health, people and corporate support under the stewardship of the Director for People, DPH and Head of People & Policy (using existing job titles).

In 2016 the school nursing service was transferred to the council. At present the service is operating within the public health team. The workload of this service has changed significantly over the years and is heavily skewed to individual case work at present. The team has an important input into child safeguarding as well as being influential in health screening and the ongoing health and welfare of our children and the transfer with public health and the currently commissioned health visitors service to the Department for People will allow opportunities for greater integration and impact to be explored.

The Peer Review team recommended that the council addresses the areas of clarity of role and purpose, vision and leadership, priorities, focus and outcomes, and influence. To these ends it is proposed that the core functions and focus of the Director of Public Health and the core public health team focus on the three domains of system leadership plus public health protection and improvement. The current senior leadership complement comprises a Director of Public Health and a Head of Health Development. There is residual overlap and duplication from the inherited NHS approach and this paper seeks to provide some differentiation and focus to best utilise scarce specialist resource and to deliver on the Peer Review advice.

### System leadership & Health Protection

Within the Department for People the DPH will be the lead on public health and be responsible for the delivery of the public health functions. The DPH will have responsibility to provide the vision, leadership and clarity (for the council and its partners) on how best to address and promote the health of our residents and community, in essence to be its champion. The DPH will, at least in part, deliver this by better aligning the public health priorities with the Council's corporate plan and priorities and in making sure that these are communicated and embraced by the wider community and partners. The DPH will also deliver this through an annual business plan which will be able to identify the needs and priorities for the borough, define the proposed programme of work (along with clear milestones and outcomes), and influence the priorities of the Health & Well Being Board and critical partner organisations. The DPH will, therefore, be responsible for public health system leadership, policy and strategy

development, partnership and relationship development, statutory advice and support to the CCG/NHS. As part of this role the DPH will also have responsibility for health protection (ensuring that plans are in place by the council or others to manage risks, be they communicable diseases environmental hazards or major incidents) and working as part of the council's emergency planning team.

### Health Improvement & Promotion

A major part of the council's responsibility lies in promoting the improvement in the health of the local population. Part of this responsibility lies in the commissioning of mandatory activity, e.g. health checks sexual health services etc. The responsibility for this and the other improvement and promotion work will be given greater prominence and emphasis in these proposals with a defined lead by a member of the senior leadership team, in this case the current post of Head of Health Development. This will give this activity the importance and drive needed to make a real difference to the quality of life in the borough and, particularly, to begin to make a determined inroad into the health inequalities of the town, to reduce demand on acute and emergency services, and to encourage the local population to take more personal responsibility for their health through their lifestyles. This division of the council, whilst an important part of the overall public health function and taking the lead from the DPH, will be responsible for developing and implementing programmes and campaigns to promote healthy lifestyles, to promote interventions to address health inequality and healthier lifestyles (e.g. on smoking, healthy eating, physical activity, obesity and long term conditions), to promote healthy environments and to develop better information and education on health. This post will work increasingly closely with the integrated commissioning teams and support the DPH in the wider public health activity as needed.

Under the leadership of the DPH greater emphasis will be given to encouraging the corporate responsibility for a healthy community within all parts of the council and its functions and with partner organisations, particularly to achieve the most impact and to avoid perverse decisions, actions and policies working against the overall goal of a safe and healthy community.

### **3.4 Leadership capacity in middle management**

In reviewing the available leadership capacity in the Council it is important to recognise that, whilst the Council's senior leadership team is lean it has proven its resilience and ability to deliver services against shrinking resources. It is also supported by a strong set of group managers who, individually and collectively, are both a current strength and a future leadership resource to be nurtured and supported. The opportunity is available to modify the current strata and responsibilities in this tier of management and leadership to provide an intermediate level of leadership at this level which can both provide support for senior leadership whilst also giving a number of our senior managers the additional exposure, responsibility and experience to stimulate them, retain them and ensure that we plan for succession by making the leap to senior management more attainable and straightforward.

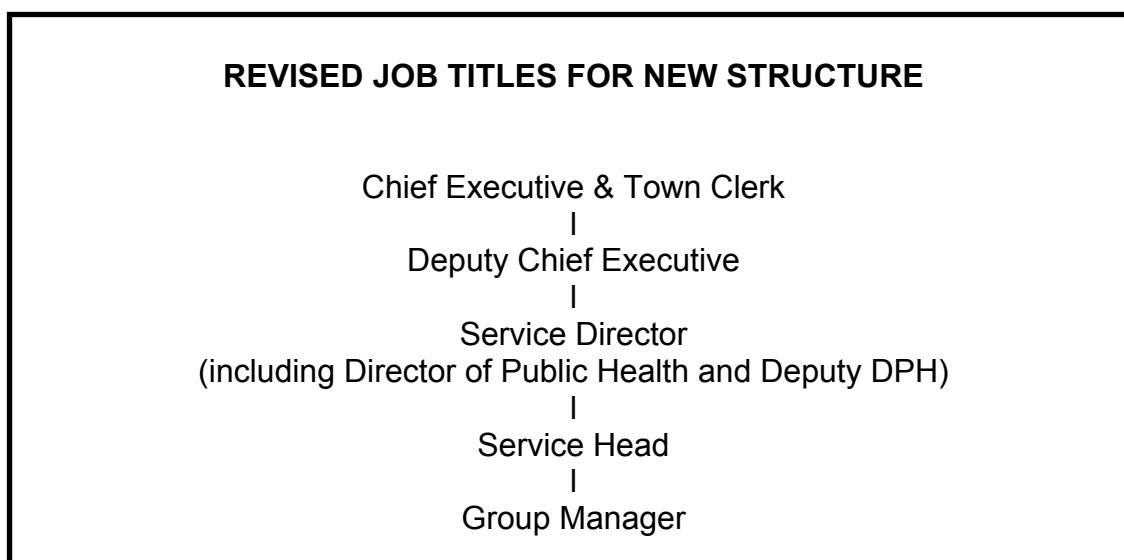
It is proposed to create an intermediate level of leadership between the existing group manager and head of service roles which will allow directors to delegate to and utilise a wider range of leaders for strategic matters whilst also giving a number of "middle managers" greater breadth of responsibility.

### 3.5 Revised Designations for Roles

The new leadership arrangements, the proposed introduction of an intermediate leadership stratum, and the roles and relationships of the differing levels when operating inside and outside the Council require a review and revision of post titles.

Whilst, since the current base structure was put into place in 2006, the corporate directors have in effect deputised for the chief executive as appropriate this restructure to move to two directors would benefit from formally acknowledging these posts as deputies to the Chief Executive and I propose that these two posts be redesignated as Deputy Chief Executive Place and Deputy Chief Executive People. This, in turn, allows for a more realistic recognition of the increasingly inherent position of the existing heads of service as de facto operational directors. Recognising them as such will reflect a trend in some other English local authorities and also resolve ambiguity when operating in the growing partnership arenas. This redesignation will also assist in credibility of these positions outside the Council and also with recruitment whenever we face that challenge, particularly given the challenges in a growing number of professions. This, in turn, will allow the proposed "mezzanine" leadership tier to utilise the "Service Head" designation and allow for differentiation and also to contribute to current and future recruitment and retention issues.

These new designations are reflected in the chart below.



With these redesignations, and the slimming of senior roles, comes a heightened expectation on those occupying each tier of leadership. The two Deputy Chief Executives will need to assume greater responsibility to support the Chief Executive in the strategic operation and direction of the Council whilst the retitled Service Directors will not only be responsible for the delivery of their

areas of service but also need to display wider corporate and departmental leadership and responsibility. Senior leadership cover, especially at peak holiday periods, will be provided from the wider group of Service Heads, Service Directors and Deputy Chief Executives.

#### **4. Other Options**

##### **4.1 There are other options which could be considered.**

Given the slim and competitive current senior management structure the Council could decide to not amend and reduce the number of senior management posts, allowing continued capacity to address and deliver the challenges facing the Council. This alternative option would, however, not reflect the continued reduction in staffing overall within the Council as a result of financial challenges.

The Council could decide to not review and refresh the public health function but this would not address the recommendations of the Peer Review and would not properly ensure the targeted and effective functioning of the service nor address adequately the reducing resource base.

The Council could carry out a complete review of the entire senior leadership structure but this is not, in my opinion, necessary, and would cause unnecessary and potentially damaging uncertainty and disruption to the delivery of services. A wholesale review would also ignore that the current and proposed structures reflect best practice across unitary councils.

#### **5. Reasons for Recommendations**

5.1 The Council last approved modifications to the senior leadership team and structure in 2013. Since that time the Council has continued to experience marked reductions in its finances and has approved budgets which have continued to reduce the overall staff complement. The Council continues to face reductions in available finance and the leadership structure needs to both reflect the overall staffing reduction and be fit to cope with leading the organisation over coming years.

5.2 The Council received the public health function from the NHS some three years ago and now needs to more fully incorporate and integrate public health into the Council operational structure and further its purposes, as suggested by the 2015 Peer Review. These recommendations look to the core statutory and other functions of public health and embed them with other complementary activities.

5.3

#### **6. Corporate Implications**

Most of the corporate implications were identified in my report to the Cabinet in June 2016 but are restated in this report, with further comments, for the sake of completeness in considering these proposals.

## 6.1 Contribution to Council's Vision & Corporate Priorities

This report is aimed at ensuring that the Council remains and “excellent” organisation in terms of its approach to staff, financial stewardship, value for money, focus on priorities and service delivery and planning for the future. Underpinning the proposals in the report is the aspiration to ensure an organisation which is able to address the Council's Aims and priorities for health, the economy, education, skills and training and its environment.

## 6.2 Financial Implications

These proposals incur savings, one-off costs and investments in future leadership. The main ongoing saving arises from the deletion of one director post. There is a limited one-off cost for the redundancy of two senior officers as a result of the deletion of the director post and the redesign of a head of service post. These cost will be met from the Council's transformation reserve. The second redundancy facilitates restructuring functions without loss of a post but utilising different skills and background. It is anticipated that the costs of reforming the public health functions and creating a new, intermediate, leadership tier, will be met from within existing budgets and the saving made from the deletion of the post of Director of Corporate Services.

## 6.3 Legal Implications

The Head of Paid Service (the Council's Chief Executive) is charged with advising the Council on the appropriate resources and structures needed to deliver statutory functions and the Council's own priorities.

These proposals ensure that the Council continues to address its legal requirement to employ a Director of Public Health and the delivery of a public health service alongside other statutory services.

## 6.4 People Implications

This report is intended to minimise the overall uncertainty and disruption to staff and service delivery across the Council. There are, however, some implications for some of our people. The decisions from the report at the last meeting of Cabinet saw one post being made redundant with the loss of one member of senior staff. These proposals make adjustments to a limited number of senior posts and significantly change one post. Discussions have been held with the staff involved resulting in one further redundancy, actioned under the delegated powers agreed by Cabinet on 28 June 2016.

There will be implications for some posts as the public health functions are realigned.

These proposals also provide opportunities for some to assume enhanced responsibilities and to gain further experience in management and leadership which will both develop their skills and contribute to efforts regarding retention of staff and succession planning.

The Council's HR policies will apply as these proposals are implemented.

#### 6.5 Property Implications

There are no property implications.

#### 6.6 Consultation

Consultation was carried out with all staff of the public health team and with all members of the Senior Leadership Team. Discussions were held with the Regional Director for Public Health England, the East of England Director for Public Health England, the Chief Officer for Southend CCG, the Portfolio Holder and the relevant Scrutiny Chairman. Contributions were sought from Southend Hospital and SEPT. As any detailed proposals are brought forward that might impact on staff these will be the subject of full consultation with staff affected and with trade unions in accordance with the Council's HR policies.

#### 6.7 Equalities and Diversity Implications

Detailed equality assessments, as necessary, will be carried out as these proposals are implemented in detail. However, these proposals should not, of themselves, have direct implications for either equality or diversity. The impact of these proposals should provide more opportunity and support for progression and for greater experience. These proposals should also, by their objectives of greater integration and focus on the wellbeing of the borough, help the Council better address equality and diversity issues in the wider community.

#### 6.8 Risk Assessment

As outlined in the report to Cabinet in June 2016, there are risks associated with the proposals contained across the two reports. However, the proposals contained in this report are designed to mitigate these risks by refocussing some activities and better aligning them, and also by addressing retention and succession planning issues and building greater support and resilience for senior leadership through the new, enhanced, tier of leaders.

#### 6.9 Value for Money

The current senior leadership structure is one of the leanest in unitary local government and, as a result, provides excellent value for money. The Council regularly carries out a market review of the competitiveness of its senior salaries and this evidences that the current structure, and consequently the proposed structure, provides value for money.

The proposed senior leadership structure, including the new "mezzanine" tier, continues to provide value for money, utilising the ongoing savings incurred from the decision taken in June, safeguarding existing skills and allowing for enhanced senior capacity whilst providing development opportunities and more structured succession planning.

The Review and refresh of the public health functions and structure will focus the available resources on statutory requirements and local priorities, ensure that particular activities will be aligned with similar activities in other parts of the Council, and address the funding reductions intimated by Government.

#### 6.10 Community Safety Implications

Any community safety responsibilities associated with the affected roles will be aligned to the proposed management arrangements. This will also allow for refreshed co-ordination of functions and roles across the organisation.

#### 6.11 Environmental Impact

There is no environmental impact from these proposals.

### 7. Background Papers

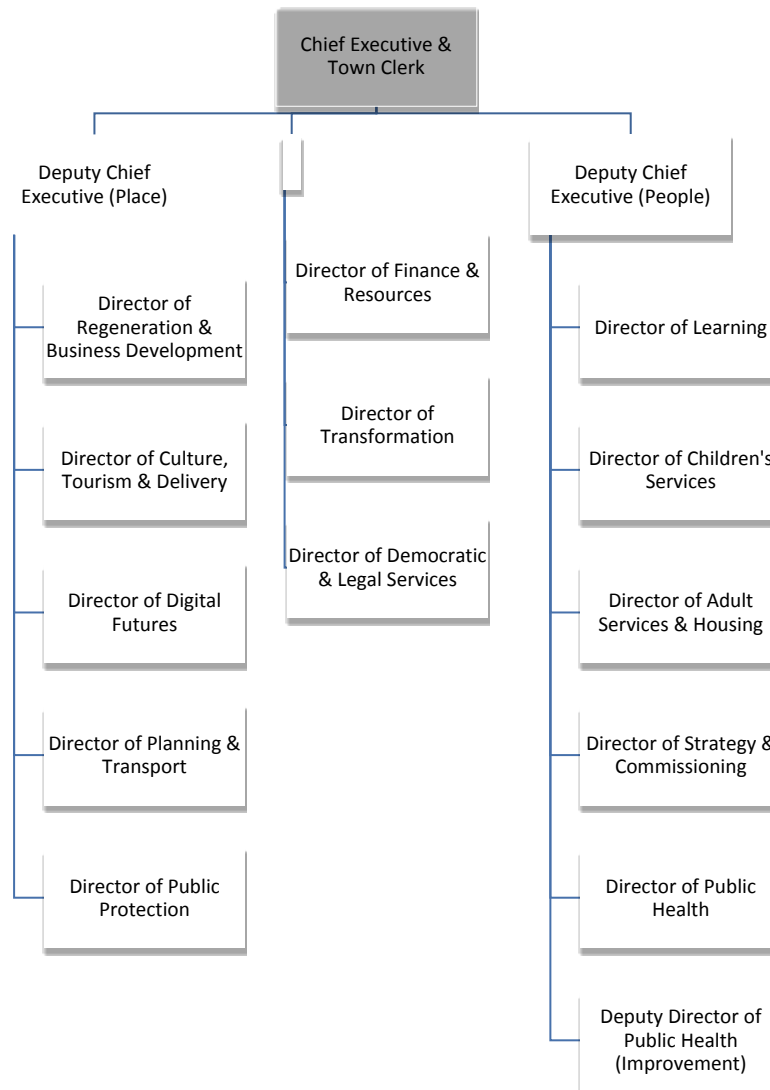
- Report to Cabinet at its meeting on 26 June 2016
- Minute of meeting of Cabinet held on 26 June 2016
- Report of Corporate Peer Review, LGA, October 2015
- Report of Public Health Peer Review, LGA, October 2015
- Fit for the Future, A review of the public health workforce, Public Health England, May 2016
- Directors of Public Health in Local Government - Roles, Responsibilities & Context, Department of Health, October 2015

### 8. Appendices

Appendix One : Revised Senior Leadership Structure

## APPENDIX ONE

### PROPOSED REVISED SENIOR LEADERSHIP STRUCTURE



Within the three departments there will be an additional level of leadership designated Service Head, comprising of a limited number of existing group manager posts given additional delegated responsibility in support of the Deputy Chief Executives and Directors.



## **SOUTHEND-ON-SEA BOROUGH COUNCIL**

### **Meeting of Southend-on-Sea Local Development Framework Working Party**

**Date: Tuesday, 15th September, 2015**

**Place: Committee Room 2 - Civic Suite**

**Present:** Councillor D Norman MBE (Chair)  
Councillors B Ayling, J Courtenay, A Crystall, J Garston and  
C Walker

**In Attendance:** M Thomas, M Sheppard, D Hermitage and R Harris

**Start/End Time:** 18.00/19.00

#### **1 Apologies for Absence**

Apologies for absence were received from Councillors Assenheim and Callaghan (no substitutes).

#### **2 Declarations of Interest**

Councillor J Garston - Agenda Item 4 (Southend Central Area Action Plan) - Non-pecuniary interest - reference to Clifftown Conservation area - lives in the vicinity.

#### **3 Minutes of last meeting**

Resolved:

That the minutes of the meeting held on 11th September 2014 be confirmed as a correct record.

#### **4 Southend-on-Sea Central Area Action Plan**

The Working Party considered a report of the Corporate Director for Place which presented the Cabinet report setting out the Preferred Approach Public Consultation version of the Southend Central Area Action Plan (SCAAP) which was scheduled for statutory consultation in November for a minimum of 6 weeks. The report will be considered by Cabinet on 22nd September 2015.

In response to a number of questions the officers explained the approach being taken to the consultation. The consultation was aimed at anybody with an interest in the central area and as part of the process a range of workshops and engagement events would be held with residents associations, businesses, etc, if resources allow.

The officers also provided clarification on the rationale for the way in which the questions have been set out. It was essential that respondents provide evidence and a rationale for their responses.

The Working Party had an in-depth discussion on the various elements of the consultation document and made the following comments and suggested minor amendments:

- Some of the questions could be reframed and simplified to yes/no and why responses (officers would review previous consultations and take the suggestion into consideration when framing the final consultation document);
- An Executive Summary/easy read version should be produced to sit alongside the consultation document (officers agreed that there was merit in providing a summary document);
- Remove the references to 'Policy Area' under Paragraph 26 on page 17;
- Add references to health (such as doctors surgeries, dentists and health centres) and education (expansion of the college and university) to Paragraph 29 on page 20;
- Add a reference to the management of empty shop frontages under Policy DS1 on page 23 (e.g. the use of frontage 'wrap-arounds'/art coverings); and
- Revise the wording under (a) Housing on Page 7 to read "The 'core' town centre...."

The Working Party also discussed a number of other issues such as car parking capacity and accessibility of the town centre. The officers explained that these issues were covered in the consultation document.

Resolved:

1. That, subject to the minor amendments made at the meeting (summarised above), the recommendations contained in the report to Cabinet be supported.

**Chairman:** \_\_\_\_\_

## **CABINET**

Tuesday, 20<sup>th</sup> September 2016

### **COUNCIL PROCEDURE RULE 46**

The following action taken in accordance with Council Procedure Rule 46 is reported. In consultation with the appropriate Executive Councillor(s):-

#### **1. The Corporate Director for Corporate Services authorised:**

- 1.1 Land at Westbarrow Hall Park - Disposal of Open Space  
Following the advertisement of the proposed disposal of land in the above location in the District of Rochford, and receipt of a single objection relating to the preservation of a small section of an unofficial footpath, to proceed with the proposed disposals in connection with the delivery of Airport Business Park Southend.
- 1.2 Insurance for Property Portfolio  
The extension of the current contract for the provision of insurance cover for the Council's property portfolio on the same terms and conditions to 31<sup>st</sup> March 2018.
- 1.3 Senior Management Arrangements - Head of Culture  
Pursuant to Minute 66 of the meeting of Cabinet held on 28<sup>th</sup> June 2016, approval of the resign of the post of Head of Cultural Services and the voluntary severance arrangements for the current post holder.

#### **2. The Corporate Director for Place authorised:**

- 2.1 Essex County Council and Southend Borough Council Joint Working Agreement (JWA)  
The issue of the letter to Essex County Council giving provisional notice of Southend Borough Council's intention to exercise its rights under the JWA and consider the voluntary termination of the PFI project (Residual Waste Treatment Contract).
- 2.2 Response to Draft Castle Point Local Plan Consultation (January 2016)  
The content and submission of the Council's formal response to the above-mentioned consultation within the statutory timescale.
- 2.3 Garon's Pavilion Surrender  
The surrender of the lease of the pavilion to the Garon Trust to enable them to invest in the pavilion and to increase its use.

#### 2.4 SPONGE Project: Implementation of the Sustainable Urban Drainage Systems (SuDS)

The entering into an agreement to obtain the funding of €336,000 from the EU Interreg 2 Seas project towards the implementation of SuDS measures in the Southend Central Area Transport Scheme area, Better Queensway Development and critical drainage areas along the seafront. This is following the Council's successful bid for funding under the project. The project will run for four years (ending June 2020) and will support Southend in becoming more resilient to climate change and reduce the impact of future floods. The Council's contribution will be approximately €224,000.

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

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