

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

Place Scrutiny Committee

Date: Monday, 5th July, 2021

Time: 6.30 pm

Place: Council Chamber - Civic Suite

Contact: Tim Row - Principal Democratic Services Officer

Email: committeesection@southend.gov.uk

A G E N D A

1 Apologies for Absence

2 Declarations of Interest

3 Questions from Members of the Public

4 Minutes of the Meeting held on Monday, 15th March 2021

****** ITEMS CALLED-IN/REFERRED DIRECT FROM CABINET
HELD ON 15TH JUNE 2021**

5 COVID Update

Minute 53 (Cabinet Agenda Item No. 4 refers)

Called-in to all three Scrutiny Committees by Councillors Cox and Davidson

6 Southend New Local Plan

Minute 55 (Cabinet Agenda Item No. 6 refers)

Called-in by Councillors Cox and Davidson

7 Culture-led Regeneration and the Town Centre

Minute 56 (Cabinet Agenda Item No. 7 refers)

Called-in by Councillors Cox and Davidson

8 Electric Vehicle Charging Policy (Pages 409 - 432)

Minute 60 (Cabinet Agenda Item No. 11 refers)

Called-in by Councillors Cox and Davidson

**9 Minutes of the Environment, Culture, Tourism and Planning Working
Party held 8th June 2021**

Minute 68 (Cabinet Agenda Item No. 19 refers)

Called-in by Councillors Cox and Davidson

****** ITEMS CALLED-IN/REFERRED DIRECT FROM CABINET COMMITTEE
HELD ON THURSDAY 10TH JUNE 2021**

10 Thorpe Bay Gardens - Covenant

Minute 49 (Agenda Item No. 6 refers)

Called-in by Councillors Cox and Davidson

**** **ITEMS CALLED-IN FROM THE FORWARD PLAN**

None

PRE-CABINET SCRUTINY ITEMS

**** None

**** **OTHER SCRUTINY ITEMS**

11 In-depth Scrutiny Project - To improve and increase domestic waste recycling in the Borough - Draft Final Report

12 In-Depth Scrutiny Projects and Summary of Work 2020/21
Report of Executive Director (Legal & Democratic Services)

TO: The Chair & Members of Place Scrutiny Committee:

Councillor A Moring (Chair),

Councillors N Folkard (Vice-Chair), K Buck, J Beck, A Bright, D Cowan, M Dent, F Evans, S George, D Jarvis, K Mitchell, K Robinson, S Wakefield, C Walker, N Ward, J Warren and P Wexham

SOUTHEND-ON-SEA BOROUGH COUNCIL

Meeting of Place Scrutiny Committee

Date: Monday, 15th March, 2021
Place: Virtual Meeting via MS Teams

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- Present:** Councillor A Moring (Chair)
Councillors K Buck (Vice-Chair), B Ayling, J Beck, A Bright, L Burton, A Chalk, D Cowan, T Cox, M Dent, S George, D Jarvis, L Salter*, S Wakefield, C Walker, N Ward and P Wexham
(*Substitute in accordance with Council Procedure Rule 31.)
- In Attendance:** Councillors C Mulroney, M Terry and R Woodley (Cabinet Members) and K Evans
A Lewis, S Moore, J Williams, C Robinson, T Saunders, P Jenkinson, M Sheppard, T Row and E Cook and A Wate
- Start/End Time:** 6.30 pm - 8.10 pm

900 Apologies for Absence

Apologies for absence were received from Councillor Dear (Substitute: Councillor Salter).

901 Declarations of Interest

The following interests were declared at the meeting:

(a) Councillors C Mulroney, M Terry and R Woodley (Cabinet Members) - Interest in the called-in items; attended pursuant to the dispensation agreed at Council on 19th July 2012, under S.33 of the Localism Act 2011.

902 Questions from Members of the Public

There were no questions from members of the public.

903 Minutes of the Meeting held on Monday, 1st February 2021

Councillor Buck took the opportunity to apologise to the Committee and Councillor Woodley for any unacceptable behaviour by him at the last meeting.

Resolved:-

That the Minutes of the Meeting held on Monday, 1st February 2021 be received, confirmed as a correct record and signed.

904 Southend New Local Plan

The Committee considered Minute 855 of Cabinet held on 25th February 2021, which had been called-in to Scrutiny, together with the report of the Deputy Chief Executive and Executive Director (Growth & Housing) presenting a revised and updated Local Development Scheme (LDS), which set out the future programme for the preparation of the Southend New Local Plan.

Resolved:-

That the following recommendations of Cabinet be noted:

“1. That, in order to take forward the Southend New Local Plan in a timely, coordinated and efficient manner, the updated and revised Local Development Scheme (set out at Appendix 1 to the submitted report), be approved.

2. That authority be delegated to the Deputy Chief Executive and Executive Director Growth and Housing, in consultation with the Cabinet Member for Environment and Planning, to agree any future updates to the Local Development Scheme (Appendix 1 to the report) as required.”

Note: This is a Council Function
Cabinet Member: Cllr Mulroney

905 Minutes of Environment and Planning Working Party held on Wednesday 20th January 2021

The Committee considered Minute 862 of Cabinet held on 25th February 2021, which had been called-in to Scrutiny. This set out the Cabinet’s decision in respect of the recommendations of the Environment & Planning Working Party from its meeting held on Wednesday, 20th January 2021. These related to the various notices of motion that had been referred to the Working Party for consideration by Cabinet at its meeting on 30th November 2020.

Resolved:-

That the following decisions of Cabinet be noted:

“1. Ban barbeques on beaches and public open spaces

(a) That the Notice of Motion Note relating to the use of barbeques on beaches, parks and open spaces, be noted.

(b) That officers review the potential use of existing byelaws to address barbeques in inappropriate locations.

(c) That officers develop a robust policy for the management of barbeques to support use at suitable locations.

(d) That consultation be undertaken via YourVoice Southend on the use of barbeques on the beaches and public spaces in the Borough.

2. Make our Gardens and Open Spaces to RHS Britain in Bloom Standard

- (a) That the Notice of Motion to make our Gardens and Open Spaces to RHS Britain in Bloom Standard, be noted.
- (b) That the parks that meet the criteria continue to be entered for the Green Flag awards.
- (c). That it be noted that the Parks Team continue to work with friends' groups and volunteers.
- (d). That, if a community group wishes to set up as an In Bloom Committee to enter the Borough in Britain in Bloom, the relevant sections in the Council will liaise with the group.
- (e). That it be noted that the planting and management of the Borough's parks and green spaces will continue to adapt to the changing climate and environment, to support biodiversity, and help meet the varied needs of citizens.
- (f). That consultation be undertaken on Your Voice Southend to provide up-to-date information about how people use the town's parks and green spaces and how they would like to use them in the future.

3. Water Fountains and Water Bottle Refill Points

- (a) That the Notice of Motion on water fountains and water refill points, be noted.
- (b) That no new public water fountains be installed at this stage.
- (c). That the water bottle refill schemes that are available continue to be promoted, with a view to increasing access points for these schemes."

Note: This is an Executive Function
Cabinet Member: Cllr Mulroney

906 Minutes of Transport, Capital and Inward Investment Working Party held on Thursday 7th January 2021

The Committee considered Minute 863 of Cabinet held on 25th February 2021, which had been called-in to Scrutiny. This set out the Cabinet's decisions in respect of the recommendations of the Transport, Capital & Inward Investment Working Party from its meeting held on Thursday, 7th January 2021. These related to the various notices of motion that had been referred to the Working Party for consideration by Cabinet at its meeting on 30th November 2020.

In response to questions in respect of the Ekco Park Estate (see resolution 2 below), the Cabinet Member for Transport, Capital & Inward Investment gave his assurance that a report would be submitted to the next ordinary meeting of Cabinet specifically addressing point 1 in the notice of motion "to investigate the un-adopted highway and land at the Ekco Park Estate with a view to bringing all land on that estate to adoptable standards".

Resolved:-

That the following decisions of Cabinet be noted:

“1. Cycling Strategy

(a) That an update on the LTP4, including the development of a cycling strategy, be presented to the Working Party at a meeting later in the year.

(b) That a report / briefing be added to the Agenda for the next/future meeting of the Working Party providing an update on the progress of the Transport Strategy to date and what the next steps are.

2. Ekco Park Estate

That a Development Control training session be arranged on the planning rules regarding adoption of highways.

3. Tyre Pump Stations

That Portsmouth City Council be contacted to ascertain their experiences on the installation of communal bike pumps in the City as part of the feasibility study to provide similar facilities in the Borough.”

Note: This is an Executive Function
Executive Councillor: Cllr Woodley

907 SO46 Report

The Committee considered Minute 867 of Cabinet held on 25th February 2021, which had been called-in to Scrutiny, together with the report setting out the actions taken under Council Procedure Rule 46.

Resolved:-

That the following decision of Cabinet be noted:

“That the submitted report be noted.”

Note: This is an Executive Function
Cabinet Member: As appropriate to the item

908 Update on Scrutiny Project

The Committee noted an oral update on the progress that had been made in respect of the in-depth Scrutiny study, entitled “To review the level of domestic waste recycling in the Borough, in order to examine what influences residents in terms of their recycling habits and the barriers to achieving a higher rate of recycling and to consider ways of working with residents to improve domestic waste recycling”.

Resolved:-

That the report be noted.

Note: This is a Scrutiny function

Chair: _____

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Southend-on-Sea Borough Council

Report of Chief Executive
To
Cabinet

On
15 June 2021

Report prepared by: Tim MacGregor, Policy Manager

Agenda
Item No.

5

The Council's response to Covid-19 - update

Relevant Scrutiny Committee(s): Policy and Resources; People; Place
Cabinet Member: Councillor Gilbert
Part 1 (Public Agenda Item)

1. Purpose of Report and desired outcomes

To update Cabinet of the action taken by the Council in response to the Covid-19 pandemic and its approach to protect and support residents, local businesses, staff and the borough in general.

2. Recommendation

- 2.1 That Cabinet note the action taken to date in response to the Covid-19 crisis.

3. Background

- 3.1 Cabinet received an outline of the Council's response to the Covid pandemic in June and September 2020, and this report provides a further update on action taken to manage, and live with, Covid going forward.
- 3.2 Tragically, over 127,500 people have died in the UK as a result of Covid, with over 609 deaths in Southend-on-Sea, including, very sadly, two members of council staff (figures based on death within 28 days of testing positive. It has had an all-consuming impact on the day to day life of everyone and on the services, policies, finances and governance of all local authorities.
- 3.3 The Council is very proud of its response, and that of the community and partners, which has saved lives, alleviated a breakdown of health services and supported the most vulnerable in the community. Excellent relationships and work with partners from areas, including health, community safety, education, voluntary sector, business, local authority, civil service and others has been key to a successful response, and these strengthened relationships bodes well for future partnership working. This has enabled: the ongoing provision of Personal Protective Equipment (PPE); getting essentials to those in need via the helpline service; securing accommodation for rough sleepers; getting

financial support to businesses; ensuring residents and visitors are safe on the seafront and elsewhere; ensuring the safety of those in care homes; keeping education going and supporting and rolling out test and trace and the vaccination programme. All this, while keeping day to day services going, was achieved with remarkable speed, dedication and with many staff going way beyond the call of duty. In recognition of this work, and in line with the example of other councils, it has been agreed to grant staff, a one off, extra day of leave and to continue to develop other appropriate forms of recognition.

- 3.4 A series of reports and research have highlighted that the virus and its impact has disproportionately affected the elderly, those with underlying health conditions, those who are less well-off and those from some ethnic minority communities. The equality impact assessment of the impact of Covid-19 on equality groups for the borough has, therefore, been updated and a summary is attached at **Appendix 1**.

- 3.5 The key areas of the Council's response are outlined below.

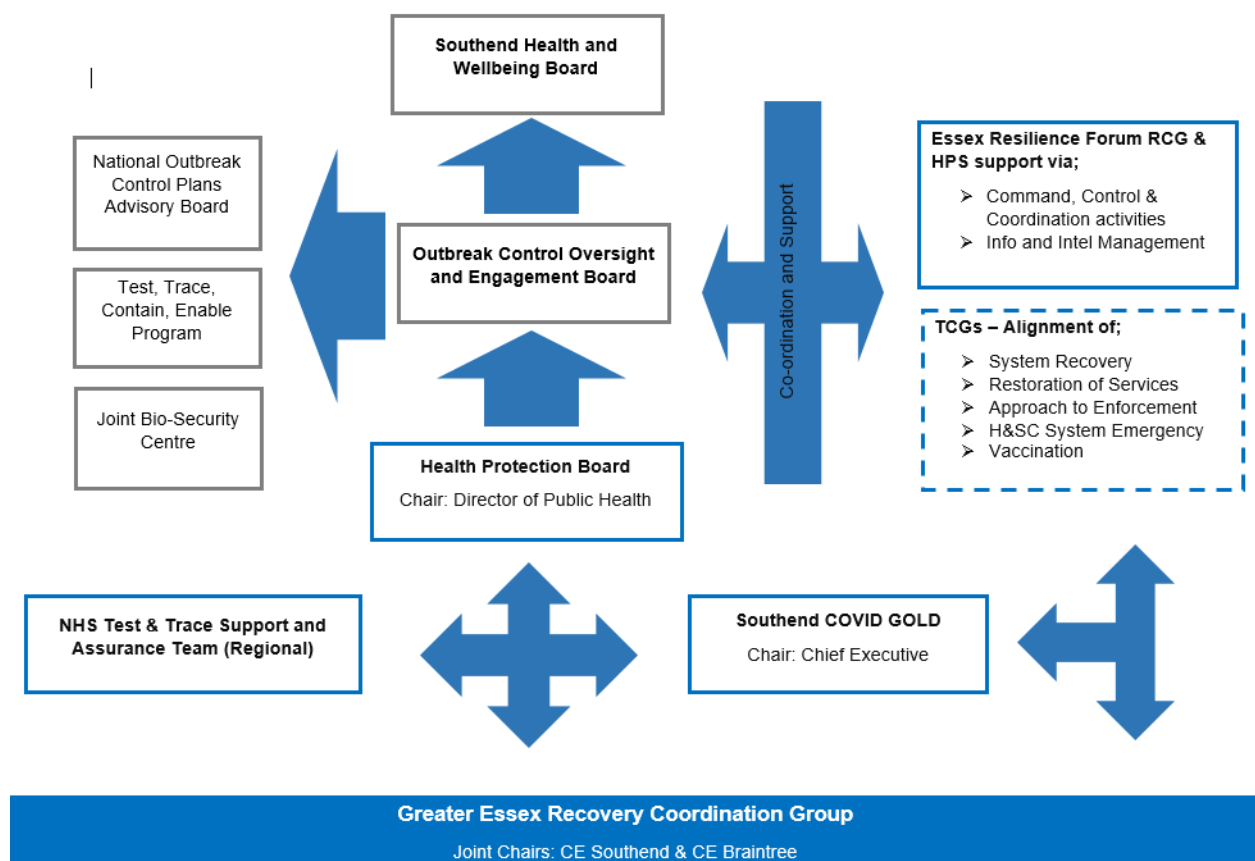
4. Pandemic management

- 4.1 The Council's **civil contingency** arrangements have aligned closely to Government requirements and have been shaped by the collective response of the Essex Resilience Forum (ERF). These arrangements adapted over time, with strategic (gold) and tactical command (silver) staff working with partner agencies in leading the response. Further support in managing the response and recovery has been driven by three 'recovery cells' of senior officers and partners focussed on:

- Pandemic Management & Recovery;
- Economic Crises & Recovery and
- Budget, Sustainability & Transformation

- 4.2 The **Covid-19 Local Outbreak Control Plan (LOCP)**, produced in June 2020 provided the framework for local implementation of the national Test, Trace, Contain and Enable (TTCE) programme and has been central to controlling the rate of reproduction ('R') and reducing the spread of infection. This has been overseen by the **Outbreak Control Oversight & Engagement Board (OCOEB)** of key councillors and the **Health Protection Board**, of key officers and health partners, with the latter meeting weekly (fortnightly from April 2021) to review progress on vaccination, testing, contact tracing, advice on compliance and enforcement of rules and restrictions, infection and mortality rates and to review any local outbreaks and impact of new variants. Engagement with the two MPs is also facilitated by the Director of Public Health. The LOCP was updated in November, and in March 2021 was replaced with a Local Outbreak Management Plan in line with changing circumstances.

Pandemic governance arrangements – Southend and Essex (fig 1):



- 4.3 The local response has, therefore, meant adapting to the latest Government requirements of the borough, including entering tier one (medium) from 12 October, tier two (high) from 2 December, tier three (very high) from 16 December and the new tier four from 20 December, followed by the third national lockdown from 4 January (see **Appendix 2** for the timetable of Government announcements on tiers and lockdowns).
- 4.4 Regular data reviews and analysis have been, and will continue to be, undertaken under the direction of the Pandemic Management’s Consultant in Communicable Disease and the Director of Public Health. Deep-dive analysis is also undertaken by the Data and Intelligence Cell, with independent additional public health intelligence capacity brought in as and when required, with a number of key areas being monitored:
- Change in trends and variation in any defined population groups;
 - Identifying outbreaks and risk to ensure a swift response;
 - Burden of Covid in relation to hospitalisation, mortality, daily infection rate and R rate;
 - Specific areas such as excess mortality in care homes, infection level across wards and more disadvantaged communities, exploring the outputs of Incident Management Teams.
 - Review of Variants of Concern and Mutants (VAM) and need to respond.
- 4.5 Southend has been operating three Lateral Flow Device asymptomatic and four PCR symptomatic testing sites, with additional testing being provided in

collaboration with schools and community home testing and the use of the Twenty One venue on the seafront. The LOMP outlines the detailed arrangements for local testing, the Essex and Southend Contact Tracing Service (ESCTS) and the processes for dealing with outbreaks. The ESCTS provision for the borough is currently under review, with a view to being directly managed by the Council, rather than Essex County, from September 2021.

- 4.6 The NHS, via Primary Care Networks and Essex Partnership University NHS Foundation Trust (EPUT), were able to quickly put in place a successful **vaccination programme** from December, with five sites operating across the borough by mid-January, and a further two, including the Cliffs Pavillion, added. The programme has included identifying and setting up local sites, training staff, recruiting volunteers and developing new processes and procedures. The success of the programme, overcoming operational difficulties such as intermittent supplies early on, is a testimony to excellent collaboration between GP practices, Southend Clinical Commissioning Group, the Council, the voluntary sector and EPUT. This collaboration has also enabled targeted vaccination of the most vulnerable, including care home residents and staff, front line NHS and social care workers, former rough sleepers and to engage with those population groups where there is vaccination hesitancy. As at the end of May 70% of over 15 year olds in the borough had received their first dose and over 44% their second.
- 4.7 The OCOEB has overseen the refreshing of the messaging to the public and stakeholders, which has included regular webinars with schools and businesses, multi-media campaigns to promote key messages on, for example, maintaining social distancing, hand hygiene and using face covering in the appropriate settings. Regular community engagement webinars continue to provide reassurance, responding to local concerns and to gain more insight to support the local response.
- 4.8 The **Covid helpline** has continued to operate during the pandemic, providing advice and support on a range of issues. Calls grew steadily during the Autumn and jumped dramatically to over 1300 in January, with calls mainly relating to schools testing policy and then peaking in March, with testing related queries, including chasing test results. Numbers of calls have since fallen significantly and the need to use re-deployed staff and the operation of the helpline is being reviewed accordingly and to align with the contact tracing service.

5. Social care

- 5.1 Throughout the pandemic there has been severe pressure on health and social care services, and the hospitals in particular, with peaks in April and November 2020 and early January 2021. The Essex Resilience Forum declared a major incident in December 2020, based on the critical demand on the NHS and the resulting heightened demand on social care. This led to enhanced and swift collaboration and escalation in bed management, to allow the hospital to free beds safely. The Council also reviewed other social care provision, such as domiciliary care, supported living and day centres to ensure the right level of support was in place.

- 5.2 A major focus was placed on infection control in all care homes, which included the management and restriction of care home visits, the management of outbreaks among residents and staff and the knock on impact in service provision. This required putting a number of contingencies in place, including using pool staff and volunteers and a re-launch of the Priory House unit in January for the recently discharged from hospital with a covid test. The unit provides capacity for 12 beds to support people before they return to their care home or go to another Covid-19 free care home. In addition, the key worker parking permits scheme for NHS and care workers, enabling them to park when carrying out essential work, was extended to the end of June.
- 5.3 An in depth joint health/social care business continuity plan to manage future outbreaks, and a potential further 'wave' on easing of lockdown and for the coming winter, has been developed. This has been complemented by the development of an Essex wide Adult Social Care Escalation Framework (LAPEL – the Local Authority Pressures Escalation Levels), by the ERF, in January, with specific triggers and thresholds identified to escalate action further and which was seen as good practice beyond Essex.
- 5.4 There has been a particular focus on learning how to enhance services by doing things differently, including using digital methods for social care assessments and Project 49's 'on-line 49' innovative day opportunity for adults with learning disabilities, offering classes and social contact, which has gone from strength to strength. However, there is a real awareness of some of the challenges ahead in relation to social care, including an anticipated increased demand for mental health services.

6. Compliance, enforcement and community safety

- 6.1 Compliance with Government Covid regulations and advice has generally been extremely good, with only a few incidents of serious non-compliance requiring more formal action that led to closure or a fine. Covid 'compliance ambassadors' have been in place since October 2020, and remain in place, providing advice and guidance to business and others (supported by £95,000 government funding). Regulatory Services and Community Safety Officers have also been provided advice and guidance as well as more formal interactions with businesses as necessary. Officers have undertaken regular joint visits with Police to hospitality premises, including those in the night time economy, to ensure compliance and respond to reports of breaches of Covid legislation.
- 6.2 With hospitality premises being closed, there has been a growing number of groups gathering outdoors in open spaces and beaches with their own alcohol - often in large numbers and from outside Southend. This has resulted in more incidents, some serious, of anti-social behaviour. This has all put additional pressures on a number of front line Council services, and on occasions, the Police have put Dispersal Orders in place (such as in Old Leigh) to prevent issues from escalating, where large groups have been involved. Concerns also remain with the impact on levels of domestic abuse, including potential under-reporting of cases. This gives heightened focus to the on-going work to prepare for the new requirements of the Domestic Abuse Act.

7. Re-opening Southend

- 7.1 The Council led and developed its multi-faceted plan, 'Operation Heatwave' to ensure the borough was fully prepared to welcome back visitors and keep residents safe as national restrictions eased. The plan was developed with a local stakeholder group of traders that includes Southend Business Improvement District, Southend Tourism Partnership and Leigh Town Council. The measures and resources will focus on town centre, open spaces, seafront and beaches. Action has included:
- Further use of the 'compliance ambassadors' to work in the community and visit premises to check compliance and signpost to guidance.
 - Extra resources being deployed from end March, including toilet attendants, additional temporary toilets and medical support.
 - Additional litter picking and bin emptying in parks at weekends and during the school holidays.
 - More of the larger 'EuroBins' along the seafront and additional cleaning of parks.
 - Extra seasonal foreshore staff to provide information, advice and first aid.
 - Providing guidance to businesses on reopening safely.
 - Enhancing community safety via a new security base at Jubilee Beach and more resource on monitoring the seafront.
 - The re-opening of car parks and parking enforcement from 29 March 2021.
- 7.2 The group has been working hard to help the local economy bounce back and help businesses to reopen safely while keep residents safe. Promotion of 'Visit Southend Safely' has seen local businesses being provided with signage, poster templates and guidance, with extensive signs being put in shopping areas across the borough.

8. Local economy

- 8.1 While the UK economy is now predicted to have its strongest economic growth (7.25% for 2021) since the Second World War, this follows a drop of 10% in 2020 and the Bank of England says that the economic outlook remains 'uncertain' following the phased ending of furlough support by September. This coupled with the tapered end of a range of other government support measures, the lifting of the business evictions ban and ending of the £20 a week Universal Credit uplift (taking £340,000 a week from local residents), highlight the need for ongoing focussed support for the local economy.
- 8.2 Local businesses, therefore, continued to be supported with a range of government grants and local exemptions provided to cover increased costs or disruptions to cash flow from the various restrictions. Millions have been via Business Grants; Restart Grants; Additional Restriction Grants; discretionary grants; Small Business; Christmas Support Package and Retail, Hospitality and Leisure grant, (see Appendix 3 for detail).
- 8.3 Phase 2 of the Additional Restrictions Grant (ARG) opened at the end of April for Southend businesses that are not covered by other grant schemes, of

particular benefit to micro-businesses of which Southend has a high proportion. Applicants need to demonstrate business related costs and a reduction in their income of at least 25% since November 2020.

- 8.4 The Economic Recovery Cell has developed strong partnership working with Southend Business Partnership, Jobcentre Plus, Citizens Advice and Southend Adult Community College among others to provide support. Work has focussed on six work streams of: economic hardship; business support; employment; communications; major projects and procurement, social value & procurement. Work to support the unemployed, including the opening of a temporary Jobcentre Plus advice centre in the high street to meet increased demand. Zero percent loans have been offered to bring empty town centre units back into use, along with grants to encourage businesses in central Southend to revitalise their shop fronts (both funded by South East Local Enterprise Partnership). The Council also bought the Victoria Shopping Centre to demonstrate its commitment to the future of the town centre.
- 8.5 Work has also been linked to the Council's kickstart programme of work placements for young people, taking advantage of the Community Renewal, Levelling up and Community Ownership funds, the ASELA (Association of South Essex Local Authority (ASELA) Recovery Taskforce, promoting economic regeneration and growth across south Essex and support for business in relation to Brexit. There will be further work on matching data to benefit needs, planning for effective allocation of food vouchers over holiday periods and links to food and fuel poverty, with a focus on 18-25 year olds and ethnic minorities who have been particularly hit by the loss of entry level and less secure jobs.

9. Developing community resilience & engagement

- 9.1 Test and trace and the vaccine roll out have helped to drive better connectivity with different sections of the community. More regular and more informal 'community listening sessions' are now being held with stakeholders and public, including in relation to young people, those with a disability, those from ethnic minority and faith communities and in relation to homelessness.
- 9.2 The Southend Emergency Fund, set up last year, has continued to support grass roots organisations assist those who need immediate help. Led by Southend Association of Voluntary Services (SAVS), resources have been pooled from the Council, residents and businesses. The fund has enabled the provision of food, IT, mental health support and help with utility bills among many other things, with grants of up to £3000 via an easy access platform.
- 9.3 The Council also facilitated the Southend food alliance to bring new and more established grass roots food bank and schemes together, to share resources and knowledge - supplementing community support for provision of free school meals to those in need with a £15 pre-paid card food scheme and agreeing to appoint officer and member food champions.
- 9.4 The [Livewell Southend Directory](#) with over 1000 entries has become an essential tool for the local social prescribing programme which brings together the NHS, the Council and the voluntary sector, linking residents with resources

in their communities to help them stay well and connected. The site also hosts the SEND Local Offer information.

- 9.5 The Council, SAVS and partner organisations have built on the willingness of the local community to be involved and developed a cohort of 'community connectors', to help pass on or signpost people to support/information on the pandemic. Those who sign up are provided with training to develop skills on using local networks and social media, and receive twice weekly briefings, helping to provide key messages and counter misinformation. The scheme has real potential to grow significantly and develop into a network of influencers that share community, council and partner related information and intelligence – reaching those that more traditional methods currently fail to do.
- 9.6 The Council and partners also recognise the essential role played by neighbour to neighbour interaction highlighted in the mutual aid work which began in March 2020, celebrating hyperlocal street networks and acts of kindness via a crowdsourcing of stories and ideas on Good Neighbours. In addition, a 'pulse' survey of local residents was undertaken to discover what the impact of Covid and the lockdown has been, to help shape the borough's recovery priorities.

10. Housing & Homelessness

- 10.1 The successful programme to get rough sleepers into accommodation has continued and developed, with successful funding bids to MHCLG providing a strong position for the Council and partners to continue to provide ongoing support and accommodation. The Council, with help from partners, housed 138 rough sleepers in temporary accommodation with the vast majority being moved into more permanent tenancies, with ongoing support in place. The Council also launched the 'Rapid Assessment Hub' project, which includes:
- Providing single COVID-safe rooms available via Southend's homeless charity, HARP;
 - Carrying out rapid assessments for accommodation pathways for rough sleepers;
 - Finding private tenancies for former rough sleepers to move onto, and
 - Providing former rough sleepers with lessons in life-enhancing skills, such as cooking.
- 10.2 Multi-disciplinary teams of support have been introduced, including mental health outreach workers, in addition to multi-agency outreach worker teams, continuous GP support, a volunteer befriending service and a vaccination programme, covering over 200 former rough sleepers so far. The Council has also used the Next Steps Accommodation Programme and Housing Revenue Account funding to buy additional homes to support the Housing First scheme.
- 10.3 Work has continued in anticipation of the ending of the evictions ban at end of May, by working with social and private landlords to mitigate the impact on tenants and housing supply.

11. Education and Early Years

- 11.1 Working in partnership, the Directors of Education and Early Years and of Public Health, continued to offer support to all setting, school and college

leaders over the past 6-9 months. Significant disruption due to transmission rates towards the end of last year saw services and school provision stretched to meet the needs of those pupils attending and the school's remote provision for those at home. The work of the Education Cell, involving all phases of setting leaders worked throughout to support the production of localised guidance. In addition very regular webinars continued between head teachers and the two directors in order to offer support, guidance and challenge.

- 11.2 Through these meetings, the Council took various positions in relation to the return to schooling at the start of the Spring Term 2021 and the policy on the introduction of secondary school testing. These were sometimes at odds with the position recommended by the Department for Education, but our stance was always guided by what would be in the best interests of our residents. It is fair to say that the relationship between the Council and all settings and schools throughout the pandemic has strengthened.
- 11.3 In addition, the Council has also ensured that direct delivery of services and resources to schools has continued in some form, including the distribution of digital devices to support home learning, and more recently running successful holiday activities for pupils in partnership with schools and providers. Throughout, the Council has also worked very closely with all school leaders to support them in ensuring as far as possible the safety and wellbeing of those pupils not attending school, in particular those classified as vulnerable.
- 11.4 More recently, conversations with school leaders and governors have started of what the 'recovery' curriculum may look like to ensure that any gaps in lost learning as a result of the pandemic are made up over time.
- 11.5 Southend Adult Community College (SACC) was one of the first adult education providers in the country to return to face to face learning and is now delivering 80% of its provision safely across three sites. Remote learning remains in place for 20% of adult learners who are predominantly studying at higher levels. Vulnerable adults and older learners report that being back in college is rebuilding their confidence, improving their mental health and reducing their sense of loneliness. Apprenticeship numbers are slowly growing and demand for skills for employability are increasing with new provision planned to meet local demand. Retention rates are high at 97% and learners say they now feel safe and understand how to keep themselves safe in college, at work and in the community. Welfare checks on adults and young people not attending classes continue to ensure the reasons for non-attendance are monitored. Provision for young people has continued throughout the pandemic with 70% of construction learners securing an apprenticeship, progression course or employment to date.
- 11.6 SACC worked alongside the Council to establish an on-site testing centre for its young people and vulnerable groups who were not attending community testing sites. The college prepared people for home testing and used this time to show adults and young people how to test properly. This would not have been possible without the support of the Council as adult education settings were excluded from the government roll out to schools and colleges. The testing site contributed to the creation of a safe environment for people to work and learn.

- 11.7 The college also fulfilled its role in the community through the preparation and delivery of 4,500 meals for the homeless to provide capacity for the voluntary sector. SACC continues to prepare hot meals for the homeless and those in need within its community.
- 11.8 SACC followed a phased reduction in face to face teaching following the same guidelines as schools, finally closing before Easter. Teaching has continued online with high levels of engagement from 14-16 and 16-19 cohorts, in particular, and community learning. Community learning provision, for example, has 60 courses running with participation rates on average of 86% and rates for Maths, English and ESOL running at around 60%. Welfare checks were undertaken with learners and plans made for a phased return from 15 June, in line with Government guidance, with all learners being risk assessed and only vulnerable young people encouraged to attend in the first instance.

12. Leisure & Culture

- 12.1 Leisure and tourism venues, including museums and galleries, closed from 5 November as part of the second national lockdown, opening briefly in December. They were closed again as Southend entered the highest tier for restrictions and the third national lockdown. Libraries re-opened from 12 April, as did Garons and the Pier, with the other leisure centres, museums and galleries opening on 17 May. The temporary closures saw services adapt, where possible, to on-line provision and also enabled the Beecroft gallery to undergo improvement works, including putting in place a better reception experience for visitors. The Cliffs Pavillion, having been successfully used as a vaccination centre, will re-open in August, with the Palace Theatre due to re-open in September.
- 12.2 Dialogue with Fusion Lifestyle has continued throughout the pandemic to ensure leisure facilities were viable and able to open as soon as possible. The company received £1.2m from the Council and had management fees waived (to be recouped through the Government's income compensation scheme) and were also supported by a successful bid for £400,000 from Sport England's National Leisure Recovery Fund. Discussions have continued on future operating models, accounting, for example, for the greater use of outdoor classes.
- 12.3 The seafront has often been busy with residents, and visitors on warmer days, and seasonal staff were recruited a month earlier than usual this year, helping to cover hot spots. The volunteer beach welfare officer cohort has been expanded for 2021 to cover an increased area and is also extended beyond weekends.

13. Communications

- 13.1 The Council's communications continued to focus on being a trusted source of information, ensuring local people are clear on the frequently changing national restrictions and their impact locally. This particularly related to the consequences of the various lockdowns and placement of the borough in specific tiers. Key areas of communication and campaigns have included:

- Urging the public, businesses and other local organisations to comply with government guidelines, such as maintaining social distancing, wearing masks, sticking to the rule of six and hand washing, to stop the spread of the virus and protect the NHS, particularly as case numbers were rising.
- 'Stay safe, stay apart, stay local' campaign to urge residents to adhere to national guidelines.
- Stay at home and 'Don't Visit Southend' campaigns to urge visitors to stay away during lockdown, reminding them, for example, that all seafront parking and visitor attractions were closed.
- Publicising the test and trace programme, in its various forms as it evolved during the crises.
- 'Get Tested' campaign to promote the variety of testing offer in the borough, including PCR and LFD testing sites, community collect, and also encourage uptake of testing.
- Publicising the vaccination programme in terms of availability, location, eligibility and with targeted messages at groups with low take up.
- 'Thank you' messages, including marking the national day of reflection, for council, NHS staff and other key workers and to communities and groups for their response to the pandemic. This included those who went out of their way to be good neighbours - 'shining a light' on Southend's neighbourly spirit.
- 'Shop Local, Shop Southend on Sea' campaign to help local businesses.
- Facilitating and encouraging a number of print and broadcast interviews to promote and explain key public health measures.
- Publicising the availability and process for obtaining the various grants and loans made available to businesses.
- 'Visit Southend Safely' - welcoming back visitors and keeping people safe as national restrictions eased.
- Notifying residents of council service availability, including closures and re-openings, as restrictions changed.

14. Staffing, future ways of working and Southend 2050

- 14.1 The vast majority of council staff have continued to work remotely, with staff only using council buildings where absolutely necessary or where personal circumstances mean there is no alternative. Covid has transformed the way the Council works and accelerated the way digital is part of the fabric of the organisation, benefiting from a re-designed ICT operating model. This has enabled the rapid deployment of new laptops and softphones, better use of collaboration channels and enhanced network security.
- 14.2 There is a widespread recognition that the Council will not be going back to the way it operated before Covid, and, therefore, conversations are continuing with staff on their experiences of remote working and how this can be best blended with using council and other workplaces and reviewing the Council's overall building requirements going forward. While remote working does not suit everyone, there are also notable air quality, carbon reduction and reduced congestion benefits to the town in reducing staff travel and these benefits are shared with staff in reduced commuting times and costs and the ability to

benefit from improved work-life balance.

- 14.3 Clearly the impact of Covid on the borough, its people and the Council has been huge. In this light a review of the Southend 2050 ambition and desired outcomes is required, along with a fundamental shift in the Council's approach to its change programme. This includes: learning lessons from Covid; integrating the pandemic work streams and the transformation programme (Future Ways of Working) into 2050; working with partners to re-frame desired outcomes, work streams and leads and putting more structure and resource behind the drive for change.

15. Governance and 2021 Election

- 15.1 New governance arrangements put in place to ensure councillors could continue to make key decisions and ensure access by the public by holding on-line or hybrid meetings continued up until the permission to do so expired on 6 May 2021. Despite representations from the Local Government Association and others, formal Council meetings have since been held in person. The pandemic highlighted the need for agile, timely and effective decision making (a theme of the recent LGA 'Health Check' of the Council). A new administration and the easing of lockdown restrictions provides an opportunity to review and revise many aspects of this, including the Council's constitution, supporting councillors to undertake their role and strengthening councillor-officer relations.
- 15.2 The **May 2021 borough and Police & Crime Commissioner elections** posed huge logistical challenges to ensure the democratic process could continue, while the safety of all concerned remained paramount. This included: risk assessments and careful planning for all premises being used; revised layouts to polling stations and count centre to enable social distancing; additional equipment (pencils, masks, screens, sanitisers etc..) being purchased; restrictions on numbers allowed at the count and special arrangements for briefings to candidates and election staff. These measures, among many others, enabled the elections to proceed successfully, including having a turnout that was in line with previous elections.

16. Financial Assessment and Overview

- 16.1 The current financial landscape and operating environment for the Council remains extremely challenging and uncertain. While the Council remains financially resilient from both the impact of Covid and the range of local demand and spending pressures, the Council is currently predicting a cumulative budget gap of £20.7m to the end of 2025/26. The Council's 10 year Financial Sustainability Strategy, agreed in 2020, will, therefore, be reviewed again in the autumn. At the time of writing Government has not yet announced their intentions regarding the next Comprehensive Spending Review or the planned implementation date of previously announced local government finance reform. The future funding challenge is, therefore, clearly very difficult to assess.
- 16.2 The scale and impact of the pandemic has also resulted in an unprecedented national policy and funding response from Central Government. The range, volume and value of different targeted financial support packages have been

issued on a scale never seen before. New announcements have been made on a regular basis containing a varied range of funding/grant support to be either passported on to local eligible businesses and residents or to be used directly by the Council to support our local response to the pandemic.

- 16.3 The total level of Covid-19 related grants allocated to Southend-on-Sea for 2020/21 is outlined at **Appendix 3** and totals nearly **£136 million**. The terms and conditions attached to some of these grant support mechanisms were sometimes issued late or retrospectively, which is perhaps understandable given the scale and urgency to provide funding. A number of funding streams have either been extended into 2021/22 or new funding allocations have been issued for this financial year as the country continues to put in place measures to control further outbreaks of the virus and to try to support local economic recovery.
- 16.4 The Government has also introduced other financial support arrangements such as the Income Guarantee Scheme to help with the impact on the local collection of council tax and business rates. A compensation scheme for sales, fees and charges to try to help to partly offset significant reductions in other local income streams. Finally, additional financial support has been issued to help local authorities cope with a range of additional administration and new burdens associated with assessing and issuing passported funding to eligible businesses and residents where appropriate. To put this into context around 12,000 eligible applications from local businesses have been processed. The scale of this overall level of additional financial support to the Council and associated claims to Central Government are still being finalised as part of the year-end closure of the 2020/21 accounts.
- 16.5 A Budget Transformation Programme for 2022/23 – 2025/26, was agreed as part of the Council's overall budget package, with areas identified to be scoped and developed further during 2021/22. This will support the Council's future financial sustainability, help target resources and avoid a financial 'cliff edge' that would need drastic action over a short time frame.
- 16.6 Other measures to support the Councils drive towards financial sustainability and shape our priority focus include: on-going budget reviews; implementation of outcome-based budgeting; better linking of business planning and budgeting to service outcomes; effective and creative management of service demand; review of major contracts; further implementation of the Commissioning Framework; exploring new commercial opportunities; a range of income generation initiatives and a future business transformation programme.
- 16.7 Outcomes Based Planning and budgeting, started in 2019/20, looks to repurpose and align our resources towards agreed priorities and outcomes. In line with that is a 'Getting to Know Your Business' programme for service managers, introduced in 2020/21, with the first phase helping to establish a baseline for all services on costs, income generation, value for money and relative performance.
- 16.8 This combined assessment, together with a comprehensive 'strategic-fit' review against our Ambition, economic recovery aspirations and delivering better outcomes and value for money, therefore, influenced the development of the

investments, savings, income generation proposals and level of council tax agreed for 2021/22.

17. Other Options

- 17.1 The Council could choose not to outline its response to Covid-19. However, that would mean failing to recognise the huge impact the crisis has had on the borough, its people and the Council along with the Council's approach to recovery.

18. Reasons for Recommendations

To ensure the Council has an opportunity to review action taken to date to tackle the Covid crisis and to consider the appropriate approach to be taken to enable the borough and council to recover.

19. Corporate Implications

19.1 Contribution to the Southend 2050 ambition, outcomes and road map

The report outlines the range of measures taken by the Council to address the Covid 19 crisis. A separate report for a future Cabinet meeting will outline the Council's approach, and outcome, to reviewing the 2050 ambition and outcomes in the light of the huge impact the crisis has had on the borough, its people, the Council and other stakeholders.

19.2 Finance and value for money implications

The significant financial implications are addressed in paragraph 16.

19.3 Legal Implications – none specific

19.4 Equalities and Diversity Implications

An Equality Impact Assessment has been undertaken to assess the impact Covid-19 has had on equality groups throughout the pandemic. A summary of this is attached at **Appendix 1** and will continue to be updated as more information, becomes available.

19.5 Other corporate implications:

19.6 People Implications

A number of the aspects of the impact of the pandemic on council staff are outlined in paragraph , including the need to adapt to new ways of working, dealing with the need for new forms of communication, contact and networking and maintaining good staff morale. Future working arrangements are likely to look very different for many staff and the implications for this and how that is managed will be a key element of the recovery work undertaken.

19.7 Property Implications

The Council will need to review the current use of buildings and facilities in the light of the re-mobilisation programme, in the context of recovery, and the on-

going need to meet the health requirements of staff and visitors.

19.8 Empowerment, co-design/production and consultation

The report highlights that the response to the pandemic has been one of community, partners, staff, councillors and other stakeholders continuously working closely to ensure the best possible outcomes in very difficult circumstances. The approach to recovery will look to continue this approach, develop new tools for engaging communities and partners to adapt to circumstances and continue to use co-design and co-production approaches in particular service areas.

19.9 Green City/Environment/Climate Change

Indications are that the environmental benefits that were derived from the first period of lockdown, with falls in emissions of carbon dioxide and nitrogen dioxide, have largely been reversed, with, for example, levels of traffic returning to 'normal' levels. However, the Council's Green City Action Plan was agreed by Cabinet in January 2021, outlining the initial steps that the Council will undertake to become a Green City and fulfil its obligations after declaring a Climate Emergency in Autumn 2019.

19.9 Risk Assessment

The Council has reviewed the Corporate Risk Register in the light of the impact and implications of the pandemic.

20. Background Papers

- The Council's response to Covid-19 – report to Cabinet, 9 June 2020
- Southend 2050 milestones & measures – refresh in response to Covid-19 – report to Cabinet, 15 September 2020.
- Full Covid-19 Equality Impact Assessment

21. Appendices

Appendix 1 - Summary Equality Impact Assessment, Covid-19

Appendix 2 - Tier and Lockdown measures affecting Southend on Sea

Appendix 3 – Government Grant Support for Covid-19, 2020/21

Appendix 1

COVID-19: Southend Equality Impact Assessment – Summary

The Equality Act 2010, requires public authorities to have ‘due regard’ to the need to eliminate unlawful discrimination, harassment and victimisation and to advance equality of opportunity between people from different groups. There is also a requirement that public authorities foster good relations between people from different groups with protected characteristics. This includes, for example, ensuring such groups have the ability to access information and eligible services on an equal basis and to have reasonable adjustments made to enable that to happen. The duty to ‘advance equality’ requires the Council to be pro-active in reducing inequalities.

The impact of, and response to, coronavirus affects people differently, with evidence showing the impact will be disproportionately higher on those who are already disadvantaged in other ways.

This EIA assesses the impact of COVID-19 upon protected groups in Southend, by reviewing national and local evidence, where available. Much of the evidence is formed of rapid data reviews – with new research being regularly published, so that the EIA has been reviewed and revised to reflect this. Potential equality risks and impacts are, therefore, assessed for the nine protected characteristics (Disability; Age; Gender reassignment; Marriage and civil partnership; Pregnancy and maternity; Race; Religion or belief; Sex; Sexual orientation) and additional areas such as socio-economic and carers. In addition, the cumulative impact on those in multiple groups is explored, where possible.

Key findings

Race – The Public Health England ‘[Beyond the Data](#)’ report (June 2020) looked at impacts on BAME groups during the first wave, pointing to a range of longstanding inequalities and socioeconomic factors which may be leading to poorer outcomes from COVID-19 among these populations. A Government review into the disproportionate impact of COVID-19 on BAME groups (August [2020](#)) was published, which, along with, the [ONS](#) (October 2020) release, and [Public Health Matters, \(February 2021\)](#) reports, also concluded that a large proportion of the difference in the risk of COVID-19 mortality between ethnic groups can be explained by demographic, geographical and socioeconomic factors, such as where you live or occupation. Ethnicity continues to be a major factor in the health outcomes of communities during the 2021 pandemic waves with deprivation also a key factor.

Non-white individuals form 8.1% of Southend’s population (2011 Census):

- Black African groups (2.1% of Southend residents).
- Pakistani groups (0.61% of Southend residents).
- Bangladeshi groups (0.54% of Southend residents).
- Black Caribbean groups (2.1% of Southend residents)
- Indian groups (1.04% of Southend residents).

Vaccine hesitancy among ethnic minorities has been a focus of the vaccine programme, with take-up of a Covid-19 vaccine lower among all ethnic minority groups compared with the White British population ([ONS](#)). [Figures](#) on vaccination

rates for first doses in the over 50s in England show that the lowest uptake was among people identifying as Black Caribbean and Black African followed by people from Pakistani backgrounds. Data showed that vaccination rates differs by religious affiliation with the lowest rates among those identifying as Muslim and Buddhist. Factors found to play a part in vaccine uptake, including language and deprivation.

Age – The majority of deaths involving COVID-19 have been among people aged 65 years and over. Nationally, in the week ending 7 May 2021, 53% of deaths involving COVID-19 were in people aged 75 years and over. For the South East NHS region, Cumulative total number of patients admitted to hospital with COVID-19 from the start of the pandemic up to 16 May 2021 is 53,021, of these:

- Around 34% of all COVID-19 patients admitted to hospital are aged 18-64.
- Around 40% of all COVID-19 patients admitted to hospital are aged 65-84.
- Around 23% of all COVID-19 patients admitted to hospital are aged 85+.

Southend's care homes have seen 93 deaths involving COVID-19 occurring in care homes this year ([ONS, 1 Jan to 14 May 2021](#)). Compared to 148 local authority areas with social care responsibility, Southend is 31st highest in England.

Residents aged 70+ make up 15% (26,867 people) of Southend's 184,882 residents (ONS Population projections, 2020). For all age groups, including children, there are equal risks of contracting COVID-19 (ONS, 14 May). Vaccine rollout is by age group, with priority access for some of those working on the frontline or with conditions making them more vulnerable to COVID-19. For children, while complication risks are lower, multiple factors exist which will result in long-term impact:

- Exposure to stress is most difficult for youngest children to manage and leads to an increased stress response, with long term negative impacts in multiple areas.
- Risk of physical development delay due to overcrowding and reduced access to outdoor play. In Southend, 33.2% of households are in flats/maisonettes/apartments, or temporary accommodation.
- During lockdown, there was no in-school provision for those with draft EHCP plans or needs assessments. Guidance has since been updated with [recommended approaches](#) that local authorities, educational settings and parents should follow.

A survey in April 2021 showed those between 16 to 29 years [reported](#) the highest rates of vaccine hesitancy, among age groups.

Disability – This group is most likely to have underlying health conditions, raising risk. 45.1% of disabled adults felt worried about COVID-19 vs a third of non-disabled adults, and two thirds (64.8%) felt these concerns affected wellbeing (ONS, 2020). There are messaging concerns for effective communication. PHE is analysing COVID-19 deaths of people with learning disabilities and autism as this impact is currently unpublished. 820 working-age individuals in Southend receive Disability DWP payments, and 7490 receive ESA and incapacity benefits – however the true number of those with disabilities is higher as non-working age individuals are un-counted (DWP, 2016). Vaccine rollout is by age group, with priority access for some of those with disabilities, although ONS has reported some disparity in vaccination rates among disabled people who reported being 'limited a lot' in their day-to-day activities compared with those who were not-disabled. Since April 2020 women have reported

worse mental health and wellbeing than men, however this was also true before the pandemic ([Gov.UK – Gender Spotlight, Apr 21](#)).

Sex – There are higher mortality rates for men than women as a result of Covid, although in Southend that difference is marginal (51% against 49%). Southend has 55,500 men of working age (16-64), and 50,100 who are economically active (IMD, 2019). Women form the majority of the frontline health, social care and educational workforce and are more likely to be informal carers for children and elderly, so these groups may face increased risk to contracting COVID-19. Concerns of an increase in the incidents of domestic abuse during lockdown remain, with women being in the highest risk category. Since April 2020 women have reported worse mental health and wellbeing than men, however this was also true before the pandemic ([Gov.UK – Gender Spotlight, Apr 21](#)).

Sexual orientation - Due to a number of health inequalities that LGBT people experience, some sections of LGBT communities may be at higher risk from being severely affected by the virus.

- LGBT people aged 50+ are more likely to be living with long-term health conditions (International Longevity Centre UK, 2019), increasing risk of serious illness.
- 51% of those diagnosed with HIV are gay and bisexual men (THT, 2018). Severe COVID-19 could be greater for those not receiving HIV treatment (Avert, 2020).
- 24% of homeless people aged 16-24 are LGBT, affecting ability to self-isolate and access care.
- 52% of LGBT people experienced depression in 2017-18 (Stonewall, 2019). COVID-19 related factors can cause detrimental effects for those living with long-term mental health conditions which disproportionately affect LGBT people.
- Older LGBT people are more likely to be socially isolated, and LGBT people of all ages are more likely to have 'chosen families'. Lockdown may lead to separation from those closest, or exposure to LGBTphobic families.
- LGBT Foundation's helpline saw 70% more calls about transphobia and 36% more calls about homophobia this 16th March to 5th April than last year.

Socio-Economic – People living in deprived areas have higher diagnosis rates – Greater than the inequality in mortality rates in previous years, indicating greater inequality in death rates from COVID-19 (PHE, June 2020). 6.15% of Southend's 4963 households are 'Families with limited resources who budget to make ends meet', a group likely to face financial hardship during the pandemic. Characteristics include; age 31-35, household income less than £15k, with children, and routinely facing limited resources and tighter budgets. [A map visualises coronavirus cases](#) in Southend since the start of the pandemic (to February 2021) - With Victoria ward worst affected, followed by – Milton, Chalkwell, Westborough and Prittlewell. Of Southend's 17 wards, the three most deprived are: Kursaal (6.71% of Southend), Victoria (6.78% of Southend), Milton (6.43% of Southend) (IMD LSOAs, 2020), 19.92% of Southend residents live within these three most deprived wards.

Equality Impact Assessment on groups with protected characteristics

	Impact				
	Yes			No	Unclear
	Positive	Negative	Neutral		
Race		X			
Age		X			
Disability		X			
Gender reassignment		X			
Marriage and civil partnership				X	
Pregnancy and maternity		X			
Religion or belief		X			
Sex		X			
Sexual orientation		X			
Carers		X			
Socio-economic		X			

Descriptions of the protected characteristics are available in the guidance or from:
[EHRC - protected characteristics](#)

Overarching mitigating responses across all groups have tailored to different audiences and centre around four key pillars:

1. Prevention - to prevent spread and encourage the public to use track and trace and take up vaccinations. PHE assets used as much as possible and localise if required. Widespread “push” messages disseminated out across all owned channels, both from SBC and partners.

2. Management of Outbreaks. A local contact tracing service delivered by the Essex and Southend Contract Tracing Service. There is a generic communications approach tailored to relevant audiences. Template guidance for communication issued by PHE is followed and adapted where appropriate.

3. Local action in response to outbreaks/R number/additional insight – Implementing local action to further prevent the spread of infection, communicating the process around local action decisions, and impacts.

4. Support – Our strategy for people who need to isolate. Activity focuses on providing those who need to isolate with effective support and guidance of how best to support themselves during a period of isolation (including financial support/guidance around sick pay). Contact tracers are able to pass on the details of the Essex Welfare Service (EWS) to individuals who are asked to self-isolate.

Tier changes and lockdowns affecting Southend-On-Sea

Monday 23 March 2020 - First national lockdown, with restrictions lasting into July.

Monday 12 October 2020 - [Prime Minister's statement on coronavirus](#)

- Three tier system of local Covid Alert Levels - medium, high & very high introduced.

Tuesday 13 October 2020 - Southend-on-Sea enter the Tier System at Tier one (Medium).

- Essex CC request to move to tier two (high alert).

Thursday 5 November 2020 - [Tier system paused, as the Government's four-week national lockdown begins.](#) (in place until 2 December).

Wednesday 2 December 2020 - [Southend-on-Sea enters Tier Two \(High\) local Covid restrictions.](#) The same tier as Essex and Thurrock and the whole of East of England.

Wednesday 16 December 2020 -

- [Southend-on-Sea enters Tier Three \(Very High\) local Covid restrictions.](#)
- [Southend joins nine other districts in Tier Three, from the Essex County Council area, Thurrock, the whole of London and four areas of Hertfordshire.](#)

Sunday 20 December 2020 - [Southend-on-Sea enters Tier Four restrictions.](#)

Wednesday 30 December 2020 – [Southend-On-Sea to remain in Tier Four.](#)

Monday 4 January 2021 - [A third national lockdown](#) was confirmed.

March 8 2021 - Roadmap for England – Part One

- Schools, colleges and some university students return
- Distanced outdoor 1:1 socialisation

March 29 2021 - [Roadmap for England](#) – Part One

- Up to 6 people may meet outdoors
- Outdoor sports possible
- Parent and child groups possible, maximum of 15
- Stay at home order lifted, remain local
- Work from home where possible
- Holiday travel aboard remains illegal

April 12 2021 - [Roadmap for England](#) – Part Two

- Non-essential shops, libraries, zoos, theme parks, gyms, self-catering accommodation and salons reopen.
- Outdoor hospitality possible, maximum of 6
- Funerals up to 30, Weddings up to 15 attendees.

May 17 2021 – [Proposed Roadmap for England](#) – Part Three

- Indoor dining possible
- Remaining outdoor entertainment possible
- Cinemas, soft play, museums, hotels, exercise classes return
- Weddings and funerals, up to 30
- Capacity limits for large public events
- Results to be announced on international travel review

June 21 2021 – [Proposed Roadmap for England](#) – Part Four

- No legal limits on social contact
- Nightclubs reopen
- Large events possible
- No limits on weddings, funerals or other life events.

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Appendix 3

Central Government Grant Support for Covid-19 in 2020/21 **Central Government Passported Funding/Allocations**

Government Department	Grant Funding Stream	Amount £
BEIS	Business Rates Grants*	45,512,250
BEIS	Top-Up Grants to Businesses* (5% of £38,835,000)	1,941,750
BEIS	Local Authority Additional Restrictions Discretionary Grant Fund	5,289,209
BEIS	Local Restrictions Support Grant Open	408,838
BEIS	Local Restrictions Support Grant Closed	8,117,025
BEIS	Local Restrictions Support Grant Sector	11,034,000
MHCLG	Expanded rate relief discounts for retail and nursery providers	27,134,932
BEIS	Christmas Support Package	44,800
MHCLG	Council Tax Hardship Fund	1,661,945
MHCLG	Business Improvement District Support Grant	18,450
DHSC	Adult Social Care Infection Control Fund	2,734,683
DHSC	Adult Social Care Infection Control Fund (Round 2)	2,321,361
	Total	106,219,243

* 5% of intended spend of Business Rates allocation used to fund Top-Up Grants to Businesses

Central Government Additional Direct Grants

MHCLG	Local Authority Support Grant (Tranche 1)	5,393,935
MHCLG	Local Authority Support Grant (Tranche 2)	5,062,493
MHCLG	Local Authority Support Grant (Tranche 3)	1,571,465
MHCLG	Local Authority Support Grant (Tranche 4)	2,443,745
DHSC	Contain Outbreak Management Fund	4,421,161
DHSC	Test and Trace Service Support Grant	887,492
MHCLG	Local Authority Compliance and Enforcement Grant	95,357
DHSC	Support Clinically Extremely Vulnerable	267,164
DHSC	Test and Trace Support Payment Scheme	183,458
MHCLG	Next Steps Accommodation Programme (Short and long term)	2,304,546
MHCLG/ERDF	Reopening the High Street Safely	163,096
MHCLG/ERDF	Welcome Back fund	163,096
DFT	Emergency Active Travel Fund	1,236,000
DWP	Kick Start Scheme	881,000
DFT	Travel Demand Management	150,000
DFE	Additional Home to School Transport	515,300
DWP	COVID Winter Grant Scheme	573,690
DEFRA	Emergency Assistance Grant for Food and Essential Supplies	212,603
DHSC	Community Testing Programme	270,190
DHSC	Adult Social Care Rapid Testing Fund	634,790
MHCLG	Workforce Capacity Fund	412,000
DCMS	National Leisure Recovery Fund	406,090
DHSC	Practical Support for those Self Isolating	41,036
DHSC	Infection Prevention and Control	826,509
DHSC	Rapid Testing Allocation	551,579
	Total	29,667,795
	Grand Total	135,887,038

Southend-on-Sea Borough Council

Report of Deputy Chief Executive & Executive Director

To

Cabinet

On

Date 15 June 2021

Report prepared by: Mark Sheppard

Agenda
Item No.

6

Southend New Local Plan

Refining the Plan Options

Refining the Strategy for Growth and Change

Regulation 18 Public Consultation

Place Scrutiny Committee

Cabinet Member: Councillor Mulroney

Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1 To seek Member approval to publish 'Refining the Plan Options' for public consultation as part of the next stage in preparing the Southend New Local Plan.
- 1.2 The Covid Pandemic has had a significant impact on the global and local economy. The Local Plan can play a key role in helping to act as a catalyst to recover from this impact. It will be important we continue to monitor the impacts of Covid and the post pandemic recovery as the Local Plan is prepared.

2. Recommendations

- 2.1 Approve 'Refining the Plan Options' document (attached at [Appendix 1](#)) as the second stage of the preparation of the Southend New Local Plan to be published for public consultation under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012.
- 2.2 Note the feedback received during the previous stage of consultation, the *Southend New Local Plan Issues and Options Document 2019*, as set out in the accompanying Consultation Statement (attached at [Appendix 2](#)).
- 2.3 Agree to delegate authority to the Deputy Chief Executive and Executive Director for Growth and Housing, in consultation with the Cabinet Member for Environment and Planning, to:
 - make minor amendments to the Southend New Local Plan prior to consultation; and

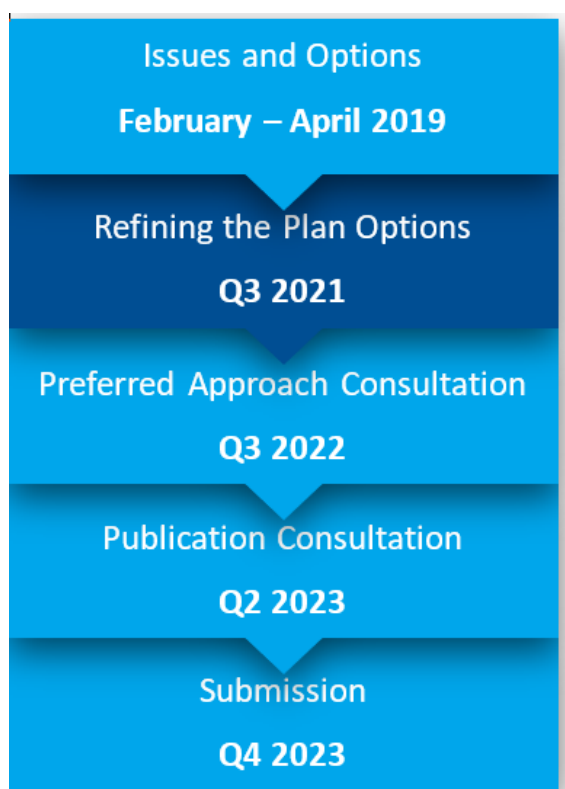
- **take all necessary steps to ensure compliance with the relevant statutory processes and procedures to undertake the consultation.**

3. Background

- 3.1 In June 2018 Members agreed a new approach to reviewing the Development Plan for Southend. This approach comprised the preparation of a new local plan for Southend in parallel to preparation of a wider South Essex Plan, the latter to be produced in partnership with other South Essex local authorities and Essex County Council.
- 3.2 In 2019 an 'Issues and Options' document was published for public comment as part of the first stage in the preparation of the Southend New Local Plan (5th February to 2nd April 2019). Details of feedback to the Issues and Options consultation were published in August 2019 in a Consultation Report ¹. The cross-party Environment and Planning Working Party received a presentation on the results of the consultation at its meeting on 7 November 2019 and were able to seek clarification and ask questions on the consultation results. The results of the consultation were noted.
- 3.3 Noting that a number of emerging cross-boundary strategic issues could not be fully addressed in isolation and/or entirely within Southend's administrative area, particularly relating to housing provision, in early 2019, Members also approved the principle of preparing the Southend New Local Plan in two parts: Part 1 covering cross-boundary strategic issues to be prepared jointly with Rochford District Council, and Part 2 covering local issues relating to Southend.
- 3.4 However, following subsequent discussions with Rochford District Council, Rochford determined it wished to pursue its own local plan on an individual basis. In that context it was agreed that instead, the two authorities would closely coordinate in their plan preparation so as to effectively address key cross-boundary strategic development issues. An updated Local Development Scheme (LDS) was agreed by Cabinet in February 2021 to take account of these changed circumstances.
- 3.5 A 'Refining the Plan Options' consultation document covering the administrative area of Southend Borough has now been prepared as part of the second stage of preparing the Southend New Local Plan. The consultation document is attached to this report, for Cabinet approval. If approved, the Council would undertake 8 weeks' consultation, starting in July 2021.
- 3.6 Following consultation on the 'Refining the Plan Options' document, officers will begin to draft the Preferred Local Plan for consultation in 2022, before finalising the Southend New Local Plan for a final round of consultation and formal Submission for independent examination in 2023, in accordance with statutory procedures. The forthcoming stages of local plan preparation are depicted in the **Figure 1** below.

¹ [Southend New Local Plan Issues and Options Consultation Report Southend on Sea Borough Council, August 2019](#)

Figure 1: Stages of Local Plan Preparation²



Calendar Year (action listed commencing)

- 3.7 Once adopted the Southend New Local Plan will be a key document in guiding and facilitating new development and growth in the Borough over the next 20 years, helping to deliver some of the key aspirations of Southend 2050 and acting as a catalyst to assist economic recovery from the Covid pandemic. When adopted, the new Local Plan will replace the existing suite of documents that currently comprise the Local Development Framework, including the Southend Core Strategy (2007), Development Management Document (2015) and Southend Central Area Action Plan (2018).

4. Refining the Plan Options

Objectives

- 4.1 The successful delivery of the Southend New Local Plan will contribute significantly to the fulfilment of a number of elements of the Council's vision, themes and outcomes as referenced below.
- 4.2 The Issues and Options document published in 2019 identified several major planning issues facing the future development of the Borough and discussed possible options for resolving these. The feedback generated from the public consultation has been invaluable in helping to frame the contents of 'Refining the Plan Options' consultation document.

² As an approximation, the period from submission to adoption may range from 9 to 12 months dependent on the scope of the plan, issues arising during examination and scheduling of meetings.

- 4.3 However, since the publication of the Issues and Options report there have also been significant changes which were unforeseen at the time, notably the impact of the Covid 19 pandemic and proposed Government changes to planning legislation first outlined in the Governments White Paper³, 'Planning for the Future'.
- 4.4 The White Paper proposed a package of measures seeking to reform the planning system including how Local Plans are prepared and presented. If brought into legislation, the White Paper proposals may have an impact on how the Southend New Local Plan is prepared and taken forward, depending upon the nature of any 'transition arrangements' put in place. The preparation of the 'Refining the Plan Options' document is therefore designed to provide a degree of flexibility so that the changes proposed in the White Paper can be satisfactorily accommodated as appropriate as the local plan progresses.
- 4.5 In addition, last September the Government agreed changes to the Use Classes Order⁴ which allowed greater freedoms for changing retail to other uses and as a result, impact on current retail planning policy.
- 4.6 All these considerations have been taken into account in preparing 'Refining the Policy Options' consultation document. It is NOT the purpose of the consultation document to set out a preferred strategy or detailed criteria-based policies at this stage. Rather, the consultation document sets out draft proposals, potential development sites and possible interventions to generate further public feedback as the Local Plan is progressed.

Contents of the Consultation Document

- 4.7 The Plan is divided into three Parts: 1. Aim and Objectives; 2. Spatial Strategy; 3. Southend Neighbourhoods. The primary focus of the consultation is seeking views on the Aim and Objectives, Spatial Strategy and a number of key strategic development issues. The Neighbourhood sections set out the draft proposals in more detail for those wishing to focus on certain areas of the Borough or where they live.
- 4.8 'Refining the Plan Options' seeks public comment on a range of more detailed issues and possible options which are summarised below and set out in full at **Appendix 1**. A Non-Technical Summary (**Appendix 3** of this report) will also be made available during the consultation.

Part 1. Aim and Objectives (Southend 2050 Ambition)

- 4.9 The document sets out a draft Aim for where we want to be in 20 years' time together with draft Development Principles and Spatial Objectives, all in the context of Southend 2050. The Local Plan will also incorporate other relevant

³ Planning for the Future, Ministry of Housing, Communities and Local Government, March 2020.

⁴ The Government Recently introduced under the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 radical changes to the Use Class Order retail uses which fell within Use Classes Order A1 (Shops), A2 (Financial and professional services), A3 (Food and drink), have now been consolidated into a new Class E (Commercial, Business and Services). Office, research and development and light industrial uses which were in Use Classes B1 (Business) and medical and health services, creche, day nursery and day centre uses (Class D1), and indoor sports, recreation and fitness uses which were in Class D2 (Assembly and leisure) are also consolidated into the new Class E.

Council and stakeholder strategies, including the emerging Southend Culture Vision.

Part 2. Spatial Strategy

- 4.10 The Local Plan is required to set out a clear and positive strategy for the pattern, scale and quantity of development. The consultation document identifies a draft strategy which seeks to satisfactorily accommodate future development needs for the next 20 years, including new homes, jobs and supporting infrastructure and services, whilst safeguarding the character and amenities of areas and the natural environment.

Economic Recovery and Meeting Employment Needs

(Southend 2050: Opportunity and Prosperity)

- 4.11 All the sections of the Local Plan will play an important role in facilitating job growth and economic recovery. The provision of new homes will provide construction jobs and attract investment and spending to the area, whilst a growing population will generate more jobs in schools and health related services as well as shops, cafes and restaurants in our town, neighbourhood and local centres. Transport and access improvements will be vital for attracting economic investment and there remains considerable economic growth potential at London Southend Airport.
- 4.12 The consultation document sets out options for safeguarding the existing employment stock; identifies land for additional employment provision; and suggests the potential re-allocation of some underutilised employment to other uses. These options are put forward in the context of needing to find land and opportunities sufficient to generate up to 11,000 new jobs in the period up to 2040.

Providing Community Services and Infrastructure

(Southend 2050: Active and Involved)

- 4.13 Growth within Southend needs to be infrastructure led, ensuring key services and facilities are delivered when and where they are needed, taking account of existing capacity and the phasing of future development. The document asks what infrastructure provision is required in respect to new development and outlines that an Infrastructure Delivery Plan (IDP) will be prepared to sit alongside the Local Plan.

Providing New Homes (Southend 2050: Safe and Well)

- 4.14 In relation to housing specifically, Local Authorities must seek to meet their housing needs in full. The identified housing need for the Borough up to 2040 is approximately an additional 23,500 homes.
- 4.15 The consultation document builds on the options put forward in the 2019 'Issues and Options' consultation and responses received and considers in further detail the options for meeting the Borough's future housing needs by:
- *Increasing urban capacity* – development within the existing urban area of Southend through windfall, existing allocations and planning permissions and sites located on previously developed land;

- *Facilitating urban change* – housing regeneration on existing housing estates in public ownership that may benefit from some renewal, redevelopment or expansion; outmoded/under used employment land that could be better put to alternative residential use; and sites on open space and agricultural land within settlement limits that could be suitable for housing;
- *Building new neighbourhoods* - development on the edge of the existing urban area of Southend that has the potential to create a comprehensive new neighbourhood including new jobs, supporting infrastructure, improved access, and public open space. This includes 1,859 new homes at Fossetts Farm and an estimated 5,395 additional homes on land currently designated as Green Belt; and
- *Considering the potential for new development outside the Borough* - Rochford District Council is preparing a new Local Plan and is also considering a range of spatial options and sites to meet its own development needs. One option that could contribute to meeting housing needs within both Rochford and Southend is through providing a series of new neighbourhoods on the north-eastern edge of Southend. These neighbourhoods could be created with distinct identities or be part of a comprehensive growth area (such as a garden settlement) delivering new jobs and infrastructure including schools, provision for further education, new health facilities, a new country park, new sport and leisure facilities and the creation of other new community facilities to provide for new sustainable communities. A comprehensive development would also include all the land necessary to deliver new road and transport links required to facilitate the delivery of land both within Southend Borough and Rochford District, and through its green infrastructure provision, would help to facilitate the creation of a new sub-regional scale South Essex Estuary Park (SEE Park) being brought forward in South Essex.

Retail Provision and Centres Hierarchy

(Southend 2050: Opportunity and Prosperity)

- 4.16 To ensure that across the Borough, the Plan helps to provide for healthy, ‘complete’ neighbourhoods and encourages local employment opportunities, the consultation document identifies a hierarchy of centres and proposes to promote and enhance a mix of commercial uses within these by defining each of them as “Commercial Areas” within which the ground floor use should be within the new Class E of the Use Classes Order⁴. The document also seeks feedback on the options to accommodate future retail and other commercial needs.

Town Centre and Central Seafront

(Southend 2050: Opportunity and Prosperity)

- 4.17 In the light of changing retail patterns, the Plan notes the need to promote a greater mix of uses within our town and local centres. Building upon the policy provisions within the Southend Central Area Action Plan (SCAAP), recent public realm improvements and actions taken by the Council and its partners to date, the Plan recognises that town centre needs to be reimagined and refocussed to ensure that it adapts and evolves.

- 4.18 The Local Plan therefore invites feedback on a range of draft Opportunity Sites and Interventions that could help to transform and re-imagine the Town Centre and its environs.

Protecting and Enhancing Green Space and the Coastline
(*Southend 2050: Pride and Joy; Safe and Well*)

- 4.19 To provide protection against inappropriate development of existing open spaces such as parks, woodlands, coastline and to protect natural habitats, the consultation document identifies areas to be safeguarded; supports the ambition to help create a new Country Park (South Essex Estuary Park) to improve access to green space for residents in the north east of the Borough; and identifies areas of search where new and improved open spaces will be promoted within areas currently lacking access to local green space.

Transport and Access
(*Southend 2050: Connected and Smart*)

- 4.20 The consultation document identifies draft priorities for transport provision and considers the extent of accessibility to town and neighbourhood centres and tourism attractions. It also seeks views on the principle of creating a new link road including sustainable travel routes (i.e. bus priority lanes, cycleways etc.) from the A127 to Shoeburyness to facilitate the development of new neighbourhood/s to the north of Southend.

London Southend Airport
(*Southend 2050: Connected and Smart; Opportunity and Prosperity*)

- 4.21 Options for updating and reviewing policy provisions relating to the airport, airport growth and its economic potential, taking account of existing runway capacity, environmental and noise issues together with transport provisions and links to the airport are also set out for public comment.

Part 3. Southend Neighbourhoods
(*Southend 2050: Safe and Well, Pride and Joy, Active and Involved*)

- 4.22 The consultation document looks at each of Southend's neighbourhoods in detail and sets out a range of options and issues affecting the Boroughs eight defined neighbourhoods, namely Eastwood, Leigh, Prittlewell, Westcliff, Southend Central (including, Town Centre and Central Seafront), Southchurch, Thorpe Bay and Shoeburyness. It also sets out draft priorities and considers how 'complete' each neighbourhood is in terms of community facilities and accessibility and identifies potential sites for various uses to meet local needs.
- 4.23 Other land use considerations and criteria-based policies that will eventually help to shape and manage the form and function of development, such as those to address design, heritage, housing tenure and climate change, have not been explicitly identified within the consultation document. They will be included at the Preferred Options stage of the Southend New Local Plan preparation.

5. Other Options

- 5.1 The failure to prepare a new local plan for Southend would result in its current plans becoming progressively out of date and the Council becoming

increasingly unable to positively influence the scale, nature and location of development within the Borough. Without the certainty of a recently adopted local plan which includes up to date policies and proposals for the location of development and new infrastructural investment, potential investors in new development may be dissuaded from investing in the local area, leading to fewer new homes (including affordable homes), fewer new jobs and facilities being provided, and/or not being provided in the right places to best support the local economy and community. The local community would also be left with little certainty of where and how new development would happen in future years.

- 5.2 An out-of-date local plan also brings the potential risk of “planning by appeal” with the responsibility for decision making being passed from the Council and the local community to the Planning Inspectorate and the Secretary of State, as the council’s existing local plan becomes increasingly out of date. Councils can be directed to prepare a local plan by Government where they have not kept their local plan up to date and can even have plan-making powers taken away, should they fail to progress plan preparation in a timely manner, or refuse to prepare a plan.
- 5.3 The preparation of the Southend New Local Plan and associated documents in close collaboration with neighbouring local authorities is considered to provide the most effective way forward for the Borough, bearing in mind the intention of neighbouring districts to prepare their own local plans. Ongoing co-operation with neighbouring councils and across the wider South Essex area (through ASELA), will continue to progress cross-boundary strategic development issues.

6. Reasons for Recommendations

- 6.1 The recommendations set out in this report are intended to help ensure the expeditious production of a new Local Plan for Southend, which when adopted, will set a clear, up to date planning policy framework to manage and guide future development in the Borough. Once adopted, the Plan will also ensure the Council has strong control of decision making and will continue to be able to make planning decisions, aligned to a clear strategy which has been the subject of widespread public engagement with the local community.

7. Corporate Implications

Contribution to the Southend 2050 Road Map

- 7.1 The successful delivery of the Southend New Local Plan will contribute significantly to the fulfilment of a number of elements of the Council’s vision, themes and outcomes, for example, meeting local housing needs, improving transport provision and infrastructure, improving economic prosperity, providing for regeneration and protecting and enhancing the natural and built environment. This is set out below.
- 7.2 The delivery of the Southend New Local Plan is included as a Southend 2050 outcome on the Opportunity and Prosperity theme. In addition, it will make an important contribution to recovery and renewal following the impacts of Covid 19.

The New Local Plan will contribute to the following Southend 2050 Outcomes:



1. There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend.
2. The variety and quality of our outstanding cultural and leisure offer has increased for our residents and visitors and we have become the region's first choice coastal tourism destination.
3. We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset.
4. Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors.
5. We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling.



2. Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.
3. We are well on our way to ensuring that everyone has a home that meets their needs.
4. We are all effective at protecting and improving the quality of life for the most vulnerable in our community.
5. Residents feel safe and secure in their homes.



2. Residents feel the benefits of social connection, in building and strengthening their local networks through common interests and volunteering.
4. A range of initiatives help increase the capacity for communities to come together to enhance their neighbourhood and environment.
5. More people have physically active lifestyles, including through the use of open spaces.



1. The Local Plan is setting an exciting planning framework for the Borough.
2. We have a fast-evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities.
4. Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the Borough.
5. Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.
6. Southend provides fulfilling careers for our residents, and enough job roles to match the needs of the population.
7. Southend businesses feel supported to respond to economic shock; adapt to evolving global markets; and, have the tools to preserve their businesses by responding effectively and positively to change.



1. Working with the public transport providers to enhance and encourage the use of the existing provision moving towards a long-term aspiration to open new routes, enabling a wider accessibility to public transport options.
2. People have a wide choice of transport options.
3. We are leading the way in making public and private travel smart, clean and green.
4. Southend is a leading digital city with world class infrastructure that reflects equity of digital provision for the young, vulnerable and disadvantaged.

Climate Change Implications

- 7.3 There is a legal duty on local authorities to ensure climate change mitigation and adaptation are integrated across all local planning policy. The local plan must also take into account the Council's declaration of a climate emergency and be the spatial expression of the Council's corporate policies and strategies.
- 7.4 Seeking to prevent and mitigating the impacts of Climate Change will be integral to the preparation of the Local Plan. This is included within the draft Aim and Objectives set out in the consultation document. Specific policies relating to Climate Change will be included and gain a prominent focus in the next iteration of the New Local Plan.

Financial Implications

- 7.5 Financial and human resource input is necessary to fulfil the requirements of all statutory stages in the preparation and delivery of the Southend New Local Plan. It should be noted that taking a development plan document through to adoption does have significant financial implications owing to the statutory process which has to be adhered to.
- 7.6 Funding for the preparation of the Southend New Local Plan was approved as part of the 2019/20 budget and is reprofiled across the years as part of the Resourcing Better Outcomes Outturn report.

Legal Implications

- 7.7 To meet its objectively assessed housing need, each local authority must engage with adjoining local authorities under the Duty to Co-operate provisions set out in the Localism Act. The Act places a legal duty on local planning authorities to engage constructively, actively and on an on-going basis to maximise the effectiveness of development plan preparation in the context of strategic cross boundary matters.
- 7.8 Local planning authorities should make every effort to secure the necessary cooperation on strategic cross boundary matters before they submit their Local Plan for examination. Local planning authorities must demonstrate how they have complied with the duty at the independent examination of their Local Plan. If a local planning authority cannot demonstrate it has complied with the duty then the Local Plan will not proceed further in examination.

- 7.9 Local planning authorities are responsible for satisfying themselves about whether they have complied with the duty. As part of their consideration, local planning authorities will need to bear in mind that the cooperation should produce effective and deliverable policies on strategic cross boundary matters.
- 7.10 The 'Refining the Plan Options' consultation document and supporting evidence shows that Southend is unable to accommodate all its housing needs to 2040 within the administrative area of the Borough. In such circumstances the Borough Council will continue to engage with Castle Point Borough and Rochford District Councils as neighbouring authorities and other South Essex authorities, to determine whether the shortfall in housing need can be delivered elsewhere. Strategic scale development through the delivery of a series of new neighbourhoods on the edge of Southend including land, within Rochford District, could assist in meeting the Borough's full housing need in the Plan period.
- 7.11 The status of a Local Plan is prescribed in Section 38(6) of the Planning and Compulsory Purchase Act 2004, which gives primacy to the development plan. It states: "if regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise." As such, having an up-to-date Local Plan in place allows the local authority to plan positively and direct development to those sites and locations that are in accordance with the council's strategy for regeneration and growth. It also provides the authority with the framework to robustly defend planning decisions at appeal.

People Implications

- 7.12 Staff resources from the Strategic Planning Team will continue to be required in order to contribute to the ongoing preparation of the Southend New Local Plan. Support from Performance and Business Support will also continue to be required, particularly with regards to the public consultation process.
- 7.13 As the new local plan is cross-cutting in its coverage, inputs from a number of other Council teams will be required particularly in relation to transport and highways, housing, employment, tourism, recreation, health and well-being, nature conservation and corporate strategy and communication. Local plan preparation can be controversial and requires close co-operation on a range of strategic planning and infrastructure issues, along with clear co-ordination, oversight and strong place-making leadership to help progress the plan successfully.

Property Implications

- 7.14 A new Local Plan for Southend will provide allocations and planning policy for all land in the Borough, including potentially, some Council owned assets.

Consultation

- 7.15 One of the key elements of the local planning system is the recognition of the need for early and full community engagement in the preparation of new planning documents. The Southend New Local Plan will be subject to statutory consultation under the 2012 Regulations, as amended. In addition, local plans are subject to an examination in public held by an independent government appointed planning inspector to consider whether the plans are 'sound' and may be put forward for adoption.
- 7.16 The Southend New Local Plan public consultation process will be undertaken in accordance with the Council's adopted Statement of Community Involvement (SCI).

Equalities and Diversity Implications

- 7.17 An equalities impact assessment will be produced and updated as the Southend New Local Plan progresses. The public consultation will give the opportunity for all sections of the community to input into the plan making process.

Risk Assessment

- 7.18 The plan preparation timetable for the Southend New Local Plan is challenging. Significant staff resources within the Strategic Planning Team will continue to be required to take forward the plan through its various statutory stages including the examination stages at inquiry before an independent inspector.
- 7.19 If the Local Plan were not to be published and taken forward to adoption, the absence of up-to-date planning policies may result in significant uncertainty for potential investors, with a consequential reduction in new development investment locally, holding back job creation, and the provision of homes, facilities and infrastructure coming into the Borough.
- 7.20 It may also lead to inappropriate development taking place within the local authority area to the detriment of the local environment and supporting infrastructure. In addition, there would be no policy to manage the development of key sites and infrastructure, as well as having adopted planning policy to help secure Government funding particularly in relation to securing significant improvements to infrastructure provision.
- 7.21 A failure to progress a plan could also result in Government intervention where plan making powers are taken away from the Borough Council. The Minister of State for Housing wrote to the Borough Council and other local authorities earlier in 2021 to remind them of the importance of maintaining progress on producing up-to-date Local Plans. The letter also stated that the Minister would consider contacting those authorities where delays to plan-making have occurred to discuss the reasons why this has happened, and to explore what support the Ministry of Housing, Communities and Local Government can offer.
- 7.22 Preparation of the Local Plan will need to be cognisant of future changes to national planning policy and legislation, including those which may result from the Planning White Paper, if brought into legislation in due course.

Value for Money

- 7.23 The preparation of an up-to-date Local Plan brings significant new investment to an area. That investment manifests itself through the investment in construction of new homes, commercial premises, community facilities and infrastructure. Associated with the delivery of new development comes the ability to provide new affordable homes, the creation of significant new jobs and household income for workers living locally, greater spend to local businesses, developer contributions towards the provision of new community facilities, infrastructure and services, the ability to bid for a wider range of government funds to help facilitate growth and additional funds through council tax, business rates and homes bonus funding etc. to help provide new and improved council services.
- 7.24 In terms of the process of plan preparation itself, the work proposed will be carried out using in-house resources wherever possible. This will have generic 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.

Community Safety Implications

- 7.25 The Southend New Local Plan will seek to improve the natural and built environment (including designing out crime in development and the public realm) thereby contributing towards improving community safety. These issues will be considered in the next stage of Local Plan preparation.

Environmental Impact - Sustainability Appraisal

- 7.26 All iterations of the Southend New Local Plan will require a Sustainability Appraisal to be undertaken. The Sustainability Appraisal is an assessment of the potential significant social, environmental (including Climate Change) and economic impacts of development. It 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. A Sustainability Appraisal will be made available for comment alongside the Local Plan document as part of 'The Refining the Plan Options' consultation.

Environmental Impact - Habitats' Regulations Screening Report

- 7.27 Southend-on-Sea 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 European Sites designated for their nature conservation importance. These include Special Areas of Conservation, Special Protection Areas, and international Ramsar sites. As part of the preparation of the Southend New Local Plan each policy included in the plans will need to be assessed for any significant impacts on sites designated of nature conservation value. Policy should only be approved after determining that it will not adversely affect the integrity of such sites.

8. Background Papers

- 8.1 Southend Cabinet Report 19 June 2018 - Southend Development Plan Review:

Comprising South Essex Joint Strategic Plan and Southend New Local Plan

- 8.2 Minutes of the Environment and Planning Working Party
- 8.3 Southend Cabinet Report 16 January 2020 - Southend New Local Plan Update
- 8.4 Southend Cabinet Report 23 February 2021 Southend New Local Plan – Revised and Updated Local Development Scheme
- 8.5 The Town and Country Planning (Local Development) (England) Regulations 2012.
- 8.6 Planning and Compulsory Purchase Act 2004
- 8.7 National Planning Policy Framework (NPPF,2018)
- 8.8 Planning for the Future, Ministry of Housing, Communities and Local Government, March 2020
- 8.9 Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020
- 8.10 Southend Local Development Scheme (2021)
- 8.11 Southend New Local Plan Issues and Options Consultation (February 2019)
- 8.12 Southend New Local Plan Issues and Options Consultation Report Southend on Sea Borough Council, August 2019
- 8.13 Statement of Community Involvement (2020)

9. Appendices

- 9.1 **Appendix 1:** Southend New Local Plan, Refining the Plan Options
Refining the Strategy for Growth and Change
Regulation 18 Public Consultation
- 9.2 **Appendix 2:** Southend New Local Plan, Issues and Options Document
Consultation Report (2019):
<https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>
- 9.3 **Appendix 3:** Non-Technical Summary
Southend New Local Plan, Refining the Plan Options

Southend New Local Plan

Planning for Growth and Change

Consultation 2: Refining the Plan Options

Refining the Strategy for Growth and Change

Introduction

Having an up-to-date Local Plan that is shaped through community engagement, provides an important tool to help manage future development proposals that would otherwise come forward without local policies guiding the type, scale and location of new development.

The Covid Pandemic has had a significant impact on the global and local economy. The New Local Plan can play a key role in helping to act as a catalyst to recover from this impact. It will be important that we continue to monitor the impacts of Covid and the post pandemic recovery as the New Local Plan is prepared.

This document represents the second stage of consultation in the preparation of the Southend New Local Plan. We are seeking views on refining the Plan before we develop specific policies and proposals.

Your views are vital if we are to build a future plan for the Borough that is comprehensive and inclusive.

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The document does not set out a preferred strategy or criteria-based policies, rather it sets out draft proposals, potential development sites and possible interventions to generate feedback as we progress the New Local Plan.

About This Consultation

Why are we consulting again?

In early 2019 we consulted on the *Southend New Local Plan Issues and Options*¹ document. This represented the first stage in the preparation of a New Local Plan for Southend to guide future development decisions over the next 20 years.

The New Local Plan will address needs and opportunities in relation to housing, the local economy, community facilities and infrastructure. It will also seek to safeguard the environment, enable adaptation to climate change and help secure high-quality accessible design. Specific policies to manage development, such as those relating to Climate Change and housing design and tenure will be included and gain a prominent focus in the next iteration of the New Local Plan.

45 The New Local Plan provides a degree of certainty for communities, businesses and investors on future development proposals, and a framework for guiding decisions on individual planning applications.

The Issues and Options document identified several major planning issues facing the future development of the Borough and possible options for resolving these. Meeting the varied needs requires some tough choices to be made on how we use land, how we design buildings and communities, and where and how we develop.

You responded in your hundreds to this challenge and gave us considerable feedback for tackling these issues and identified a number of other important planning matters. The feedback, including a summary report of the main issues, is available on the New Local Plan website [here](#).

Your feedback has proved invaluable in helping us prepare this next stage of the New Local Plan's preparation, *Refining the Plan Options*.

We are now seeking your help again in refining the Plan options before we develop specific policies and proposals.

¹ Southend New Local Plan Issues and Options, Southend on Sea Borough Council February 2020

Contents

The Plan is divided into three Parts: 1. Aim and Objectives; 2. Spatial Strategy; 3. Southend Neighbourhoods. The primary focus of the consultation is seeking views on the Aim and Objectives and Spatial Strategy. The Neighbourhood sections set out the draft proposals in more detail for those wishing to focus on certain areas of the Borough or where they live.

- **Introduction**
- **(Part 1) Aim and Objectives**
- **(Part 2) Spatial Strategy**
 - **Economic Recovery and Meeting Employment Needs**
 - **Providing Community Services and Infrastructure**
 - **Providing New Homes**
 - **Retail Provision and Centres Hierarchy**
 - **Town Centre and Central Seafront**
 - **Protecting and Enhancing Green Space and the Coastline**
 - **Transport and Access**
 - **London Southend Airport**
- 46 • **(Part 3) Southend Neighbourhoods**

Other land use considerations and criteria-based policies that help to shape and manage the form and function of development, such as those that address housing tenure and climate change, have not been explicitly identified within this consultation document. They will be included in the next stage of the preparation of the New Local Plan.

There is a legal duty on local authorities to ensure climate change mitigation and adaptation are integrated across all local planning policy. The New Local Plan must also take into account the Council's declaration of a climate emergency and be the spatial expression of the Council's corporate policies and strategies.

Seeking to prevent and mitigating the impacts of Climate Change will be integral to the preparation of the New Local Plan. This is included within the draft Aim and Objectives set out in this consultation document. Specific policies relating to Climate Change will be included and gain a prominent focus in the next iteration of the New Local Plan.

How to Have Your Say

It is important to tell us what you think is the best approach to take in developing Southend and its different places. You do not need to respond to all the sections and suggested questions set out below, you can focus on what interests you.

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

How to Contact Us

Comment online and download questions at: localplan.southend.gov.uk

You can email us at: planningpolicy@southend.gov.uk

Or write to us at:

47 Business Intelligence Officer,
Performance & Business Support,
Department for Place,
Southend-on-Sea Borough Council,
PO Box 6,
Civic Centre,
Victoria Avenue,
Southend-on-Sea,
SS2 6ER

You can also follow us on: @PlanSouthend and @SouthendBCOfficial

Please reply by 5pm on 17 September 2021

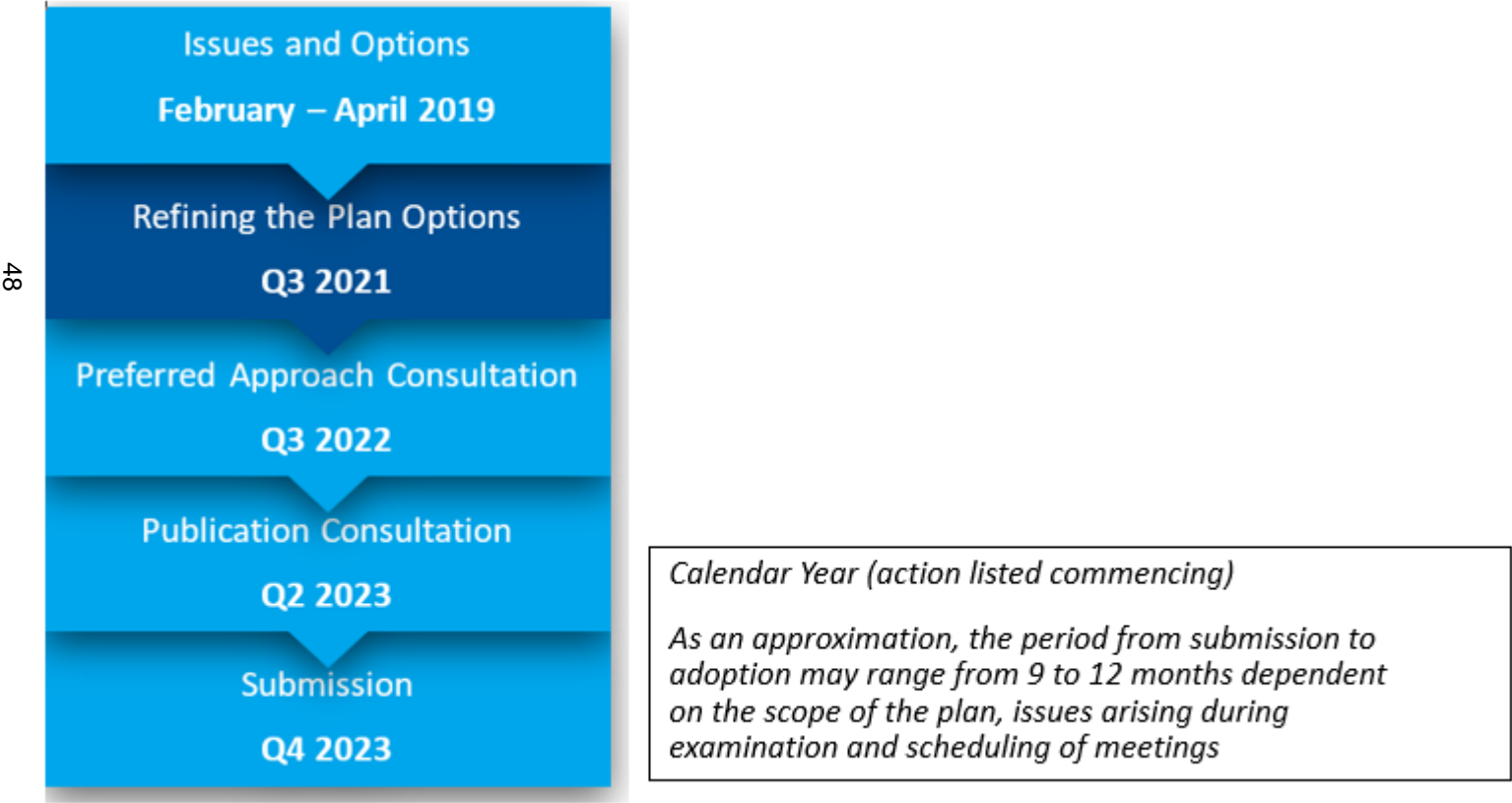
If you would like to be notified of future planning policy consultations you can sign up to our planning policy consultation database. Please contact planningpolicy@southend.gov.uk or telephone 01702 215408.

What Happens Next?

This is the second in a number of public consultations on the New Local Plan. As the Plan is progressed through its statutory stages of preparation there will be further opportunities to comment on its contents. A ‘live’ timetable of preparation is available [here](#).

Following feedback on this ‘Refining the Options’ we will prepare a ‘Preferred Approach’ document. This will be subject to further public consultation before being amended based on the feedback we receive, and submitted to the Government who will appoint a Planning Inspector to undertake an independent examination in public of the Plan. Their role will be to examine all evidence, including comments made, and consider it against national planning policy to determine whether the New Local Plan is sound and legally compliant and may be adopted by the Council to become planning policy.

Figure 1: Southend New Local Plan Preparation Timetable



Where the New Local Plan Fits with Other Policy and Strategies

We understand that to plan effectively for Southend ([Map 1](#)) we must look beyond our local area and plan strategically with neighbouring authorities. To help achieve this and provide co-ordinated leadership on strategic matters across South Essex the local councils of Basildon, Brentwood, Castle Point, Rochford, Southend and Thurrock together with Essex County Council committed to the establishment of the Association of South Essex Local Authorities (ASELA) (see [Figure 3](#)).

ASELA has also committed to the preparation of a South Essex Strategic Framework that will inform the preparation and review of detailed Local Plans by the six Local Authorities and provide an effective 'joined up' approach for strategic infrastructure planning and growth across South Essex.

Similarly, the Borough Council has prepared a Southend '2050 Vision' (link [here](#)) in partnership with the local community which considers the future development of the Borough and how it affects the everyday lives of the people that live, work and visit here. Over 35,000 people were reached through the work with 4,000 people actively taking part through a wide variety of events, surveys, workshops and forums across the Borough. The Joint Strategic Framework and Southend New Local Plan together will be a key driver and steppingstone in delivering towards the Southend 2050 shared ambition and sub-regional initiatives.

The hierarchy of strategies and plans related to Southend is depicted in [Figure 2](#) below.

Figure 2: Hierarchy of strategies and plans related to Southend

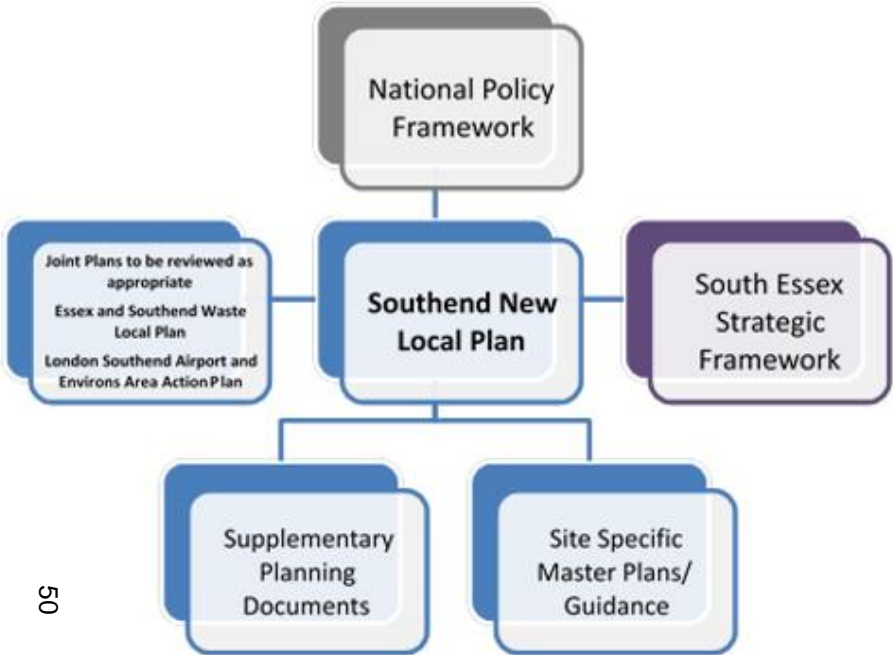


Figure 3: South Essex Strategic Map



National Planning Policy

The way we prepare our New Local Plan and what it contains is carefully regulated². Although there is some flexibility in how we go about it, we must prepare formal draft documents before the Plan is ‘submitted’ to be examined by an independent Inspector.

Local Plans must incorporate the principles of sustainable development³ which were first adopted by the United Nations in 1992 and lie at the heart of the National Planning Policy Framework⁴. This provides that there is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking.

In January 2016 the United Nations refined its sustainability objectives to include new areas such as climate change, economic inequality and innovation. These have been adopted as 17 interconnected ‘Sustainable Development Goals’⁵. It will be important that the New Local Plan embraces these objectives.

Local Plans should be aspirational but realistic. To support the production of the New Local Plan, evidence based documents have and will continue to be prepared for various topics. These can be viewed on the Council’s web site (localplan.southend.gov.uk).

The New Local Plan will replace the Southend Core Strategy, the Development Management Document, the Southend Central Area Action Plan and potentially some of the strategic policies within the London Southend Airport and Environs Joint Area Action Plan (JAAP), with a single document. The Essex and Southend Waste Local Plan (prepared jointly with Essex County Council) will be subject to its own review.

Proposed Changes to the Planning System

The Government recently published a White Paper⁶, ‘Planning for the Future’. The consultation on this closed in October 2020.

² Town and Country Planning Regulations 2012.

³ Sustainable development is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.

⁴ <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

⁵ Adopted by the United Nations as part of ‘Agenda 21’, a comprehensive plan of action to build a global partnership for sustainable development to improve human lives and protect the environment.

⁶ Planning for the Future, Ministry of Housing, Communities and Local Government, March 2020 - planningforthefuture@communities.gov.uk

The White paper contained a package of measures which seek to radically reform the planning system. The paper contained 24 individual proposals within three ‘pillars’ intended to ‘streamline and modernise the planning process, improve outcomes on design and sustainability, reform developer contributions and ensure more land is available for development where it is needed’.

The proposals also seek to change how Local Plans are prepared and presented. In meeting identified development needs it proposes that all land be apportioned to three new categories:

- **Growth areas** suitable for substantial development;
- Existing built-up **Renewal areas** suitable for re-development;
- **Protected areas** where development is restricted.

If approved, the White Paper proposals will have a major impact on how the Southend New Local Plan is prepared and taken forward. The preparation of this ‘Refining the Plan Options’ document is designed to provide a degree of flexibility so that the changes proposed in the White Paper can be satisfactorily accommodated as appropriate as the New Local Plan progresses.

Issues and Options Consultation

5

The Issues and Options document was published for public comment between February and April 2019. Over 34,000 people were reached on social media and 532 people were engaged at face-to-face events. In response 1,210 comments were received on the web site, by post or email by 92 individuals or organisations. Of these 630 representations were in support of the vision or question set out in the Issues and Options document; 79 objected to content of the document and 501 made specific comments.

The details of this consultation feedback were published in August 2019 in a *Consultation Report*⁷, available at localplan.southend.gov.uk

This consultation feedback has been instrumental in helping to shape this next stage of the New Local Plan preparation.

⁷ Southend New Local Plan Issues and Options Consultation Report Southend on Sea Borough Council, August 2019

1. Aim and Objectives

A key and integral part of developing the New Local Plan will be to embed the Southend 2050 ambition and present an aim for where we want to be in 20 years' time together with a set of Spatial Objectives that relate to planning. The comments you have fed back to us on the Issues and Options document will be considered as part of this process.

The Spatial Objectives need to embrace the essence of the Plan's aim and expand on this to provide a framework for the development of specific planning policies and guidance.

What You Said

As part of the consultation on the Issues and Options document you told us that you were in broad agreement with the key messages of the Southend 2050 vision relating to planning issues, particularly around:

- joint working with partners, including across South Essex;
- a strong community, safety and inclusivity;
- opportunities for young people, education;
- meeting housing need and providing more jobs and attractive town centres;
- connections and getting around the Borough, green and innovative travel; and
- protecting and enhancing the environment and sea front.

However, you considered that further emphasis was required on:

- protecting and enhancing the environment, including combating climate change, improving urban greening and biodiversity, managing flood risk, cleaner air, sustainable construction and use of minerals;
- developing Southend together needs to be supported by officer and member behaviour;
- acknowledging that Southend isn't one place and can be defined in multiple ways;
- greater emphasis on supporting infrastructure, particularly regarding access and improved community services including health;
- the importance of making it easy for residents and visitors to be able to get in and around the Borough using sustainable means of transport, but there are conflicting views on levels of parking provision and management;

- the need to incorporate other aims and objectives that balance aspiration with what is deliverable, especially in terms of infrastructure and delivering affordable housing;
- incorporating the United Nations Sustainable Development Goals within policy development.

Southend 2050 Vision Refresh

The Council has a shared vision of the future – the Southend 2050 ambition, 26 outcomes and delivery roadmap. This was developed through substantial engagement and co-design with stakeholders and communities. The ongoing engagement activity has brought people and communities together to identify where they want Southend to be in the future.

The Council reviewed and refreshed the 2050 vision, outcomes and roadmap in September 2020 to take into account the impact of the Covid-19 pandemic on the local economy.

It is important to recognise that there is frequent new information concerning Covid-19 and its impact that affect Government decisions and policy makers. Therefore, it is essential that the recovery plans in Southend are fluid enough to respond to changes and this will mean that the 2050 outcomes and roadmap will be closely monitored and updated to ensure the very best for the Borough.

For more information on Southend 2050 please see [Figure 4](#), and you can visit the website at <https://www.southend.gov.uk/southend2050>

Figure 4: Southend 2050 Themes and Outcomes (where we want to be)



By 2050 Southenders are fiercely proud of, and go out of their way, to champion what our city has to offer.

1. There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend.
2. The variety and quality of our outstanding cultural and leisure offer has increased for our residents and visitors and we have become the region's first choice coastal tourism destination.
3. We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset.
4. Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors.
5. We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling.



By 2050 people in Southend-on-Sea feel safe in all aspects of their lives and are well enough to live fulfilling lives.

1. People in all parts of the borough feel safe and secure at all times.
2. Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.
3. We are well on our way to ensuring that everyone has a home that meets their needs.
4. We are all effective at protecting and improving the quality of life for the most vulnerable in our community.
5. Residents feel safe and secure in their homes



By 2050 we have a thriving, active and involved community that feel invested in our city.

1. Even more Southenders agree that people from different backgrounds are valued and get on well together.
2. Residents feel the benefits of social connection, in building and strengthening their local networks through common interests and volunteering.
3. Residents are routinely involved in the design and delivery of services.
4. A range of initiatives help increase the capacity for communities to come together to enhance their neighbourhood and environment.
5. More people have physically active lifestyles, including through the use of open spaces.



By 2050 Southend-on-Sea is a successful city and we share our prosperity amongst all of our people.

1. The Local Plan is setting an exciting planning framework for the Borough.
2. We have a fast-evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities.
3. Our children are school and life ready and young people are ready for further education, training or employment.
4. Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the Borough.
5. Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.
6. Southend provides fulfilling careers for our residents, and enough job roles to match the needs of the population.
7. Southend businesses feel supported to respond to economic shock; adapt to evolving global markets; and, have the tools to preserve their businesses by responding effectively and positively to change.



By 2050 people can easily get in, out and around our borough and we have a world class digital infrastructure.

1. Working with the public transport providers to enhance and encourage the use of the existing provision moving towards a long-term aspiration to open new routes, enabling a wider accessibility to public transport options.
2. People have a wide choice of transport options.
3. We are leading the way in making public and private travel smart, clean and green.
4. Southend is a leading digital city with world class infrastructure that reflects equity of digital provision for the young, vulnerable and disadvantaged.

Our Response

In developing a draft aim for where we want to be in 20 years' time and a set of draft development principles and spatial objectives for the Southend New Local Plan we need to take into account all the above considerations.

A profile for Southend and some of the main opportunities and challenges facing the Borough are displayed following Question 1.1 below

We would now like your views on what you think the Aim and Spatial Objectives should be and what our key priorities are for new development

Draft Aim – where we want to be in 20 years' time *Significant progress on the way to achieving the Southend 2050 ambition*

Southend has led the way in how to grow a sustainable, inclusive city. We have made the best use of new technologies to meet the challenges of climate change, improve quality of life and reduce inequalities, while cherishing our Estuary identity and the unique character of our neighbourhoods. We are well on the way to meeting our ambition to be a Green City, with low carbon growth, improved energy efficiency, and protected and enhanced natural spaces, biodiversity and habitats.

Southend city centre has a more diverse mix of leisure, cultural and business floorspace, homes and improved public realm, and the scale and range of uses within local centres reflect their roles as local community hubs. Southend's built heritage and natural environment are protected and enhanced, and new buildings and spaces respect and complement the local distinctiveness of Southend's neighbourhoods.

Southend as the region's first choice coastal tourist destination has benefited from continued growth of both overnight and longer stays and with increasing visitor numbers. With its reputation for creativity and culture, as well as the draw of the seaside, Southend is a place that residents and visitors alike can enjoy in all seasons and the seafront and green spaces continue to be attractive places to spend time all year round.

New leisure and entertainment uses better connect the seafront with the town centre, and new workspaces within the town centre support innovation in technology and commerce. New homes, employment and local facilities are built in accessible locations with civic spaces where people can connect with each other and feel safe during both daytime and evening.

Carefully planned new neighbourhoods provide homes that are adaptable and flexible, meeting the needs of people at all stages of their life, and infrastructure has been provided to support mixed communities and personal independence. Health inequality has been reduced by new and improved green spaces and a network of walking and cycling routes increase opportunities for physical activity and enhanced mental wellbeing.

More residents have improved education and skills levels, enabling them to benefit from growth in innovation and enterprise, facilitated by Southend's position as a leading digital and cultural city. Excellent transport connectivity has been further enhanced by the extension of Crossrail, and improved surface transport links to London Southend Airport and new neighbourhoods.

Draft Development Principles

The draft Development Principles set out below will establish what our key priorities are from new development. A balanced approach to how they are implemented will be needed to ensure development is viable and can come forward.

Your comments will help us draft policies to manage development proposals that will be presented in the next consultation version of the New Local Plan.

- DP1** Deliver high quality, well designed and attractive urban, historic and natural environments that foster healthy living, are safe and people friendly, distinctive, and enhance existing character and local amenity.
- DP2** Ensure development is supported by necessary infrastructure, high quality digital connectivity and access improvements.
- DP3** Prevent or minimise the impact of climate change, including energy and water efficiency, renewable energy, improved air quality, sustainable drainage, electric vehicle charging and urban greening measures.
- DP4** Enhance biodiversity and improve access to green space, safeguard environmental assets and manage constraints such as flood risk.
- DP5** Prioritise the use of suitable previously developed land for development.
- DP6** Deliver a range of housing types and tenures, including affordable and Council housing, that are designed to be adaptable so local people can reside independently in their local community through all stages of their lives and seek to safeguard existing family housing.
- DP7** Promote modal shift through improved sustainable and active travel and proportionate parking standards that reflect car ownership levels, local on-street parking stress and the convenience of public transport and off-street public parking.

Draft Spatial Objectives

Draft Spatial Objectives are set out below to guide your feedback. They are relevant to different areas of the Borough. You may consider that some are appropriate, or you may have different ideas as to what topics the spatial objectives should cover:


- SO1** Achieve the urban renewal and sustainable regeneration of Southend's urban area and optimise the use of suitable previously developed land for development, particularly within town centres and other locations well served by public transport.
- SO2** Deliver sustainable new neighbourhoods to the north of the Borough to meet local housing and economic needs, particularly affordable and family housing. This will have regard to environmental considerations and the need to provide for supporting infrastructure including transport, health, education, community, recreation and leisure facilities.
- SO3** Define the broad extent of the Green Belt boundary around the urban areas of Southend to prevent the coalescence of neighbouring towns. This will include reviewing the Green Belt to deliver new neighbourhoods and support managed growth of the town and supporting infrastructure during this plan period and beyond.
- SO4** Identify, create, enhance and protect a comprehensive green and blue infrastructure network across the Borough, including existing public open green space and corridors linking to the provision of a new Country Park to the north-east of Southend, that would compensate for the loss of any land within the Green Belt and improve access to the surrounding countryside.
- SO5** Secure economic recovery and enhance Southend's important sub-regional role as a place for economic growth and opportunity and safeguard key business clusters, including those focussed round the town and district centres and London Southend Airport.
- SO6** Establish a network of town, neighbourhood and local centres to serve as the heart of local communities; providing opportunities for higher density living and being the focus for economic and social activity and improving health and wellbeing through improved access by train, bus, foot and cycle to a mix of uses including shopping, services and jobs.
- SO7** Promote and enhance the tourism, cultural and leisure offer, including visitor accommodation, having regard to the assets offered by the area, to attract greater visitor numbers and promote more overnight and longer stays.
- SO8** Identify new and improved strategic transport corridors, including highways, rail, bus, cycle and pedestrian provision, essential to realising economic growth.
- SO9** Promote modal shift through improved sustainable and active travel and the effective management of parking that supports growth of the town centre, tourism sector and London Southend Airport.
- SO10** Secure the social and physical infrastructure related to improving the health, education, lifelong learning and wellbeing of all sectors of the community.

- SO11** Facilitate the delivery of a relocated stadium for Southend United Football Club at Fossetts Farm in north Southend.
- SO12** Facilitate growth of London Southend Airport to realise its potential in becoming a zero carbon regional transport hub providing for significant new employment opportunities and improved strategic surface access subject to environmental safeguards.
- SO13** Ensure heritage assets and their setting are conserved and enhanced so they continue to make a full contribution to the character of Southend.
- SO14** Secure the sustainable use of the River Thames and its Estuary as an asset for transport, leisure and business while respecting its environmental sensitivity.
- SO15** Secure delivery of the plan's spatial objectives through all relevant delivery bodies and their strategies.

1.1 Aim and Objectives

Have your say.....

Please explain your answers

- a.  What are your views on the draft Aim for the Southend New Local Plan, setting out where we want to be in 20 years' time?
- b. Do you agree with the draft Development Principles or have we missed anything?
- c. Do you agree with the draft Spatial Objectives or have we missed anything?

Southend Borough

comprises 8 distinct neighbourhoods



82,000

Existing homes



Density 19.6 homes per hectare



23,620 homes required by 2040



529.9 hectares of protected greenspace

20,000+ Street Trees



15

Allotments

8

Nature conservation areas

Resident Population
183,100

7+ million day visitors per annum pre Covid-19



7 miles of coastline

Theme Park & Pleasure Pier



3 Theatres



Cultural facilities
2 nationally recognised art companies

1 International Airport



9 Train Stations



50+

Sport facilities and pitches



58 Schools

2 Colleges



1 University

64,700 jobs in Southend

48 Commercial Areas
(93 hectares)



11,000 new jobs by 2040

20 Business/ Industrial Estates
(118.3 hectares)



Extensive Bus Routes



1.09 cars per household
1.31 cars per house
0.65 cars per flat



Map 1: Southend-on-Sea Borough

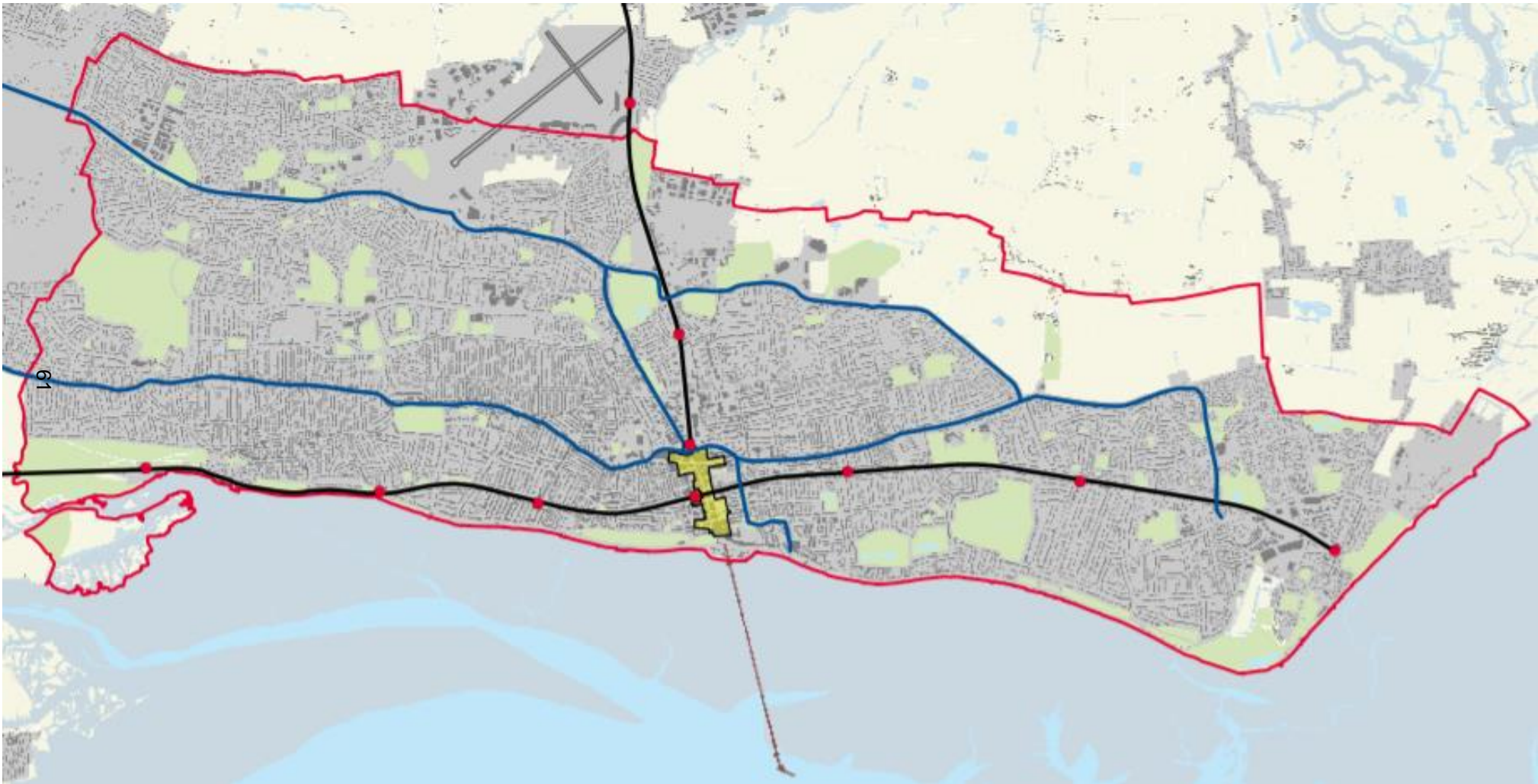


Figure 5: Strengths and Opportunities



Figure 6: Challenges



2. Spatial Strategy

The New Local Plan must set out a positive overall strategy for the pattern, scale and quantity of development. It will be important that the strategy seeks to satisfactorily accommodate future development needs, including new homes, jobs and supporting infrastructure and services, whilst safeguarding the character and amenities of areas and the natural and the historic environment.

In relation to housing, Local Authorities must seek to meet their identified need in full. The Government has recently introduced a new standard methodology for calculating housing need. This represents a significant uplift on the number of homes that have been built in Southend in recent years. The latest calculation of need is set out in **Table 1**.

Table 1: Housing and Economic Identified Needs

District/Borough	Homes per annum	Jobs per annum
Southend	1,181 ⁸	550 ⁹

The Issues and Options document (2019) set out three possible options for meeting future development needs, namely:

- Option 1:** all development provided within the existing built up area
- Option 2:** most development provided within the existing built up area with some development on the urban edges on green field and Green Belt land in Southend
- Option 3:** Option 2 + working with neighbouring authorities to develop a comprehensive new settlement on Green Belt land (strategic scale development).

The advantages and disadvantages of each option were detailed in the Issues and Options document¹⁰ (pages 24 to 26). Only Option 3 had the potential to deliver all development needs.

⁸ Government Standard Methodology
⁹ South Essex Economic Development Needs Assessment (2017)
¹⁰ <https://localplan.southend.gov.uk/local-plan-issues-and-options-pdf>

What You Said

Of the three options, Option 3 attracted the most support as it provided the best opportunity for accommodating the necessary growth.

Those respondents favouring Option 1 focussed on the need to redevelop brownfield sites. Those opposing this Option were concerned that further development in the existing built-up areas would worsen perceived over-crowding and high-density development, increasing traffic problems and placing infrastructure under strain.

Respondents favouring Option 2 considered this to be the best compromise of the 3 options available, promoting use of brownfield sites whilst also allowing some expansion of the urban area, ensuring that new residents could easily access facilities in the existing urban area. Opposition came from those wishing to see the Green Belt protected and others who considered that this approach would not be sufficient to meet the Borough's needs.

Option 3 attracted the most support, although it was highlighted that building on a certain amount of Green Belt land and countryside is regrettable it would allow for the building of new neighbourhoods and provide homes to suit all people and provide the space to deliver successful communities with the required infrastructure to support them.

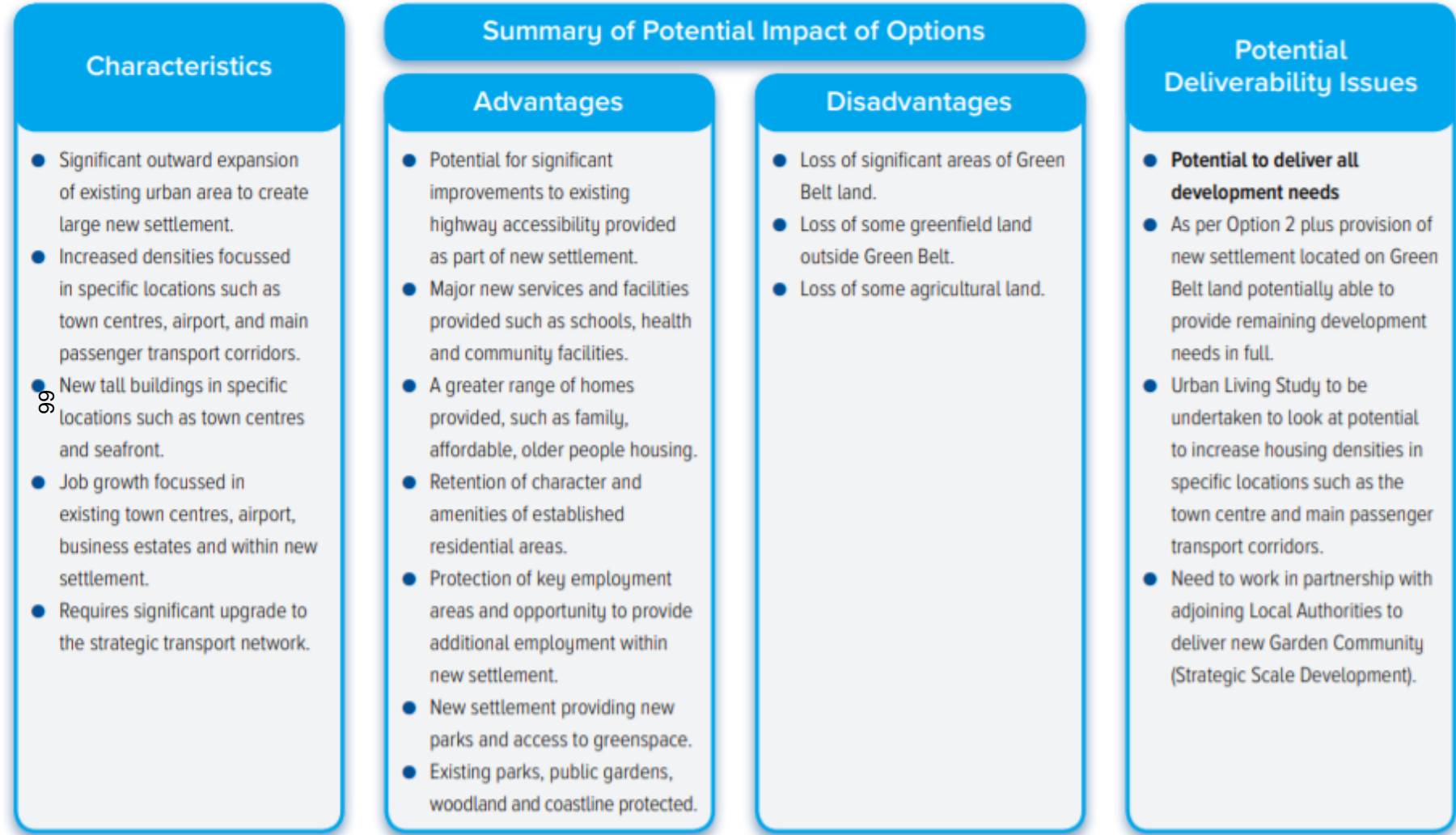
Views were also expressed that the delivery of a comprehensive new settlement (Option 3) will take a long time, with most of the new housing delivered towards the end of the plan period and beyond. As such, it was also suggested that all options could be implemented plus all suitable and deliverable sites beyond Southend's boundaries, including land south of Great Wakering, to meet its unmet needs.

A number of comments noted that other areas assessed and dismissed in the Growth Locations Study¹¹ might have potential to accommodate development, but at a smaller scale than that tested in the Study.

¹¹ [South East Essex Strategic Growth Locations Assessment 2019](#)

Spatial Strategy Option 3 as presented in the New Local Plan Issues and Options Document (2019)
OPTION 3:

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



Our Response

Having regard to your feedback we are actively exploring with neighbouring local authorities the potential to develop Option 3 as the Council's emerging preferred spatial strategy.

However, it is also clearly apparent from your feedback that we need to identify the full development potential from within the existing urban area of the Borough that can be achieved without detrimentally affecting the character and fabric of the urban environment. This is critical to determining what level of need is required to be accommodated outside the existing urban area and to provide an evenly phased development programme across the whole of the plan period.

Before we can develop a detailed strategy we therefore wish to establish where new housing development can satisfactorily be accommodated and what supporting employment, parks and green space facilities and transport improvements are needed to meet our future needs. Draft policies on how we manage new development, such as those that will guide design, heritage, carbon reduction and amount and type of affordable housing and the necessary infrastructure improvements will be included in the next stage of the Southend New Local Plans preparation.

9

We would now like your views on the detailed housing, employment, parks and green space and transportation aspects of the strategy in order that we may develop a comprehensive strategy which will be consulted on as part of the next stage of the New Local Plan preparation.

To help us develop the strategy we have commissioned a variety of technical evidence base studies to quantify and qualify the scale of need for different types of land uses, including housing (including houses of different types, tenures and sizes), employment, retail and leisure. A number of these studies have been commissioned with our South Essex Local Authority partners.

2.1 Economic Recovery and meeting Employment Needs

The Covid Pandemic has had a significant impact on the global and local economy, including consumer and travel to work patterns. The New Local Plan can play a key role in helping to act as a catalyst to recover from this impact. It will be important that we continue to monitor the impacts of Covid and the post pandemic recovery as the New Local Plan is prepared.

This section focusses on employment land provision for office, business, industrial and warehousing uses. However, the subsequent sections of the New Local Plan will all play an important role in facilitating job growth. The provision of new homes will provide construction jobs and attract investment and spending to the area, whilst a growing population will generate more jobs in schools and health related services as well as shops, cafes and restaurants in our town, neighbourhoods and local centres. Transport and access improvements for all modes of travel will be vital for attracting economic investment and there remains considerable economic growth potential at London Southend Airport.

The Southend Employment Topic Paper (2021)¹² summarises the latest available evidence on the employment space requirements and land supply position to inform how the New Local Plan should address the Borough's future employment land needs. This includes a summary of the South Essex Economic Development Needs Assessment (EDNA) which was published in 2017.

The Borough will need to plan for around 11,000 new jobs over a 20-year period according to the EDNA which identified 'growth clusters' as having the potential to achieve future economic growth in Southend. These are: ***Southend Town Centre, London Southend Airport and northern Southend corridor centred around Progress Road, Airborne Close and Stock Road/ Temple Farm employment areas***. Within these areas the principal growth drivers are identified as being the ***digital, cultural and creative; healthcare technology; advanced manufacturing and engineering; and tourism sectors***. There is also potential within the ***climate change technology sector***. The EDNA recommended that support and investment for education, skills and training is targeted towards these occupations and industries to help boost the qualifications and skills levels of local people in these sectors.

Southend is a very constrained area where employment land has seen significant losses in recent years, however for the New Local Plan to positively encourage sustainable economic growth it must not overlook potential opportunities for growth. Conversely, it should not underutilise land with unjustifiable designations if there is no reasonable prospect of the land meeting future employment needs. This will include a balanced approach of: safeguarding the existing stock, additional land provision, and re-allocation of employment land to other uses

¹² <https://localplan.southend.gov.uk/new-evidence>

A key catalyst for meeting employment needs and supporting economic growth is delivering quality infrastructure improvements. The EDNA specifically states that without adequate infrastructure provision the employment growth scenarios for Southend will not be achieved. This aspect is considered within [Section 2.7 Transport and Access](#) below and will need to be further developed as the New Local Plan is prepared.

Safeguarding the Existing Stock

It is proposed that a number of key employment areas should continue to be designated and safeguarded for such uses as set out in [Table 2](#). These employment areas are identified in [Map 2](#).

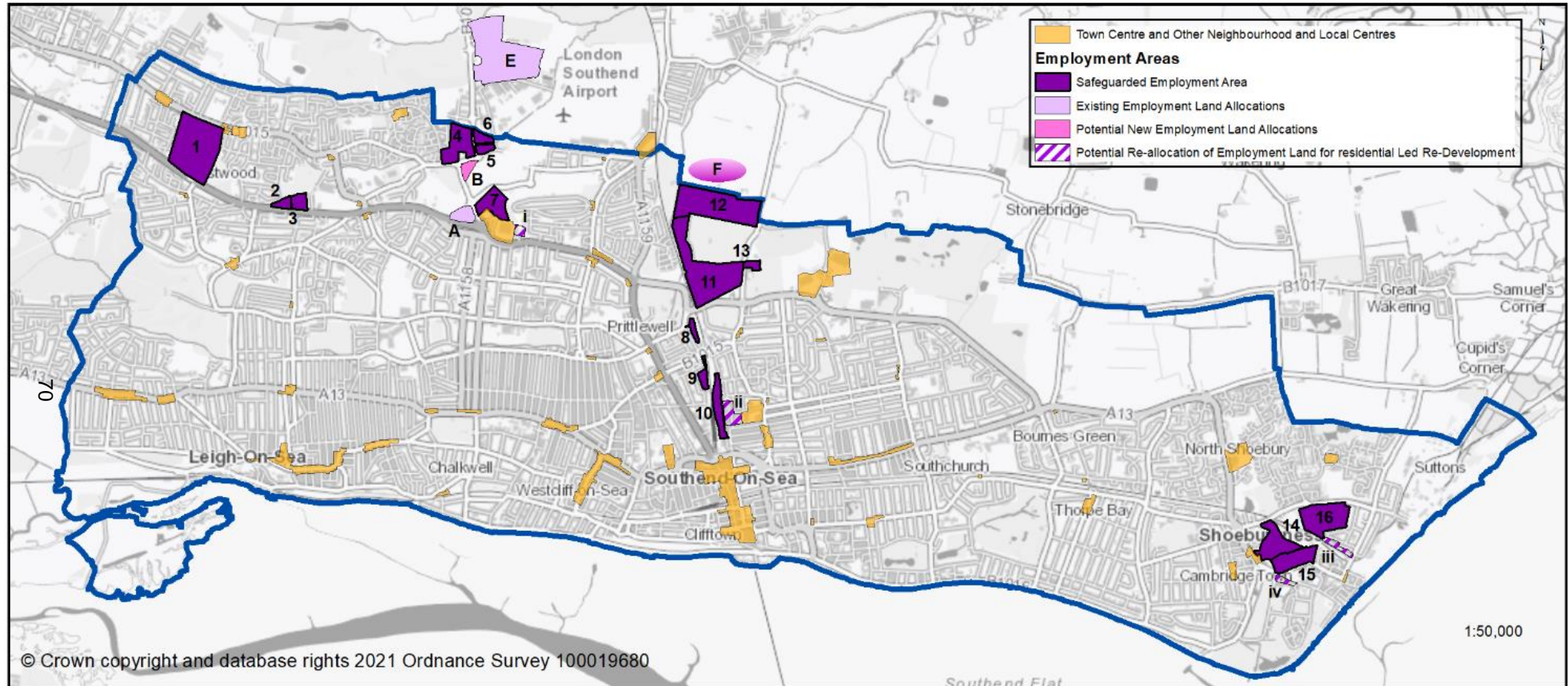
It is considered that a number of the sites listed in [Table 2](#) below could also provide additional employment floorspace of 500 sqm and above through the intensification of uses, notably at Progress Road and Stock Road/Temple Farm and should be promoted as such as part of the New Local Plan.

Table 2: Proposed Employment Land Designations

Map Ref.	Site	Description	Neighbourhood Area	Land Area (ha)
1	Progress Road	General Industrial and Business	Eastwood	21.46
2	Airborne Industrial Estate	General Industrial and Business	Eastwood	1.39
3	Airborne Close	General Industrial and Business	Eastwood	2.02
4	Comet Way	General Industrial and Office	Eastwood	7.16
5	Laurence Industrial Estate	General Industrial	Eastwood	1.26
6	Aviation Way	General Industrial and Business	Eastwood	1.59
7	Thanet Grange	Business	Prittlewell	5.41
8	Priory Works	General Industrial	Prittlewell	0.96
9	Tickfield Avenue	General Industrial and Business	Southend (Central)	1.42
10	Short Street	General Industrial and Office	Southend (Central)	4.03
11	Stock Road	General Industrial and Business	Edge of Southend/ New Neighbourhood	21.4
12	Temple Farm	Modern General Industrial and Business	Edge of Southend/ New Neighbourhood	18.9
13	Rosshill Industrial Park	General Industrial and Business	Edge of Southend/ New Neighbourhood	1.13
14	Towerfield Road	General Industrial and Business	Shoeburyness	7.25
15	Campfield Road	General Industrial and Business	Shoeburyness	6.13

16	Vanguard Way	General Industrial and Business	Shoeburyness	10.69
	Total			112.2

Map 2: Proposed Employment Land Designations



Additional Employment Land Provision

National Policy Guidance outlines that local authorities should develop an idea of the future economic needs of their area based on a range of data and forecasts of quantitative and qualitative requirements. In this respect, planning for growth should avoid relying upon using single sources of data or forecasts which tend to rely on a number of different variables that are inevitably subject to change.

The Employment Topic Paper¹³ reviews a number of economic growth scenarios including those set out in the EDNA and concludes that:

- in terms of office employment requirements, these are more likely to be around 16,000 sqm - this consists of the lowest positive projection across the scenarios tested in this analysis. Although, the office market is currently characterised as weak and very localised, the New Local Plan should provide for long-term and future growth needs without overestimating the levels of demand.
- in relation to the industrial and distribution requirements, it is estimated that the combined figure should be around 7,280 sqm reflecting increasing labour supply protection. This level of demand reflects better the past and emerging trends that have been recorded by the market, allows for some flexibility and unearths any latent demand.

To meet this identified need and to provide for a degree of flexibility, it is proposed that:

- land at Nestuda Way¹⁴ is designated for employment use;
- smaller sites that will deliver a proportion of employment floorspace are promoted as part of mixed-use developments, within local neighbourhood centres; and
- niche office developments are promoted as part of regeneration proposals for the Southend town centre – see [Section 3: Southend Neighbourhoods](#).

The EDNA identifies the important role that town centres play in not only providing opportunities in the digital, cultural and creative sector but also providing the opportunity more generally to encourage smaller and more diverse employment activity. A level of professional and business sector growth in particular could be expected to locate in town centre environments considering their strong link with population clusters, and the level of service, amenities and facilities they provide in one location.

In addition to the above sites and opportunities, the Borough Council is actively pursuing the provision of new employment land to the north of Southend in liaison with Rochford District Council as part of a joint approach to meeting future development needs in the sub-region. This includes land at the Airport

¹³ <https://localplan.southend.gov.uk/new-evidence>

¹⁴ Land at Nestuda Way is currently identified for employment use in the London Southend Airport and Environs Area Action Plan.

Business Park and potentially to the north of the Temple Farm estate, both situated within the administrative district of Rochford. If agreed, these sites will be identified in the emerging Rochford New Local Plan.

Collectively, these sites and their potential contribution to future employment land provision are set out in [Table 3](#) and identified in [Map 2](#).

Table 3: Potential New Employment Land Allocations

	Map Ref.	Broad Development Type	Name	Potential Use	Neighbourhood Area	Land Area	Comments
Within Southend Borough	A	Provision of new Employment land within Southend	Nestuda Way	Range of employment, including convenience retail, EV charging hub	Eastwood	2.75	Being promoted for a range of uses including potential retail and/ or EV charging hub. Currently allocated for employment within Airport Joint Area Action Plan.
	B		Land at Nestuda Way/ Eastwoodbury Lane	General Employment	Prittlewell	1.56	Promoted for potential car show room. However, proximity to airport runway may prohibit development.
	C	Intensification of economic uses within existing employment areas	Southend Town Centre and other neighbourhood and local centres	Niche/ small scale office development as part of mixed-use schemes/ refurbishment	Southend town centre and other neighbourhoods	Various	No specific allocations. See section 2.4.
	D		Existing employment areas along A127/ A1159 corridor	Intensification of existing employment uses	Various	Various	No Specific allocations. Focussed around Progress Road, Temple Farm and Stock Road (Map Ref – 1, 2, 3
Within Rochford District	E	Provision of new employment land on the edge of Southend with Rochford District	Airport new business park	Range of employment	North of Airport	27.05	Proposed within Airport Joint Area Action Plan – Committed site being built out. To be considered as part of Rochford New Local Plan.
	F		Land to the north of the Temple Farm Estate	Range of employment and flexible work spaces	As part of a series of new neighbourhoods on the edge of Southend	TBC	Currently agricultural land. To be considered as part of Rochford New Local Plan as part of a series of new neighbourhoods to the north of Southend. See Section 2.3 Development Opportunity D.

Re-allocation of Employment Land to housing-led redevelopment

A number of economic forecasts summarised in the Employment Topic Paper¹⁵ indicate a negative land requirement for industrial uses within the Borough. As such the opportunity for re-allocating such employment use to other uses, such as housing, is identified. The report identifies three sites as having the weakest offer, suffering from high levels of vacancies, namely:

- Prince Close - the continued employment use at this site has been severely reduced by recent permissions for residential development. Once the permissions are implemented the site will lose most of its employment footprint and this combined with its context and restricted access do not make it attractive for employment investment.
- Grainger Road - is identified as being unlikely to be appropriate for future employment use due to its location, the vicinity of retail and residential properties and its poor quality and poor accessibility.
- Terminal Close - is currently underutilised with half of the site being vacant and difficult to let due to the poor condition of premises and the unviable nature of the significant investment that would be required to bring the site up to modern day standards.

In addition to the above three sites, part of the Shoebury Garrison (Phase 1) regeneration scheme is identified for employment uses. However, since its designation take up rates have been slow and only a small proportion of the site is occupied by employment activities. The only newly developed commercial space in the area relates to a retail food store. Given this context and that the employment area will mainly comprise residential uses once existing planning permissions are built out, it would be inappropriate to continue promoting the site as an employment area.

Having regard to all these considerations it is proposed that the New Local Plan should re-allocate these designations for housing led redevelopment as set out in **Table 4** and **Map 2**.

Table 4: Potential Re-allocation of Employment Land to housing led redevelopment

Map Ref.	Site	Description	Neighbourhood Area	Land Area (hect.)
i	Prince Close	General Industrial	Eastwood	0.90
ii	Grainger Road	General industrial	Southend (Central)	2.76
iii	Terminal Close	General Industrial	Shoeburyness	0.94

¹⁵ <https://localplan.southend.gov.uk/new-evidence>

iv	Shoebury Garrison	Smaller Scale General Industrial	Shoeburyness	1.49
Total				6.09

Other Policy considerations

Due to recent changes in planning law to the General Development Order¹⁶, it is now possible to change an employment use to other uses without the need to apply for express planning permission. As such existing planning policies to protect employment space will become less effective where these relate to existing B1(a/b/c)¹⁷ premises, because there will no longer be the same degree of planning control to change an employment use to retail, leisure and community use. The New Local Plan will therefore need to state clearly the protection of office – Use Class E(g)(i)/(ii), light industrial – E(g)(iii), industrial, B2 General Industrial, and B8 Storage or distribution uses - by labelling as appropriate within the emerging policies and allocations. This will be justified in Southend where there is pressure from other Class E uses and there is also a constrained land supply in general.

Economic Recovery and Meeting Employment Needs

What does this issue cover?

- Protection of important employment sites and premises
- Identification of new employment locations and opportunities
- Potential release of underused employment areas for new uses (redevelopment of poorer quality employment sites)

What information or evidence do we need for this issue?

- Housing and Employment Land Availability Assessment (HELAA) (2020)
- Southend Economic Strategy (2017)
- South Essex Economic Development Needs Assessment (EDNA) (2017)
- Southend Employment Topic Paper (2021)

¹⁶ The Government Recently introduced under the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 changes regarding the Use Class Order which took effect on 1 September 2020.

¹⁷ Use Class B1 – Business, (a) Office other than a use within Class A2, (b) Research and Development of products or processes, (c) For any industrial process (which can be carried out in any residential area without causing detriment to the amenity of the area).

Related Southend 2050 Outcomes - where we want to be

- Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the Borough.
- Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.
- Southend provides fulfilling careers for our residents, and enough job roles to match the needs of the population.
- Southend businesses feel supported to respond to economic shock; adapt to evolving global markets; and, have the tools to preserve their businesses by responding effectively and positively to change.

2.1 Economic Recovery and Meeting Employment Needs

Have your say.....

Please explain your answers

- ⁷⁵a. Do you agree with the employment sites proposed to be safeguarded as set out in **Table 2** and **Map 2**? Please reference the site.
- b. Do you agree with the identified potential new employment sites as set out in **Table 3** and **Map 2**? Please reference the site.
- Should we prioritise the *provision of new employment land within Southend* (Sites A + B); or
 - Should we prioritise *the intensification of economic uses within existing employment areas* (Areas C + D); or
 - Should we prioritise the *provision of new employment land on the edge of Southend in partnership with Rochford District Council* (Sites D + E)? or
 - Should we prioritise all or a combination of the above?
- b. Do you agree with the identified potential re-allocation of employment sites to residential-led redevelopment as set out in **Table 4** and **Map 2**?
- c. Do you have any other views you would like to make on meeting employment needs?

2.2 Providing Community Services and Infrastructure

Providing quality services for the future health, education, sports and leisure and community needs of the Borough's residents are fundamental factors in achieving a high quality of life, and with a growing population it is essential that these are planned in such a way that they meet the future demands that are placed upon the town. **Growth within Southend needs to be infrastructure led, ensuring key services and facilities are delivered when and where they are needed, taking account of existing capacity and the phasing of future development.**

Good quality infrastructure is essential to enable growth to occur. This includes physical infrastructure such as utilities (water, electricity, gas, digital, etc) as well as wider social infrastructure such as schools, health, sports and leisure facilities. It is known that there are localised issues with infrastructure within the Borough that will require addressing in the future. Examples are some schools being full with others undersubscribed, sewer capacity limitations and weaknesses in the electricity grid in parts of Leigh.

New development can exacerbate current problems if these are not addressed but also has the potential to significantly improve the situation through new investment that also benefits existing users. An example of this would be a new Link Road (multi-modal) between the A127 and Shoeburyness, which would be vital in facilitating new neighbourhood/s to the north of Southend, whilst providing relief to the local network to the east of the borough ([See Section 2.7](#)).

A high-level assessment of different infrastructure types in Southend has already been undertaken as part of the South Essex Strategic Infrastructure Position Statement (SIPS)¹⁸. The provision of community services and infrastructure is the responsibility of a range of public and private bodies. Discussions have been held with various providers which will continue as part of detailed plan preparation as it becomes clearer what sites will be included within the New Local Plan.

A detailed Infrastructure Delivery Plan will be prepared for the New Local Plan to identify what the current issues are and the implications of growth. It will also identify potential timescales for improvements and how these will be funded. Examples of funding mechanisms include the Business Plans of individual providers and developer contributions, including through a review of the Community Infrastructure Levy and legal agreements such as Section 106 Agreements under the Town and Country Planning Act.

Providing Community Services and Infrastructure

¹⁸ <https://localplan.southend.gov.uk/new-evidence>

What does this issue cover?

- Community facilities and other infrastructure priorities
- Planning for future demand for social and community infrastructure for people at all stages in their lives

What information or evidence do we need for this issue?

- Southend and Rochford Settlement Role and Hierarchy Study (2020)
- Southend Playing Pitch Strategy and Built Facilities Strategy (2018)
- South Essex Strategic Infrastructure Position Statement (2019)
- Infrastructure Delivery Plan (to be reviewed)

Related Southend 2050 Outcomes - where we want to be

- Residents feel the benefits of social connection, in building and strengthening their local networks through common interests and volunteering
- A range of initiatives help increase the capacity for communities to come together to enhance their neighbourhood and environment
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors
- Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives
- People have a wide choice of transport options
- Southend is a leading digital city with world class infrastructure that reflects equity of digital provision for the young, vulnerable and disadvantaged.

2.2 Providing Community Services and Infrastructure

Have your say.....

Please explain your answers

Please refer to **Part 3: Southend Neighbourhoods** to comment and view infrastructure priorities for each neighbourhood within Borough and **Section 2.7: Transport and Access** to comment on transportation.

- a. Are there any specific issues regarding community services and infrastructure provision that you consider need to be addressed with respect to new development?

2.3 Providing New Homes

Housing is an important issue, particularly its affordability, not just for Southend but nationally. The Government Standard Method for calculating the number of homes required over a 20-year period for Southend indicates the need for **23,620 new homes** (1,181 homes per annum). Only about a third of this rate was built each year between 2001-2020, the majority of this development taking place on previously developed land within the existing built-up area of Southend.

If we do not meet the Government housing target, either by ourselves or through South Essex Authorities working together, the Government's 'Housing Delivery Test' will apply a presumption in favour of development that will make it harder to reject proposals that do not comply with the New Local Plan on matters such as poor design or loss of existing land uses. There is therefore a clear imperative to look at all opportunities for how and where our housing need can be met.

Housing in Southend, and South Essex as a whole, has become less and less affordable in recent years. Indeed for many, it is simply unaffordable. When compared to the national average, we have high rates of overcrowding, enforced house sharing, and homelessness. We continue to see rising house prices and private rents outstripping local wage levels. Not enough housing is being built in the area and the New Local Plan needs to facilitate a step-change in housing delivery in the future whilst respecting climate change implications, protecting our parks, delivering new infrastructure, including schooling and transport and safeguarding the character of the town.

Having an up-to-date Local Plan that is shaped through community engagement, provides an important tool to help manage future development proposals that would otherwise come forward without local policies guiding the type, scale and location of new development.

Housing Issues

Southend Population 183,100
Area 4175.6 hectares



82,000

Existing
homes

Density 19.6
homes per
hectare

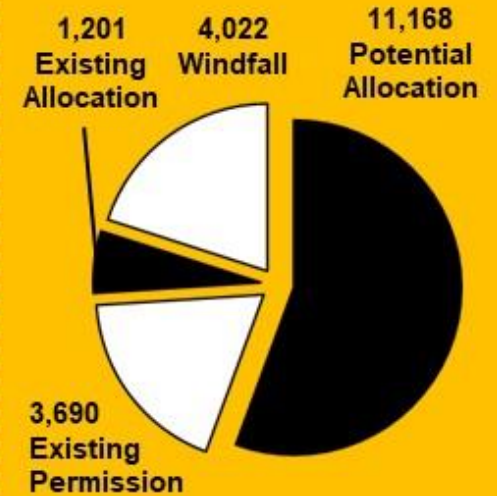


23,620 homes
required by 2040

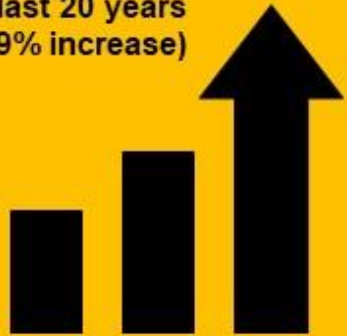


Supply - potential
number of new homes
within Southend

20,081



6,274 new homes built over
the last 20 years
(8.29% increase)



Of which 773 new affordable
homes built over the last 20
years



Around 570 – 650 new
affordable homes required
each year (SHMA 2016)

1,419 families on the
Southend Council housing
waiting list



2020 average house price
10.62x local earnings
(national average 7.84x)



2000 average house price
3.88x local earnings

Average age of first time
buyer

31



Average price of a home has
increased **320%** over the
last 20 years within Southend



National
average =
211%



Low growth in housing
compared to other large
towns and cities

Need to
deliver
more
family
housing



As described above within **Section 2: Spatial Strategy**, the Issues and Options consultation document (2019) set out three possible options for meeting future development needs, namely:

- Option 1:** all development provided within the existing built up area.
- Option 2:** most development provided within the existing built up area with some development on the urban edges on green field and Green Belt land in Southend.
- Option 3:** Option 2 + working with neighbouring authorities to develop a comprehensive new settlement on Green Belt land (strategic scale development).

Of the three options, Option 3 attracted the most support as it provided the best opportunity for accommodating the necessary growth.

Having regard to your feedback we are actively exploring with neighbouring local authorities the potential to develop Option 3 as the Council's emerging preferred spatial strategy.

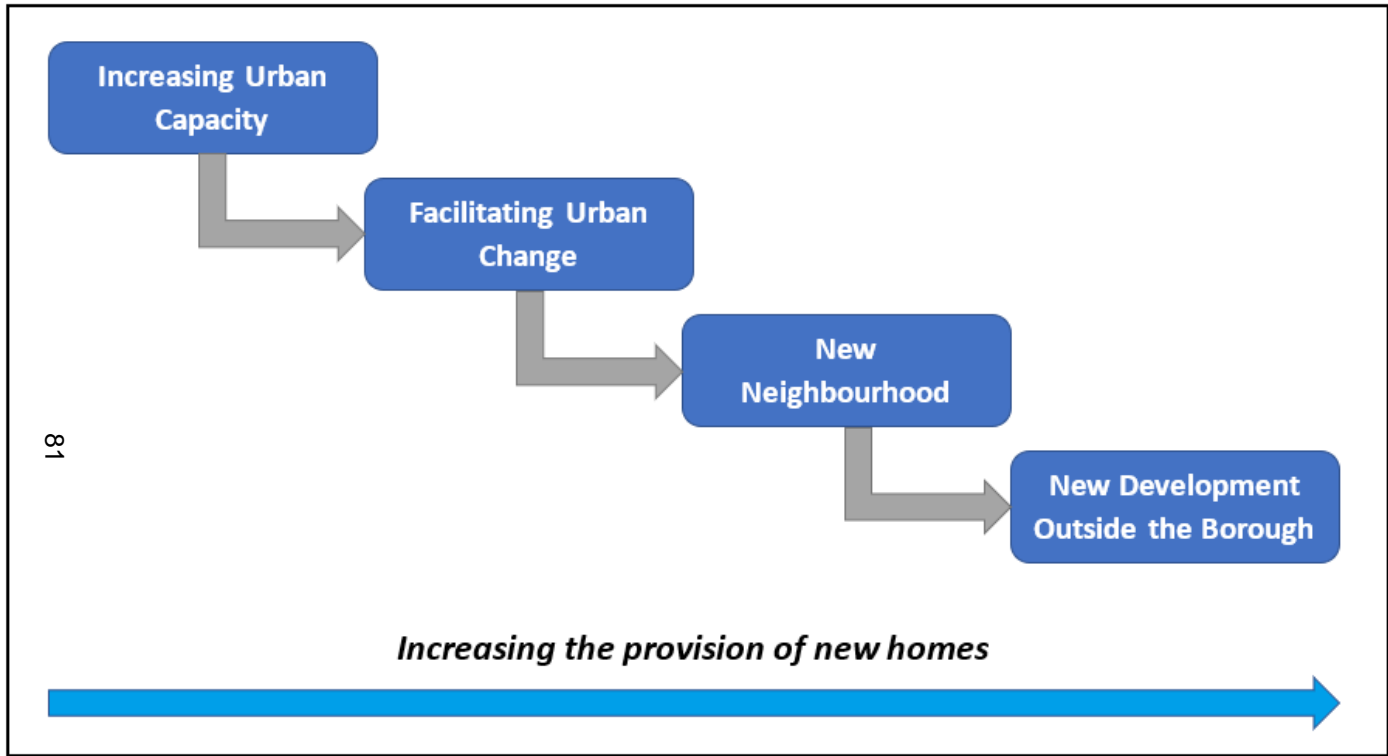
In taking forward Option 3 we have identified four mutually inclusive broad development opportunities that can contribute to the supply of new homes to meet our future housing needs (see also, **Figure 7**). These are:

- **increasing Urban Capacity** – sites that broadly accord to existing plan policies located on previously developed land.
- **facilitating Urban Change** – sites that would likely require a change to existing plan policies to come forward or would include the redevelopment of some existing residential accommodation.
- **provision of a new Neighbourhood** – comprising sites within the Green Belt and at Fossetts Farm within Southend Borough.
- **new Development Outside the Borough** – comprising sites that could provide expanded new neighbourhoods on the edge of Southend located within the Green Belt in Southend Borough and Rochford District or sites elsewhere in South Essex.

To determine the likely contribution that these types of development can make to meeting local housing needs various studies have been undertaken. A Land Availability Assessment, Urban Capacity Study and Complete Communities Study have been completed to determine potential development rates within the existing urban area having regard to density and character and form of the area. These can be viewed on the Councils' website at <https://localplan.southend.gov.uk/new-evidence>.

Green Belt and Landscape Quality Assessments¹⁹ have been completed to assess the contribution Green Belt in Southend makes to national Green Belt policy objectives and the impacts that might arise if parts of it were to be developed.

Figure 7: Potential Broad Development Opportunities of Housing Supply



The number of new homes that could potentially be achieved from each broad development opportunity and component of growth is detailed below in **Table 5**.

This approach follows national planning policy by ensuring all opportunities to meet housing needs are explored before looking at sites within the Green Belt, including making as much use as possible of sites within urban areas, underutilised brownfield land and optimising densities in locations served well by public transport.

¹⁹ <https://localplan.southend.gov.uk/new-evidence>

Each component of growth and development opportunity consists of a number of individual sites that are being promoted to us for development.

We are interested in your views on the merits and disadvantages of each ‘development opportunity’ and ‘component of growth’ from a broad sense. To view and comment on individual sites please refer to Part 3: Neighbourhoods.

Alternatively you can use the interactive mapping tool via the New Local Plan website - <https://localplan.southend.gov.uk/>

The number of new homes coming forward on sites already with planning permission has been included within Table 5. However, they are not the focus of this consultation as the decision cannot be changed by its outcome. Sites with planning permission can be viewed in Appendix A – it is proposed that these sites will also be allocated if they have not been implemented before we finalise the New Local Plan.

Table 5: Potential Housing Contribution from Development Opportunities

Local Area	Development Opportunities	Components of Growth	Potential No. of New Homes	Compliance with existing policy ²⁰
Southend Borough	A. Increasing Urban Capacity	Sites with Planning Permissions ²¹	3,690	Yes
		Windfall (no-sites)	4,022	
		Existing Allocated Sites	1,201	
		Urban Area Sites (previously developed land)	1,705	
	Total (A)		10,618	
	B. Facilitating Urban Change	Housing Regeneration Sites	866	No
		Employment Land Release Sites	740	
		Sites on Agricultural Land within Settlement Limits	331	
		Sites on Green Space within Settlement Limits ²²	322	
	Total (B)		2,259	
	Supply within Urban Area (A+B)		12,877	
		Fossett Farm Sites	1,859	Yes

²⁰ refers to likely compliance with existing policy, not a detailed assessment of the current adopted development plan. Sites within scenarios classified as non-compliant could still come forward now depending on the policy constraint and other material considerations, but generally would require policy review as part of the preparation of this new Local Plan.

²¹ Includes both large (5 homes or more) [2,664 dwellings] and small sites (less than 5 homes) with planning permission and those sites being implemented as of April 2019 [1,026]

²² Currently protected as public open space

	C. Provision of new Neighbourhood on edge of Southend	Sites currently designated as Green Belt	5,345 ²³	No
	Total (C)		7,204	
	Total Provision in Southend Borough (A+B+C)		20,081	
South Essex Local Authorities	D. Development outside the Borough	Provision of new neighbourhood on edge of Southend in Southend Borough (Development Opportunity C) PLUS Assistance from Rochford District Council to provide a series of new neighbourhoods on the edge of Southend currently designated as Green Belt ²⁴	4,890 ²⁵ (Total C+D = 12,094)	No
		Neighbourly help from elsewhere	To be confirmed	

Meeting Housing Need

As set out above national policy outlines that Local Plans must seek to meet housing need in full as well as any needs that cannot be met within neighbouring areas where it is possible to do so. The number of homes that is needed in Southend by 2040 is **23,620** (1,181 homes per annum).

Table 5 sets out the maximum amount of housing that could be delivered within the existing urban area is **12,877** new homes (**Development Opportunity A and B**). This represents a significant uplift in the past deliver of housing within Southend. However, 8,913 of these new homes are from sites that already have planning permission, are already allocated for development or are assumed to come forward over the plan period from windfall supply and therefore do not comprise any new allocation within the New Local Plan.

If a new neighbourhood (**Development Opportunity C**) were to be delivered on the edge of the urban area but within Southend, an additional 7,204 homes could be provided, which includes up to 5,345 homes on Green Belt land. This would result in a maximum supply of between **19,356 - 20,081** new homes

²³ 4,620 homes estimated to be delivered within Plan Period to 2040

²⁴ Exploring strategic scale development on the edge of Southend. [South East Essex Strategic Growth Locations Assessment 2019](#)

²⁵ 3,950 homes estimated to be delivered within Plan Period to 2040

within Southend by 2040²⁶, which represents a shortfall of 3,539 to 4,264 in the number of homes needed during the plan period (see [Table 6](#)). This shortfall may increase if sites presented within the New Local Plan are not brought forward or lead in times are such that less homes are delivered by 2040.

In such circumstances the Borough Council will continue to engage with Castle Point Borough Council and Rochford District Council as neighbouring authorities and other South Essex authorities to determine whether the shortfall in housing need can be delivered elsewhere.

Strategic scale development through the delivery of a series of new neighbourhoods (**Development Opportunity D**), on the edge of Southend including land within Rochford District, has the potential to deliver an additional 4,890 homes²⁷ which would help meet the Government’s assessed Standard Method for housing needs for the area over a 20-year period.

Table 6: Housing Need versus Potential Supply

	Housing Supply (estimated)		Housing Need (Government Standard methodology)	Shortfall/ Surplus (estimated)	
	by 2040	Total		by 2040	Total
Total supply in Southend, including the delivery of a new neighbourhood on Green Belt land (Table 2: A + B + C)	19,356	20,081	23,620	-4,264	-3,539
Supply in Southend if new neighbourhood on Green Belt land is not delivered (Table 2: A + B + Fossetts Farm Sites)	14,736	14,736		-8,884	
Total supply including assistance from Rochford District Council to provide a series of new neighbourhoods on the edge of Southend (Table 2: A + B + C + D)	23,306	24,971		Potential to meet housing need	

²⁶ 19,356 new homes within the Plan Period to 2040, due to the long lead in times to deliver a new neighbourhood as part of Development Opportunity C. Around half of the supply (11,168 new homes) is from sites that would represent a new allocation in the New Local Plan, with the remainder comprising windfall, existing permissions or existing allocations.

²⁷ 3,950 within Plan Period to 2040 due to the long lead in times to deliver a series of new neighbourhoods as part of Development Opportunity D

Providing New Homes

What does this issue cover?

- Exploring identified housing need and the supply of new homes
- Identifying sites for future housing to meet anticipated needs
- Identification of comprehensive new neighbourhoods

What information or evidence do we need for this issue?

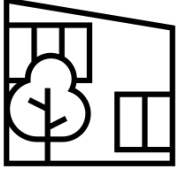



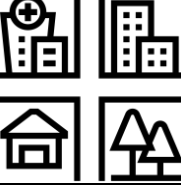
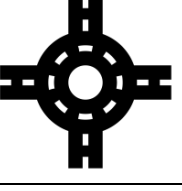
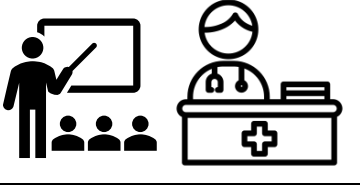




- Housing and Employment Land Availability Assessment (HELAA) (2020)
- South East Essex Strategic Growth Locations Assessment (2019)
- South Essex Strategic Growth Locations Study (2020)
- Housing, Homelessness and Rough Sleeping Strategy (2018)
- Southend and Rochford Settlement Role and Hierarchy Study (2020)
- Rochford and Southend Joint Green Belt Study (2020)
- Rochford and Southend Landscape character, sensitivity and capacity study (2019)

Related Southend 2050 Outcomes - where we want to be

- We are well on our way to ensuring that everyone has a home that meets their needs
- Residents feel safe and secure in their homes
- We are all effective at protecting and improving the quality of life of the most vulnerable in our society

Development Opportunity A - Increasing Urban Capacity

Headlines - Development Opportunity A

			
Potential 10,618 new homes (mainly flats, of which 10 – 20% affordable)	Opportunity to regenerate & invest in existing urban area/ derelict land	4,891 new homes with planning permission or already allocated, a further 4,022 via windfall	Shorter lead in times for development
			
£42m estimated contribution to new/improved infrastructure ²⁸	Transport mitigation & improvements likely to be made off-site, improving existing network	Requirements for education & health likely to be met through expansion of existing facilities	Access to parks & leisure facilities likely to rely on existing provision
			SOUTHEND BOROUGH
£1.9bn estimated Construction Value 13,600 estimated direct Construction Jobs ²⁹	£53m estimated first occupation expenditure ³⁰	£276m estimated additional residential expenditure per annum to help support local jobs ³¹	All sites within Southend Borough

²⁸ Assumes S106 of £1,400 per dwellings, averaged CIL rate of £50per sqm, average size of dwellings size of 65sqm, 20% affordable housing

²⁹ Assumes average house size of 100sqm, BCIS Jan 2021 for Southend £/sqm, 30% affordable housing; construction turnover per worker based on ONS Annual Business Survey

³⁰ Assumes £5,000 per dwelling; resident expenditure based on ONS Family Spending Survey (all households)

³¹ Assumes average household size of 2.5 persons, resident expenditure based on ONS Family Spending Survey (all households)

This comprises development within the existing urban area of Southend and includes windfall, existing allocations and sites located on previously developed land. The delivery of sites under this scenario is broadly compliant with existing planning policy.

Windfall

Windfall sites³² are those that are not specifically identified from the outset in the Local Plan. They normally comprise previously developed land that has unexpectedly become available. These could include, for example, large sites resulting from an unforeseen factory closure or small sites such as a residential conversion or a new flat over a shop.

As Southend is almost exclusively urban, it is inevitable that there will be further intensification of the existing urban area and a continual supply of land and buildings reaching the end of their useful life in their current use that may be suitable for residential use or redevelopment. Such developments assist with regeneration, urban renewal and inward investment but must conform with development management and design led policies to ensure there is not a detrimental impact on the local area.

Based on analysis of historic and future trends and ensuring there is no double counting with sites listed below, it is estimated that around 4,000 new homes can be provided through windfall development over the next 20 years. This figure is further supported by the Southend Urban Capacity Study³³.

Permitted and Existing Allocated Sites

Around 3,700 homes can be delivered from **Sites with Planning Permission** and are not the focus of this consultation. **Existing Allocated sites** are those currently allocated in the Southend Central Area Action Plan (SCAAP) adopted in 2018, where the principle for development has already been set and therefore will be included within the New Local Plan.

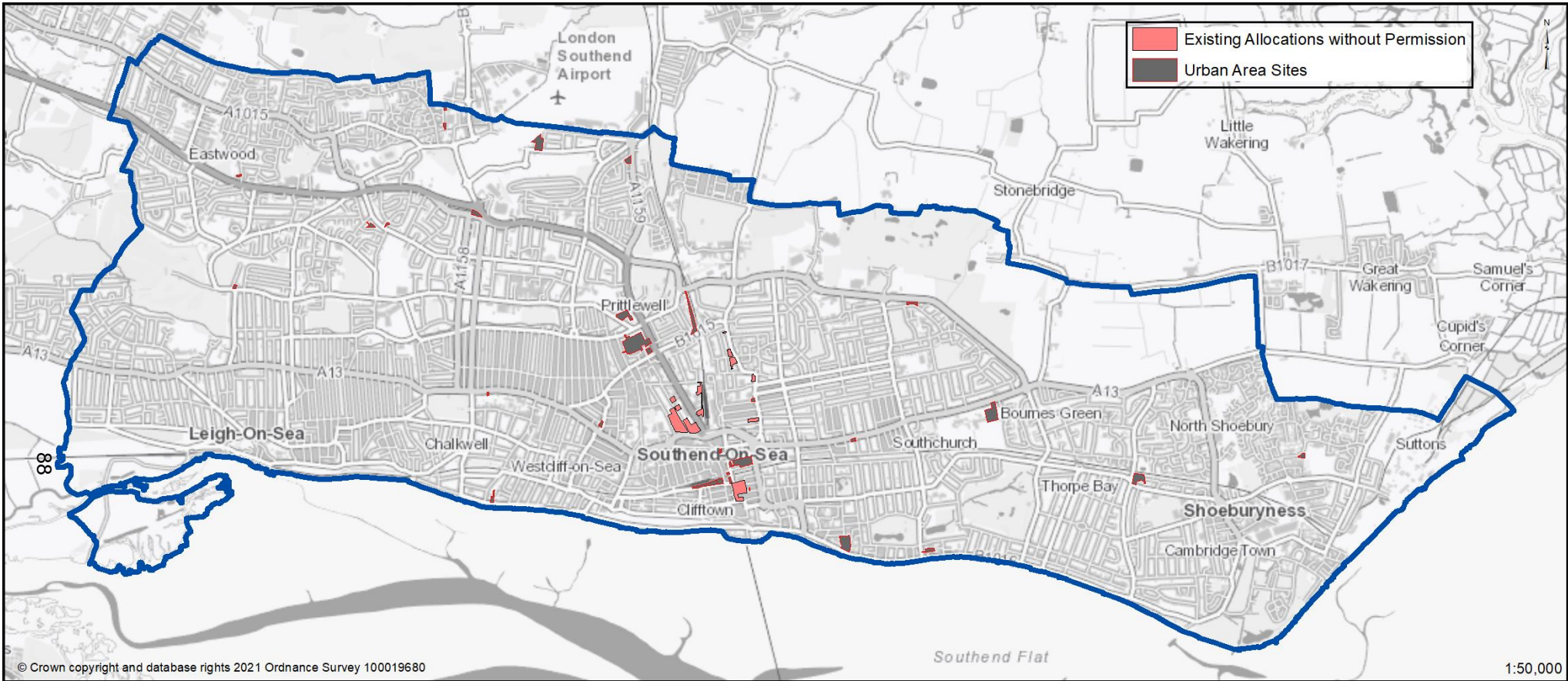
Urban Area Sites (sites submitted to us as part of New Local Plan process)

Other **Urban Area Sites** are those not currently allocated in the SCAAP, which sit within the existing urban area of the Borough and have development potential. Most will be characterised as previously developed land. The Government supports the redevelopment of such sites to assist urban renewal, ensuring the efficient use of land as well as providing for additional homes (see [Map 3](#)).

³² Windfall can include permitted development that does not require planning permission, and therefore, the Borough Council has limited influence on managing such development.

³³ <https://localplan.southend.gov.uk/new-evidence>

Map 3: Increasing Urban Capacity Sites³⁴



³⁴ Does not depict those sites with planning permission – please refer to Appendix A to view sites with planning permission.

Table 7: Increasing Urban Capacity

Component of Growth	Number of new sites as part of Local Plan	Number of sites with PP or Existing Allocation	Total number of sites	Potential number of new homes as part of Local Plan	Number of new homes with PP or Existing Allocation	Total number of potential new homes
Sites with planning permission on small sites (less than 5 homes) or those being implemented as of April 2019	0	225	225	0	1,026	1,026
Sites with planning permission on large sites (5 homes or more)	0	47	47	0	2,664	2,664
Existing Allocated Sites	0	13	13	1,201	0	1,201
Urban Area Sites	33	0	33	1,705	0	1,705
Sub Total	33	285	318	2,906	3,690	6,596
Windfall				4,022		4,022
Total	33	285	318	6,928	3,690	10,618

Please refer to [Section 3: Neighbourhoods](#) to view and comment on individual sites. A full list of potential sites is also available at [Appendix A](#).

The easiest and simplest way to view and comment on the document and proposed sites is by visiting the Council's [New Local Plan website](#) and [interactive mapping tool](#).

2.3a Providing New Homes – Development Opportunity A: Increasing Urban Capacity

Have your say.....

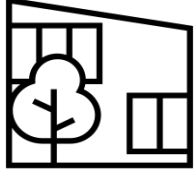




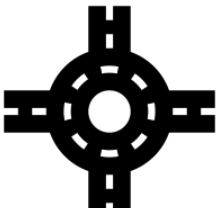
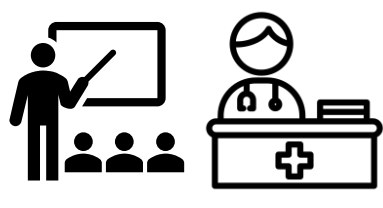




Please explain your answers

You can view and comment on specific sites within [Section 3: Neighbourhoods](#) or via the [website](#)

- Government supports the development of **Urban Area Sites** and therefore should be included within the New Local Plan. Do you have any comment to make regarding this?
- The Southend Central Area Action Plan, adopted in 2018, includes a number of **Existing Allocated Sites**. It is proposed that the New Local Plan will continue to allocate these sites for development. Do you have any comment to make regarding this?

Development Opportunity B - Facilitating Urban Change

Headlines - Development Opportunity B

			
Potential 2,259 new homes (mainly flats, of which 10–20% affordable)	Renewal or redevelopment of council property to provide quality homes for local people	Repurpose underused industrial estates and vacant premises	Small number of sites on green space and agricultural land
			
£9m estimated contribution to new/improved infrastructure ³⁵	Transport mitigation & improvements likely to be made off-site improving existing network	Requirements for education and health likely to be met through expansion of existing facilities	Access to parks & leisure facilities likely to rely on existing provision
			SOUTHEND BOROUGH
£0.4bn estimated Construction Value 2,900 estimated direct Construction Jobs ³⁶	£11m estimated first occupation expenditure ³⁷	£58m estimated additional residential expenditure per annum to help support local jobs ³⁸	All sites within Southend Borough

³⁵ Assumes S106 of £1,400 per dwellings, averaged CIL rate of £50per sqm, average size of dwellings size of 65sqm, 20% affordable housing

³⁶ Assumes average house size of 100sqm, BCIS Jan 2021 for Southend £/sqm, 30% affordable housing; construction turnover per worker based on ONS Annual Business Survey

³⁷ Assumes £5,000 per dwelling; resident expenditure based on ONS Family Spending Survey (all households)

³⁸ Assumes average household size of 2.5 persons, resident expenditure based on ONS Family Spending Survey (all households)

In addition to the above (Development Opportunity A), there are other opportunities for facilitating urban change which could contribute further to meeting future housing needs. These all comprise sites submitted to us as part of New Local Plan process and include:

- **Housing Regeneration Sites** located on existing housing estates in public ownership that may benefit from some renewal, redevelopment or expansion to help assist in regenerating the area, providing quality homes for local people, including meeting the needs of an ageing population so residents can remain living in the community.
To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping any of these sites unless the site is already allocated or has planning permission, for example Better Queensway.
- Outmoded/under used **Employment Land Release Sites** that could be put to alternative residential use by providing additional new homes that relate better to nearby existing residential properties and may include an element of new commercial floorspace. Please refer to [Section 2.1](#) above to view and comment on the sites.
- Sites on **Green Space and Agricultural Land** within settlement limits that could be suitable for housing. This comprise 8 sites in total. Please refer to [Section 2.6](#) below to view and comment on the sites.

The delivery of sites under this scenario will broadly rely on review of existing planning policy as part of the New Local Plan. See [Map 4](#) and [Table 8](#).

Map 4: Facilitating Urban Change³⁹

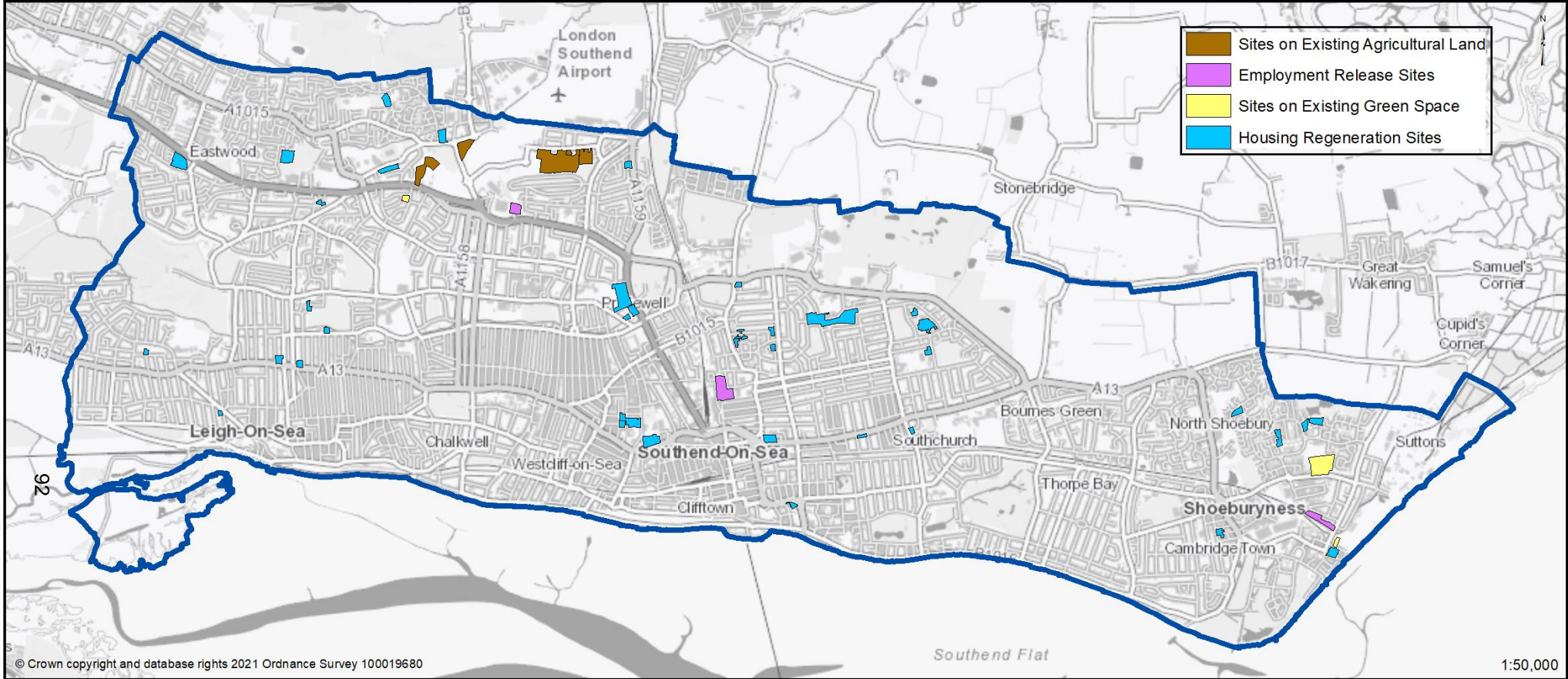


Table 8: Increasing Urban Capacity Sites

Component of Growth	Number of sites as part of Local Plan	Potential number of new homes as part of Local Plan	Total number of potential new homes
Housing Regeneration Sites	40	866	866
Employment Land Release Sites	4	740	740

³⁹ Does not depict those sites with planning permission – please refer to Appendix A to view sites with planning permission.

Agricultural Land within Settlement Limits	5	331	331
Site on Green Space within Settlement Limits	3	322	322
Total	52	2,259	2,259

Please refer to [Section 3: Neighbourhoods](#) to view and comment on individual sites. A full list of potential sites is also available at [Appendix A](#).

The easiest and simplest way to view and comment on the document and proposed sites is by visiting the Council's [New Local Plan website](#) and [interactive mapping tool](#).

2.3b Providing New Homes - Development Opportunity B: Facilitating Urban Change

Have your say.....




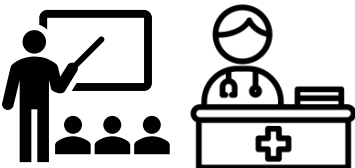







Please explain your answers

You can view and comment on specific sites within Section 3: Neighbourhoods or via the website

- Do you support or disagree with the principle of allocating **Housing Regeneration Sites** for housing led redevelopment, as shown on [Map 4](#) and [Table 8](#)?
- Do you support or disagree with the principle of allocating **Employment Land Release Sites** for housing led redevelopment, as shown on [Map 4](#) and [Table 8](#)?
- Do you support or disagree with the principle of allocating a small number of sites that are currently located on public **Green Space** for housing led redevelopment, as shown on [Map 4](#) and [Table 8](#)?
- Do you support or disagree with the principle of allocating a small number of sites that are currently located on **Agricultural Land** for housing led redevelopment, as shown on [Map 4](#) and [Table 8](#)?

Development Opportunity C - New Neighbourhood on the edge of Southend

Headlines - Development Opportunity C

			
Potential 7,204 new homes (primarily family housing, of which 30% affordable)	New parks, leisure facilities & improved access to remaining Green Belt	New and improved access, but some uncertainty of linking effectively to the A127	Up to 3 new primary schools & new health facilities
			
£243m estimated contribution to new/improved infrastructure ⁴⁰	Development at Fossetts Farm & on existing Green Belt agricultural land - may direct investment away from urban area	Potential repurpose/ relocation of part of Garon Park golf course	longer lead in times for development
			SOUTHEND BOROUGH
£1.3bn estimated Construction Value 9,250 estimated direct Construction Jobs ⁴¹	£36m estimated first occupation expenditure ⁴²	£188m estimated additional residential expenditure per annum ⁴³ to help support jobs and creation of new local centres	All sites within Southend Borough

⁴⁰ Assumes \$106 of £30,000 per dwellings, averaged CIL rate of £50per sqm, average size of dwelling 100sqm, 30% affordable housing

⁴¹ Assumes average house size of 100sqm, BCIS Jan 2021 for Southend £/sqm, 30% affordable housing; construction turnover per worker based on ONS Annual Business Survey

⁴² Assumes £5,000 per dwelling; resident expenditure based on ONS Family Spending Survey (all households)

⁴³ Assumes average household size of 2.5 persons, resident expenditure based on ONS Family Spending Survey (all households)

Development on the edge of the existing urban area of Southend has the potential to create a comprehensive new neighbourhood including new jobs, supporting infrastructure, parkland and green space. This includes 1,859 new homes at Fossetts Farm and an estimated 5,395 additional homes on land currently designated as Green Belt ([Table 9](#)). The delivery of sites currently designated as Green Belt will rely on review of existing planning policy as part of the New Local Plan.

Table 9: New Neighbourhood on the edge of Southend

Component of Growth	Number of sites as part of Local Plan	Potential number of new homes as part of Local Plan	Total number of potential new homes
Fossett Farm Sites	4	1,859	1,859
Sites within Green Belt on the edge of Southend	11	5,345	5,345
Total	15	7,204	7,204

Sites at Fossetts Farm

In total around 1,800 new homes, a new football stadium and other supporting uses are being promoted across 4 sites at Fossetts Farm (see [Map 5](#) and [Table 10](#)) on land currently designated as Safeguarded Land for future development (post 2021)⁴⁴. Three of these sites are at advanced planning stage where permission could be granted this year.

⁴⁴ Southend Borough Local Plan Second Alteration 1997

Map 5: Land Use Proposals at Fossetts Farm

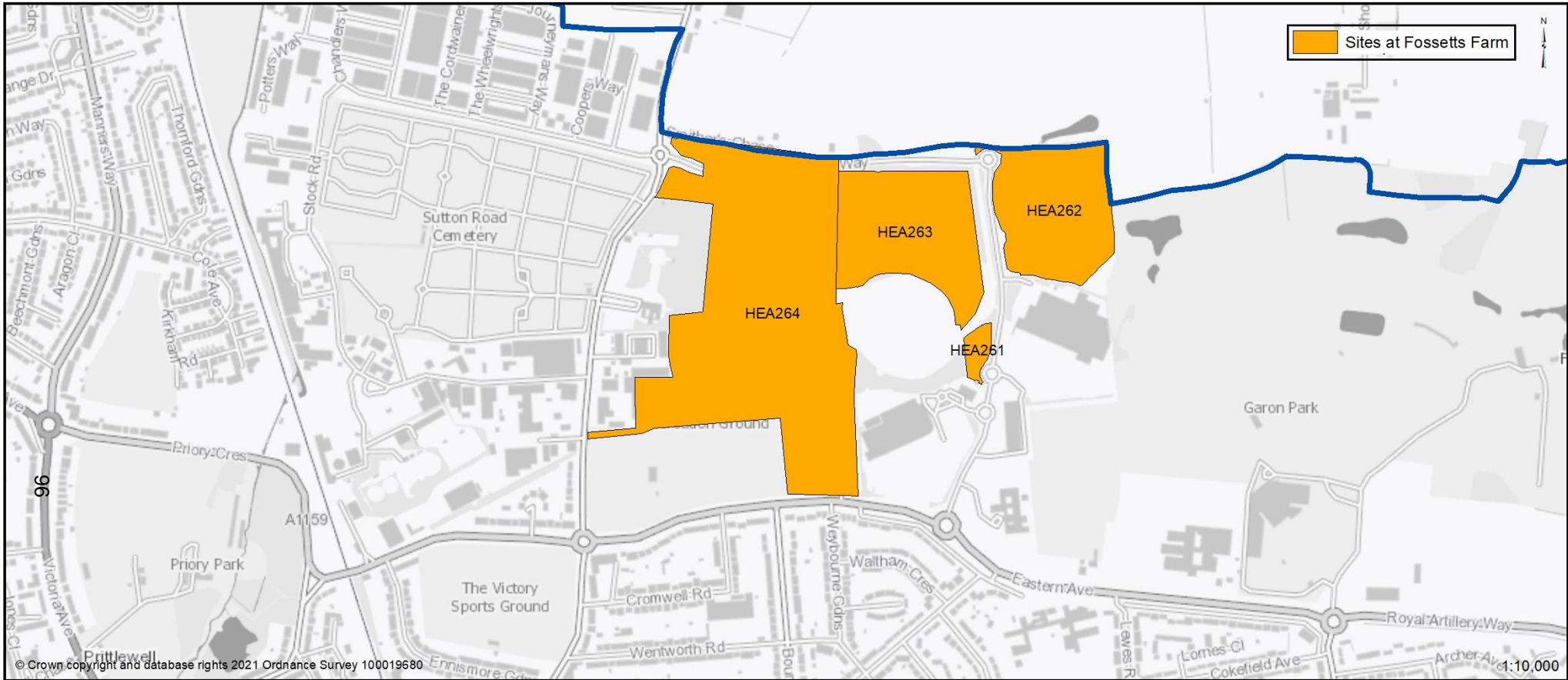


Table 10: Land Use Proposals at Fossetts Farm

Site ref	Name of Site	Context and Surrounding uses	Proposed Land Use	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA261	Land West of Fossetts Way	A vacant site adjacent to Fossetts Way with an ancient monument (archaeological) to the west.	Residential Led	Fossetts Farm Sites	46	46
HEA262	Land East of Fossetts Way	A vacant site adjacent to Fossetts Way, with a trading estate to the south, and a golf course to the east.	Residential Led	Fossetts Farm Sites	221	221
⁹⁷ HEA263	Land West of Fossetts Way	A vacant site adjacent to Fossetts Way, with an ancient monument (archaeological) to the south.	Residential Led	Fossetts Farm Sites	131	131
HEA264	SUFC Training Ground Eastern Avenue	A large parcel of land that sites the former Southend United training ground and playing pitches, with the majority of the site currently vacant. An ancient monument (archaeological) is located to the east.	Football stadium and supporting uses including residential	Fossetts Farm Sites	1,461	1,461
Total						1,859

Sites within Green Belt on the edge of Southend

Green Belt is a national planning policy designation to check the sprawl of large built-up areas, prevent towns merging into each other, stop encroachment into the countryside, protect the setting and special character of historic towns and assist in urban regeneration by focussing development in urban areas. Southend has areas of Green Belt around its north and western edges, which form part of the extensive Metropolitan Green Belt stretching from the borders of east London across South Essex.

A change to Green Belt boundaries should only be made through the Local Plan process and in exceptional circumstances, for example when development needs cannot be met within the existing urban area or on land not designated as Green Belt, and when release would promote sustainable patterns of development. **Table 6** above clearly demonstrates that there will be a substantial deficit in the supply of new homes when considered against needs⁴⁵ over the next 20 years if areas of green belt land is not developed. It is therefore important that the existing Green Belt designation to the north of Southend is reviewed to assess its continuing contribution to the stated purposes of Green Belt and whether parts of it would be more appropriately allocated for sustainable development to meet future needs.

As part of the 'call for sites' ⁴⁶ process a number of sites, currently in agricultural use and designated as Green Belt on the northern edge of Southend, are being promoted for development by the landowners/agents. **Table 11** and **Map 6** show the individual land parcels located on existing Green Belt land being promoted for development as part of a new neighbourhood/s on the edge of Southend.

The Green Belt Study⁴⁷ found that the majority of this land continues to serve the stated purposes of the Green Belt well, in particular by maintaining the openness of the countryside. However, it identifies a number of pockets of land adjacent to the existing urban edges that make a weaker contribution to the stated purposes of the Green Belt.

Harm to the Green Belt is only one factor that needs to be considered when establishing whether the necessary exceptional circumstances for release exist. Whilst the ideal would be to minimise harm to the Green Belt, it may be that sites resulting in higher harm to the Green Belt purposes are released if they promote sustainable patterns of development to help meet the economic, social and environmental objectives of the planning system. For example, this might be through delivering a comprehensive new neighbourhood/s with supporting infrastructure. A judgement will therefore be required to establish on balance the most suitable sites to meet the needs of the Borough for this plan period and beyond.

If land were to be considered suitable for release from the Green Belt it will be important to ensure that mitigation measures are put in place as an integral part of the development process. These could include:

- extensive landscaping and the provision of open space to help integrate the scheme into the surrounding countryside;
- designing development and landscaping measures so as to create a new definable and defensible Green Belt boundary;
- creating a visually staged transition from urban to rural, using built density, height, materials and landscaping to create a more permeable edge to the development;

⁴⁵ As per the Government Standard methodology

⁴⁶ <https://www.southend.gov.uk/local-planning-framework/southend-call-sites>

⁴⁷ <https://localplan.southend.gov.uk/new-evidence>

- enhancing public access to the surrounding countryside;
- promoting the development of a new Country Park within the Green Belt to the north-east of Southend;
- maintaining separation between existing and new settlements, particularly with Rochford;
- if land is released from the Green Belt then first consideration should be given to land that is well served by public transport;
- designing road infrastructure so as to limit the perception of increased urbanisation associated with new development.

Map 6: Land Use Proposals on Green Belt Land



Table 11: Land Use Proposals on the edge of Southend currently designated as Green Belt

Sites currently designated as Green Belt			
Site ref	Existing use, access and site context	Area (Ha)	Proposed Use
HEA219/16	The site is currently used as part of golf course, with a golf complex located at the centre of the site.	61.12	Delivered as part of a new neighbourhood/s comprising new homes, public green space, access and supporting infrastructure and services
HEA219/5	This site is currently in use as part of the existing golf course and is bordered on the western edge by the A1159.	3.34	
HEA219/21	The site is currently used as part of a golf course, adjacent to agricultural land to the east and the wider golf course to the west.	28.55	
HEA219/18	The site is currently used as part of a golf course, adjacent to agricultural land to the east and the wider golf course to the west.	1.41	
HEA219/17	Currently in agricultural use located adjacent to the golf course and bordered on the north by residential dwellings that sit alongside Barling Road.	18.81	
HEA219/22	The site is currently in agricultural use, with the golf course to the west. The eastern edge is bounded by Wakering Road.	14.94	
HEA144	Agricultural land bordered to the east by Wakering Road. Bordered to the west by the A1159 and golf course.	5.91	
HEA145	On the outskirts of Southend, currently in use as a horticultural nursery by the Council. Mix of uses in surrounding area, which is largely open, including agricultural and residential.	1.75	
100 HEA143	Agricultural land bordered to the north by Southend Road. Bordered to the west by Wakering Road, Alleyn Court School and Thorpe Hall School. Bordered to the south by Bournes Green Chase which is the boundary the urban area of Southend.	91.5	
HEA219/19	Agricultural land located west of Great Wakering. The site is greenfield, however is located opposite a number of light industrial units.	8.57	
HEA219/36	Currently in agricultural use north of Poynters Lane. And west of Great Wakering. On the eastern boundary, the site is in close proximity to new housing development along the B1017 and a number of light industrial units.	58.34	

New Neighbourhood on the edge of Southend

To facilitate the delivery of a new neighbourhood, a range of complimentary services and other uses would be required, including but not limited to improved transport and access, new schools, health facilities, parkland and green space and other supporting infrastructure.

To aid consultation feedback **Figure 8** provides an indicative sketch of what a new neighbourhood on the edge of Southend could look like for illustrative purposes only. This has been submitted to the Borough Council by the site promoters and is available on the Council's website⁴⁸.

⁴⁸ <https://localplan.southend.gov.uk/new-evidence>

Figure 8 - Indicative Concept of Potential New Neighbourhood within Southend Borough (Development Opportunity C)

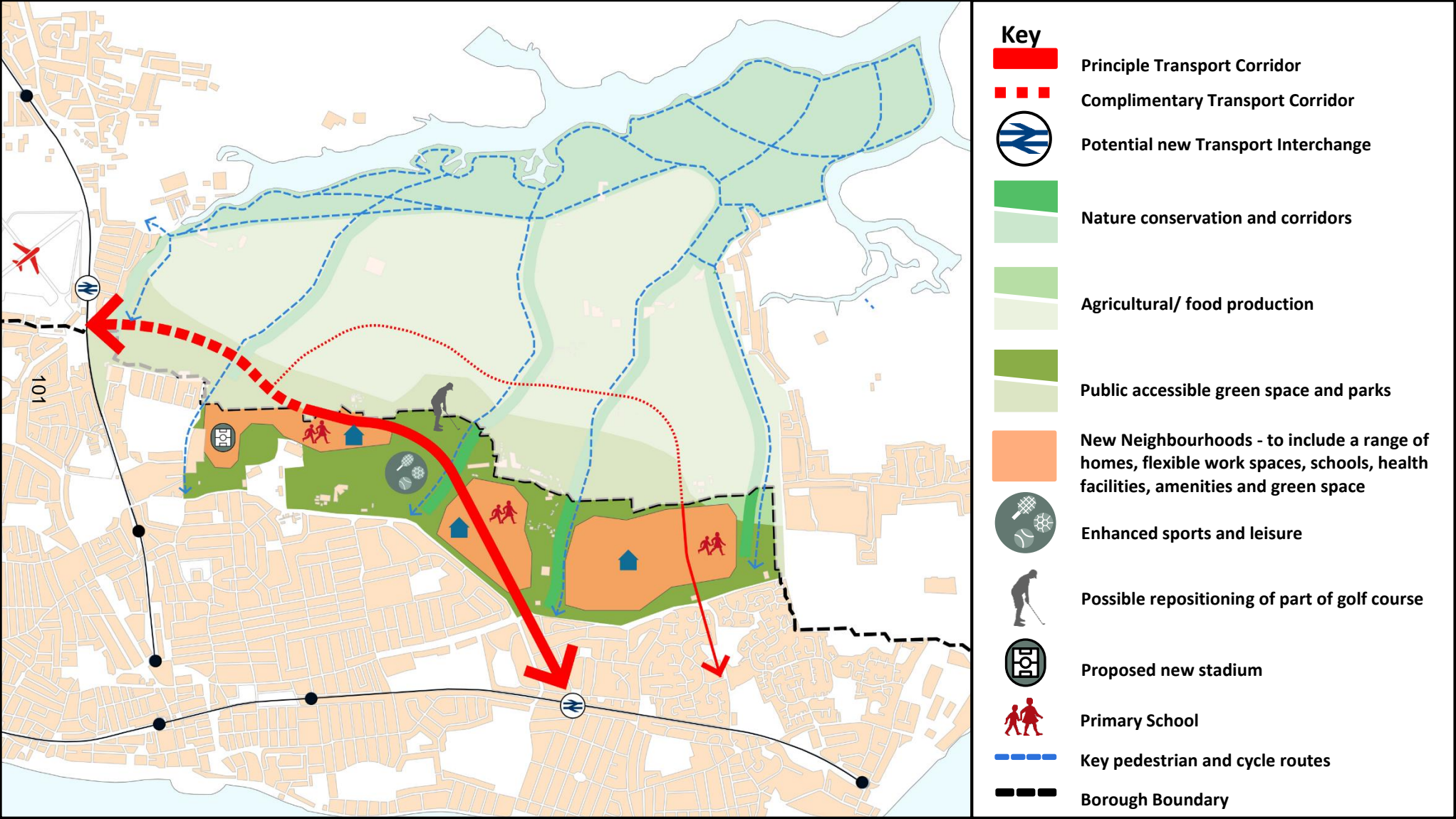


Diagram submitted to the Borough Council as evidence - 'Potential growth options in Rochford and Southend – Proof of Concept' (2021) Iceni on behalf of Cogent Land

The provision of new road links will be essential to deliver a new neighbourhood on the edge of Southend, along with other upgrades to the existing transport network. For any road link to be effective it is likely that part of the route would need be located within Rochford District. As **Development Opportunity C** only considers land within Southend Borough, effective co-operation would be required with neighbouring Rochford District Council and the transport authority, Essex County Council, to bring forward comprehensive improvements to the transport network within both administrative areas.

Please refer to the [Section 2.7: Transport and Access](#) for more information and to comment on potential new road links.

The easiest and simplest way to view and comment on the document and proposed sites is by visiting the Council’s [New Local Plan website](#) and [interactive mapping tool](#).

2.3c Providing New Homes - Development Opportunity C: New Neighbourhood

Have your say.....

Please explain your answers

a. Do you support the principle of providing a new neighbourhood on the edge of Southend ([Figure 8](#)) to provide for comprehensive development to include new homes and family housing, jobs, improved public green space and access, community services and supporting infrastructure?

b. If a new neighbourhood came forward on the edge of Southend do you have a view on what our priorities should be – what types of services, open green spaces and infrastructure should be prioritised?

c. How can the development successfully integrate with existing communities, town and local centres and the wider transport network?

Commenting on **individual sites at Fossetts Farm**:

d. Do you support the allocation of the sites shown in [Map 5](#) and [Table 10](#) for a new stadium, new homes and supporting uses? Please reference the site you are referring to.




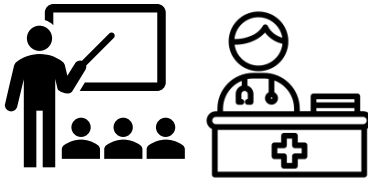








Commenting on **individual sites currently designated as Green Belt**:

e. Do you support the allocation of the sites shown in [Map 6](#) and [Table 11](#) to deliver a New Neighbourhood, comprising housing, jobs, improved public green space and access, community services and supporting infrastructure? Please reference the site.

f. Do you believe that any of the sites shown in [Map 6](#) and [Table 11](#) could come forward individually for housing led development that is not part of a wider strategic new neighbourhood? Please reference the site.

Development Opportunity D – New Development Outside the Borough (to provide a series of new neighbourhoods on the edge of Southend)

Headlines - Development Opportunities C+D

			
Potential 12,094 new homes (primarily family housing, of which 30% affordable)	Creation of a Country Park, new leisure facilities and improved access to remaining Green Belt	New Link Road and improved access	Up to 6 new primaries + 1 new secondary school & new health facilities
103 			
£405m estimated contribution to new/improved infrastructure ⁴⁹	Development on existing Green Belt and agricultural land - may direct investment away from urban area	Potential repurpose/ relocation of part of Garon Park golf course	longer lead in times for development
			
£2.1bn estimated Construction Value 15,450 estimated direct Construction Jobs ⁵⁰	£60m estimated first occupation expenditure ⁵¹	£318m estimated additional residential expenditure per annum ⁵² to help support jobs and create new local centres	Comprehensive development within Southend Borough and Rochford District

⁴⁹ Assumes S106 of £30,000 per dwellings, averaged CIL rate of £50per sqm, average size of dwelling 100sqm, 30% affordable housing

⁵⁰ Assumes average house size of 100sqm, BCIS Jan 2021 for Southend £/sqm, 30% affordable housing; construction turnover per worker based on ONS Annual Business Survey

⁵¹ Assumes £5,000 per dwelling; resident expenditure based on ONS Family Spending Survey (all households)

⁵² Assumes average household size of 2.5 persons, resident expenditure based on ONS Family Spending Survey (all households)

Rochford District Council is preparing a new Local Plan and is also considering a range of spatial options and sites to meet its own development needs. One option that could contribute to meeting housing needs within both Rochford and Southend is through providing a series of new neighbourhoods on the edge of Southend. These neighbourhoods could be created with distinct identities or be part of a comprehensive Garden Settlement.

This would build upon a possible new neighbourhood within Southend on land currently designated as Green Belt (5,345 new homes as part of **Development Opportunity C**), as set out above, by potentially delivering an additional 4,890 homes within Rochford District. These neighbourhoods could be created with distinct identities or be part of a comprehensive Garden Settlement comprising of some 10,235 new homes, though not all those homes would necessarily be developed in the period up to 2040 – some may be provided on a slightly longer timescale.

The advantage of such a comprehensive development would be the greater opportunities it provides in delivering new jobs and infrastructure including education, health, new public open space forming a South Essex Estuary Park (SEE Park) and supporting community facilities to provide for sustainable communities. A comprehensive development would also include all the land necessary to deliver, and attract investment for, the new road links necessary to facilitate the delivery of land both within Southend and Rochford District.

To aid consultation feedback **Figure 9** provides an indicative sketch of what a series of new neighbourhoods or Garden Settlement on the edge of Southend, within both Rochford and Southend administrative areas, could look like for illustrative purposes only. This has been submitted to the Borough Council by the site promoters and is available on the Council’s website⁵³.

⁵³ <https://localplan.southend.gov.uk/new-evidence>

Figure 9 - Indicative Concept of a Series of New Neighbourhoods within Southend Borough and Rochford District (Development Opportunity C + D)

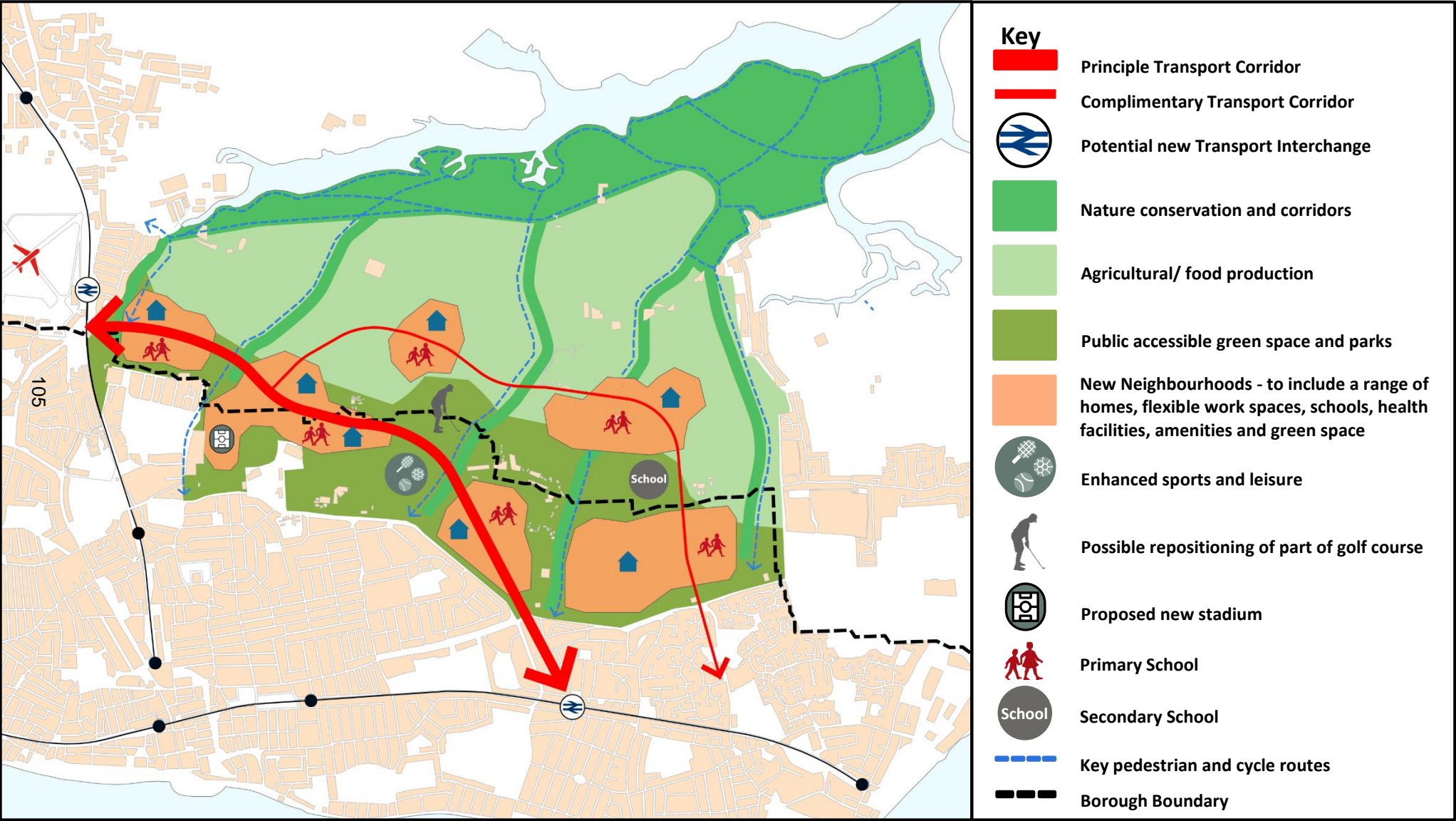


Diagram submitted to the Borough Council as evidence - 'Potential growth options in Rochford and Southend – Proof of Concept' (2021) Iceni on behalf of Cogent Land

As part of the wider development area lies outside Southend Borough, it would be for Rochford District Council to consider whether it supports **Development Opportunity D** as a good option to help meet its development needs, as part of the preparation of its own Local Plan, and it may choose a different approach to meeting the areas housing needs.

Rochford and Southend Council’s would need to co-operate effectively to plan and provide for the new neighbourhoods to come forward under this scenario if the more comprehensive development were to be pursued.

A comprehensive new Garden Settlement being developed would help meet the Government’s assessed housing needs for the area over a 20-year period. Without this comprehensive option coming forward, the Borough is unable to fully meet its housing requirements within or on the edge of Southend.

2.3d Providing New Homes - Development Opportunity D: series of new neighbourhoods on the edge of Southend

Have your say.....

Please explain your answers

- a. Do you support the provision of a series of new neighbourhoods on the edge of Southend to create a Garden Settlement (Figure 9) to include new homes and family housing, jobs, a new country park, community services, transport links and supporting infrastructure?
- b. What would your priorities be if a series of new neighbourhoods were delivered - what types of supporting facilities, services, green space and infrastructure should be provided?
- c. How can the development successfully integrate with existing communities, town and local centres and the wider transport network?

2.4 Retail Provision and Centre Hierarchy

Southend town centre, the district centres of Leigh and Westcliff and the network of neighbourhood and local centres offer a wide range of retail, leisure, employment and other community services and facilities to both residents and those who visit the Borough.

It is important that the vibrancy and vitality of these commercial centres are maintained and enhanced to ensure we provide for healthy, complete neighbourhoods that are accessible for local residents and encourage local employment opportunities. National planning policy advocates that local planning authorities implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation. These issues are considered in more detail in the relevant neighbourhood sections.

The centres play an important role in providing a range of facilities and services in the heart of our communities, offering easy access to the full range of services and goods required for daily living.

The centres enable sustainable economic growth, offer diverse retail and commercial uses, generate local employment, and provide a wide range of social and environmental benefits as a cornerstone for social interaction within neighbourhood areas. These centres and their classification are shown in [Table 12](#).

Southend Town Centre will continue to be the first preference for all forms of retail development and for other town centre uses attracting large numbers of people. The centres of Westcliff (Hamlet Court Road/London Road) and Leigh (focussed along the Broadway and Leigh Road) will support Southend Town Centre as District Centres providing a range of local comparison shopping, convenience shopping and services to the surrounding neighbourhoods. Existing centres elsewhere will be supported as Neighbourhood and Local Centres and will meet the day-to-day convenience and community needs of their local residents.

Please refer to the Southend Central neighbourhood in **Section 3: Neighbourhoods** to view and comment on detailed proposals for Southend Town Centre.

Table 12: Commercial Centres

Map Ref.	Name of Centre	Neighbourhood
Town Centre		
1	Southend Town Centre	Southend Central
District Centre		
2	Leigh (focussed along the Broadway and Leigh Road)	Leigh

3	Westcliff (Hamlet Court Road/London Road)	Westcliff
Neighbourhood Centre		
4	Eastwood (Rayleigh Road)	Eastwood
5	London Road (Thames Drive and Hadleigh Road)	Leigh
6	London Road / West Road	Westcliff
7	Sutton Road South	Southchurch
8	Southchurch Road	Southchurch
9	Woodgrange Drive	Southchurch
10	Thorpe Bay (Broadway)	Thorpe Bay
11	Shoeburyness (West Road)	Shoeburyness
Local Centres		
12	Rayleigh Road, (The Oakwood PH)	Eastwood
13	Rayleigh Road / Whitehouse Road	
14	Rayleigh Road, Kent Elms Corner	
15	Eastwood Old Road	Leigh
16	Eastwood Road	
17	London Road, The Elms	
18	Elmsleigh Drive	
19	Bridgewater Drive, Kent Elms Corner	
20	The Ridgeway	
21	London Road, Chalkwell School	
22	Bridgewater Drive South	
23	London Road, Chalkwell Park	
24	Rochford Road	Prittlewell
25	Eastwoodbury Crescent	
26	The Bell Prince Avenue	
27	Hobleythick Lane /Prince Avenue	
28	Earls Hall Parade (Cuckoo Corner)	

29	Fairfax Drive	Westcliff
30	Victoria Avenue/ West Street,	
31	Sutton Road North	Town Centre and Central Seafront
32	Sutton Road Centre	
33	Southchurch Avenue	Southchurch
34	Cluny Square	
35	Hamstel Road	
36	Woodgrange Drive East	
37	Shoebury Road (Bournes Green)	Thorpe Bay
38	Barnstaple Road	
39	Ness Road	Shoeburyness
40	The Renown	
41	High Street, Shoeburyness	

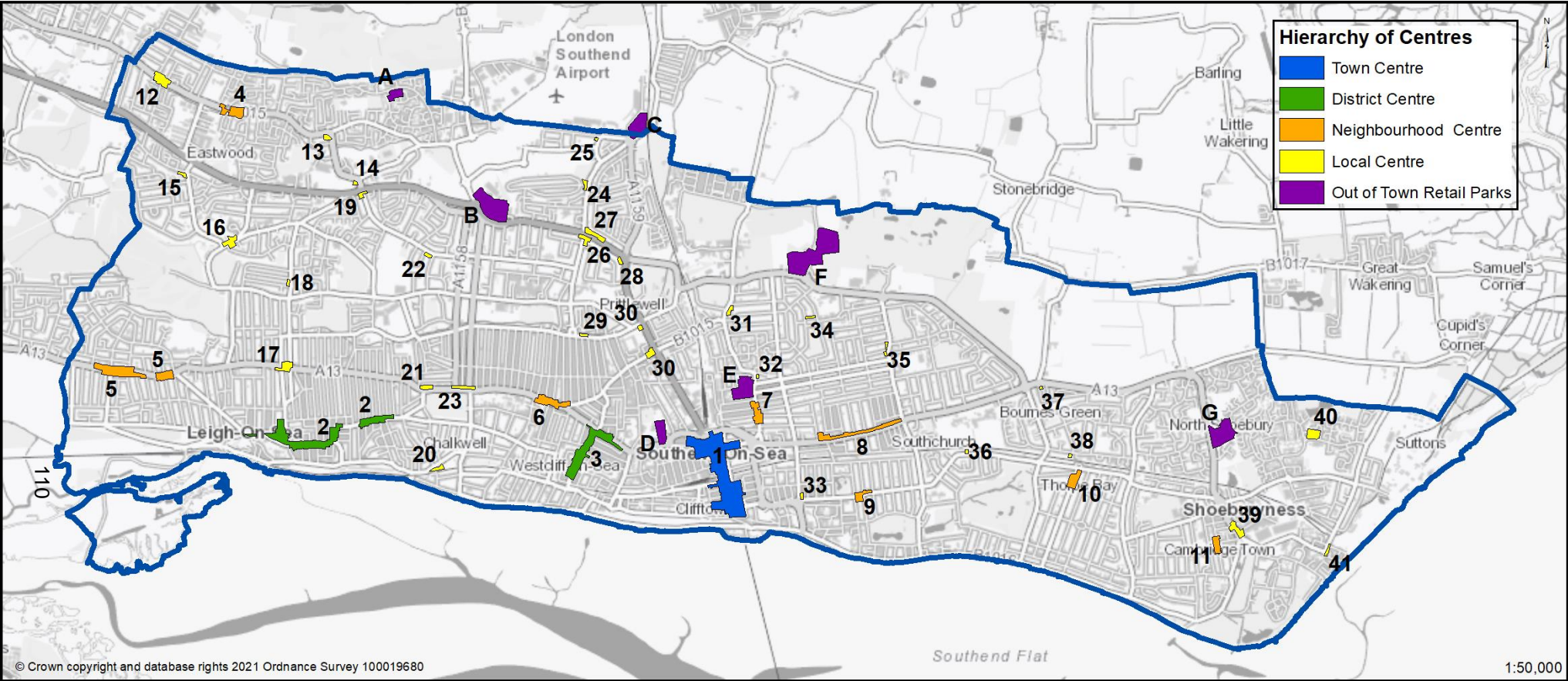
In addition to these centres the Borough has a number of out of town retail parks as set out in [Table 13](#).

Table 13: Out of Town Retail Parks

Map Ref.	Name of Centre	Neighbourhood (see Section X)
A	Eastwood (Western Approaches)	Eastwood
B	Thanet Grange/Tesco	Prittlewell
C	Airport Retail Park	Prittlewell
D	London Road Retail Park	Westcliff
E	Greyhound Retail Park	Southend Central (Town Centre and Central Seafront)
F	Fossetts Park	Southchurch
G	North Shoebury	Shoeburyness

The location of all the all commercial centres and out of town retail parks are identified in [Map 7](#).

Map 7: Commercial Centres and Out of Town Retail Parks



Maintaining Healthy and Thriving Centres

The Government has recently introduced radical changes to the Use Class Order⁵⁴ that seek to promote the regeneration of centres by allowing greater freedoms for changing retail to other uses. As such the introduction of a new 'Commercial Use Class' (Class E) consolidates a number of different uses so that retail use is now included within a wide range of other uses, including: food, financial services, gyms, healthcare, nurseries, offices and light industry. Any change of use of a building or land between these uses does not, therefore, require planning permission. For this reason it is proposed to define all the centres listed in Table 6 and 7 as "Commercial Areas", where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential⁵⁵ without planning permission, although some tests will still need to be satisfied: premises must not be in a conservation area; must be under 1,500sqm in size; must be vacant for 3 months and there will be a consideration of the impacts of noise from nearby commercial uses on the intended occupiers. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential.

However, under Article 4 of the General Permitted Development Order⁵⁶ a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Table 12](#) and [13](#) and [Map 7](#) we are interested in your views on which centres if any we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

The proposed Commercial Areas are set out and mapped within [Section 3: Southend Neighbourhoods](#).

⁵⁴ The Government Recently introduced under the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 radical changes to the Use Class Order retail uses which fell within Use Classes Order A1 (Shops), A2 (Financial and professional services), A3 (Food and drink), have now been consolidated into a new Class E (Commercial, Business and Services). Office, research and development and light industrial uses which were in Use Classes B1 (Business) and medical and health services, creche, day nursery and day centre uses (Class D1), and indoor sports, recreation and fitness uses which were in Class D2 (Assembly and leisure) are also consolidated into the new Class E.

⁵⁵ Use Class MA

⁵⁶ An Article 4 direction is a direction under Article 4 of the General Permitted Development Order which enables the Secretary of State or the local planning authority to withdraw specified permitted development rights across a defined area. An Article 4 directions cannot be used to restrict changes between uses in the same use class of the Use Class Order. An Article 4 direction does not mean that planning permission will necessarily be refused but it brings it under local planning authority control.

Future Retailing Needs

The Southend Retail and Leisure Study⁵⁷ identified potential retail demand in the Borough over the next twenty years. This study was undertaken in 2018 before the impact of the Covid-19 pandemic and as such has to be treated with some degree of caution. However, it gives a good indication of future demand having regard to changing retail patterns and the growth in on-line shopping.

Although there has been limited activity in the retail sector in Southend Town Centre in recent years, the retail study highlights the potential demand for an additional 5,000m² net in convenience retail floorspace over the plan period. Commercial leisure uses will constitute a growing share of town centre floorspace driven in part by the increase in household leisure expenditure and reduced demand for retail space in secondary centres and identifies the significant growth potential of the food and drink sector.

There is little evidence of demand from comparison retailers despite falling rents in the prime areas, nor has there been any substantial investment in the town centre in recent years. Southend is not seen by national retail multiples as a location for expansion.

Whilst identifying qualitative deficiencies in the comparison offer in Southend Town Centre, the study notes that given the expansion at Lakeside and the improvements to Chelmsford's comparison offer, there is justification for supporting enhancements to Southend's comparison function in the longer term in order for the town to maintain its current role and function as a major centre and facilitate sustainable spending trips/patterns. Over the plan period it identifies a potential need for an additional 49,000m² net of comparison goods floorspace.

However, this in itself does not necessarily point to the need for an increase in comparison floorspace given the current vacancy rates in the town centre, which remain above the national average. Instead the Study notes that in the short term it may be beneficial to focus policy objectives on improving the role and function of the existing comparison floorspace within the town centre before the need for any additional provision is considered.

In the District Centres the Retail Study identified subdued demand for additional operators in Westcliff whilst in contrast the Leigh District Centre is identified as having a healthy demand. The latter is noted as having an excellent range of good quality retailers, both comparison and service outlets with a strong evening economy. The low vacancy rate illustrates the strength and good health of the Leigh District Centre. However, there needs to be a recognition of the potential imbalance between the numbers of hospitality outlets and protection of traditional retail and local businesses.

In the Neighbourhood Centres and out of centre retail parks the retail study does not recommend any changes.

⁵⁷ <https://localplan.southend.gov.uk/new-evidence>

These issues are considered in more detail in the respective [Section 3: Southend Neighbourhoods](#)

Retail Provision and Centres Hierarchy

What does this issue cover?

- Responding to rapid changes in national shopping patterns affecting the viability of town centres
- Assessing the need for a flexible approach to uses, such as allowing more food and drink, leisure and civic uses, along with more housing (above ground floor)
- Identifying the hierarchy of town and local centres in the Borough
- Identifying proposed changes to centre boundaries in some locations
- Strengthening walkable neighbourhoods, where day to day facilities are within easy reach

What information or evidence do we need for this issue?

- 113 South Essex Retail Study (2017)
- Southend Retail Study (2018)
- Southend and Rochford Settlement Role and Hierarchy Study (2020)

Related Southend 2050 Outcomes - where we want to be

- There is a tangible sense of pride and local people are actively, and knowledgeably, talking up Southend
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors
- People have a wide choice of transport options

2.4 Meeting Our Retail Needs

Have your say.....

Please explain your answers

- a. Do you agree with the classification of centres and that they should be promoted in line with the proposed hierarchy (**Table 12** and **13** and **Map 7**)?
- b. Should we seek to define each centre as 'Commercial Areas' to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- c. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- d. Do you agree that we should focus on improving the role and function of existing comparison retail floorspace and their setting, including measures to reduce the number of vacant units, rather than providing additional retail floorspace in the short term?
- e. Should future convenience retail floorspace be directed towards the Town Centre in line with the proposed centre hierarchy, or should the focus be elsewhere – if so where?
- f. What role should the potential provision of new neighbourhood/s to the north of Southend play in terms of retail provision? Should we promote new centres, incorporating ancillary retail floorspace, to provide easy access to shops, services and facilities?
- g. Should we develop policies to protect small and local retail outlets in centres such as Leigh in order to provide a balance between retail and hospitality outlets?

2.5 *Town Centre and Central Seafront*

Recent Improvements and Committed Schemes

A number of recent improvements have either been completed or are committed in the town centre. These include:

- public realm improvements in the London Road between Queensway and College Way completed in 2018;
- improving highway accessibility to the east of the town centre from Queensway completed in August 2020;
- further public realm improvements to the London Road, east of College Way to be completed in 2021;
- public realm improvements around The Forum programmed for completion in September 2021;
- the Better Queensway housing regeneration led project recently granted planning permission;
- planning permission for a major leisure complex with associated car parking on Seaway at the southern end of Queensway;

The public realm improvements have principally been achieved through the successful securing of external funding.

The Borough Council has also recently taken a proactive role in seeking to regenerate the town centre by the purchase of the freehold for the Victoria Plaza indoor shopping area at the northern end of the High Street.

Southend Central Area Action Plan Proposals

The Southend Central Area Action Plan (SCAAP) was adopted in 2018 and establishes specific planning policies to control and promote development in the Central Area including site allocations.

The SCAAP establishes ten policy areas containing their own objectives and approach to guide and manage development proposals and investment. It also identifies eleven opportunity sites aimed at promoting the regeneration of the Central Area.

The Southend New Local Plan will supersede the provisions of the SCAAP and therefore its site proposals are considered further in this consultation document.

The SCAAP was prepared and adopted before the full impact of changes to retail shopping patterns mainly as a result of increases in on-line shopping, which dramatically affected the vitality of the High Street accentuated by the demise of several well-known national stores. There have also been radical changes

made to planning legislation by the Government which affects the level of controls over development proposals in the High Street moving from a retail policy approach to promoting a greater mix of uses. Even more significantly, the SCAAP was prepared before the significant impact of the Covid Pandemic.

Therefore, although there are many policy provisions in the SCAAP which are still valid and could be transferred to the New Local Plan, others need to be reviewed in the light of the major issues that face the future role and development of the area.

What You Told Us

In response to the New Local Plan Issues and Options document you highlighted a number of detailed issues and other matters of concern relating to the future development of the town centre and central seafront area. These included:

- the need for greater diversification from retail including community hubs;
- bringing vacant buildings back into use to improve the image of the centre;
- the supporting of higher density residential development close to the town centre and transport nodes and conversion of upper floors above shops;
- redevelopment of the Travel Centre with better integration between travel modes;
- key visitor car parking continues to be safeguarded and supported by other transport measures;
- improved links between the town centre and seafront;
- implementation of Phase 2 of the City Beach scheme eastwards along Eastern Esplanade;
- comprehensive improvements to the public realm; and
- the identification of the area as being deficient in green infrastructure, notably the need for more tree planting, biodiversity measures, and sustainable drainage provision.

Developing Proposals for the Town Centre and Central Seafront

Building on your feedback and the relevant provisions of the adopted Southend Central Area Action Plan (SCAAP), whilst radically reviewing policy provisions in relation to the High Street and other opportunities, is key to providing for a future sound policy framework for the Town Centre and central seafront.

Your views on a vision, policy approach and specific land use proposals and opportunity sites are sought before a preferred detailed policy framework is developed for the next stage of public consultation on the Southend New Local Plan.

Vision

It will be important to develop a specific vision for Southend Central setting out what we want the area to look like in twenty years' time. This will provide the framework for the development of specific strategic objectives and policy approaches.

A suggested vision is set out below, building on that set out in the SCAAP:

'The town centre and central seafront will be a destination 'City by the Sea'. Regeneration and the reinvention of the town centre's traditional retail core with improved links to the Central Seafront has provided for a prosperous and thriving centre, resort and residential area. 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. Its iconic Pier will be the focus of a thriving tourism industry reflecting Southend's status as one of the country's favourite coastal destinations'.

This vision is purely a suggestion to stimulate and guide comment.

2.5.1 Town Centre and Central Seafront - Vision

Have your say.....
Please explain your answers

a. Do you agree with the suggested vision for the town centre and central seafront?

Town Centre and Central Seafront

What does this issue cover?

- Promoting Southend as the Region's first choice coastal tourism destination
- Identifying appropriate new sites and regeneration opportunities for tourism, leisure and new homes
- Assessing the need for a flexible approach to uses in the town centre, such as allowing more food and drink, leisure and civic uses, more housing (above ground floor)
- Improving links between Southend town centre, the central seafront area and surrounding residential areas
- Enhancing streets and spaces to create a quality, linked public realm, and improving access to and provision of green space
- Increasing the residential population within the town centre, with residents benefitting from easy access to a range of facilities
- Improving accessibility to the town centre and central seafront area for all transport modes, enhancing walking and cycling routes
- Identifying appropriate sites for visitor accommodation

What information or evidence do we need for this issue?

- Reimagining the Town Centre Joint Scrutiny Project 2018/19
- Southend Retail and Leisure Study 2018
- Destination Southend on Sea
- National Statistics – Visit Britain – the national tourism agency
- Southend Culture Vision 2021

Related Southend 2050 Outcomes - where we want to be

- The variety and quality of our outstanding cultural and leisure offer has increased for our residents and visitors and we have become the region's first choice coastal tourism destination
- We have a fast evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities
- There is a tangible sense of pride and local people are actively, and knowledgeably, talking up Southend
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors
- People have a wide choice of transport options

Policy Approach

In the light of changing retail patterns and the need to move from a retail policy approach to promoting a greater mix of uses, the town centre needs to be reimagined and refocussed to ensure that it adapts and evolves to retain its role as a vibrant thriving regional centre that:

- is animated by day and by evening;
- offers a range of experiences and reasons to stay (including for families/for all ages);
- provides an environment where people want to live and visit;
- is designed to foster healthy living and addresses inequalities; and
- its characteristics are well understood, underpinned by robust evidence, and that the vision for the town centre and its unique selling points are well communicated.

One possible policy approach is to integrate the town centre based on seven main themes/ zones for different areas:

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BOX 1: Potential themes and zones within the Town Centre and Central Seafront

- Support high quality urban living centred around Victoria Avenue and northern end of the high street as a gateway to the town centre.
- Pivot to a more local community focussed centre at the northern end of the high street.
- Develop the education and learning culture focussed around The Forum and that part of the high street.
- Promote and enhance the strong cultural identity of Clifftown.
- Consolidate retail function to the southern section of the High Street with improved linkages to the central seafront.
- Build upon the significant tourism, cultural and leisure potential of the central seafront area.
- Enhance the neighbourhood areas around the town centre through improved public realm, urban greening and connectivity.

These main themes would also incorporate a mix of leisure, community, niche office space and residential uses to promote a vibrant and liveable centre. Public realm improvements to provide for integrated walking and cycling facilities and the greening of the centre would also be vital ingredients. The heritage assets of the neighbourhood would be celebrated, reinforcing local character and distinctiveness, and providing an important link to the past. New development will be imaginative and dynamic in its design, delivering higher densities reflecting its central location.

The Town Centre will be the main transport hub for the Borough with integrated rail and bus facilities providing frequent and reliable services. Car parking facilities will support a thriving centre and be safeguarded in the southern section of the neighbourhood to promote and support the tourism sector whilst Travel Plans will look to even traffic flows, particularly in the peak summer months, through the use of smart technology and by encouraging the use of public transport, especially rail.

2.5.2 Town Centre and Central Seafront - Policy Approach

Have your say.....

Please explain your answers

a. Do you think this policy approach would form a sound basis for developing more detailed planning policies for the town centre and central seafront?

b. Do you agree with the potential main themes/ zones for the Town Centre and Central Seafront as outlined in **Box 1** above?

c. ²Do you think an alternative policy approach would be preferable? If so, please detail what you think this should be.

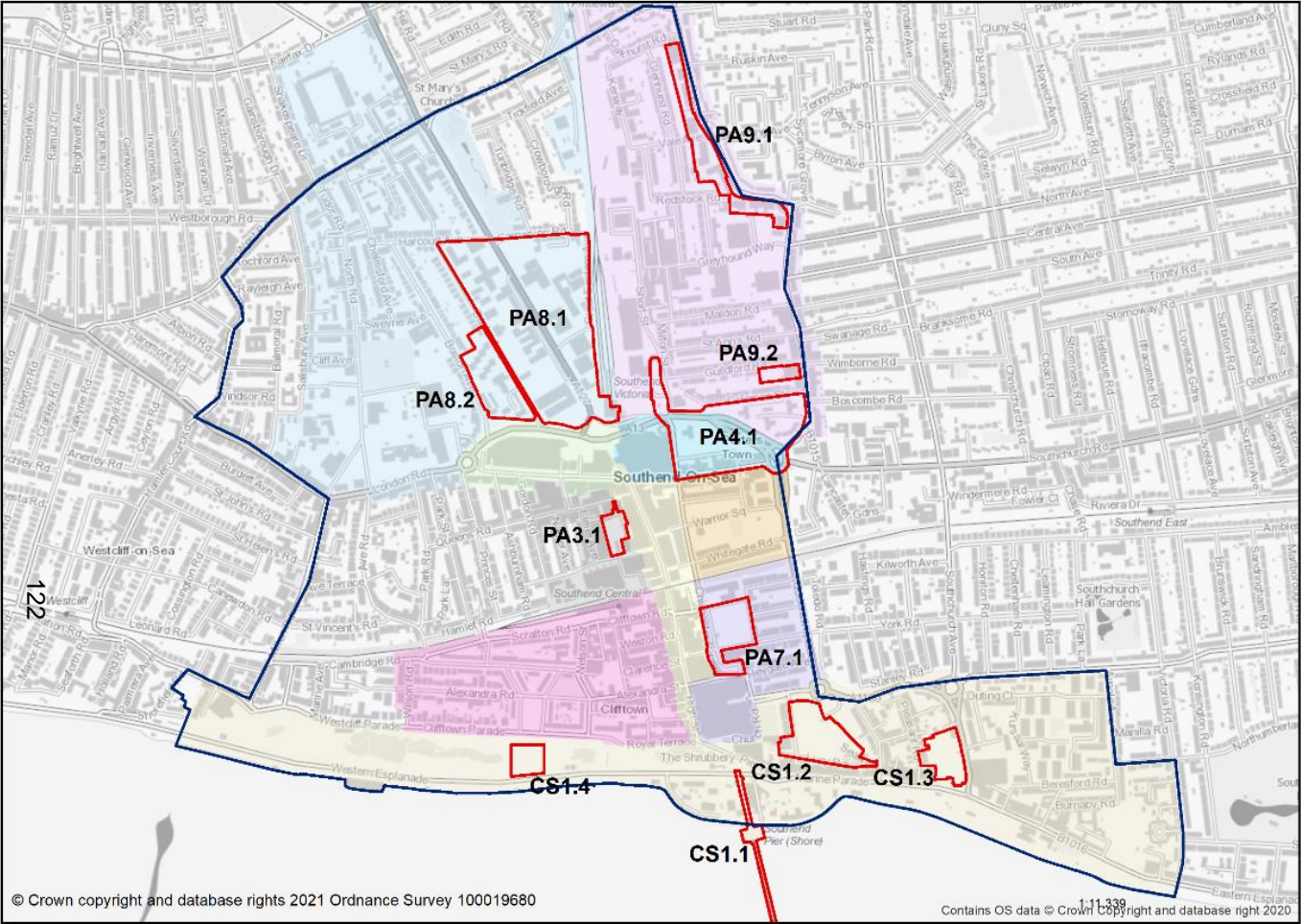
SCAAP Allocated Sites

There are a number of allocated sites identified in the SCAAP, some of which have since been completed or are committed for development with a valid planning permission. These are set out in [Table 14](#) and illustrated in [Map 8](#). Those SCAAP sites that have planning permission and are committed will be re-allocated as such within the New Local Plan.

Table 14: SCAAP Allocated Sites

Policy No.	Site	Proposed Land Use (including number of new homes with or without planning permission)	Comments
PA3.1	Elmer Square Phase 2	Cultural and learning and supporting uses, including cafes, commercial workspace and studios	Short term delivery uncertain
PA4.1	Better Queensway Project	Residential (Approx. 1760 (Net 1268)), social and community uses, secondary town centre uses, including small retail units and cafes	Planning Permission. Committed Scheme.
PA7.1	Tylers Avenue Car Park	Retail, residential, public parking, transport interchanges	
CS1.1	Southend Pier	Leisure and cultural uses, including cafes, restaurants and small shops	
CS1.2	Seaways	Leisure, tourism, restaurants, cinema, hotel, public parking	Planning Permission. Committed Scheme.
CS1.3	Marine Plaza	Residential, leisure, restaurants, local shops	Planning Permission. Committed Scheme
CS1.4	New Southend Museum, Western Esplanade	Cultural, leisure, public parking, supporting café, restaurant and shops	Museum proposal in this location now not to proceed
PA8.1	Victoria Avenue	Residential, office, convenience retail, leisure, cafes, community facilities, public parking	Majority Complete
PA8.2	Baxter Avenue	Residential	
PA9.1	Sutton Road	Residential and community uses	Majority Complete
PA9.2	Guildford Road	Residential and convenience retail	

Map 8: SCAAP Allocated Sites

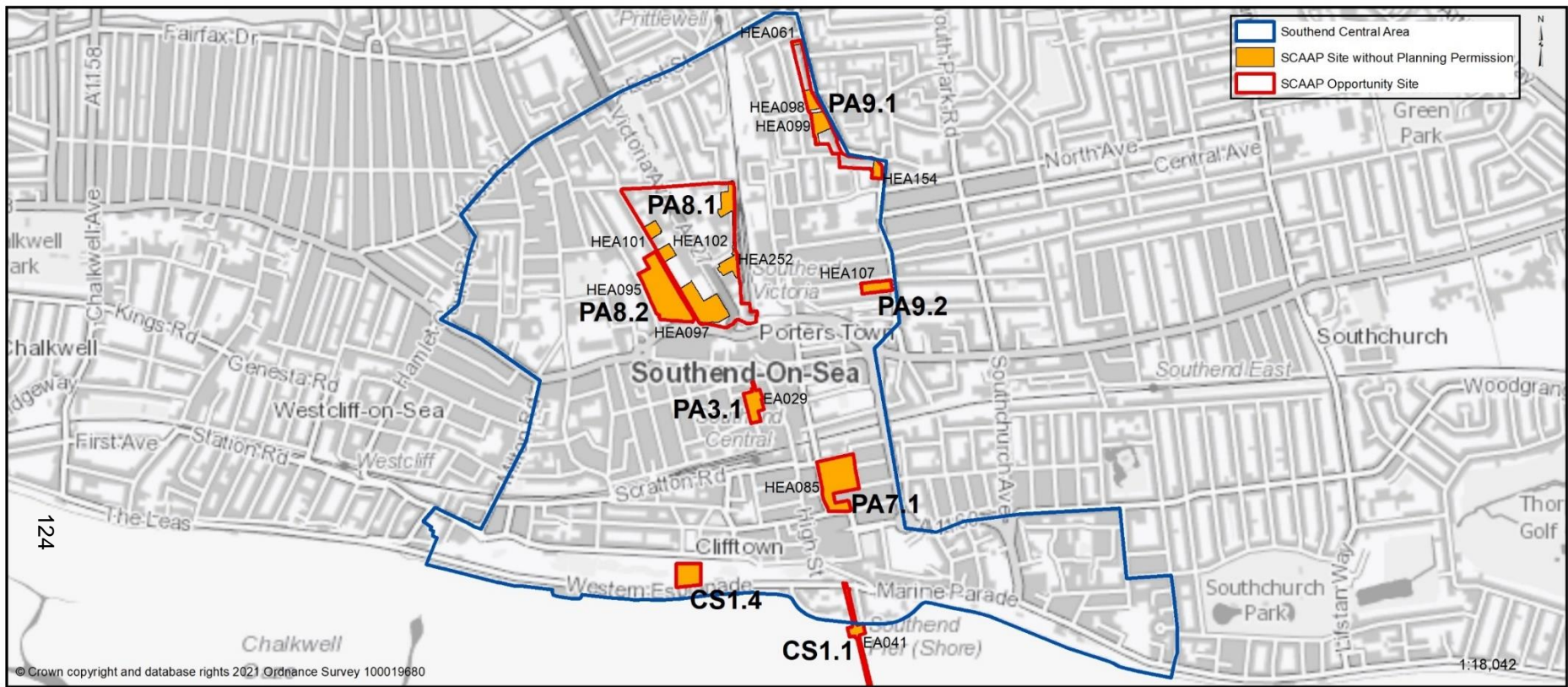


It is proposed that those allocated sites that are still outstanding be carried forward into the Southend New Local Plan with the Western Esplanade sites' proposed land use description amended to reflect the more recent decision not to proceed with a new museum development in this location. This site offers the opportunity to provide for either improved green space and recreational facilities or comprehensive development for a hotel, leisure and residential use and to facilitate the reinstatement of the Bandstand and associated facilities in this location on the roof of a new development scheme. These sites and the proposed revised land use description are set out in [Table 15](#).

Table 15: Allocated Sites from SCAAP proposed to be taken forward into New Local Plan

SCAAP Site Ref	Site Assessment Ref	Proposed Land Use (including number of new homes without planning permission)
Elmer Square Phase 2 (PA3.1)	EA029	Cultural and learning and supporting uses, including cafes, commercial workspace and studios
Tylers Avenue Car Park (PA7.1)	HEA085	Convenience retail, residential (approx. 150), public parking, transport interchanges
Southend Pier (CS1.1)	EA041	Leisure and cultural uses, including cafes, restaurants, and small shops
Western Esplanade Site (CS1.4)	12/00317/BC3M	Improved green and recreational space or a mixture of residential, hotel, cultural, leisure, public parking, supporting café, restaurant and shops. Roof gardens to complement Clifftown Parade gardens incorporating the reinstatement of Bandstand and associated facilities.
Victoria Avenue (PA8.1)	HEA097, HEA101, HEA102, HEA252	Several areas within the wider site yet to be developed for residential (Approx. 570)
Baxter Avenue (PA8.2)	HEA095	Residential (Approx. 610 (Net 350))
Sutton Road (PA9.1)	HEA061, HEA098, HEA099, HEA154	Remaining site yet to be developed for residential (Approx. 31 Sutton Road North and 56 Sutton Road South),
Guildford Road (PA9.2)	HEA107	Residential (up to 50), convenience retail

Map 9 – SCAAP Allocated Sites without Planning Permission



2.5.3 Town Centre and Central Seafront – Allocated Sites

Have your say.....

Please explain your answers

a. Do you agree that the SCAAP Opportunity Sites and amended wording as set out in [Table 15](#) and [Map 9](#) should be carried forward into the Southend New local Plan? If not what amendments would you like? Please reference the site number when making your response.

Other Land use Proposals

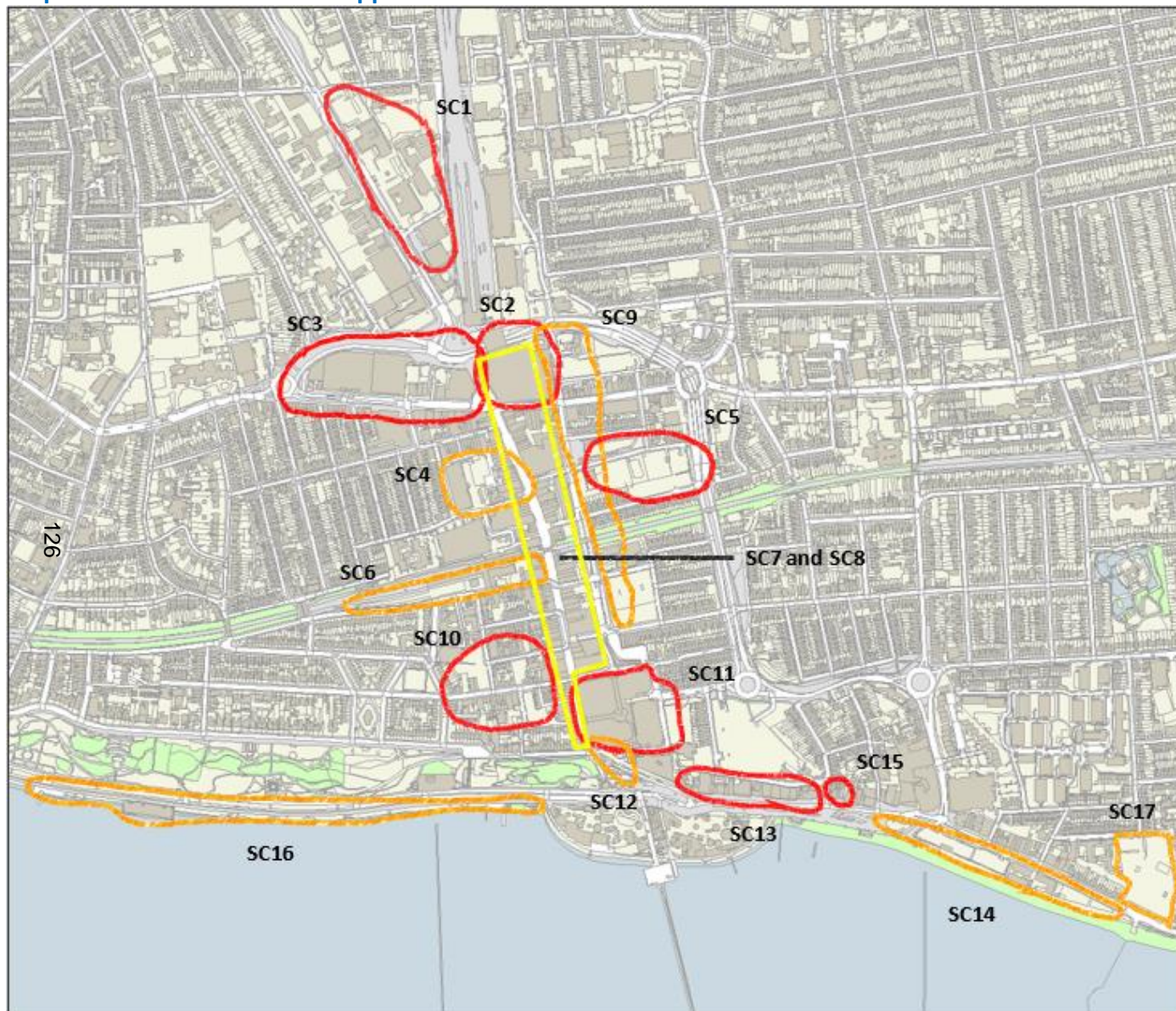
To view and comment on other land use proposals, including those sites being promoted to us for re-development, employment land designations, proposed protected green spaces and access to infrastructure please refer to [Part 3: Southend Neighbourhoods - Section 3.4: Southend Central](#)

Additional Opportunities and Interventions

If Southend Central is to be reimagined and refocussed to ensure that it adapts and evolves to meet future needs, a more radical visionary approach is needed to identify potential opportunities and interventions.

Such potential opportunities running from north to south of the neighbourhood are identified in [Map 10](#) and [Table 16](#). These opportunities are not currently adopted Council policy and are purely suggestions to stimulate and guide comment on how the town centre could be reimagined.

Map 10: Potential Additional Opportunities and Interventions



Southend Central Potential Opportunities and Interventions

- SC1 - Civic Quarter Victoria Avenue
- SC2 - Victoria Shopping Centre
- SC3 - Northern Gateway to Town Centre
- SC4 - High Street, north- west side
- SC5 - Warrior Square Car Park
- SC6 - Central Railway Station
- SC7 - High Street
- SC8 - High Street
- SC9 - Chichester Road
- SC10 - Market Place
- SC11 - Royals Shopping Centre
- SC12 - Royals precinct (top of Pier Hill)
- SC13 - Golden Mile Marine Parade
- SC14 - Eastern Esplanade
- SC15 - Kursaal, Eastern Esplanade
- SC16 - Western Esplanade
- SC17 - Former Gas Works, Eastern Esplanade

Table 16: Potential Additional Opportunities and Sites

Map Ref.	Site	Potential Land Use	Comments
SC1	Civic Quarter Victoria Avenue	Relocation of civic offices, art gallery and museum functions to town centre. Residential led development of the area.	Long Term Scheme
SC2	Victoria Shopping Centre	Refurbishment for mixed use scheme including shops, cafes, restaurants, public services, leisure and residential	Short - Long Term Scheme. Owned by Southend Borough Council
SC3	Northern Gateway to Town Centre	Mixed use redevelopment, comprising commercial, residential with the opportunity to provide taller buildings and visitor accommodation with good links to Victoria train station. Improved public realm, landscaping and seating and the creation of a wider/improved pedestrian gateway to the town centre	Short/Medium Term Scheme Links with public realm improvements to the London Road east of College Way
SC4	High Street, north-west side	Break through High Street to open up The Forum and facilitate the creation of public events space. Additional cultural and learning and supporting uses	Long Term Scheme. Potential to incorporate as part of the Elmer Square Phase 2 development (see Table 15 above).
SC5	Warrior Square Car Park	Possible redevelopment for residential (with possible relocation of civic services)	Medium/Long Term Scheme Local character and distinctiveness of the Warrior Conservation Area to be respected. Loss of existing parking could be offset through increased provision at Tylers (See Table 15 above).
SC6	Central Railway Station	Redevelopment of adjacent land for residential and civic space, including landscaping around station	Medium Term Scheme
SC7	High Street	Rationalisation of highway space to create extensive landscaping	Short/Medium Term Scheme
SC8	High Street	Encourage residential use above shop/commercial units	Short/Medium Term Scheme
SC9	Chichester Road	Rationalisation of road space to create cycle lane and extensive landscaping with links to High Street	Medium Term Scheme
SC10	Market Place	Promote plot by plot refurbishment and redevelopment for independent small-scale shops, boutiques, cafés, bars and small studio style workshops with live/ work units and residential uses above ground floor level	Medium Term Scheme. Local character and distinctiveness of the Clifftown Conservation Area to be respected.
SC11	Royals Shopping Centre	Mixed use scheme including shops, cafes, restaurants, leisure and residential	Medium/ Long Term Scheme

SC12	Royals precinct (top of Pier Hill)	Creation of outdoor seating/cafes/landscaping with public events space (linked to scheme 13)	Medium Term Scheme
SC13	Golden Mile Marine Parade	Contains Opportunities for mixed-use redevelopment, including for leisure, cafes and residential above. Creation of new pedestrian link to Marine Parade from the town centre designed around the concept of 'Spanish Steps'.	Medium Term Scheme
SC14	Eastern Esplanade	City Beach Phase 2 – Eastern Esplanade (from The Kursaal to Victoria Road)	Medium Term Scheme Extensive public realm improvements
SC15	Kursaal, Eastern Esplanade	Refurbishment for mixed use scheme including leisure, cafes, restaurants, hotel, residential, parking and ancillary shops	Short/Medium Term
SC16	Western Esplanade	City Beach Phase 3 – Western Esplanade (from The Pier to Cliffs Pavilion)	Long Term Scheme Extensive public realm improvements
SC17	Former Gas Works, Eastern Esplanade	Considered suitable for a major mixed-use scheme that could include residential, leisure, cafes and restaurants and parking	Long Term Scheme The site has now been cleared and laid out for temporary public parking

These potential additional opportunities and sites are aspirational in their approach, aimed at continuing the regeneration of the area and securing its long-term sustainable future. Your views are sought on these potential schemes and any other thoughts you may have on alternative schemes and how the regeneration of the area could be effectively promoted and achieved.


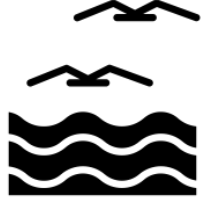
2.5.4 Town Centre and Central Seafront - Potential Opportunities and Interventions

Have your say.....

Please explain your answers

- Do you agree with the identified potential opportunities set out in **Table 16**? Please include the map reference when making your response.
- Do you have any other thoughts and ideas on how the regeneration of Southend Central could be effectively promoted and achieved?

2.6 Protecting and Enhancing Green Space and the Coastline

	<ul style="list-style-type: none"> Proposing to protect 529.9 hectares of valuable Green Space PLUS – ambition to create a new Country Park to the north of Southend as part of a new neighbourhood 7 Green Flag Parks 20,000+ street trees Tree canopy cover is 12% of the Borough 		<ul style="list-style-type: none"> 7 miles of Coastline 5 blue flag beaches 8 Nature Conservation Areas
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Green infrastructure provides a range of environmental, social and economic benefits, including: increasing biodiversity; improving people’s physical and mental health and wellbeing; encouraging local food growing and healthy food environments; encouraging active travel and safer roads; and contributing to making places more attractive for visitors and investors. The Borough’s green infrastructure network also plays a vital role in climate change mitigation and adaptation. Open space, trees, soft landscaping such as green walls and roofs can reduce the urban heat island effect making the built environment more comfortable during the summer months, provide shade, reduce air pollution and store surface water and carbon.

Southend on Sea has almost 600 hectares of parks and green space, including district, local and neighbourhood parks, playing fields, sports areas, allotments and woodlands, and 5 designated sites for nature conservation. Seven parks were awarded Green Flag status in 2020, reflecting the quality and variety of their offer, and 7 miles of almost continuous coastline provides an important leisure asset, with 5 Blue Flag beaches designated for 2020.

A Tree Canopy Study undertaken in 2019 found that 12% of the Borough is covered by trees, including street trees, trees within parks and open spaces, woodland, and within private gardens. The Council’s Tree Policy aims to increase this to 15% through targeted action to plant within parks, provide new street trees in areas with gaps in coverage, and in partnership with community groups and individuals to encourage more trees to be planted within gardens and other private land.

Southend is a densely developed area with limited opportunities for new green space. However, there will be opportunities to create green space where new development is proposed, including enhanced public realm, as well as improving connections between green spaces through soft landscaping, tree planting and better signage and way finding. Such small interventions can make a significant impact as part of the wider network.

ASELA, the association of South Essex local authorities, has proposed the creation of South Essex Estuary Park (SEE).⁵⁸ The Park will be a single regional parkland system, with multiple benefits including flood risk management and climate change mitigation, featuring a continuous and accessible coastal path from Tilbury Fort to Shoeburyness. It will boost eco-tourism and biodiversity, support a green economic recovery and provide easy access for residents to high quality green space, restored marshlands and new woodland. Continuous access to the coast for pedestrians and cyclists is also promoted through the England Coast Path⁵⁹ and Sustrans national cycle route.⁶⁰ It also remains an ambition to improve the Cinder Path linking Leigh railway station/Old Leigh and Chalkwell Esplanade, which forms part of this strategic network to provide enhanced access for pedestrians and cyclists.

Southend's Coastline

Southend's blue infrastructure network includes the foreshore, which is protected as a habitat for bird species, with five internationally designated sites for nature conservation within the Borough, covering the intertidal part of the Thames Estuary. These sites support a wide range of important bird species, in particular providing overwintering feeding grounds. There are several ponds within Parks such as Priory, Friars, Southchurch and Gunners Parks, and Eastwood Brook and Prittle Brook, which provides an important link between Belfairs Woods and Priory Park as a wildlife corridor and for recreation and active travel. These will continue to be protected.

The cumulative impact of growth across South Essex is expected to increase pressure for recreational and leisure pursuits in or nearby European sites, impacting on their integrity. This impact is being addressed through the Essex Coast RAMS partnership, to implement mitigation measures to alleviate pressure on designated habitats from recreation, funded from developer contributions. While carefully managing the impacts of visitors on overwintering birds, public access to the coastline continues to be supported, including the implementation of the England Coast Path project to provide continuous coastal access for walkers and improve the quality of this route, for example with signage.

What You Told Us

In response to the New Local Plan Issues and Options document you highlighted a number of detailed issues and other matters of concern relating to parks and open spaces. These included:

- the need for a strategic approach to green and blue infrastructure as a cross-boundary issue

⁵⁸ [More than a park – vision for South Essex Estuary \(SEE\) Park... | ASELA](#)

⁵⁹ [England Coast Path: overview of progress - GOV.UK \(www.gov.uk\)](#)

⁶⁰ [The National Cycle Network - Sustrans.org.uk](#)

- the importance of greening the existing built up area, including Southend town centre and need for more tree planting, biodiversity measures, and sustainable drainage provision
- need to target any areas of green space deficiency and protect existing areas of green space
- net gain for biodiversity
- importance of green space for health and wellbeing
- climate change should feature more prominently

Climate change avoidance and mitigation is integral to the local plan and is included within the draft aim and objectives in Section 1. More detailed policies will be included in the next iteration of the plan as the Preferred Options are developed.

Protecting and enhancing Green Space

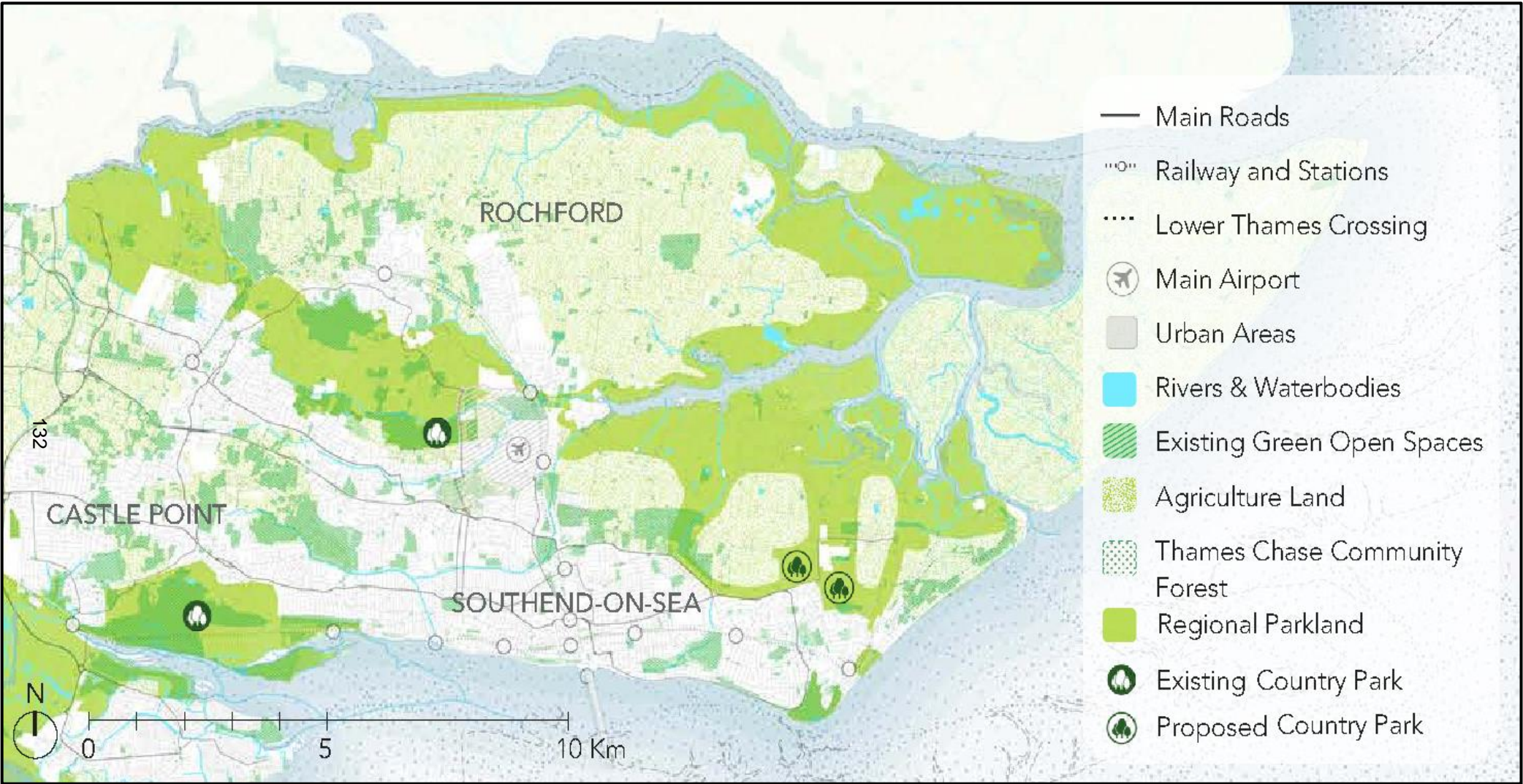
The New Local Plan therefore proposes to:

- protect green space from development;
- where justified designate green spaces of particular value to the community as ‘Local Green Space’⁶¹ providing them with increased special protection;
- continue to support the ambition to create a Country Park to improve access to green space for residents in the east of the Borough;
- identify areas of search/ indicative locations where new and improved green spaces will be promoted within areas lacking local access; and
- identify lower quality underutilised green spaces which provide potential for development for alternate uses.

The role of new Country Parks is explored as part of the South Essex Green and Blue Infrastructure Study (2020). If a new neighbourhood or neighbourhoods were to come forward on the edge of Southend or outside the Borough as part of Development Opportunity C and/or D, this would provide the impetus to realise a long held ambition of creating a country park to the north east of Southend, which would form part of the South Essex Estuary Park. This would better connect the urban area of Southend with the rural fringes of the Crouch Estuary by linking up existing rights of way and providing greater public access to green space – see **Figure 10** below. This is for indicative purposes only, and the precise extent of the country park would be determined through a master planning process, but green infrastructure provision could include community growing sites, meadowland burial provision or deliver other local priorities for green space and biodiversity. There may also be an opportunity in the longer term to create new greenways (for pedestrians, cyclists and equestrians) linking residential areas with the Roach Estuary, for example utilising the existing private road to Barling Landfill sites, Mucking Hall Road.

⁶¹ See [guidance on Local Green Space designation](#)

Figure 10 - South Essex Green and Blue Infrastructure Study (2020)



Composite Figure.30, Figure.33, Figure 36 and Figure.39 of the South Essex Green and Blue Infrastructure Study (2020)

All green spaces proposed to be protected can be viewed in [Appendix 2](#) and you can comment on them within [Section 3: Neighbourhoods](#).

Addressing deficiencies in the quantity and quality of and access to green space

Parks and green spaces are not evenly distributed across Southend with Central Southend and Westcliff neighbourhoods having the most limited provision of green space in the Borough. It is therefore important to protect green space in such areas, to seek to provide new provision or urban greening from new developments, and to provide better connections between them to promote active travel through walking and cycling. Where there are particular gaps in access to green space these are described in the relevant neighbourhood section. All existing allotment sites will continue to be protected.

In addition, a new Country Park in the north-east of the Borough provided as part of new Neighbourhoods on the edge of Southend (see [Section 2.3](#) above) would complement the existing facilities at Hadleigh and Cherry Orchard Jubilee Country Parks in Castle Point and Rochford, and ensure residents living within the built-up area of Southend have more equitable access to natural green space.

Releasing Existing Green Space for Housing Development

There are a number of green spaces and areas of agricultural land within the urban area that are being promoted for residential development. These are set out in [Table 17](#) and defined in [Map 11](#).

All sites proposed to be designated as green space or agricultural land can be viewed in [Appendix A](#) and you can comment on them within [Section 3: Neighbourhoods](#)

Map 11: Existing Protected Green Space or Agricultural Land with the Potential for Alternative Use

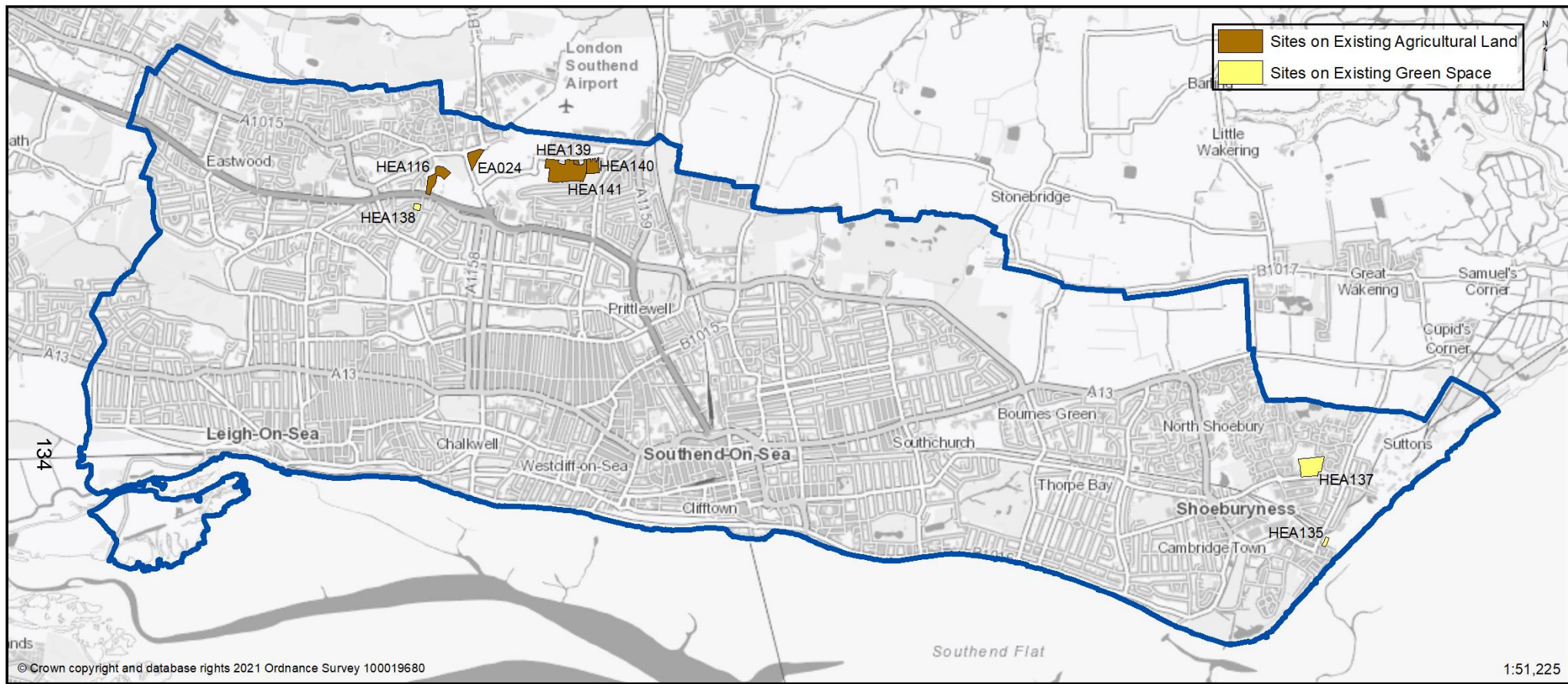


Table 17: Existing Protected Green Space or Agricultural Land with the Potential for Alternative Use

Map Ref.	Site	Description	Potential Alternative use	Neighbourhood Area	Area (Ha)	Justification
HEA138	Land at Mendip Crescent/ Dunster Avenue	Green Space	Residential. Tree planting on the remaining green space. A programme of tree planting has begun on the site which has been identified as having potential for woodland as part of the corporate strategy to increase canopy cover in the Borough.	Shoeburyness	0.39	Land is in public ownership and underutilised, with potential for residential development.
HEA137	Land at Elm Road	Green Space	Residential. Tree planting on the remaining green space would increase biodiversity. There is an existing programme of managing the habitat with controlled cutting regimes to increase biodiversity. Site remediation would also be required.	Shoeburyness	3.77	
HEA135	Land at George Street	Green Space, former playing field associated with Hinguar School. Covenant issues on land	Residential, potential to enhance adjacent East Beach recreational / environmental offer	Shoeburyness	0.32	
HEA141	Land to South of Eastwoodbury Lane	Agricultural Land	New transport access, school, residential, improvements to remaining green space	Eastwood	7.17	
HEA140	Land to South of Eastwoodbury Lane	Small Holdings	Residential, improvements to remaining green space	Prittlewell	1.63	
HEA139	Land to South of Eastwoodbury Lane	Small Holdings	Residential	Prittlewell	0.21	
HEA116	Land at Brendon Way/ North of Prince Close	Agricultural Land	Residential	Prittlewell	2.45	
EA024	Land at Nestuda Way/ Eastwoodbury Lane	Agricultural Land	Employment	Eastwood	1.56	
Please note additional sites are being promoted on agricultural land as part of the provision of a new neighbourhood on the edge of Southend – please see section 2.3						
Total					17.5	

Protecting and Enhancing Green Space and the Coastline

What does this issue cover?

- Protecting and enhancing the wide range of parks and open spaces and coastline within the Borough, contributing to the support of mental and physical wellbeing
- Maintaining the character and integrity of the undeveloped coast
- Identifying opportunities for greater biodiversity and strengthening of green corridors throughout the urban area of Southend, promoting opportunities for active travel
- Identifying opportunities to improve and create local green space where appropriate

What information or evidence do we need for this issue?

- South Essex Blue and Green Infrastructure Study (2019)
- Southend parks and open spaces assessment (2020)
- Essex Coast RAMS Strategy (2018)
- Tree Canopy Cover study (2019)
- Pollinator Study (2020)

Related Southend 2050 Outcomes – where we want to be

- We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset
- More people have physically active lifestyles, including through the use of open spaces
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors
- People have a wide choice of transport options
- There is a tangible sense of pride and local people are actively, and knowledgeably, talking up Southend

2.6 Protecting and Enhancing Green Space and the Coastline

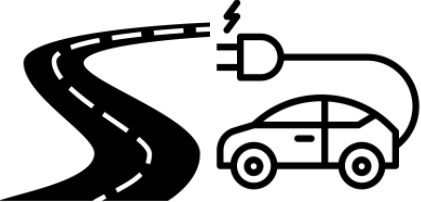

Have your say.....

Please explain your answers

You can view and comment on specific sites within Section 3: Neighbourhoods.

- a. Do you support the creation of new strategic green space or a new Country Park as part of the provision of a new neighbourhood/s to the north of Southend ([Figure 10](#))?
- b. Do you have any comments on the green space sites / agricultural land identified as having the potential to be released for development ([Table 17](#) and [Map 11](#))?
- c. Do you have any comments on the approach to protecting designated coastal habitats and supporting public access to the coast?
- d. Do you have any other comments on our proposed approach to green space policy?

2.7 Transport and Access

	<ul style="list-style-type: none">• Nearly 30,000 daily outbound commuting journeys• 1.09 cars per household (1.31 cars per house/ 0.65 cars per flat)• 447 electric vehicles registered in Southend and rising		<ul style="list-style-type: none">• 9 train stations• 15.5 million - total rail trips in 2019• Extensive bus routes• 13% drop in bus journeys between 2009/10 and 2018/19
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Context

Transport in Southend is strongly impacted by the geography of the town. Situated on a peninsula the town is only accessible from the west. The Thames Estuary provides a barrier to the south and the east though it does offer opportunities for river transport ([Map 12](#)).

Map 12: Southend Context



Southend is well connected primarily by the A127 and A13 and the two railway lines to London (Fenchurch Street and Liverpool Street). However, longer journeys are funneled westwards to the A130, M11, M25 and London. These wider strategic networks are outside the remit of this New Local Plan but provide context on the transport challenge facing the Borough.

Within Southend there are issues with congestion at key junctions, particularly along the A127 and A13, and around the Town Centre and on Sutton Road. The Borough has a number of major bus routes that are all impacted by traffic congestion and a lack of priority measures. There are a number of cycle routes but there are gaps in this provision, with limited north-south cycleways and a lack of an overall network.

Tourism is an important part of the Borough’s economy, though this is highly seasonal. The result is that transport issues like congestion and overcrowding are particularly severe on a few key days. The Southend Central Area Action Plan (2018) included a number of measures to help address seasonal peaks in parking demand in the Central Seafront Area and Town Centre and the Council has implemented a new Parking Charges Strategy in 2021 to help manage parking more effectively. The Tourism Strategy going forward will support Southend as an all year round resort and staycation destination to level out seasonal peaks.

Southend Airport has been expanding rapidly with over 2 million passengers in 2019 and is capable under existing permissions to achieve 6 – 8 million passenger per annum depending on aircraft sizes. There remains a commitment to improving the use of public transport to get to and from the airport and thereby mitigate impacts on the road network.

Improvements to the Transport and Access Network

The Southend Local Transport Plan identified interventions required to deliver existing growth targets to 2021 as set out in the Core Strategy (2007) (6,500 homes, 13,000 jobs, plus impact of airport) and the Council has delivered a package of schemes, predominantly on the A127 Corridor and within the Town Centre. The schemes are listed in **Table 18**. However, the effects of the pandemic have hit the aviation industry hard and this is likely to push any further expansion for some time, coupled with any Government restrictions arising from the Climate Change agenda.

Table 18 – Completed or under investigation transport schemes

Scheme	Progress
A127 Progress Road Junction Improvement	Completed. Funding bid for further improvements made. Awaiting decision
A127 Cuckoo Corner Junction Improvement	Completed
A127 / A1015 Kent Elms Junction Improvement	Completed

A127 The Bell Junction Improvement	Under construction. Due for completion 2021
Southend Central Area Transport Schemes	East Street and Victoria Avenue in design. Victoria Avenue/Carnarvon Road/Great Eastern Avenue/Victoria Avenue Service Road/Public Realm improvements – Completed. London Road – Partially complete remainder in construction
A127 / A13 Victoria Gateway Improvements	Completed
A127 / B1013 Tesco Junction Improvement	Completed
City Beach Phase 1	Completed
Pier Hill Improvements	Completed
Better Buses Fund	Completed
South Essex Active Travel Fund	Completed
Local Sustainable Transport Fund	Completed
Better Queensway	Recent Planning Permission
Improved Car Park Signage and Guidance Systems	In progress
Car Parking in the Town Centre and Central Seafront	In progress

The Council is reviewing its current Local Transport Plan (LTP3), with updated policies and implementation plan. The development of a new LTP4 will be important in identifying transport priorities for the Borough and will be closely aligned with the New Local Plan as well as broader Council priorities.

Strategic Network

Work has been commissioned by the Association of South Essex Authorities (ASELA) on Transport issues. This examines the adequacy of the existing transport networks in meeting needs for movement. This identified three different “clusters” of centres which have functional links with each other. Southend is included within two of the clusters. Some of the links within and between towns are good (such as parts of the towns close to the rail corridors and along the A127). However, there are substantial gaps in north-south linkages by all modes and some areas are especially hard to access by public transport, e.g. employment and retail sites along the A127 and residential areas. The Study looks at how the different centres of South Essex could act as transport hubs with improved linkages between them. Ways of addressing this include developing strategic movement corridors such as Rapid Transit, incorporating segregated sections and development of enhanced transport hubs.

The concept has still to be developed in detail. For Southend, a new neighbourhood on the administrative boundary with Rochford district offers the potential to include a rapid transit corridor linking with the A127 as part of a holistic approach to movement and link into a broader network. This would be complemented by an enhanced central “hub” location for bus/rail/rapid transit linkages (location to be determined) and potentially a hub at the Airport.

At a Regional level, Transport East⁶² has been established by the Government to address how transport can be improved across the whole of the East of England. Work on producing a Strategy is still at an early stage.

All strategic transport improvements will require considerable investment and Government funding. Those schemes located outside the Borough are not within the control of the Council while even those within the town would, in many cases, require partnership working.

What You Said

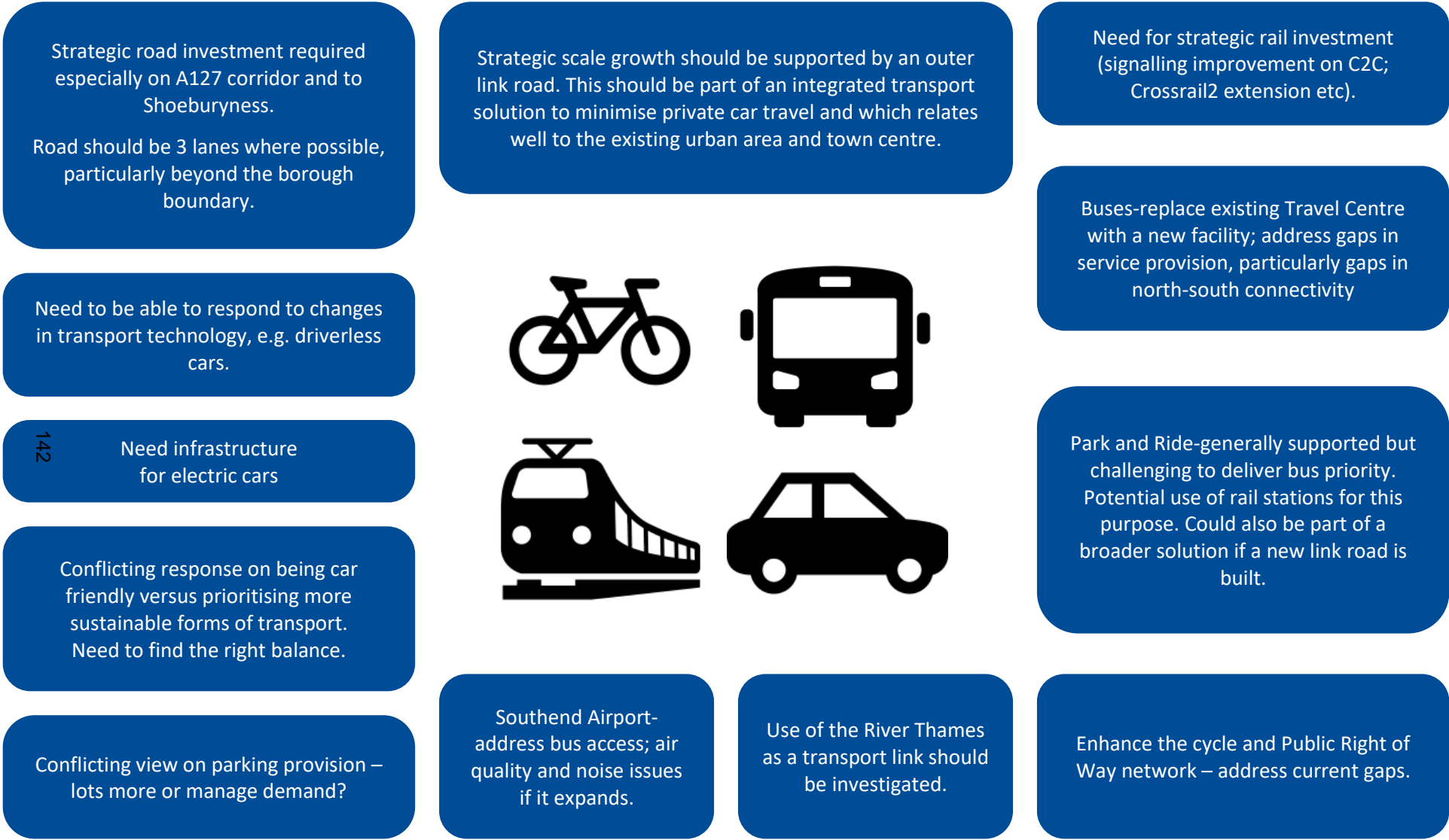
There were a broad range of comments on transport as part of the previous Issues and Options consultation on the New Local Plan held in early 2019. There was support for new infrastructure development with some respondents wanting the A127 to have major upgrades. There was also recognition that Strategic Option 3 (Urban extension) would require a Link Road with some of this being within the Rochford District. Various route options were suggested.

Enhancements to the road network were balanced by many respondents wanting to see improvements to walking, cycling and public transport networks, especially considering the growing importance of climate change. This included suggestions such as more bus priority measures.

Some respondents suggested reducing parking levels while other respondents wanted to see more. There was also recognition that Tourism brings its own transport challenges and that particular parts of the Borough have their own specific transport challenges. Comments are summarised in [Figure 11](#).

⁶² <https://www.transporteast.org.uk/>

Figure 11: Summary of Comments Made on Transport Elements of Issues and Options Report



Issues to be Considered

Impact of the Covid Pandemic

Covid-19 has had significant impacts on transport. In the Spring 2020 lockdown, traffic across the country dropped to levels last seen in 1957, and the use of public transport and the airport dropped by as much as 90%. In contrast, cycling nearly tripled. The consequent months have seen a divergence in fortunes by different modes of transport, with public transport in particular struggling to recover its passengers.

Working from home could have significant impacts on how people travel to employment in future. It could considerably reduce future levels of rail commuting to London in particular, especially at peak times. It draws out the potential increasing importance of neighbourhood centres as employment “drop-in” hubs and how access to these locations could be made more attractive for residents who walk and cycle. Greater working from home also draws out the importance of developing robust digital networks. An understanding of changing demands for transport as well as how to best provide for changing mobility patterns will require flexible responses and monitoring.

Public Transport, Walking and Cycling

The future level of services on the railways in Southend is tied to the outcomes of the Government’s Rail Review, which has indicated that there are likely to be considerable change to the current system of rail franchising. The future of the bus network is reliant on ensuring that core bus services become commercially viable again.

There has also been significant Government action in promoting walking and cycling as a mode of transport. For shorter trips (less than a mile), walking and cycling is being pushed by Government policy as the primary means by which people should get around, and Government is investing in delivering Active Travel Schemes. New design guidance⁶³ has also been produced which requires every transport project to be assessed for how it improves the environment for walking and cycling.

Significantly, the Climate Change Committee in the Sixth Carbon Budget identified the need to take action in reducing the amount of trips people take, especially by the most polluting modes of transport. This means designing towns and cities in a manner that reduces the need to travel – for example by ensuring homes are located close to a range of day-to-day services and facilities and that these services and facilities are within easy reach by foot, bicycle, or by public transport, with associated benefits related to improving physical and mental health and wellbeing.

Climate Change Impacts

⁶³ Local Transport Note 1/20

Climate change impacts will become increasingly challenging over the Plan period and will be addressed in the next iteration of the New Local Plan. Transport related emissions are around a third of overall emissions locally. It is important that the New Local Plan addresses this if the Council is to address its “Climate Change Emergency” aspirations. The delivery of electric vehicles, and associated charging infrastructure, will help to reduce emissions, and local councils will need to ensure that policies are in place to help support this.

Digital Technology

Within the New Local Plan period the impacts of digital technology will become more prevalent. Revolutionary technologies like Mobility as a Service⁶⁴ and autonomous cars may be adopted, but similarly some existing services could be augmented and improved by new technologies. This can include booking car parking spaces, booking car club cars to hire, and the supply chain becoming increasingly automated.

Car Parking

The availability of parking is an issue and can manifest in a number of ways. Average car ownership within Southend is 1.09 cars per household (1.31 cars per house and 0.65 cars per flat). The number of cars per household fluctuates between the different neighbourhood areas of Southend, for instance the rate within Southend Central, which comprises the town centre, is significantly lower than the Borough average being 0.69 cars per household (0.94 cars per house and 0.56 cars per flat).

In the more densely built up parts of the Borough with no off-street parking, there are challenges with the availability of on-street parking and its management. In suburban areas provision of parking for multi-car households needs to be assessed alongside overall design principles so that parking is incorporated in such a way that it doesn't dominate the street scene and local environment.

When designing future developments, how parking is incorporated in an attractive way is an important consideration. This needs to be balanced; setting parking standards too high, whilst potentially mitigating on-street parking stress, can underutilise land where off-street spaces are not all used, encourage greater car ownership and therefore increased trips on the local network, limit the amount of development/ provision of new homes and potentially limit amenity space/ green space that can be provided within the development.

For local and town centre businesses, the views expressed on parking during the Issues and Options consultation (2019) were more mixed. Improved car parking is on the one hand sometimes considered as essential to ensuring that people can support local shops and businesses. However, wider evidence

⁶⁴ This is the integration of several different transport service into a single service offering, such as a mobile phone application, available on demand, and with integrated ticketing and journey planning

suggests⁶⁵ that improving accessibility by bicycle, on foot, and by public transport is as important in encouraging people to shop locally. These modes can make up a significant proportion of local shopping trips. Supporting the accessibility of local businesses and retail by all modes should be considered.

The use of the car forms an important mode of tourism trips, particularly for families, and this needs to be taken into consideration in planning for future transport provision. This is recognised in the Southend Central Area Action Plan (SCAAP) which seeks to retain a level of parking provision in the Southend central area south of the railway line that supports the viability of the local tourism industry, whilst also recognising the important role other modes of transport play in helping people access the tourism offer.

Development Options and Transport Impacts

All new development has transport impacts. Increasing urban capacity (Development Scenarios A⁶⁶) has advantages where new development is concentrated in close proximity to existing services making it easier for more people to walk and cycle to meet their everyday needs. Individually, such development often has a relatively small impact on existing transport networks, however when considered cumulatively the impact can be significant, e.g. on parking and on key junctions.

For Development Scenario B Facilitating urban change, transport impacts will vary considerably according to location. Former employment sites close to stations and bus stops are more sustainable than more peripheral greenfield sites where there has previously been limited traffic generation, though with good design impacts can be reduced.

For Development Scenarios C and D the development of new neighbourhoods to the north-east of the Borough, including land at Fossetts Farm, needs careful consideration in terms of transport impacts. The A1159 (Eastern Avenue/Royal Artillery Way) which links Shoeburyness to the A127 already has congestion issues at peak periods, particularly from Sutton Road westwards.

The highly urbanised nature of Southend creates challenges for making transport improvements. The A13 is single lane and has shops along much of its length, on-street parking and many junctions. This makes it challenging to improve travel times. The A127 is dual carriageway but has housing along parts of the corridor. While there remains scope for selective widening in some places, making further improvements to junctions is challenging and is likely to be very costly. Limited carriageway capacity creates challenges in managing competing pressures. For example, an extra vehicle lane may require removal of a cycle path (though that could be mitigated by improving provision for cyclists on the other side of the road).

⁶⁵ Living Streets (2020) The Pedestrian Pound. Link: <https://www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf>

Transport for London (2018) The Economic Benefits of Walking and Cycling. Link: <https://tfl.gov.uk/corporate/publications-and-reports/economic-benefits-of-walking-and-cycling>

⁶⁶ Refer to Section 2.3 of the New Local Plan for reference to Development Scenarios

A “Park and Ride” site is a possible option, however, to be attractive to users it must offer a competitive journey time to visitor destinations. To achieve this, bus priority measures would need to be put in place, but these would take space from other vehicles on an already crowded road. Pricing would also need to be competitive to attract users and be cheaper than the equivalent of parking at visitor destinations such as the airport, town centre or seafront. A bus (or very light rail) rapid transit option would also be likely to have implications for highway capacity as priority measures would be required though some routes would be outside existing main corridors.

The Council is updating its multi-modal model to consider transport impacts. One transport improvement being considered is a new multi-modal link road. This could be routed between points A, B and C ([Figure 12](#)), where:

- Link A to B between A127 (Nestuda Way) and Harp house Roundabout is within Southend; and
- Link B and C between Harp House Roundabout and Bournes Green Chase would include land within both Southend and Rochford District.

Another option for improving strategic road connectivity would be to build a new road linking a new neighbourhood to the north of Southend through Rochford District to link up to the A130. This would considerably enhance road and possibly bus links from the east of Southend northwards towards Chelmsford. However, the cost of such a route is likely to be prohibitive and would be located within Rochford District and would need the full support of Essex County Council as Highway Authority. Delivery of this is outside the remit of the New Local Plan.

Any¹⁴ road-based solution would also need to be fully integrated with public transport, walking and cycling improvements with good access to existing train stations. Careful design of the neighbourhoods can also help to reduce the need to travel including through the design of “walkable neighbourhoods”.

Figure 12: Possible access points for potential new link road and park and ride facility



Transport and Access

What does this issue cover?

- Strategic and local highways issues
- Provision of a new link road
- Providing for sustainable transport modes, public transport, walking and cycling, encouraging active lifestyles
- Implications of new technology on transport patterns, contributing to Southend being recognised as a Green City
- Encouraging enhancements to the public realm, providing well designed, well connected, streets and spaces to encourage active travel

What information or evidence do we need for this issue?

- Southend Transport Assessment (2021)
- Local Transport Plan 3 including monitoring
- Public Health and Air Quality statistics
- Health and Wellbeing Strategy (draft)
- Southend Air Quality Strategy
- Low Emission Strategy (2018)
- Transport operator figures
- Southend Borough-wide Parking and Access Strategy (2018)

Related Southend 2050 Outcomes - where we want to be

- We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling
- Working with the public transport providers to enhance and encourage the use of the existing provision moving towards a long-term aspiration to open new routes, enabling a wider accessibility to public transport options
- People have a wide choice of transport options
- We are leading the way in making public and private travel smart, clean and green
- More people have physically active lifestyles, including through the use of open spaces
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors

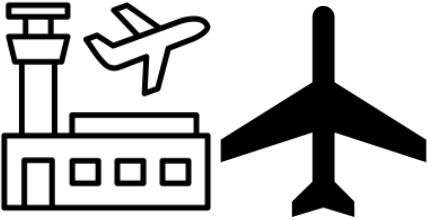

2.7 Transport and Access

Have your say.....

Please explain your answers

- 149
- a. What are your transport priorities for Southend? Where choices are needed, should investment be focused on the private car or on walking, cycling and public transport (e.g. bus and train) and why?
 - b. How can we improve take-up and use of low and zero carbon modes of transport?
 - c. How can the New Local Plan better support accessibility to town and neighbourhood centres and tourism attractions?
 - d. Do you agree with the principle of creating a new link road from the A127 to Shoeburyness to facilitate the development of a new neighbourhood/s to the north of Southend? Noting that its provision is only likely to be viable in combination with the delivery of a new neighbourhood/s to the north of Southend.
 - i. Should the link road be integrated into the existing network from points A, B and C (**Figure 12**) or can you suggest another route?
 - ii. How can the link road best cater for all modes of transport (car, bus, cycle, walking)?
 - e. Do you think there is a need for a 'Park and Ride' facility to serve key visitor destinations such as the airport, town centre and central seafront, if so where should this be located?
 - i. Would you support priority bus measures, including dedicated bus lanes, and higher parking charges at key visitor destinations to make "Park and Ride" competitive in respect to both speed and price?
 - f. Should we allow residential development schemes to come forward with lower levels of off-street parking in specific areas, such as the town centre, near train stations, along frequent bus routes or where there is access to overnight public parking?

2.8 London Southend Airport

	<ul style="list-style-type: none">• 2.1 million passengers per annum (2019)• 93% reduction in passenger numbers because of Covid Pandemic• 3 – 5 years to recover to 2019 levels• Potential Growth 6 – 8million passengers per annum within existing planning consent		<ul style="list-style-type: none">• Planning consent required for 8 million+ passengers per annum• Increase from 1,500 jobs to 6,600 jobs• Drive to become a net zero carbon airport
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National Policy

Local Plans must have regard to National Policy, including the National Aviation Policy Framework⁶⁷. Government supports growth in the aviation industry and the economic benefits an airport can bring to a local area are well documented. However, growth must be coupled with steps to mitigate environmental impacts such as carbon emissions, noise and air quality. The challenge for the New Local Plan is to balance the economic benefits of growth at the airport in terms of jobs created and its beneficial impact on the wider local economy, whilst setting an appropriate framework to manage the environmental impacts of airport activity in line with national policy.

JAAP

London Southend Airport is partly within the Southend Borough boundary, but the larger part of the airport sits within Rochford District. In 2014 the two authorities jointly produced and adopted the **London Southend Airport and Environs Joint Area Action Plan (JAAP)**. The JAAP sets out proposals for management of the growth of the Airport to 2031, along with continued development of the Airport Business Park at Aviation Way, Saxon Business Park and Nestuda Way Business Park. These modern business parks focus on providing quality employment space, building on links to the Airport.

The JAAP’s shared vision for the future development of London Southend Airport and its environs is to deliver:

‘An area that realises its potential as a driver for the sub-regional economy, providing significant employment opportunities and ensuring a good quality of life for its residents and workers. To achieve this, the area’s assets and opportunities for employment need to be supported and developed’

Operating an Airport near a densely populated urban area has a number of challenges. These include noise, air quality and managing surface access. The JAAP includes a range of policies to complement the conditions within the planning consent, to help manage and monitor environmental impacts.

⁶⁷ National Aviation Framework (2013) and “The Future of UK Aviation: Making Best Use of Existing Runways” (2018)

The JAAP is now nearly seven years old and in need of updating and reviewing. As the Southend New Local Plan can only apply policy provisions to its own administrative area, in liaison with Rochford District Council, the Council is considering how best the JAAP should be reviewed and updated. Possible options could be:

- a. inclusion of a high-level policy within the Southend New Local Plan, developed through co-operation with Rochford District Council, with more detail being set out in an accompanying master plan; or
- b. development of new policies for the management of the Airport at a later date, as part of a review of the JAAP, jointly with Rochford District Council; or
- c. a combination of a) and b).

Whatever option is considered the most appropriate it will need to reflect key issues including the following:

- effective management of growth of the Airport and associated facilities such as parking and hotels;
- addressing noise issues both in the immediate vicinity of the Airport, such as provision of acoustic fences; and over the urban area (especially Eastwood/Leigh);
- appropriate management of air quality in and around the airport;
- an overall Environmental Management Strategy that supports the Airport in achieving its ambition to be a zero carbon operation as soon as possible; and
- surface access management, in particular addressing impacts on the A127, nearby roads and parking and looking more widely at the role of the Airport as a “Transport Hub” for the broader area.

Number of Flights

The JAAP and existing planning controls (09/01960/FULM) allow for 53,300 air traffic movements per annum (ATMs) at the airport, including for both commercial flights and other general aviation (mostly smaller planes; private charters; helicopters, flying school, etc). The JAAP envisaged this would facilitate no more than 2 million passengers per annum (mppa) during the plan period to 2031. However, the 2mppa was achieved through 37,000 ATMs in 2019/20. This is due to the increasing capacity of aircraft facilitated as part of the runway extension so many more passengers can now be moved per plane.

In 2019 the airport and businesses located at it supported approximately 1,500 jobs, bringing considerable economic benefits to the local economy, with a proportion of these being highly skilled. A further 2,200 jobs are supported indirectly in supporting the Airport. Expansion of the Airport would increase the economic impacts; for example, if the Airport reached the capacity of the existing consent (between 6 - 8 million passengers) this would result in around 4,000 jobs, plus an estimated additional 5,000 more with links to the airport.

The Airport is developing a Masterplan that will be subject to public consultation. The Masterplan will identify the level of flights that the existing runway can accommodate; what additional physical facilities will be required and how environmental impacts such as noise can be managed. It is anticipated that expansion could lead to the creation of a significant number of jobs, with up to 6,600 employed at the Airport and a significant number of jobs linked to the Airport.

Covid 19 has had a significant impact on passenger and employment numbers. One of the main operators, Easyjet, has closed its base at Southend. Passenger numbers have plummeted by over 90%. Cargo flights which are controlled by the current planning consent to 10% of total movements, have continued including those operated at night. Because of the nature of the logistics industry some cargo flights are only able to operate during this period. It is anticipated it will take 3-5 years to reach pre-Covid levels of passenger movements. Employment levels will also need to recover.

Esken, formerly Stobart Aviation, are responsible for development and operations of London Southend Airport. Despite the impacts of Covid, Esken remains confident that it will see a return to its pre-Covid growth trajectory over the medium and longer term as summarised in [Table 19](#), and indeed, will see a return to high levels of passenger travel earlier than other airports as it is more reliant on the short-haul travel market.

Esken estimates that the existing 53,300 ATM limit could allow for between 6 to 8 mppa by 2031, depending on the proportion of commercial flights and size of aircraft used. The existing runway has the capacity to accommodate more flights beyond the current permission.

Esken has indicated that construction of new airport facilities would be guided by their preparation of a Masterplan which will be subject to public consultation. The Masterplan will be an important element in delivering environmental ambitions as well as economic growth. The Airport has an ambition to become zero carbon by the mid 2020’s.

Table 19: Planned and Projected Growth of the Airport

Planned/projected growth	Air traffic movements (atm) per annum at the Airport*	Number of Passengers per annum	Estimated capacity of passengers per annum	Estimated direct jobs supported by airport operation
Position at 2019/20	36,979	2.15 million		1,500
Planning Permission and JAAP policy provisions up to 2031	53,300 planned and allowed through current planning permission		6 – 8 million**	4,000

Future Masterplan	Over one quarter higher than permitted levels		Depends on capacity of aircraft used	6 600
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* including commercial and general aviation (mostly smaller planes; private charters; helicopters; flying school, etc)

** dependent on size of aircraft and proportion of commercial flights. Lower limit based on around 13,000 non-commercial ATMs; Upper limit based on 100% commercial ATMs. Size of commercial aircraft assumed 150 passengers.

Land use implications

Investment in London Southend Airport has helped realise several strategic transport improvements, including the then new railway station which opened in 2011, an enhanced bus service, and new pedestrian and cycle links within that part of the town. Growth of the Airport also assisted with the case to secure government funding to improve various junction capacity along the A127. Current modal split of passengers coming to the airport is broadly 70:30 road to rail. This could be improved to 60:40 through more frequent and reliable services (particularly at weekends) on the Southend Victoria to London Liverpool Street railway line with scope for becoming a market-lead in achieving 50-50 split.

The main peak hours of airport operation are generally early morning and late evening and flows of people travelling to and from the airport run counter to main commuting patterns. In that context, growth in passenger numbers can more easily be assimilated into rail capacity, though more frequent ‘airport’ services may be required as the airport continues to grow and encourage more people to travel by rail. Notwithstanding, continued growth in passenger travel will also create additional car journeys and this will also lead to the need to consider additional car parking at the airport. To minimise land take these could be provided as carefully designed multi-storey facilities. All new car parking would need to be EV enabled as the UK transitions towards electric and other environmentally friendly vehicles.

“Park and Ride” provision is another sustainable option and could potentially bring wider benefits to the transport network in Southend. Any such development would require planning consent. Consideration of the transport impacts of the Airport will need to be integrated with the overall transport planning for the immediate area and more widely.

The need for the air transport industry to address its contribution to achieving zero carbon is likely to promote further innovation; e.g. in use of electric and hydrogen fuelled aircraft. This will however take time to come to fruition and most fleets are unlikely to be so equipped until towards the end of the Plan period. The Airport has committed to the Airport Carbon Accreditation programme which involves auditing the Airport’s carbon footprint; identifying carbon reduction measures, working with partners and identifying an offset programme. It is anticipated that this will take 3-4 years to achieve. Reductions in carbon reflecting national standards and ambitions will also need to be incorporated in any future planning applications.

Air quality is impacted by Air Traffic movements; aircraft maintenance and also by traffic generated by the Airport. Improved air quality monitoring will be necessary at and around the Airport to ensure that the impacts of this are identified and appropriate action taken.

Overall, the New Local Plan will need to balance the economic benefits future growth of the airport will bring to the town whilst mitigating environmental impacts. It will be important that the communities most affected are able to benefit from this growth as well as seeing environmental impacts reduced.

London Southend Airport

What does this issue cover?

- Airport growth and implications
- Strategic and local highways issues related to surface access to airport, encouraging sustainable modes of travel, enhancing opportunities for walking and cycling and public transport
- Airport Business Park promoted for its role in bringing prosperity and job opportunities to the Borough

What information or evidence do we need for this issue?

- Local Transport Plan 3 including monitoring
- Public Health and Air Quality statistics
- Health and Wellbeing Strategy (draft)
- Southend Air Quality Strategy
- Low Emission Strategy (2018)
- Submission from airport operators to Local Plan (2021)
- Airport Economic Study (2020)

Related Southend 2050 Outcomes - where we want to be

- We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling
- Working with the public transport providers to enhance and encourage the use of the existing provision moving towards a long-term aspiration to open new routes, enabling a wider accessibility to public transport options
- People have a wide choice of transport options
- We are leading the way in making public and private travel smart, clean and green

2.8 London Southend Airport

Have your say.....

Please explain your answers

- a. ¹⁵ Should the New Local Plan include high-level policies, developed through co-operation with Rochford District Council, to guide future development at the airport or should new policies be developed at a later date, as part of a review of the JAAP, jointly with Rochford District Council?
- b. How valuable do you consider the Airport to be as an economic and tourist asset to Southend providing local jobs and global connections?
- c. If the airport is to grow beyond its current planning permission (53,300 ATMS) what policies should we include to positively manage economic growth and environmental impacts such as noise, air quality and the need for carbon reduction?
- d. What transport improvements do you think should be prioritised to facilitate growth of the airport and help to significantly increase the amount of passengers travelling by non-car modes? See [Question 2.7: Transport & Access](#) above concerning new link road and potential park and ride.

2.9 Sustainability Appraisal

Every Local Plan must also be informed and accompanied by a sustainability appraisal which is prepared in stages as the plan progresses⁶⁸. A sustainability appraisal for this consultation stage can be viewed via the website <https://localplan.southend.gov.uk/>. The Sustainability Appraisal is an assessment of the potential significant social, environmental and economic impacts of development. It 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 Sustainability Appraisal is also used to assist in choosing the most sustainable plan policies and sites to take forward into the New Local Plan.

2.9 Sustainability Appraisal

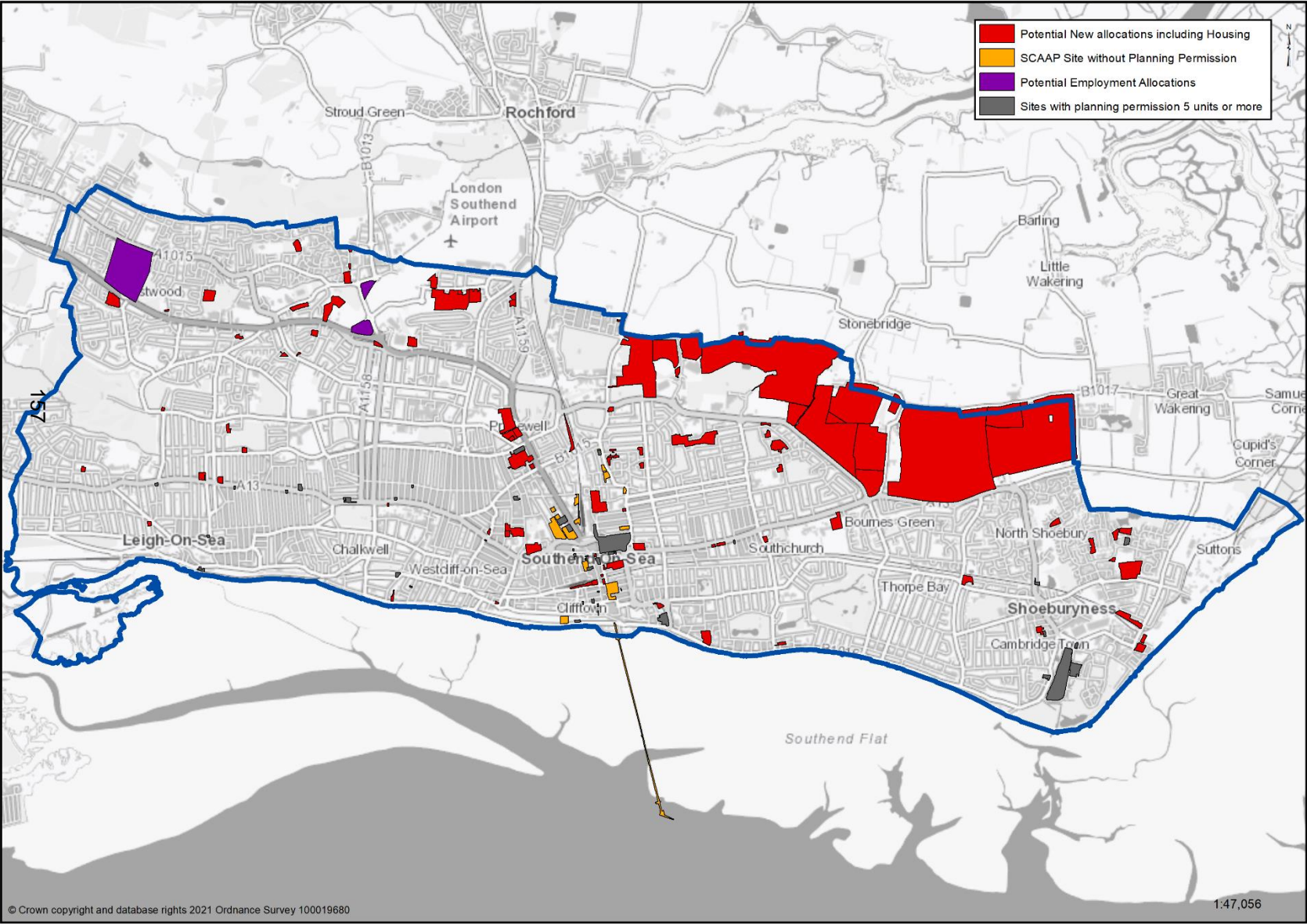
Have your say.....

Please explain your answers

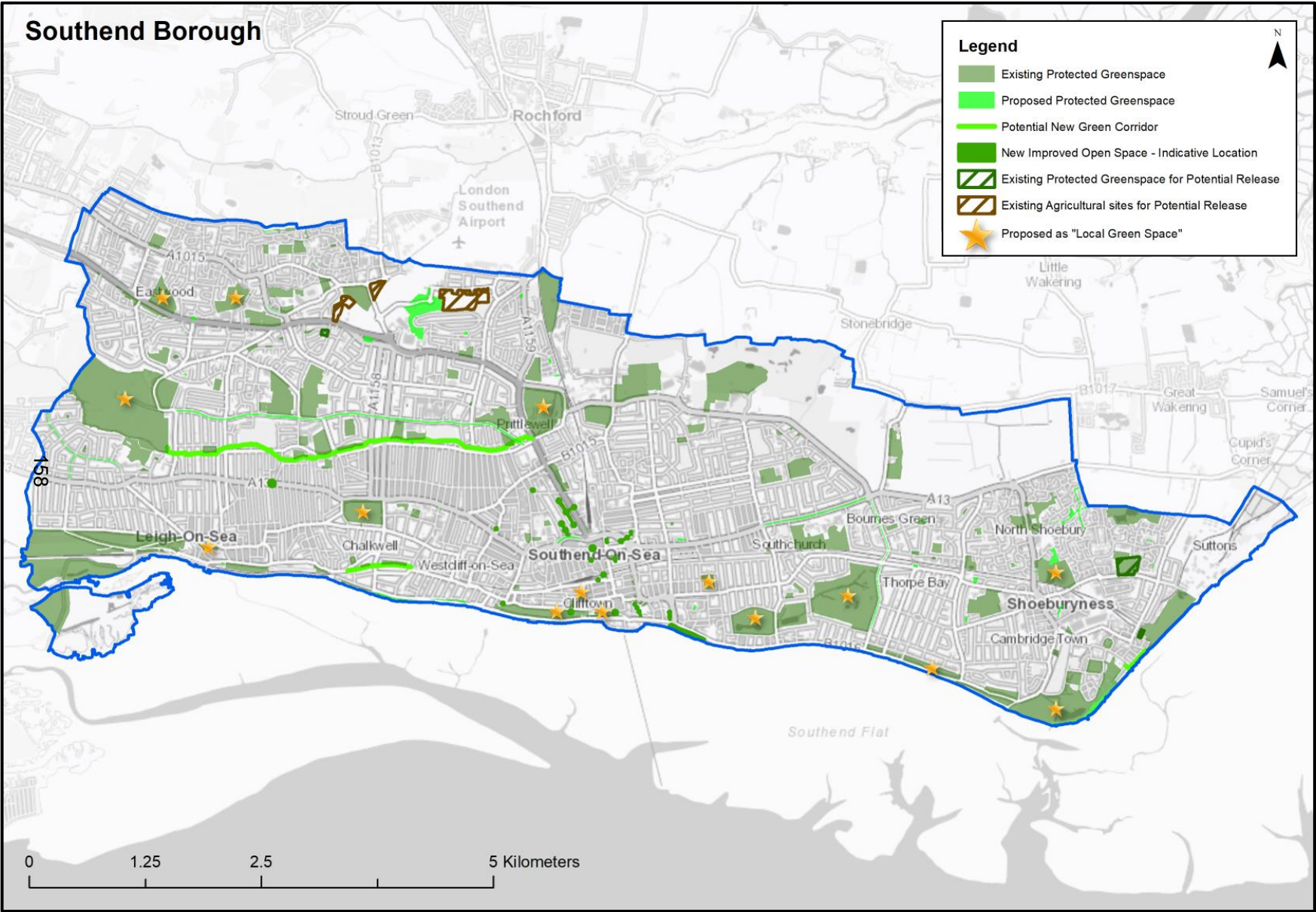
a. Do you have any comments on the accompanying sustainability appraisal?

⁶⁸ There will be a fully independent integrated impact assessment which will include Sustainability Appraisal which assesses the potential environmental, economic and social impacts of the New Local Plan proposals. In the case of Southend, the New Local Plan must also be accompanied by a Habitats Regulation Assessment to assess the effects of the plans proposals on habitats or species on the foreshore which are designated as being of international and European importance. It will also assess potential impacts on Health and Well Being.

Appendix 1 – All new potential new allocations and sites with planning permission (5 units of more) [Economic and Housing]



Appendix 2 – Existing and proposed Protected Greenspace and potential release sites



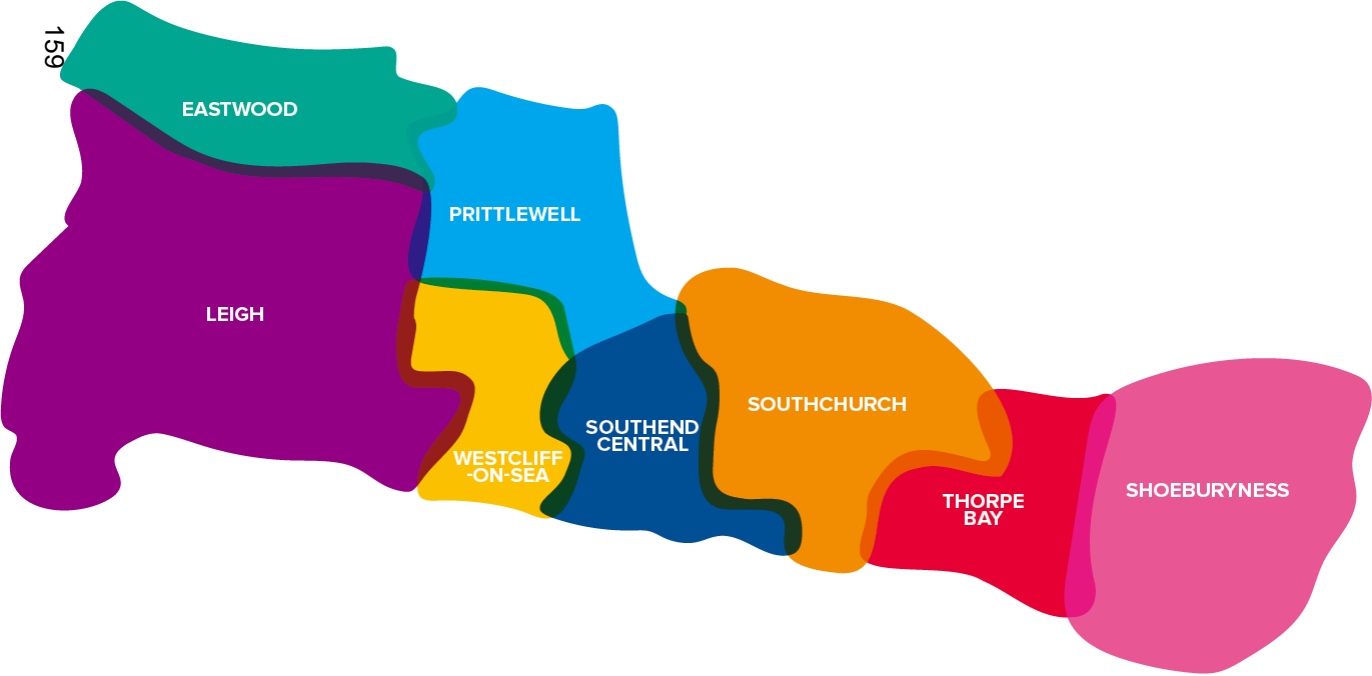
3. Neighbourhoods

Introduction

As with any Borough, Southend is not a single homogenous place. Rather, it is a collection of separate and distinct places or neighbourhoods which have grown together over time to create a substantial conurbation. It will be important that the New Local Plan considers the issues facing the different communities of Southend.

As part of the Issues and Options document we identified eight neighbourhood areas at Eastwood, Leigh, Westcliff, Prittlewell, Southend Central, Southchurch, Thorpe Bay and Shoeburyness (Figure 13). We asked you what you thought were the key issues facing the neighbourhoods and possible options for resolving these.

Figure 13: Southend’s Neighbourhoods



What You Said

You identified the importance of the neighbourhoods to the local community and highlighted a number of issues, including the need for investment and regeneration, the importance of infrastructure and service provision and you told us about some of the impacts more development and housing has had on your local area.¹

Our Response

Having regard to your feedback we have developed a profile of each neighbourhood setting out:

- their key characteristics and some of the planning issues facing them;
- a draft vision/ priorities for the future planning of these areas;
- proposals for the neighbourhoods, including new housing and development schemes together with employment and green space designations.

It is not intended to present comprehensive information or definitive boundaries for these neighbourhoods, but rather to stimulate discussion about particular issues and options that you think they will face in the future. These will be refined and developed as part of the next stage of the New Local Plan preparation.

We would now like your views on what you think of the proposed Profiles for each of the neighbourhoods.

¹ The Local Plan Issues and Option Consultation feedback is available here: <https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>

3.1 Eastwood

3.1.1 General Character

Eastwood is a suburban predominantly residential area on the north-west fringes of the Borough. It is a relatively modern area of Southend principally featuring post-war buildings. It is defined to the south by the A127 and to the north by open countryside, designated as forming part of the Metropolitan Green Belt ([Map 12, Figure 14](#)).

A substantial part of Eastwood is laid out to cul-de-sac style residential development, largely lacking the classic grid structure that defines most of the Borough. The style and format of buildings varies significantly but includes chalet style houses and more substantial properties in the 'Nobles Green' area. Eastwood is a relatively low-density part of Southend. The neighbourhood is well served by public open space and has good accessibility to the adjoining Cherry Orchard Way Country Park and Edwards Hall Park.

The main retail focus is a Morrison's food store based on an out-of-town format at Western Approaches and a Lidl store situated on the junction of Progress Road and Rayleigh Road. Rayleigh Road contains a mix of small commercial uses, shops, restaurants and cafes as well as some community / health facilities, such as pharmacies and doctors' surgeries. It also provides the main transport corridor and bus route linking the Eastwood Neighbourhood with Southend town centre and Rayleigh. The area is not well served by public transport, with the nearest stations being at Leigh (3 miles away) and Rayleigh (2.5 miles away) in neighbouring Rochford district and with a lack of bus services, namely to Leigh and generally running north/ south. The area contains three important employment areas at Progress Road, Airborne Close and Aviation Way with smaller estates at Comet Way and Laurence Industrial Estate. Key issues for the Eastwood Neighbourhood include realising the full potential of the employment areas north of the A127 to provide for future employment needs.

Map 12: Eastwood Characteristics

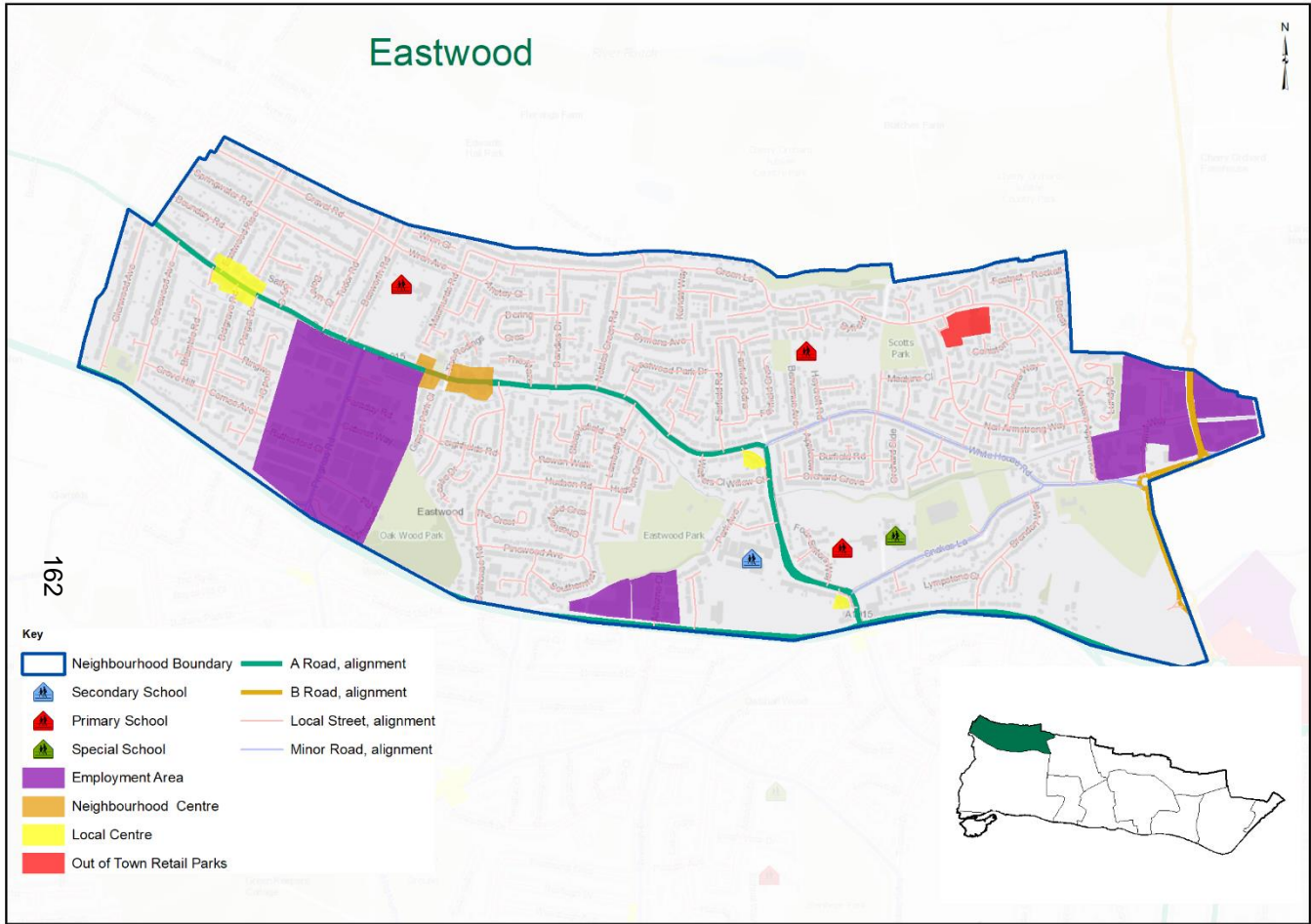


Figure 14: Eastwood Characteristics

No. Homes	5,846	Land Area (ha)	332.9
Density	17.9 dph	Car Ownership per home	1.4

Eastwood

Area 332.9 hectares



5,846

Existing
homes



Density 17.9
homes per
hectare



5 GP Surgeries

3 Pharmacies

1 Health Centre



Potential number of
new homes by 2040

299

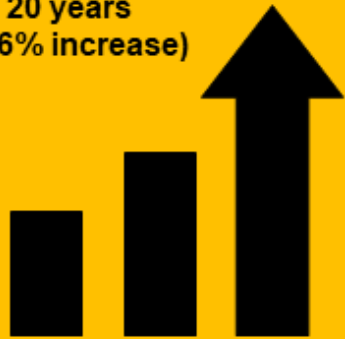
106
Windfall

178
Potential
Allocation



15
Existing
Permission

118 new homes built over the
last 20 years
(2.06% increase)



3 Primary
Schools

1 Secondary
Schools

1 Special
School



34.9 hectares of protected
greenspace



5 Commercial Areas
(4.8 hectares)



6 Business/ Industrial Estates
(34.9 hectares)



Frequent bus
service along
Rayleigh Road



1.40 cars per household
1.47 cars per house
0.69 cars per flat



3.1.2 Vision - Eastwood

Where we want to be

Eastwood will continue to be a suburban area interspersed with mature parkland with improved cycle and pedestrian links within the urban area and to the surrounding countryside. The vibrant Local Centres on the Rayleigh Road and at Western Approaches will continue to serve the local community, with the Rayleigh Road continuing to provide a public transport corridor, well served by buses, connecting the neighbourhood with Southend and Rayleigh town centres. The employment areas aligning the A127 Arterial Road will offer increasing employment opportunities. A draft set of priorities for Eastwood is set out below to aid feedback:

- Sustainable growth of the suburbs with intensification of residential development focused along Rayleigh Road, benefitting from a frequent bus service and access to a range of local shops and services.
- Residential development elsewhere in the neighbourhood mainly by infilling of existing plots and increasing the density of existing development.
- New residential development and conversions will be of a high standard of design, sensitive to the existing residential character.
- Promote the employment growth clusters at the major employment areas of Progress Road, Airborne Close and Aviation Way.
- Promote the smaller employment areas, Comet Way and Laurence Industrial Estate, for retention and renewal.
- Develop new employment land to the west of Nestuda Way to provide a quality offer.
- Development in the Eastwood Brook flood zone will be controlled by planning policies to mitigate flood risk.
- Strengthen walking and cycling connections throughout the area with enhanced routes and wayfinding, including links to the local centres, with improved bus links to Leigh and the Airport Business Park.
- Seek to safeguard existing green space, with access to Cherry Orchard Country Park and Edward Hall Park nature conservation area promoted and enhanced.
- Consider potential for agricultural land and smallholdings west of Nestuda Way to be released to realise strategic transport and housing ambitions.

3.1.2 Eastwood (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Eastwood - have we missed anything?

3.1.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Eastwood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)². The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Eastwood, by infrastructure type, is summarised in the rainbow image below. For example 74% of the neighbourhood lies within easy walking distance to a health facility and 63% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 23% is within easy walking distance of green space.

3.1.3 Eastwood (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Eastwood, and what should be the priorities over the next 20 years?

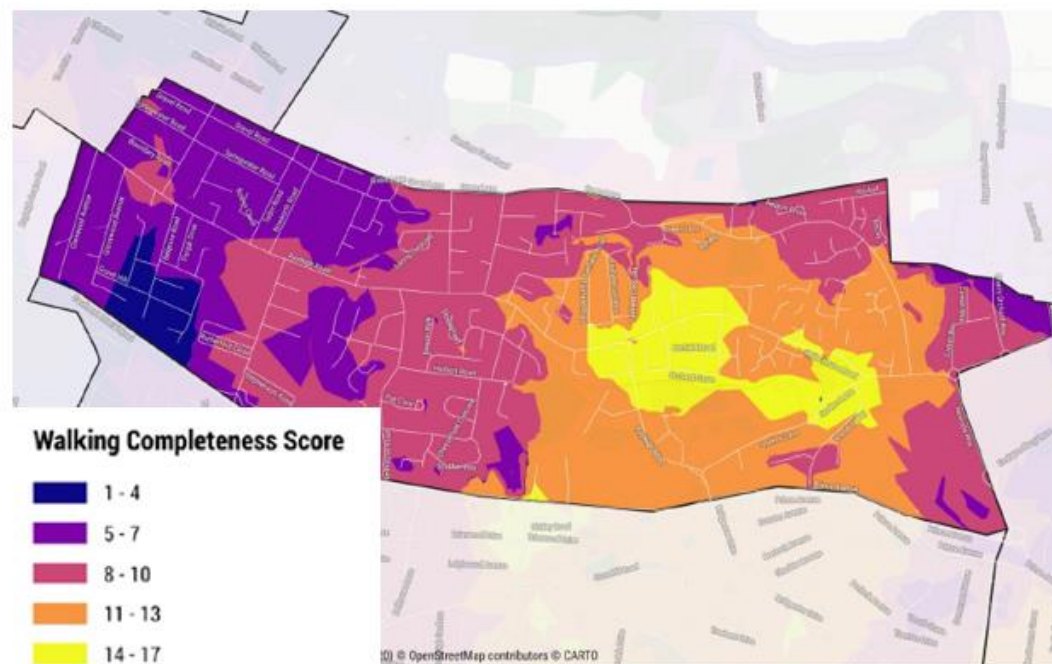
² nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres.

Infrastructure - Eastwood



- Infrastructure relatively spread across neighbourhood but connectively can be constrained by road layouts
- Good coverage of local centres on Rayleigh Rd and Western Approaches
- Western half of neighbourhood lacking in sports and green infrastructure
- Furthest neighbourhood from a railway station – although has direct bus route to Rayleigh station
- Slowest broadband speeds correlate with area of highest population density

Eastwood			% of neighbourhood within walking distance	
Education: 54%	Civic: 38%		Green Space: 23%	
Health: 74%	Sports & Leisure: 63%		Town Centre uses: 49%	



Eastwood 'Aggregated Completeness Score' = 50%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.1.4 Land Use Proposals - Eastwood

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.1.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in [Map 13. Table 20](#) sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'components of growth' the site contributes to in reference to [Section 2: Housing Need \(Table 2\)](#).

The sites have been promoted to us by landowners/ agents and are included here for comment. [Table 20](#) also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in [Table 20](#) below, or via the Council's website:

<https://localplan.southend.gov.uk/>

Map 13: Potential Residential Sites - Eastwood (excluding those with planning permission)

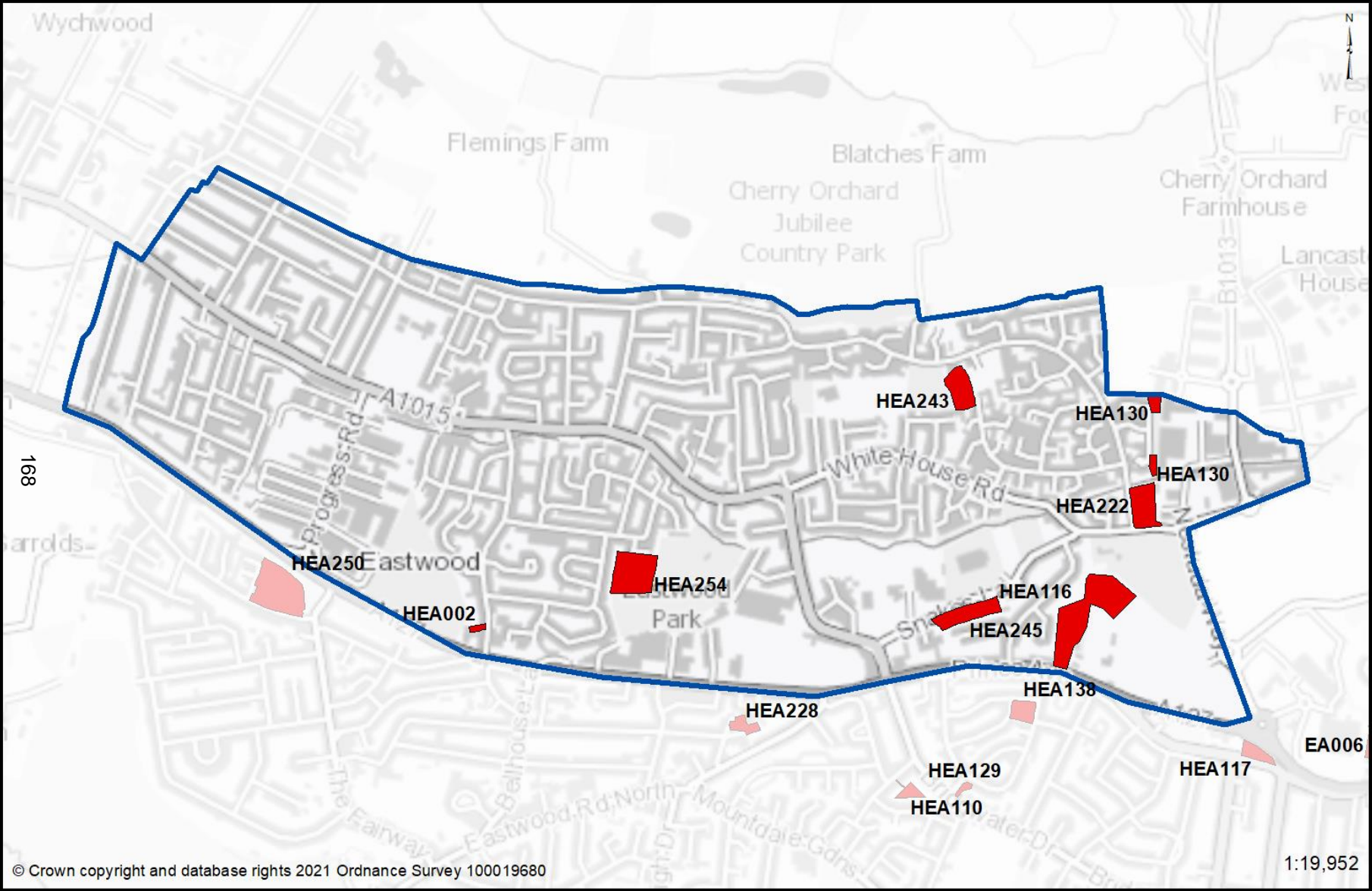


Table 20: Potential Residential Sites - Eastwood

Eastwood								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA002	112 Bellhouse Road	The site primarily consists of a single residential dwelling house located on a rectangular plot on the west side of Bellhouse Road, Eastwood. The site is also in close proximity to the A127 and Oakwood Park.	Small site with potential for 5 dwellings (net).	Residential development	Urban Area General	6	5	
HEA130	Vacant land to north and south of Lundy Close	Site includes two parcels of land either end of an area of green space (not designated) associated with the adjacent housing estate. Surrounding uses are mixed including housing and employment to the north and east (Comet Way Employment Area).	The site is Council owned and considered potentially available for future residential redevelopment.	Residential development	Urban Area General	7	7	
169 HEA222	Bishop House, Western Approaches	Predominantly 2 storey building currently in use as sheltered housing located in an existing residential area. Commercial uses to the east. Sports/recreation uses to the south. The site is in close proximity to the Airport.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	74	16	
HEA243	Scott House, 171 Neil Armstrong Way	Group of buildings, 1 to 3 storeys, in use as sheltered accommodation. Located in a low-rise residential area. The site is bounded by Scott Park to the west with a community centre and Morrisons supermarket to the east.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	74	16	

HEA245	68-114 Snakes Lane	2 storey blocks of flats with landscaped areas fronting Snakes Lane. Large areas of landscaped areas to the rear of the properties. To the south of the site are residential uses with the A127 beyond.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	82	34	
HEA254	Beaver Tower	Residential estate comprising 2 storey terraced properties, garages, and a 12 storey tower. The site is bounded by Eastwood Park in a residential area.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	136	40	
170 HEA116	Land at Brendon Way/North of Prince Avenue	Agricultural land within the built up area of Southend, a field and a western section of an adjoining larger field. Hedgerow runs north-south across the site. The site is bounded by Prince Avenue (A127) and to the north by sport facilities. Residential properties lie to the west. Employment land to the north surrounding Cherry Orchard Way. Southend Airport is to the north east. Development of the site would need to consider access arrangements, proximity of runway and loss of agricultural land.	This Council owned site has been submitted through the Call for Sites process for residential development.	Residential development	Agricultural Land	60	60	
Planning permission 5 units or more	None						0	
Planning permission 4 units or less							0	

Being Implemented							15	
Windfall							106	
Total							299	

3.1.41 Eastwood (Residential)

Have your say.....

Please provide comment in support of your choice

- a. Do you agree with the proposed housing sites for Eastwood? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 15: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Eastwood?

3.1.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 14 shows the Urban Forms of Eastwood neighbourhood. This has been informed by the Southend Borough Wide Character Study³ and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

³ <https://localplan.southend.gov.uk/new-evidence>

Figure 15 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Eastwood and within the different Urbans Forms as shown in **Map 14**. For instance you may believe the 'Secondary Centre' areas within **Map 14** should accommodate the highest density development, such as flats typology F2 and F3, within **Figure 15**.

Figure 15 - Development Typologies

Houses



H1: 25dph

H2: 40dph

H3: 60dph

Flats



F1: 60dph

F2: 90dph

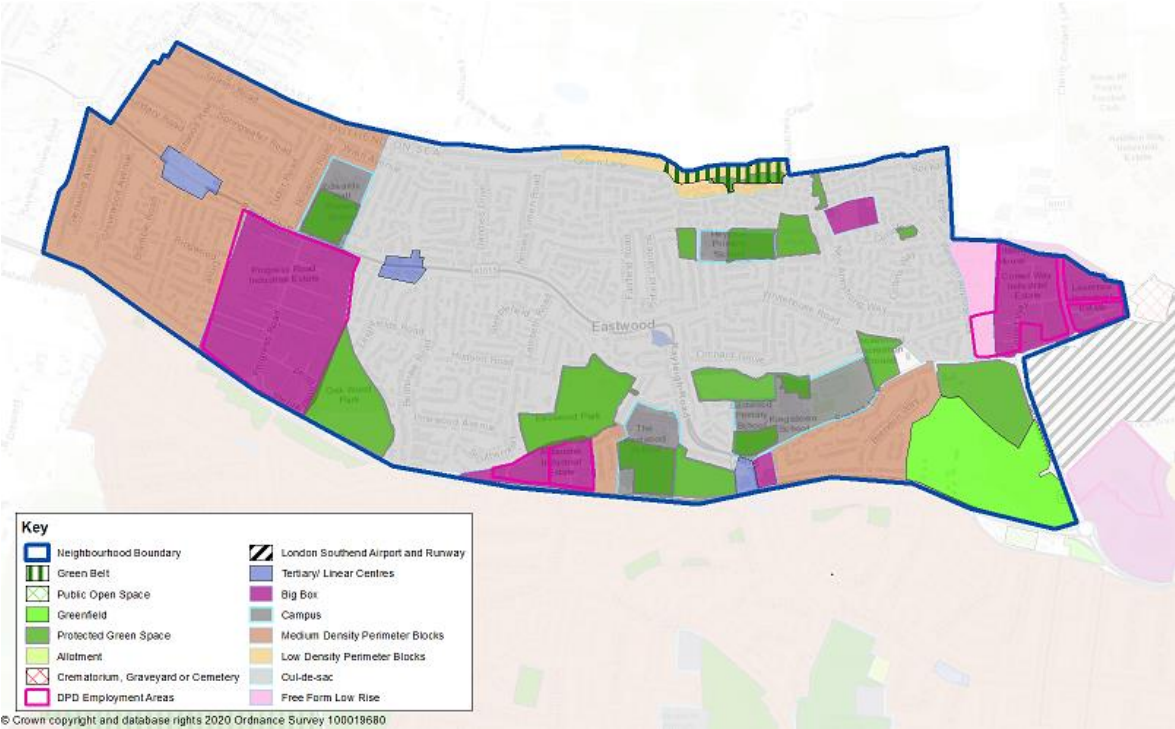
F3: 135dph



F4: 250dph

F5: 525dph

Map 14: Eastwood Urban Forms



174



Cul-de-Sac: Post-war development, typically from late 1960s onwards, featuring low densities often with poor permeability and legibility.



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.

3.1.42 Eastwood (Urban Forms)

Have your say.....

Please provide comment in support of your choice

- a. What types of development typology ([Figure 15](#)) do you think should come in Eastwood? You may wish to refer to the different urban forms presented in [Map 14](#) in your answer.

3.1.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. In the Eastwood Neighbourhood it is proposed to safeguard the existing employment areas (promoting the employment growth clusters in the major employment areas at Progress Road, Airborne Close and Aviation Way, and promoting the smaller employment areas of Comet Way and Laurence Industrial Estate for retention and renewal), and to allocate a new employment area at Nestuda Way to provide a quality offer ([Map 15](#), [Table 21](#)).

Map 15: Eastwood Employment Areas

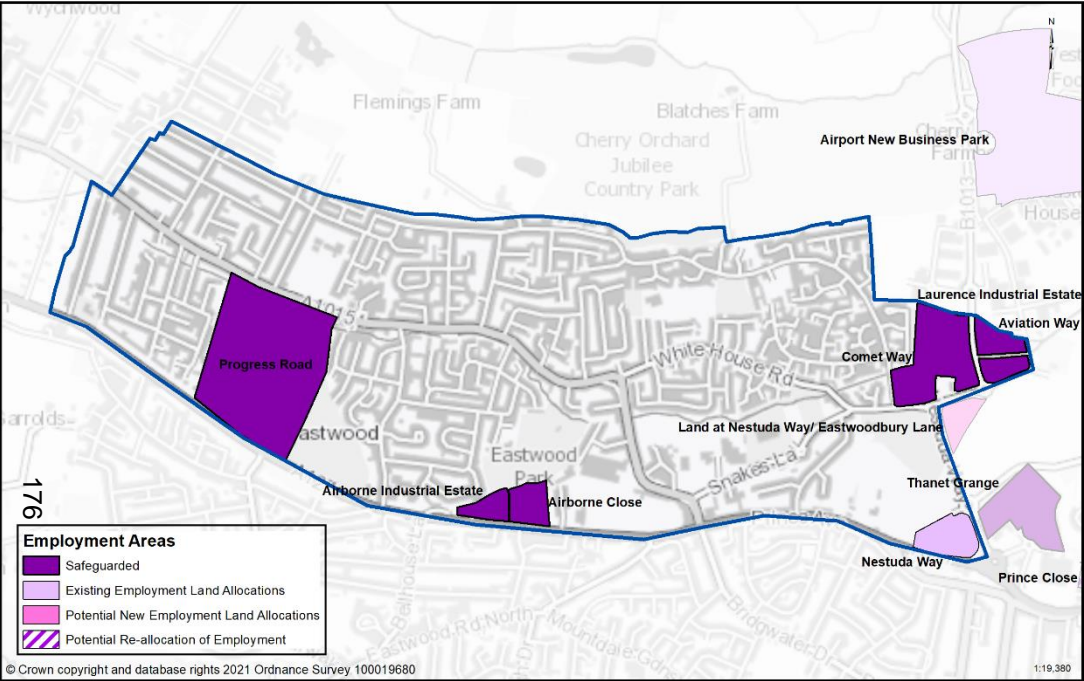


Table 21: Land Use Proposals in Eastwood – Employment Land

Site Name (ref)	Category	Hectares	Additional Floorspace
Progress Road (EA033)	Growth	21.46	6,200
Airborne Close	Renewal	2.02	
Airborne Industrial Estate	Renewal	1.39	
Aviation Way	Renewal	1.59	
Nestuda Way (EA023)	New Allocation	2.75	10,000
Comet Way	Renewal	7.16	
Laurence Industrial Estate	Renewal	1.26	

Total	37.63	16,200
--------------	-------	--------

3.1.43 Eastwood (Employment)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed employment sites for Eastwood? Please name the employment site you are referring to.
- b. Do you have any other comments on employment land provision in Eastwood?

3.1.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁴) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Eastwood’s commercial centres are set out in [Map 16](#) and [Table 22](#).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified

⁴ <https://www.legislation.gov.uk/uksi/2020/757/made>

permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 16](#) and [Table 22](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

Map 16: Eastwood Commercial Centres

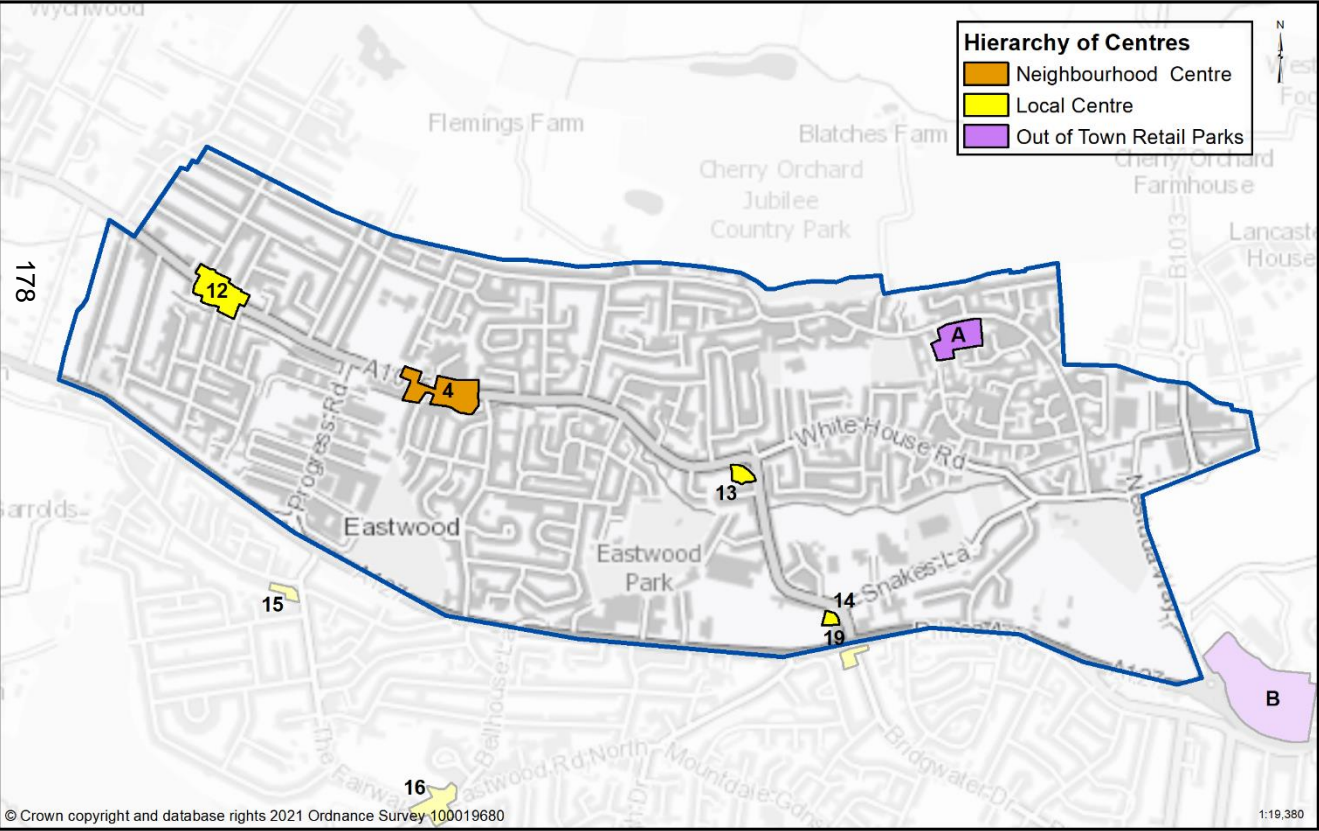


Table 22: Eastwood Commercial Centres

Ref	Name	Centre Type
4	Eastwood (Rayleigh Road)	Neighbourhood Centre
12	Rayleigh Road, (The Oakwood PH)	Local Centre
13	Rayleigh Road / Whitehouse Road	Local Centre
14	Rayleigh Road, Kent Elms Corner	Local Centre
A	Eastwood (Western Approaches)	Out of Town Retail Parks

3.1.44 Eastwood (Commercial Centres)

Have your say.....

Please explain your answer

- 179
- a. Should we seek to define ‘Commercial Areas’ as set out in **Table 22** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
 - b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
 - c. Are there any other areas within the Eastwood Neighbourhood area that we haven’t identified that should be promoted for commercial activities?

3.1.45 Green Space - Eastwood

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 23](#) and [Map 17](#).

Existing Green Space

Eastwood is well provided for with green space, with a number of medium sized parks distributed relatively evenly throughout the neighbourhood. Although a small area of the neighbourhood to the north-west falls outside the catchment of the existing local parks, Edwards Hall Park nature conservation area and Cherry Orchard Way Country Park lie just to the north within Rochford District, and are accessible on foot or bicycle for residents. Tree Canopy cover within Eastwood is broadly average for the Borough at 10% in St Laurence Ward and 12% in Eastwood Park, against a target in the Council's Tree Policy to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed 'Local Green Space' - Eastwood Park has a range of facilities including multi use games area, gym equipment, skate-park, children's playground, formal gardens and parkland. Oakwood Park provides a tranquil space for recreation bordered by woodland and providing a buffer between A127 and residential properties to the north and east. For these reasons the open spaces are special to the communities they serve, and are in close proximity to them. The outcome of this consultation will be particularly important in demonstrating that these spaces are special to the community ([Table 23](#)).

New Green Space

An amenity space at Brookfields is good quality with mature trees and is not currently protected. It is therefore proposed that it is designated as a new green space ([Table 23a](#)).

Map 17: Green Space in Eastwood

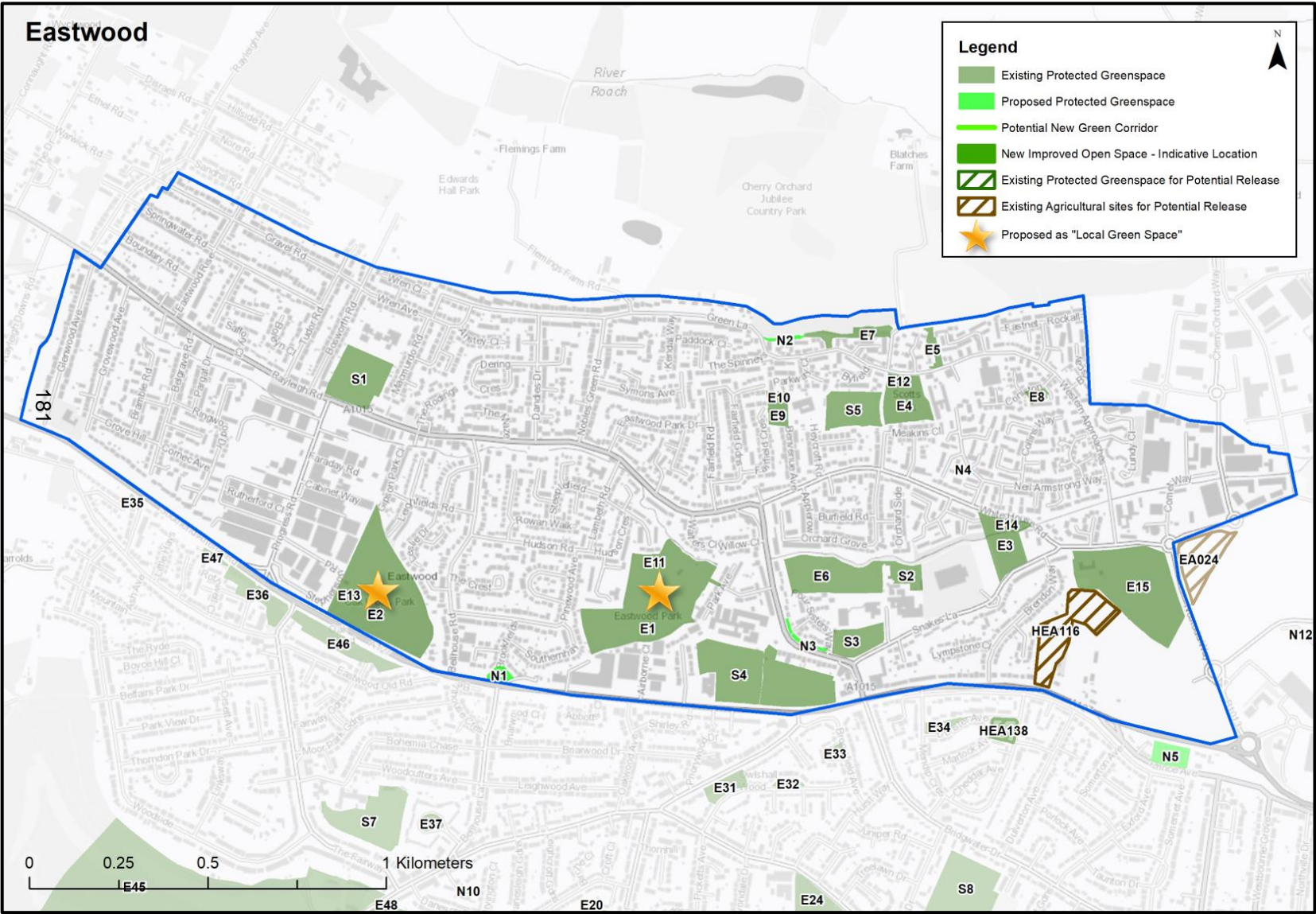


Table 23: Eastwood - Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E1	Eastwood Park	6.093
E2	Oakwood Park	6.160
E3	Cockethurst Park	1.445
E4	Scotts Park	1.338
Amenity Open Space		
E5	Repton Green Open Space	0.280
E6	Four Sisters Way Open Space	2.445
E7	Green Lane Open Space	0.584
E8	Coniston Open Space	0.177
E9	Benvenue Avenue - Dandies Park	0.495

Site Ref.	Name of Site	Size (Ha)
Playground		
E10	Benvenue Avenue - Dandies Park Childrens Play Area	0.046
E11	Eastwood Park playground	0.163
E12	Scotts Park playground	0.205
E13	Oakwood Park playground	0.063
E14	Cockethurst playground	0.092
Sports Ground		
E15	Eastwoodbury Lane Playing Fields	5.231
School		
S1	Edwards Hall Primary	2.066
S2	Kingsdown School	0.594
S3	Eastwood Junior School	1.005
S4	Eastwood School	4.894
S5	Heycroft School	1.486

Sites in **Bold** are proposed as 'Local Green Space'

Note: Edwards Hall Park lies within Rochford District but is accessed via a path within Eastwood and is therefore used frequently by Southend residents. Sites in bold are proposed as 'Local Green Space'.

Table 23a: Eastwood – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)
Amenity Open Space		
N1	Brookfields Open Space	0.211
N2	Green Lane Open Space - Extention	0.108
N3	Four Sisters Close / Rayleigh Road	0.147

Site Ref.	Name of Site	Size (Ha)
Pocket Park		
N4	Neil Armstrong Way	0.022

Table 24: Land Use Proposals in Eastwood – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/ Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA116	Land at Brendon Way/North of Prince Close	2.45	One field and part of a second field split by a hedgerow, to south of Len Forge Centre. Surrounding area predominantly residential but adjacent to A127, and close to Airport runway.	Southern section is high grade agricultural land.	N	60	Land is in public ownership and underutilised, with potential for residential development.

3.1.45 Eastwood (Green Space)

Have your say.....

Please explain your answer

- Do you support the proposed new green space designations at Brookfields, Four Sisters Close/Rayleigh Road, and Green Lane (**Table 23a**)? If not, can you explain why?
- Do you have any comments on the green space site identified as having the potential to be released for development (**Table 24**)?
- Do you agree with Eastwood Park and Oakwood Park being proposed as Local Green Space (**Map 17, Table 23**)? If not, can you explain your reasons?
- Are there any other green spaces that you think should be designated as Local Green Space, and why? Any proposals must be supported by evidence that the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- Do you have any other comments regarding green space in Eastwood?

3.2 Leigh

3.2.1 General Character

Leigh is defined at its northern edge by the A127, which abuts Eastwood, and by the Thames Estuary to the south. To the west is the Borough boundary with Castle Point, and the Westcliff and Prittlewell neighbourhoods lie to the east ([Map 18, Figure 16](#)). Leigh is a large area and therefore to aid analysis and insight the New Local Plan has considered it in terms of two sub-areas, **Leigh (south)** and **Leigh (north)**.

Leigh (south) – The southern part of the Leigh (south) neighbourhood is focussed on a vibrant district shopping centre centred around the Broadway and Leigh Road on the hilltop overlooking the Leigh Old Town. Extending out from this core are residential areas largely built out in the Edwardian and Inter war period. This includes more tightly planned, often terraced housing close to Leigh district centre, with more semi-detached/detached housing to the west (Marine Estate), north (Highlands Estate) and to the east (Chalkwell Hall Estate). There are two mainline railway stations in the Leigh (south) Neighbourhood, Leigh-on-Sea to the west and Chalkwell to the eastern edge of the neighbourhood. One of the main issues affecting parts of Leigh, particularly the more tightly planned terraced streets around the heart of the district centre in Leigh (south), is pressure for on-street parking with many of the residential properties not having off-street parking facilities. This is compounded by added car parking pressures by visitors to Leigh district centre.

As well as the estuary, Chalkwell Park provides one of the main areas of open space in Leigh (south), and is enjoyed by residents from adjoining neighbourhoods and beyond. It is complemented by smaller areas of green space, including Leigh Library Gardens and Bonchurch Park, as well as the green space at Belton Way and Marine Parade, and at Leigh Marshes. There is access from the west of the neighbourhood to Two Tree Island nature reserve and through to Hadleigh Castle Country Park.

Leigh Old Town comprises a mix of traditional fishing and boat building industries and several bars, restaurants and cafes as well as beach and other leisure uses associated with the estuary. Leigh Town Council has produced a Spatial Plan for Old Leigh Port and Two Tree Island⁵ which sets out a vision for Old Leigh as a working port town, recognising that establishing a sustainable future for commercial activities, alongside cultural, community and residential uses is vital to the long term character of the place; this has informed the vision for Leigh Old Town within the New Local Plan. Leigh Old Town is one of four Conservation Areas in Leigh. Leigh Old Town, Chapmanslord, Leigh and Leigh Cliff Conservation Areas are all located in the Leigh (south) neighbourhood and make a positive contribution to the sense of place and provide important links with the past, and the historic development of Leigh.

⁵ [190617 Old Leigh Spatial Plan Final low res.pdf \(leighonseatowncouncil.gov.uk\)](#)

The London Road (A13) forms a spine through Leigh, providing a linear corridor for shops and services, with a greater prevalence of flats along its length. It is also the main focus for bus services and is accessible to many residents in both Leigh (south) and Leigh (north). Prittle Brook Greenway provides a well-used pedestrian and cycle route through the Leigh neighbourhood, linking to Belfairs Park and Woods in the west and through to Southend in the east.

Leigh (north) directly to the north of Leigh (south) is bordered by Eastwood to the north, the boundary formed by the A127. Belfairs Wood, Park and Nature Reserve form an important area of green space in the neighbourhood and provide a range of leisure activities including golf, horse riding and bowls, together with Belfairs Sports Ground, Blenheim Park to the centre of the neighbourhood and a number of other smaller green spaces. A large area of allotments can also be found to the south of the neighbourhood at Manchester Drive.

Leigh (north) does not have a dominant residential type, with a mix of terraced, semi-detached housing and bungalows, and some areas of housing estates in public ownership. The average population density in Leigh (north) is low, which partly reflects the mixed built form and presence of schools and parks, which occupy large areas of land in the neighbourhood.

Access to shops and services by foot is more limited than in Leigh (south), and it is partly dependent on facilities in nearby neighbourhoods and those provided in local centres. London Road and Leigh District Centre are accessible by foot/bike, particularly from the southern extent of Leigh North, and the A13 London Road is also nearby. North-south connections by public transport are also limited however. Blenheim Chase/Kenilworth Gardens provide an important, well-used east-west connection through the neighbourhood, with a number of schools to the eastern edge of the neighbourhood including Blenheim Primary School, St Thomas More High School and the Westcliff Girls and Boys Grammar Schools.

Map 18: Leigh Characteristics

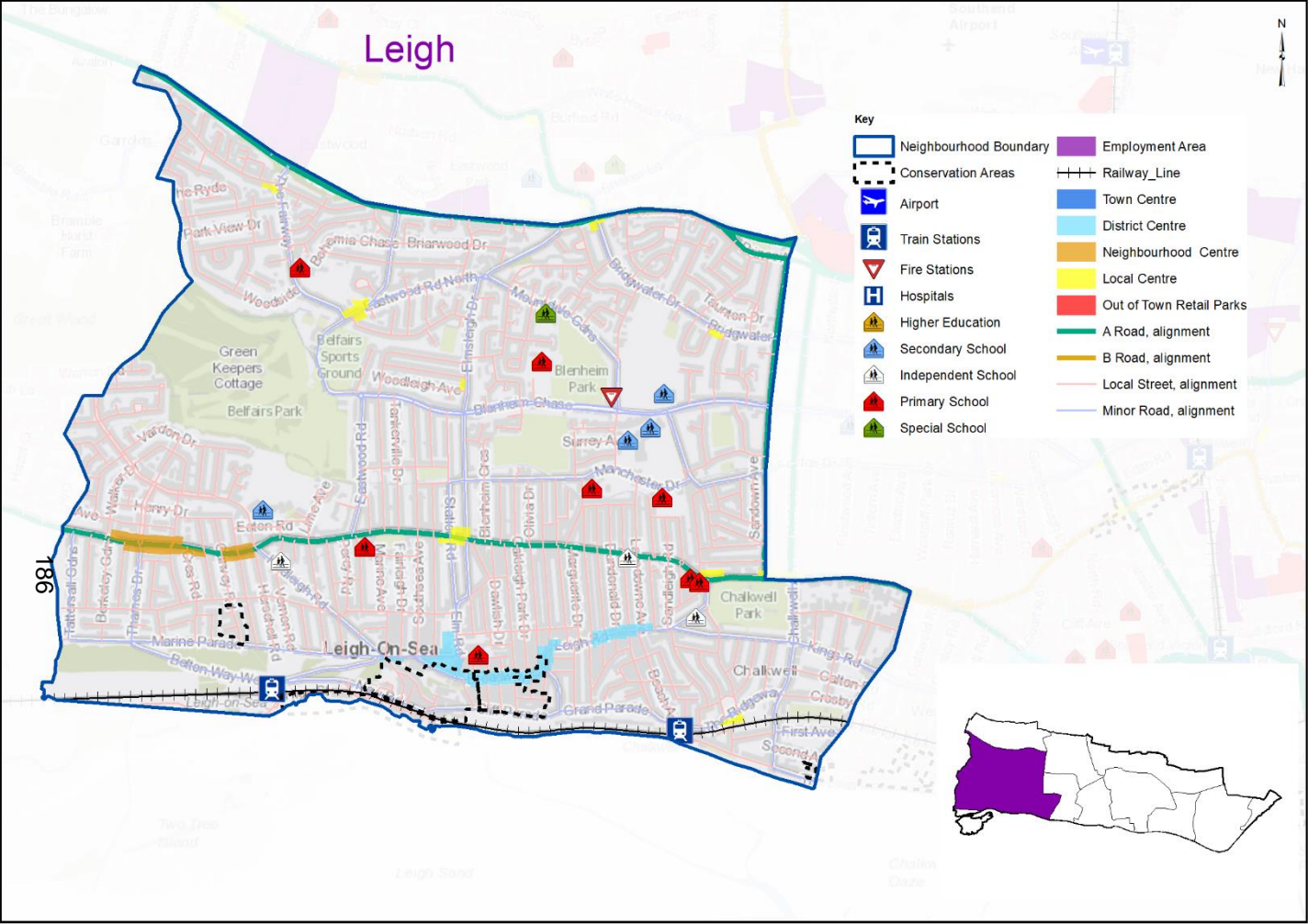


Figure 16: Leigh Characteristics

No. Homes	21,396	Land Area (ha)	1016.6
Density	21.04 dph	Car Ownership	1.18

Leigh

Area 1,016.6 hectares



21,396

Existing homes

Density 21 homes per hectare



8 GP Surgeries

10 Pharmacies

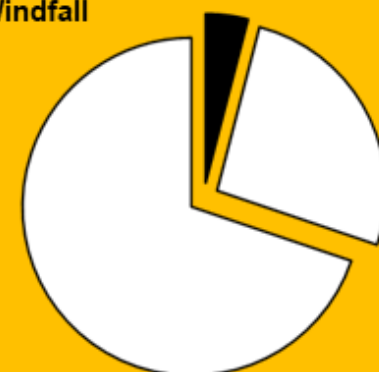
2 Health Centres



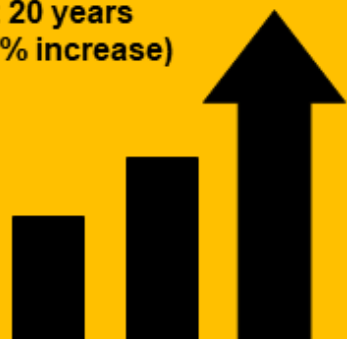
Potential number of new homes by 2040

891

622 Windfall
36 Potential Allocation
233 Existing Permission



999 new homes built over the last 20 years
(4.9% increase)



9 Primary Schools

4 Secondary Schools

3 Independent Schools

1 Special School



206.3 hectares of protected greenspace

1.3 miles of coastline



10 Commercial Areas
(17.6 hectares)



Zero Industrial Estates



Extensive Bus Routes
Particularly London Road



1.18 cars per household
1.37 cars per house
0.79 cars per flat



3.2.2 Vision – Leigh

Where we want to be

Leigh will continue to be a vibrant residential area with a successful commercial centre, complemented by local provision across the neighbourhood. The A13 London Road will remain an important public transport corridor, well served by buses, connecting the neighbourhood with Southend to the east and neighbouring towns to the west, and access enhanced between the north and south neighbourhoods wherever feasible to ensure residents in the north can readily access the services provided in the south of the neighbourhood; this will be complemented by the two mainline railway stations, Leigh-on-Sea and Chalkwell. Old Leigh will maintain its important function as a working port and leisure destination, ensuring these functions carry on in a sustainable manner, balanced with the conservation of the protected estuary environment and Conservation Area. A draft set of priorities for Leigh is set out below to aid feedback:

- Leigh will continue to be a vibrant residential area with a successful commercial centre (Leigh District Centre), extended to encompass Leigh Road, and complemented by local provision in the north and south of the neighbourhood, including at A13 (London Road), and a focus for creative and cultural industries.
- The A13 London Road will be a focus for sustainable growth, mainly through densification in a form that is well designed and respects existing residential character along this sustainable corridor, with residents benefitting from good design and access to a range of shops and services.
- Elsewhere in the neighbourhood new development and conversions will be sensitive to existing character and function of the place, where this doesn't put additional pressure on the function and sustainability of an area, such as putting pressure on on-street parking.
- Old Leigh will maintain its important function as a working port, residential area, and leisure destination, ensuring these functions carry on in a sustainable manner, balanced with the conservation of the protected estuary environment and heritage assets focussed on the Conservation Area.
- Strengthen walking and cycling connections throughout the neighbourhood with enhanced routes and wayfinding, including links to the railway network, district and local centres. The Cinder Path will be promoted as an enhanced walking and cycling route.
- The character and appearance of the four Conservation Areas (Leigh Old Town, Chapmansland, Leigh and Leigh Cliff) will be conserved and enhanced;
- Residents and visitors will continue to benefit from a range of open spaces within easy reach.

3.2.2 Leigh (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Leigh – have we missed anything?

3.2.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Leigh. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁶. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Leigh, by infrastructure type, is summarised in the rainbow image below. For example 80% of the neighbourhood lies within easy walking distance to a health facility, 69% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 24% is within an easy walk of green space.

3.2.3 Leigh (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Leigh, and what should be the priorities over the next 20 years?

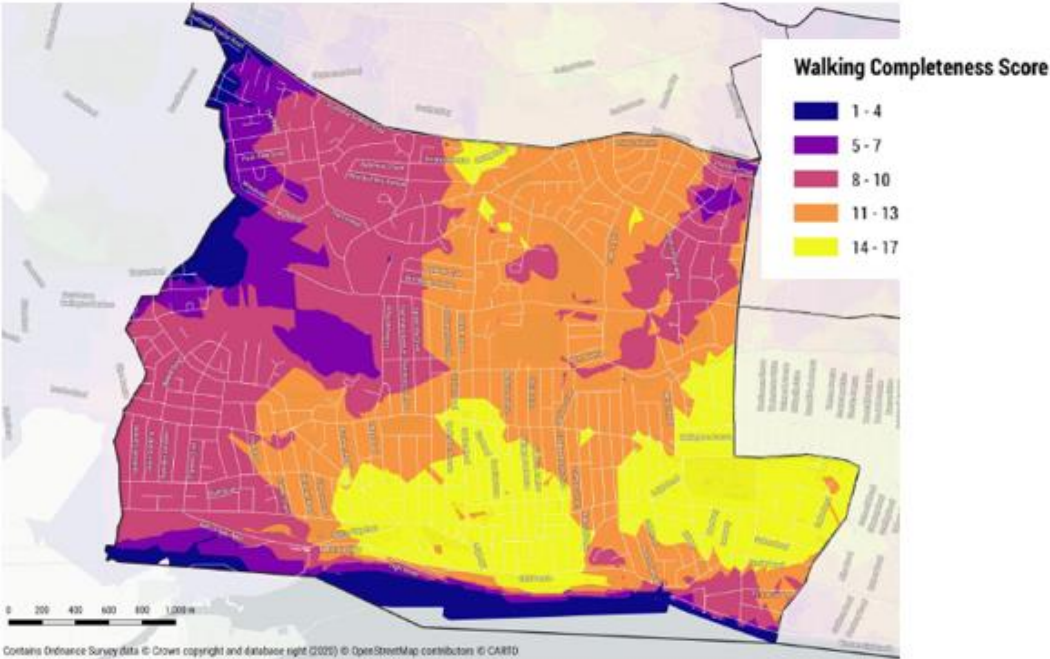
⁶ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Leigh

- Leigh District Centre and the London Road provides best access to services, but relatively good provision across the neighbourhood, particularly health care and education.
- Most infrastructure is evenly spread across the neighbourhood but the most complete ‘hot spots’ are Leigh Broadway district centre and the eastern fringe around Leigh Road and London Road.
- Broadband speeds generally more slower than central areas of Southend.
- Education provision is well distributed with a concentration of Secondary provision in the North Leigh area
- There are some localised deficiencies in green space provision but generally the area is well provided, particularly with Belfairs wood.



Leigh	% of neighbourhood within walking distance	
Education: 73%	Civic: 48%	Green Space: 24%
Health: 80%	Sports & Leisure: 69%	Town Centre uses: 50%



Leigh ‘Aggregated Completeness Score’ = 57

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.2.4 Land Use Proposals – Leigh

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.2.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 19. Table 25** sets outs relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**. The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 25** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 25** below, or via the Councils website:
<https://localplan.southend.gov.uk/>

Map 19: Potential Residential Sites – Leigh (excluding those with planning permission)

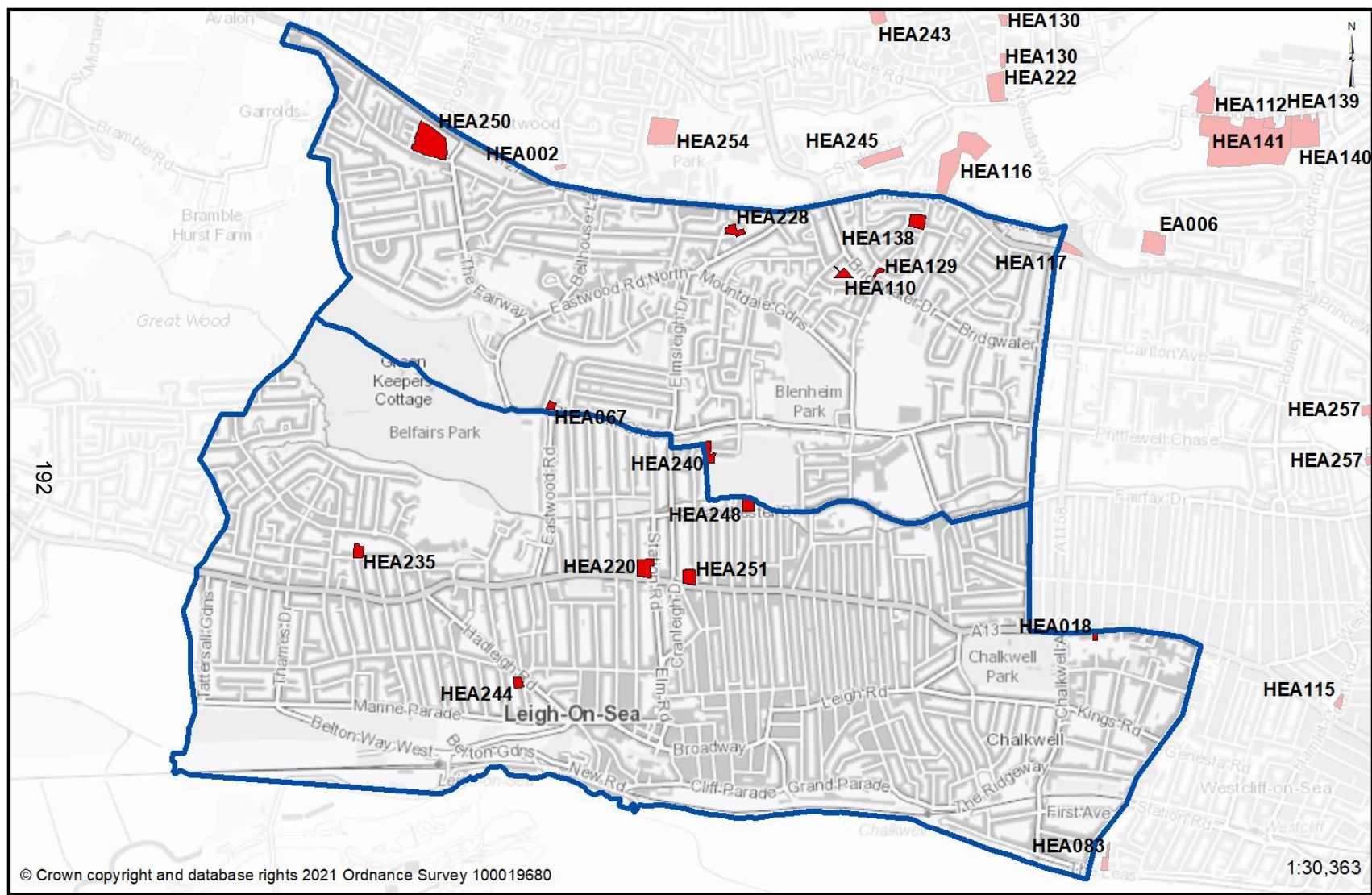


Table 25: Potential Residential Sites – Leigh

Leigh								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
Leigh North								
HEA067 193	Former Old Vienna Restaurant, Blenheim Chase	The site includes the remains of a two-storey detached building previously occupied by The Old Vienna Restaurant and large area of hardstanding fronting the property. The site is located on the roundabout junction of Eastwood Road and Blenheim Chase. The restaurant ceased operating in 2016 and has remained vacant since and some demolition works have taken place on the site. The surrounding area is predominantly residential. The building adjacent (to the east) is in use as a residential care home. The wider area is predominantly residential, interspersed with green space, including Belfairs Nature Reserve, Park and Sports Ground.	The site offers potential for residential development.	Residential development	Urban Area General	15	10	
HEA110	Vacant land to the rear of 11-33 Juniper Road	This site includes a triangular backland plot behind the residential gardens off Juniper Road, Hurst Way and Bridgewater Drive.	This Council owned site has been submitted through the Call for Sites for residential development.	Residential development	Urban Area General	7	7	
HEA129	Offices and Car Park, 2 Mendip Road	Site includes a single storey office building and adjoining car park. The car park slopes down towards Mendip Road. The site is located within a residential area, largely comprising 2 storey properties. St Cedd's Church is immediately south of the site.	This Council owned site has been submitted through the Call for Sites for residential development	Residential development	Urban Area General	6	6	

HEA228	Furzefield, 20 Priorywood Drive	2 storey sheltered housing block on a tight site. The site is surrounded by residential dwellings including Priory Mews.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	28	0	
HEA240	18 – 72 Randolph Close	Group of 2 storey homes arranged as three terraces; currently in use as sheltered accommodation. The site is accessed by Randolph Close surrounded by residential uses. Large allotment to the south.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	28	0	

HEA250	Westwood, 137 Eastwood Old Road	2 storey terraced properties and flats in use as sheltered accommodation. Includes landscaped areas and part of Bradford Bury park which separates the site from the Southend Arterial Road.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	73	0	
19 6 HEA138	Land at Mendip Crescent	Large area of green space within the centre of residential housing development. Bordered to the east by Medlock Avenue, the north by Dunster Avenue and east by Mendip Crescent.	This Council owned site has been submitted through the Call for Sites for residential development. Tree planting on the remaining green space. A programme of tree planting has begun on the site which has been identified as having potential for woodland as part of the corporate strategy to increase canopy cover in the Borough.	Residential development, improvements to remaining green space	Green Space Release Sites	6	6	
Leigh South								
HEA018	658 London Road	The site is located on the southern side of London Road. The site is a two storey building with roof accommodation. On the ground floor are offices and a café/restaurant. There is access to the rear of the building. Next to the building is an ALDI supermarket.	Small site with potential for 9 (7 net) dwellings and potential retention of a retail use at ground floor.	Residential development	Urban Area General	9	7	

HEA220	Adams Elm House, 1271 London Road	Occupied sheltered housing. Part 2 and 3 storey building fronting London Road. In a mixed area with retail along London Road and residential uses north and south.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	87	0	
HEA235	Mussett House, 49 Bailey Road	Part 2 and 3 storey building occupied as sheltered housing with car park and shared gardens. Located in a residential low-rise setting.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	21	0	

HEA244	Senier House, 39 Salisbury Road	2 storey building currently in use as sheltered accommodation on the corner of Hadleigh and Salisbury Roads. Located in a residential area of 2 to 3 storey high buildings.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	20	0	
197 HEA248	Trafford House, 117 Manchester Drive	2 storey building currently in use as sheltered accommodation fronting Manchester Road with onsite parking and landscaped areas. The site is in a low-rise residential area, large allotment to the rear.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	26	0	

HEA251	Yantlet, 1193-1215 London Road	Part 2 & 6 storey residential block currently in use as sheltered accommodation fronting the A13 and Blenheim Crescent. The area is mixed but primarily in residential use. Building of little merit.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	42	0	
Planning permission 5 units or more	HEA008, HEA019, HEA044, HEA063, HEA069, HEA079, HEA120, HEA121, 17/01823/PA3COU, 17/00908/FUL						107	
Planning permission 4 units or less							44	
Being Implemented							82	
Windfall							622	
Total							891	

3.2.41 Leigh (Residential)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed housing sites for Leigh? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 17: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Leigh?

3.2.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 20 shows the Urban Forms of Leigh neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 17 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Leigh and within the different Urbans Forms as shown in **Map 20**. For instance you may believe the 'Linear Centres' within **Map 20** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 17**.

Figure 17 – Development Typologies

Houses

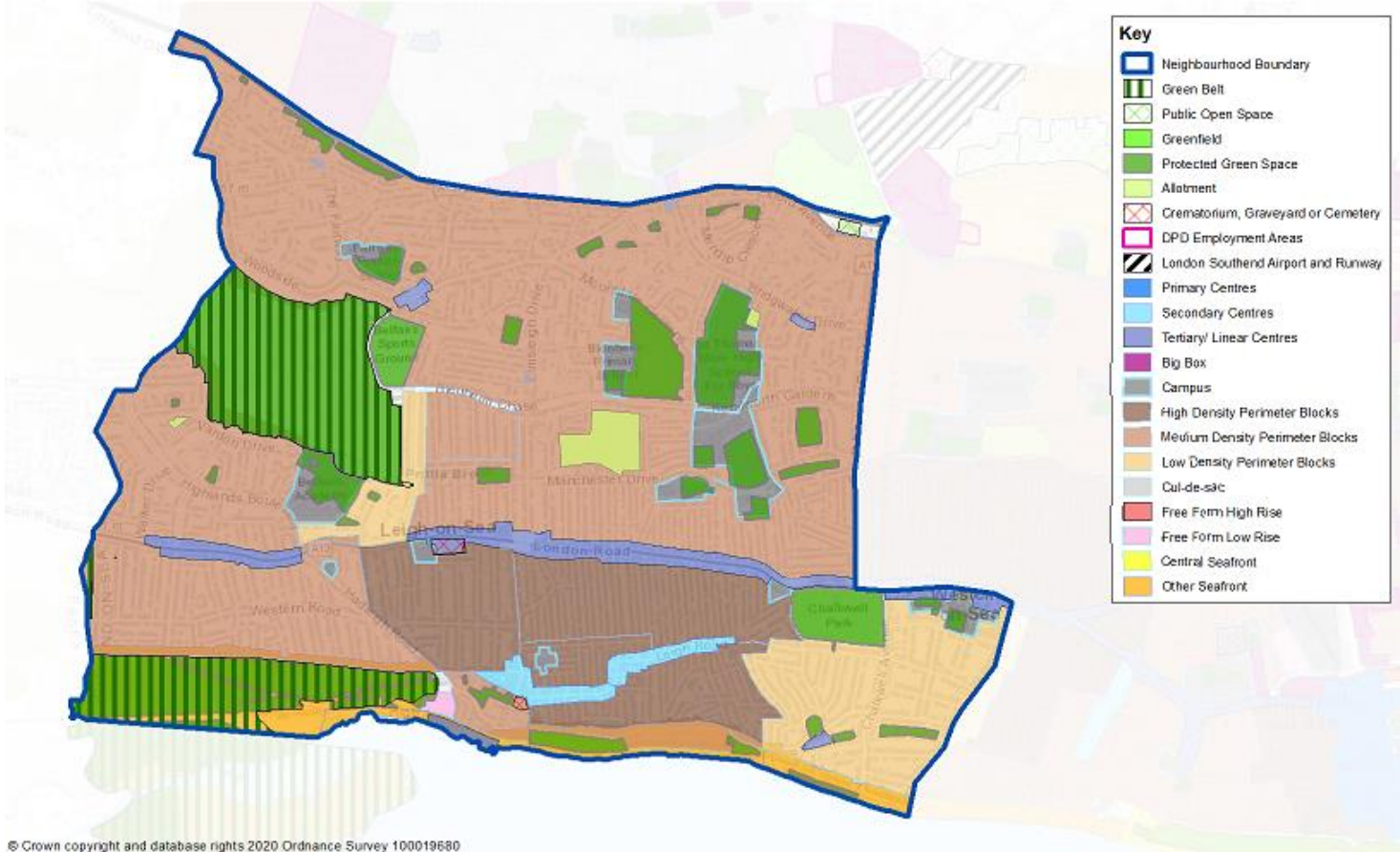


Flats



Map 20: Leigh Urban Forms

201



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Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Secondary Centre: Provide a mix of comparison and convenience shopping, typically with a finer grain than primary centres, well integrated with their context.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.



Other Seafront: Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

3.2.42 Leigh (Urban Forms)

Have your say.....

Please provide comment in support of your choice

- a. What types of development typology ([Figure 17](#)) do you think should come forward in Leigh? You may wish to refer to the different urban forms presented in [Map 20](#) in your answer.

3.2.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. There are currently no designated employment sites in Leigh (the closest being to the northern side of the A127 within Eastwood). The working port at Old Leigh is an important part of the local economy, and maritime activities will continue to play a key role here, complemented by the leisure and tourism offer. Leigh will also continue to be a focus for creative and cultural industries.

3.2.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁷) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Leigh contains an important district centre, complemented by other designated shopping areas, mainly focussed along the Broadway, Leigh Road and A13 London Road, with smaller pockets elsewhere within the neighbourhood providing important local provision ([Map 21](#), [Table 26](#)).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 21](#) and [Table 26](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

203

⁷ <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 21: Leigh Commercial Centres

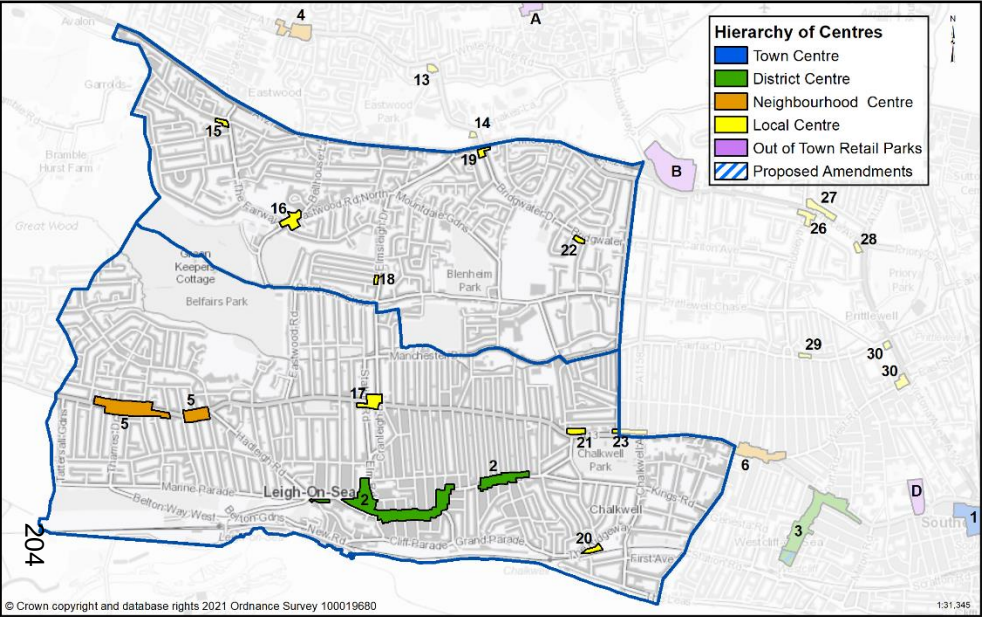


Table 26: Leigh Commercial Centres

Ref	Name	Centre Type
2	Leigh (focussed along the Broadway)	District Centre
5	London Road (Thames Drive and Hadleigh Road)	Neighbourhood Centre
15	Eastwood Old Road	Local Centre
16	Eastwood Road	Local Centre
17	London Road, The Elms	Local Centre
18	Elmsleigh Drive	Local Centre
19	Bridgewater Drive, Kent Elms Corner	Local Centre
20	The Ridgeway	Local Centre
21	London Road, Chalkwell School	Local Centre

3.2.44 Leigh (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in **Table 26** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Leigh Neighbourhood area that we haven't identified that should be promoted for commercial activities?

205

3.2.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 27](#) and [Maps 22](#) and [23](#).

Existing Open Space

Leigh is well provided with a variety of open spaces, from the wild expanses of Two Tree Island and Leigh Marshes, Belfairs Woods, the formal gardens of Chalkwell Park, Ridgeway Gardens and Leigh Library Gardens, and more informal spaces such as Blenheim Park, Bonchurch Park, Marine Parade and Leigh Cliffs ([Map 22](#) and [Map 23](#)). At the eastern edge of Leigh South, either side of the A13, south of Manchester Drive and north of Leigh Road, a section of Leigh is outside the walking catchment for local open space. The grid pattern of these streets limits potential for new green space, but tree planting and soft landscaping should be prioritised in this location. At the western edge of Leigh there is another area with a gap in provision, but nearby Belfairs Wood and Golf Course is accessible on foot from this area.

The Council's Tree Policy aims to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Tree Canopy cover within Leigh varies from 23.8% in Belfair Ward, the highest in the Borough reflecting the location of Belfairs Woods, 14.4% in West Leigh, 12.7% in Blenheim Ward, 12% in Chalkwell Ward, down to just 9.7% within Leigh Ward. Opportunities will be sought, particularly within Leigh Ward to plant additional street trees where appropriate.

The area between Chalkwell Park and Leigh Broadway (north and south of the London Road) is deficient in access to playgrounds as well as overlapping with the area deficient in access to local open space. Opportunities should be taken when development comes forward in this area to include children's play space or pocket parks where feasible. While there are also gaps within the Marine and Highlands estates, these are closer to natural areas such as Two Tree Island and Belfairs Woods, which offer opportunities for natural play and are also more suburban in character with spacious gardens.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Belfairs Woods has a unique character within Southend as the only significant expanse of woodland, and has nature conservation value, and educational value through outdoor classrooms. Essex Wildlife Trust also have a visitor centre adjacent to the woods. For these

reasons it is proposed to designate it as Local Green Space. This is a way to provide special protection against development for green areas of particular importance to local communities. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community. It is also proposed to designate Leigh Library Gardens as Local Green Space. The gardens were awarded a Green Flag in 2020 and have an active Friends group. This is a valued local green space connected with the public library, and located within a dense urban area, offering tranquillity, access to nature and space to play.

Proposed new Green Space Sites to be protected (Table 27a)

Highlands Boulevard and Sutherland Boulevard are wide green verges which are public land maintained by the Council. It is proposed to designate these as Linear Green Space, due to their value as wildlife corridors, visual and recreational amenity. Blenheim/Prittlewell Chase is proposed as a Linear Green Space for the same reason.

Millennium Open Space, just to the south of the A127, is proposed to be protected as a Local Park. This space is high quality with a woodland area and picnic benches.

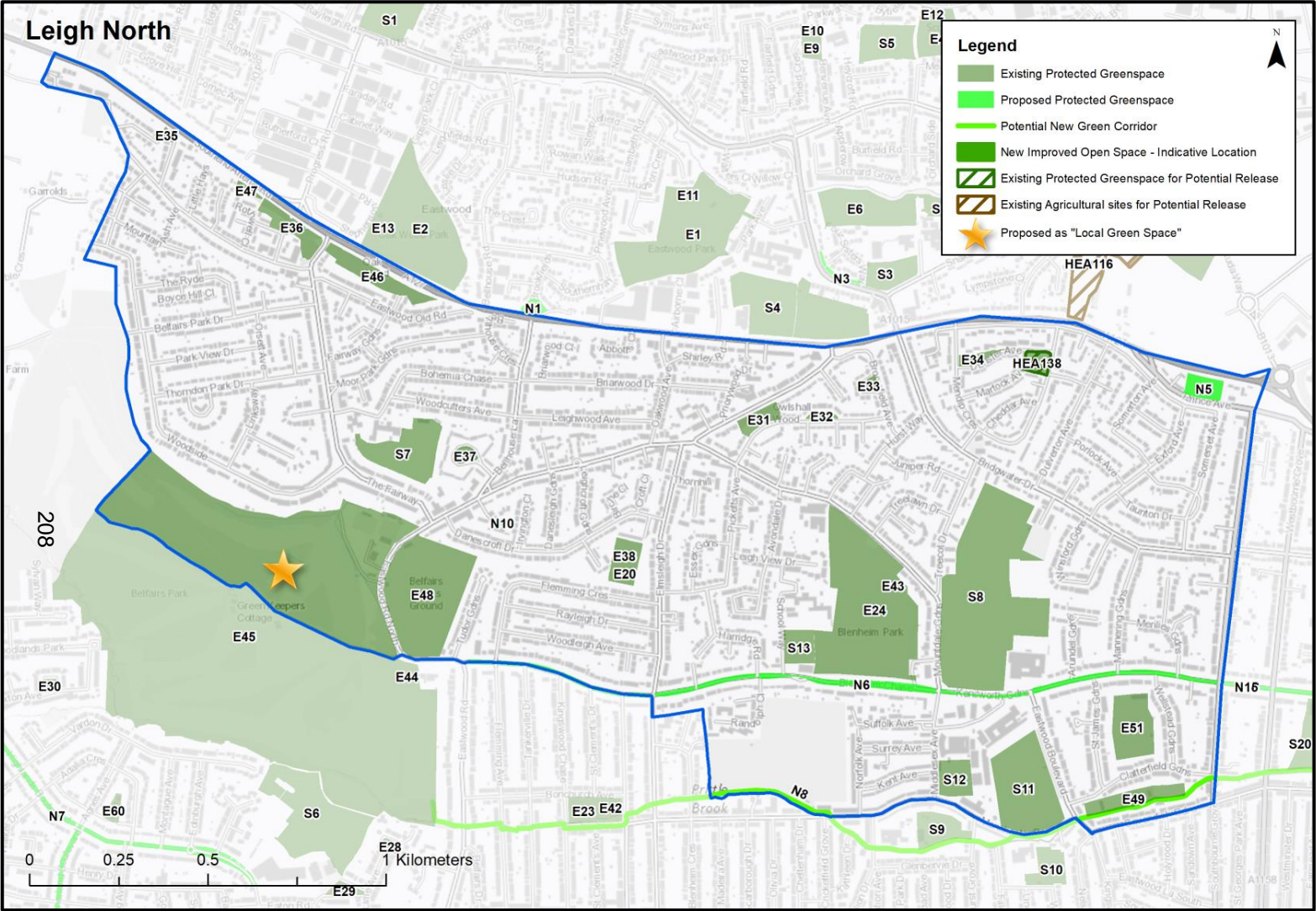
The entire length of the Prittle Brook (from Belfairs Woods to Priory Park) is an important green corridor and waterway for wildlife, and pedestrian and cycle route for recreation and active travel. The Prittle Brook, along with the Victory Path which links the Ridgeway to Crowstone Road are proposed to be designated as Green Corridors, where biodiversity will be protected and enhanced and the route promoted for walking and cycling.

An area of search has also been identified either side of the London Road from Leigh Road to Manchester Drive where there is a deficiency in local open space and children's play space. The area has relatively narrow parallel streets so any improvements to green space could be focussed within London Road where opportunities arise.

Green Space proposed for release

Mendip Crescent is a large area of green space within the centre of residential housing development, bordered to the east by Medlock Avenue, the north by Dunster Avenue and east by Mendip Crescent. The site is Council owned and considered potentially available for future redevelopment (site HEA138). The site has been assessed by the Council as potentially suitable for 4 – 8 houses. Given this site is designated parks and open space, it is envisioned that further public consultation would be required in terms of its potential release.

Map 22: Protected Green Space in Leigh (north)



Map 23: Protected Open Space in Leigh (south)

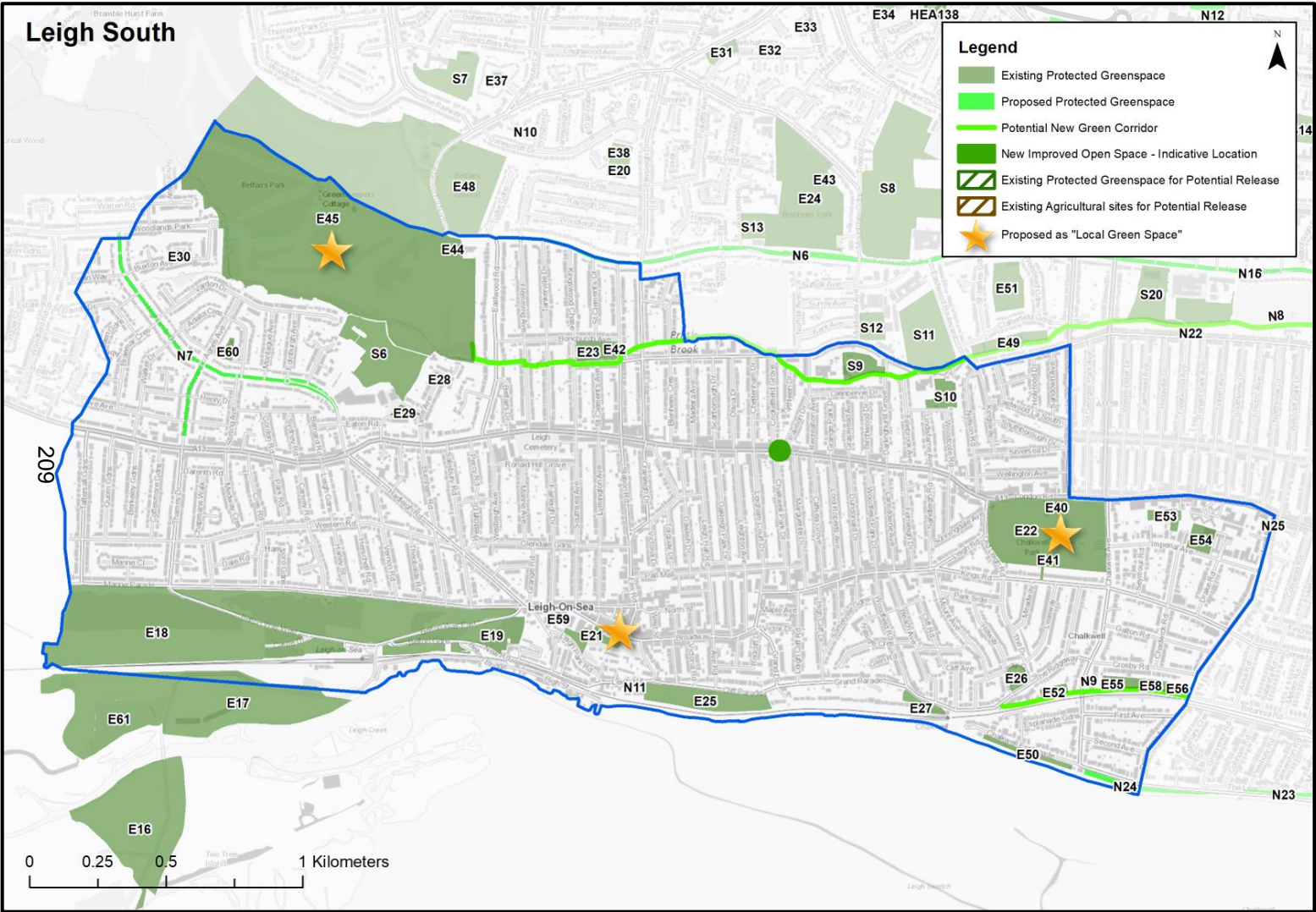


Table 27: Leigh – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Nature Reserve		
E16	Two Tree Island	11.869
E17	Leigh Marshes	17.555
E18	Belton Hills Nature Reserve	32.243
Local Park		
E19	Belton Gardens	3.573
E20	Danescroft Gardens	0.874
E21	Leigh Library Gardens	0.820
E22	Chalkwell Park	10.143
E23	Bonchurch Park	0.789
E24	Blenheim Park	9.200
E25	Leigh Cliffs	3.084
Amenity Open Space		
E26	Ridgeway Gardens	0.525
E27	Undercliff Gardens	0.633
E28	Underwood Square	0.155
E29	Fairview Gardens	0.259
E30	Buxton Square	0.117
E31	Owlshall Wood	0.539
E32	Stonehill Road	0.166
E33	Broomfield Avenue	0.170
E34	Dunster Avenue	0.285
E35	Belgrave Road	0.095
E36	Bradfordbury Open Space	0.971
Pocket Park/Playground		
E37	Wood Farm Close	0.251
Playground		
E38	Danescroft Gardens Park Play Area	0.044

Site Ref.	Name of Site	Size (Ha)
Woodland		
E45	Belfairs Woods and Golf Course	67.402
E46	Oakwood	1.242
E47	Woods North of Rothwell Close	0.138
Sports Ground		
E48	Belfairs Sports Ground	6.060
E49	Cavendish Sports Ground	1.150
E50	Chalkwell Esplanade	0.602
E51	Wellstead Gardens	1.910
E52	Westcliff Tennis Club	0.352
E53	Westcliff Lawn Tennis Club	0.567
E54	Imperial Avenue Bowling Green	0.795
E55	Invicta Tennis Club	0.377
E56	Crowstone School Sports Ground	0.199
E57	Leigh Road Baptist Tennis Club	0.238
E58	Crowstone Church Tennis Courts	0.300
E59	Leigh Bows Club - Rectory Grove	0.061
E60	Leigh Tennis Club - Adalia Crescent	0.244
E61	Golf Range - Two Tree Island	2.919
School		
S6	Belfairs High	4.664
S7	Fairways School	2.418
S8	St Thomas More High School	11.325
S9	Darlinghurst School	1.074
S10	Our Lady of Lourdes	0.894
S11	Westcliff Boys	3.916
S12	Westcliff Girls	0.932
S13	Blenheim Primary Playing Fields	0.794

E39	Leigh Library Gardens Play Area	0.029
E40	Chalkwell Park playground (older)	0.203
E41	Chalkwell Park playground (toddler)	0.167
E42	Bonchurch Childrens Play Area	0.280
E43	Blenheim Park Play Area	0.189
E44	Belfairs Park Playground	0.118

Allotments		
A1	Bridgewater Drive	0.499
A2	Manchester Drive	8.725
A3	Marshall Close	0.277
Crematorium, Graveyard or Cemetery		
C1	Leigh	1.174
C2	St Clement's Church	0.327
Release Site		
HEA138	Mendip Crescent	0.393

Sites in **Bold** are proposed as 'Local Green Space'

Table 27a: Leigh – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)
Local Park		
N5	Millennium Open Space	0.610
Linear Green Space		
N6	Blenheim Chase/Kenilworth Gardens	2.160
N7	Highlands Boulevard/Sutherland Boulevard	1.662

Site Ref.	Name of Site	Size (Ha)
Green Corridor		
N8	Prittle Brook	4,225m
N9	Victory Path Ridgeway to Crowstone Road	689m
Pocket Park/Playground		
N10	Oak Walk Pocket Park	0.065
N11	The Gardens	0.056

Table 27b: Land Use Proposals in Leigh – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA138	Mendip Crescent	0.39	Designated Green Space	Well maintained and recent tree planting. Overlooked by residential properties	N	6	Land is in public ownership and underutilised, with potential for residential development.

3.2.45 Leigh (Green Space)

Have your say.....

Please provide comment in support of your choice

- a. Do you support the proposed new green space designations ([Table 27a](#))? If not, can you explain why?
- b. Do you have any comments on the green space sites identified as having the potential to be released for development ([Table 27b](#))?
- c. Do you agree that the areas identified as deficient in green space should be promoted for additional tree planting, soft landscaping or children's play space where opportunities arise through new development?
- d. Do you agree with Belfairs Woods and Golf Course, Chalkwell Park and Leigh Library Gardens being proposed as Local Green Space? If not, can you explain why?
- e. Do you propose any other sites should be designated as Local Green Space? Any proposals must be supported by evidence that the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- f. Do you have any other comments regarding green space in Leigh?

3.3 Prittlewell

3.3.1 General Character

Prittlewell forms the gateway to the town centre, with the A127 (Prince Avenue) forming a central spine through the area ([Map 24](#)). Prittlewell is largely characterised by low and medium density inter-war housing, particularly on key routes, although there are also substantial areas of post and some pre-fabricated housing. There is a key historic element to the neighbourhood, largely focussed around East and West Street and the junction with the busy Victoria Avenue, including St Mary's Church and the historic Prittlewell Priory in Priory Park to the north. Generally, population density is low within the

area, although this is skewed by the presence of parks and open spaces, including allotment gardens and open land associated with the airport. Where there are areas of higher density these tend to correlate with key movement corridors and local centres.

Prittlewell is home to a number of key focal points, including Southend University Hospital (Prittlewell Chase), Fair Havens Hospice (Priory Crescent) and Southend United Football Club (Roots Hall). Prittlewell does not have a particularly large retail centre, with the closest being Southend town centre.. There is however a range of local provision, including a large Tesco store and a number of local centres. The neighbourhood includes the highway access to London Southend Airport, the majority of which is situated within the adjoining Rochford district, and related retail park. There are two local employment areas at Priory Works and Thanet Grange. The area has a main line railway station (Prittlewell) and bus connections to the town centre, airport and beyond.

Key issues in the area include the redevelopment of Roots Hall and improving accessibility to east Southend due to the severance caused by Southend Victoria railway line.

Map 24: Prittlewell Characteristics

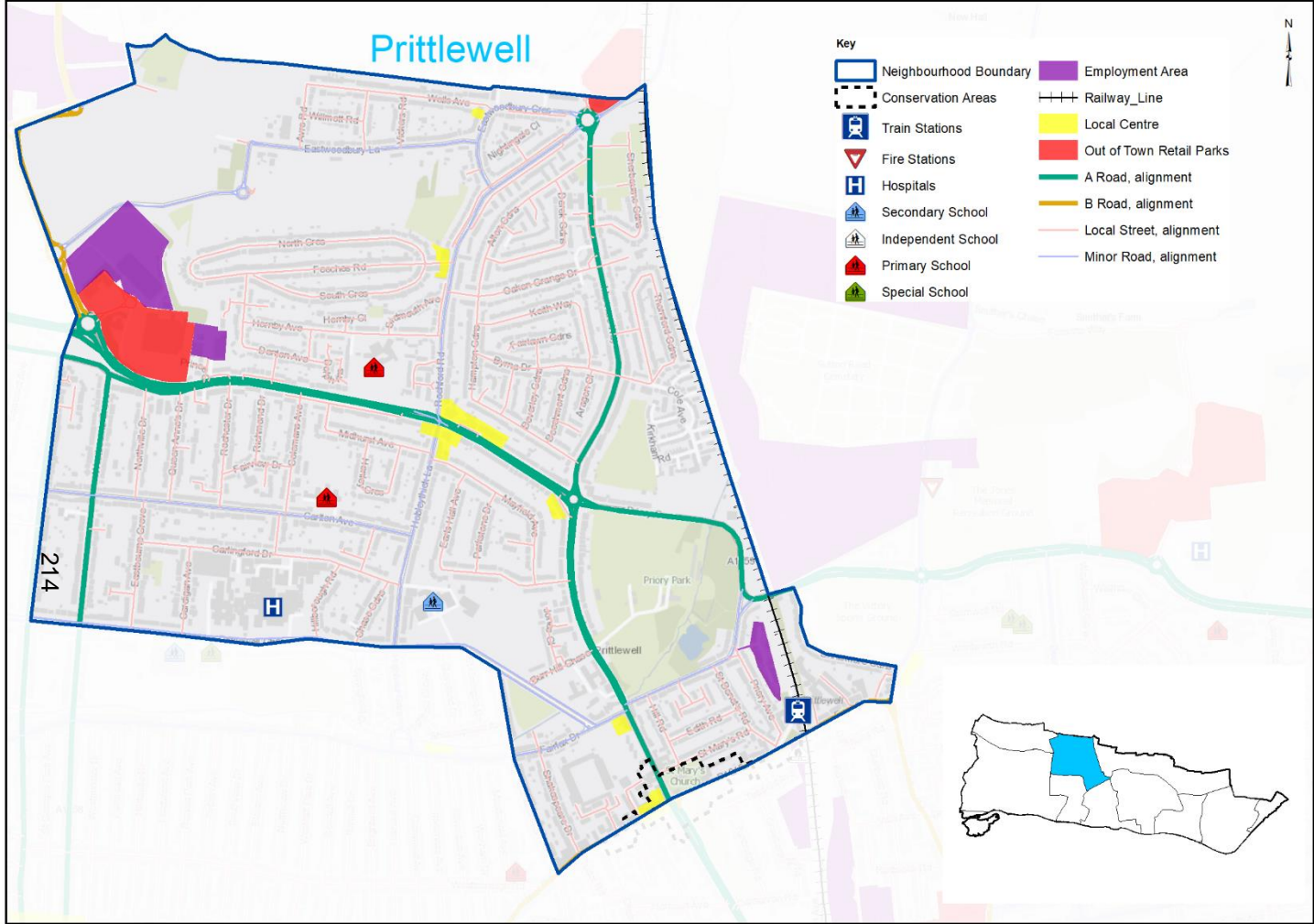


Figure 18: Prittlewell Characteristics

No. Homes	6,365	Land Area (ha)	370.9
Density	17.2dph	Car Ownership	1.21

Prittlewell

Area 370.9 hectares



6,365
Existing homes

Density 17.2
homes per
hectare

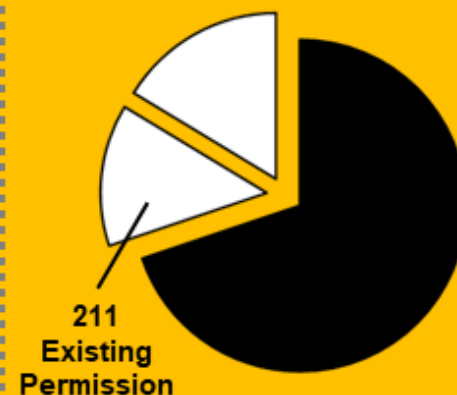


2 GP Surgeries
4 Pharmacies

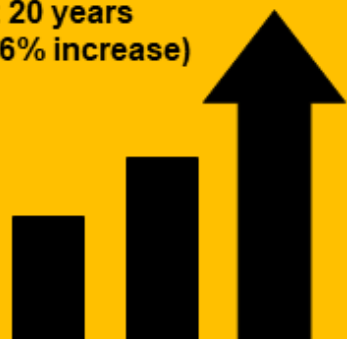


Potential number of
new homes by 2040 **1,525**

249
Windfall
1,065
Potential
Allocation



464 new homes built over the
last 20 years
(7.86% increase)



2 Primary
Schools



1 Secondary
Schools

31 hectares of protected
greenspace



8 Commercial Areas
(11.7 hectares)



3 Business/ Industrial Estates
(7.3 hectares)



Good bus service along Victoria
Venue and Prittlewell Chase



1 Train
Station



1.21 cars per household
1.34 cars per house
0.58 cars per flat



3.3.2 Vision - Prittlewell

Where we want to be

The historic settlement focussed around the junction of East and West Street with Victoria Avenue and public open spaces including Priory Park will be conserved and enhanced, and the important role of Victoria Avenue as a key transport corridor will continue to be supported. Opportunities for additional homes will be focussed on key transport corridors and will be sympathetic in character with its surrounding context. As development comes forward opportunities will be sought to enhance connections between existing open spaces, and increase soft landscaping and tree cover within the area. A draft set of priorities for Prittlewell is set out below to aid feedback:

- Focus residential development along key transport corridors and improve air quality through design and landscaping mitigation and public transport enhancements.
- Victoria Avenue (A127) will continue to play an important role as the main approach to Southend town centre by road, and a new road link from the A127 at the Tesco roundabout to Warners Bridge will improve accessibility to the east of the Borough.
- Support the economic role of London Southend Airport and mitigate impacts on the local environment, including improved surface access for all transport modes to the Airport and railway station.
- Conserve and enhance designated heritage assets including St Mary’s Church and Prittlewell Priory Scheduled Ancient Monument and the distinctive character of Prittlewell Conservation Area.
- Enhance parks and open spaces and improve walking and cycling links where feasible, whilst considering potential agricultural land and smallholdings at Eastwoodbury Lane to be released to realise strategic transport and housing ambitions.
- Promote the employment areas at Priory Works and Thanet Grange for retention and renewal. Redevelop Prince Close employment area.

3.3.2 Prittlewell (Vision)

Have your say.....

Please explain your answers

a. Do you agree with our draft vision and priorities for Prittlewell - have we missed anything?

3.3.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Prittlewell. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁸. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Prittlewell, by infrastructure type, is summarised in the rainbow image below. For example 51% of the neighbourhood lies within walking distance to a health facility, 86% of the neighbourhood is within reach of sports and leisure facilities, while 18% is within an easy walk of green space.

217

3.3.3 Prittlewell (Infrastructure)

Have your say.....

Please explain your answer

a. What do you think are the main issues with infrastructure provision in Prittlewell, and what should be the priorities over the next 20 years?

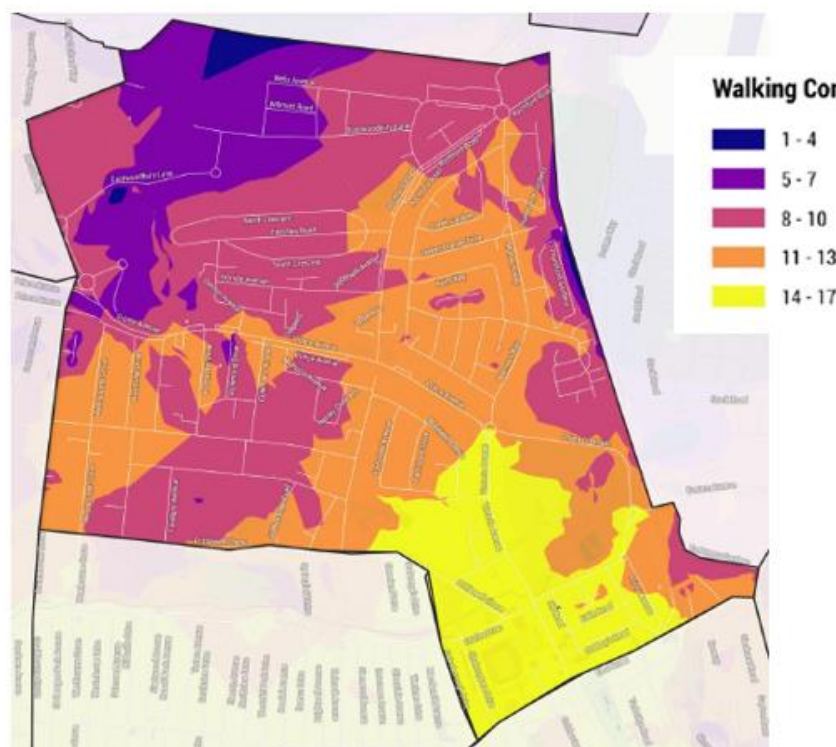
⁸ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Prittlewell

- Day to day facilities spread across neighbourhood but some severance caused by A127 and no overall 'focus point'
- Overall completeness score 'hotter' in south, on border with Central Southend and Westcliff
- Good sports and leisure provision
- Good broadband speeds correlating with areas of highest population density
- Limited schools and nurseries but good provision in surrounding neighbourhoods



Prittlewell	% of neighbourhood within walking distance	
Education: 77%	Civic: 41%	Green Space: 18%
Health: 51%	Sports & Leisure: 86%	Town Centre uses: 62%



Prittlewell 'Aggregated Completeness Score' = 56%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.3.4 Land Use Proposals – Prittlewell

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.3.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in [Map 25. Table 28](#) sets out relevant information including, context and surrounding uses, proposed use, estimated number of new and what 'components of growth' the site contributes to in reference to [Section 2: Housing Need \(Table 2\)](#).

The sites have been promoted to us by landowners/ agents and are included here for comment. [Table 28](#) also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in [Table 28](#) below, or via the Council's website:

<https://localplan.southend.gov.uk/>

Map 25: Potential Residential Sites - Prittlewell

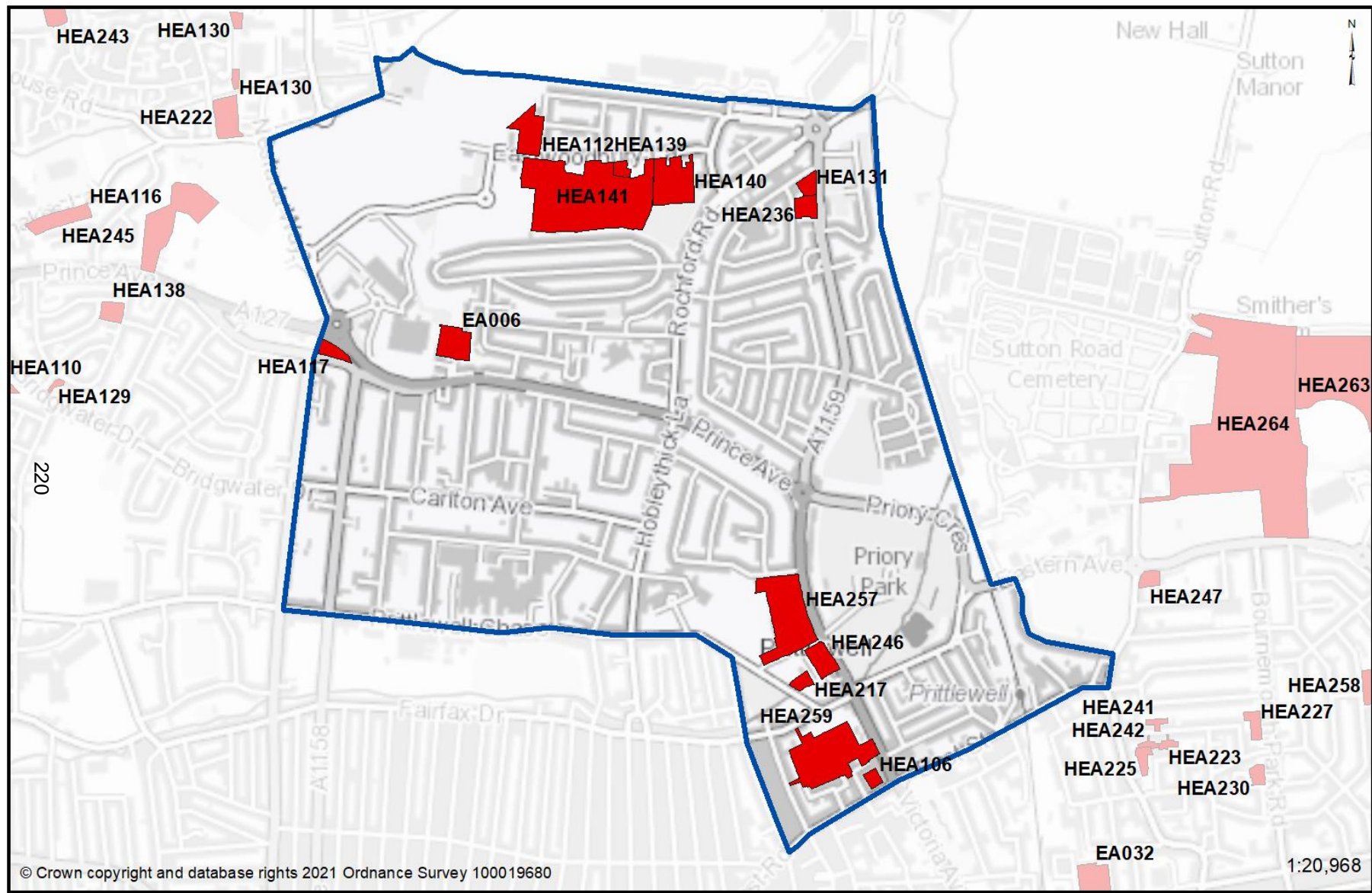


Table 28: Potential Residential Sites - Prittlewell

Site ref	Name of Site	Context and Surrounding uses	Prittlewell					Questions
			Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA106	Industrial uses between Roots Hall Avenue and Victoria Avenue	The site comprises an area of surface parking, a single storey building dating from the 1920's and a two-storey building which is currently in use as a Kung Fu Centre. Whilst the site remains largely in use, the land is underutilised with a large area of hard surfacing/ parking. The site is a backland plot surrounded to the north and west by two storey terraced dwellings. Roots Hall House is located to the south of the site and includes a 3-storey building of the little architectural merit with retail to the ground floor. Unimplemented Local Plan site from the former Borough Local Plan (1994).	Residential (flatted) development.	Residential Led	Urban Area General	8	8	
HEA112	Avro Centre, Avro Road	This site currently includes a single storey building (of limited architectural merit) in use as an adult training centre. The site also includes parking / hardstanding to the front of the building, and portacabins and substation to the western boundary. The opposite side of Avro Road includes 2 storey residential properties. To the north/ west of the site lies the Southend Airport Runway.	This Council owned site has been submitted through the Call for Sites process. Residential development will need to take account proximity of airport	Residential development	Urban Area General	50	50	

HEA117	Vacant Land between Prince Avenue and A127	Site includes an area of vacant grassland consisting of two small fields. There is a Cattery immediately to the west, The site is located between the A127 and Prince Avenue (A1158) and there is a large roundabout to the north. The surrounding area is largely residential, with Thanet Grange commercial area to the north/north east.	This council owned site has been submitted through the Call for Sites process as a site suitable for residential development. This would allow for the provision of a new access and some re-provision of open space to mitigate the scheme and potential noise impacts associated with the adjacent roundabout.	Residential development (subject to site access)	Urban Area General	8	8	
HEA131	St Stephen's Church, vicarage and play area, Manners Way	Site located on corner of Alton Gardens and Manners Way, includes a church and adjacent vicarage, as well as a children's playground. There are allotments to the east, and predominantly residential properties to the south and west, largely 2 storey. Southend Airport and the business park are to the north.	The site, (including the church buildings only) could potentially deliver 13 dwellings.	Residential led with potential for playground reprovision	Urban Area General	13	13	
HEA259	Roots Hall Stadium	Comprises Southend Roots Hall Stadium, car park and surrounding land. The site is in a mixed area with industrial and residential uses adjacent to the stadium.	The site is located within a suitable area for housing. The site may become available if the football stadium's relocation is confirmed to Fossetts Farm.	Residential Led	Urban Area General	502	502	
HEA217 222	Land at Prittlewell Chase, adjacent to Priory House	Part 1 and 2 storey care home. Mix of uses nearby including residential. West of Prittlewell Chase road and North of Prittle Brook.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment.	Residential	Housing Regeneration Sites	28	0	
HEA236	Nayland House, 203 Manners Way	Part 1 and 2 storey sheltered housing. In a low residential area fronting the A1159. Allotments to the east with Southend Airport c.300m north.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	43	16	

HEA246	Stephen McAdden House, 21 Burr Hill Chase	Group of part 1, 2 & 3 storey residential buildings currently in use as sheltered accommodation. Adjacent to Priory Park, residential uses, and care home.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	115	49	
HEA257	Cecil Court	2 & 3 storey properties accessed via Burr Hill Chase and a 12 storey tower block. Site adjacent to Southend High School for Boys with surrounding residential uses and Priory Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	287	109	
223								
HEA139	Land to the South of Eastwoodbury Lane (East)	Greenfield small holdings adjacent to residential dwellings to the east, south of Eastwoodbury Lane. Further open space/ agricultural land to the south / west. The immediate surrounding area is primarily residential. It is close to the Southend Airport Runway, to the north.	Potential for residential development. Consideration of existing green space and small holdings will need to be considered if the site comes forward. It is likely this site should be considered alongside HEA140 & HEA141.	Residential Development	Agricultural Land/ Green Space	10	10	

HEA140	Land to the South of Eastwoodbury Lane (West)	Greenfield small holdings adjacent to residential dwellings to the east, south of Eastwoodbury Lane. Further open space/ agricultural land to the south / west. The immediate surrounding area is primarily residential. It is close to the Southend Airport Runway, to the north.	Potential for a number of different uses, including residential, new transport access, and improvements to remaining green space. Consideration of existing green space and small holdings required if the site comes forward. It is likely this site should be considered alongside HEA139 & HEA141.	Potential for a number of different uses, including residential, new transport access, and green space.	Agricultural Land/ Green Space	81	81	
HEA141	Land to the South of Eastwoodbury Lane	Greenfield site located on agricultural land south of Eastwoodbury Lane adjacent to residential properties. To the east is open space / agricultural land. To west is St Laurence Park. Close to Southend Airport Runway to the north.	Potential for a number of different uses, including residential, new transport access, and improvements to remaining green space. If new transport access is provided a portion St Laurence Park will need to be re-positioned. Consideration of existing green space and agricultural land required if the site comes forward. It is likely this site should be considered alongside HEA139 & HEA140.	Potential for a number of different uses including: new school, new transport access, residential development.	Agricultural Land/ Green Space	180	180	
HEA260	Aldi Store, Eastern Avenue	Aldi supermarket with car parking. Site adjacent to sewage works, car wash, and a waste collection depot. The railway line is west with industrial uses North.	The site is not suitable for housing development given its designation for employment uses and adjacent uses that affect amenity. The site remains suitable for employment redevelopment.	Mixed Use	Urban Area General	Not Suitable	Not Suitable	
EA006 224	Prince Close	Existing employment site. Mixed industrial estate north of the A127 adjacent to a Tesco Extra and residential uses. The continued employment use at this site has been severely reduced by recent permissions for residential development. Once the permissions are implemented the site will lose most of its employment footprint and this combined with its context and restricted access do not make it attractive for employment investment.	The site offers the potential for residential development.	Residential Led	Employment Release Site	39	39	
Planning permission 5 units or more	None						0	
Planning permission 4 units or less							7	
Being Implemented							204	

Windfall							249	
Total							1,525	

3.3.41 Prittlewell (Residential)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed housing sites for Prittlewell? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 19: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Prittlewell?

3.3.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 26 shows the Urban Forms of Prittlewell neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 19 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Prittlewell and within the different Urbans Forms as shown in **Map 26**. For instance you may believe the 'Big Box' areas (that aren't designated for other non-residential uses) within **Map 26** should accommodate the highest density development, such as flats typology F4 and F5, within **Figure 19**.

Figure 19 - Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph



F4: 250dph



F5: 525dph

Map 26: Prittlewell Urban Forms



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.

3.3.42 Prittlewell (Urban Forms)

Have your say.....

Please provide comment in support of your choice

- a. What types of development typology ([Figure 19](#)) do you think should come in Prittlewell? You may wish to refer to the different urban forms presented in [Map 26](#) in your answer.

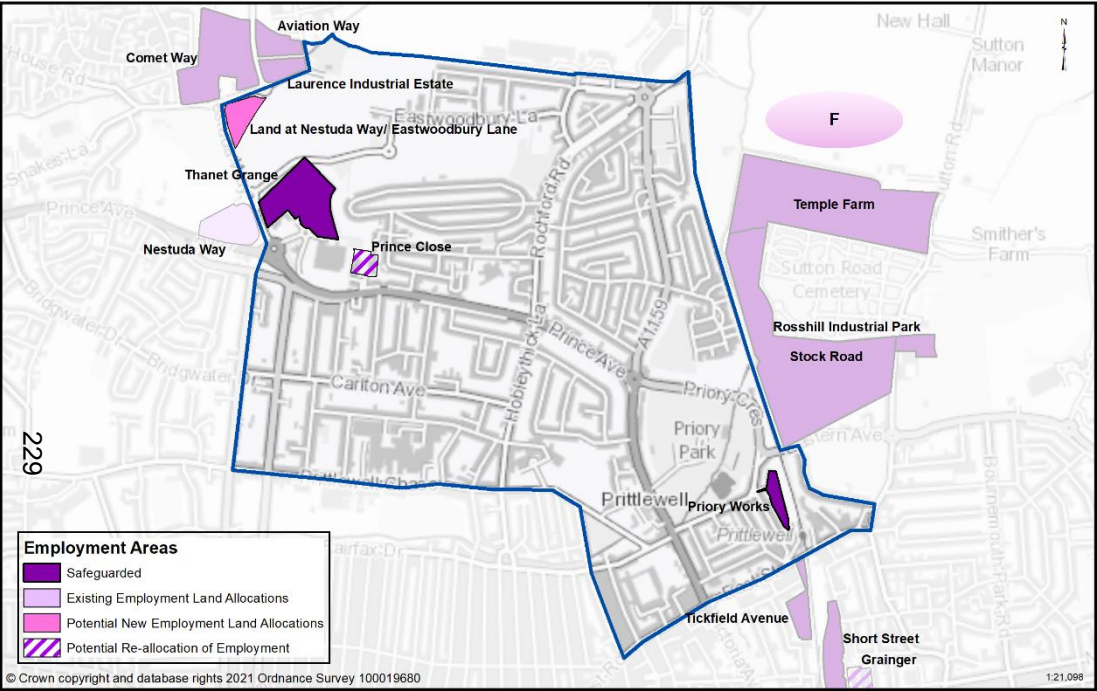
3.3.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. [Table 29](#) and [Map 27](#) set out the Employment Areas in Prittlewell, where existing areas are proposed for retention, areas proposed for re-allocation, and additional areas proposed.

Table 29: Land Use Proposals in Prittlewell – Employment Land

Site Name	Category	Hectares	Additional Floorspace
Priory Works	Local Employment Site	0.96	
Thanet Grange	Local Employment Site	5.41	
Land at Nestuda Way/Eastwoodbury Lane	Local Employment Site	1.56	
Prince Close	Potential Re-allocation	-0.9	
Total		7.03	

Map 27: Proposed Employment Designations - Prittlewell



3.3.43 Prittlewell (Employment)

Have your say.....

Please explain your answer

- a. Do you agree with the proposed employment site for Prittlewell? Please name the employment site you are referring to.
- b. Do you have any other comments on employment land provision in Prittlewell?

3.3.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁹) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Prittlewell are shown in [Map 28](#) and [Table 30](#).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 28](#) and [Table 30](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁹ <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 28: Prittlewell Commercial Centres

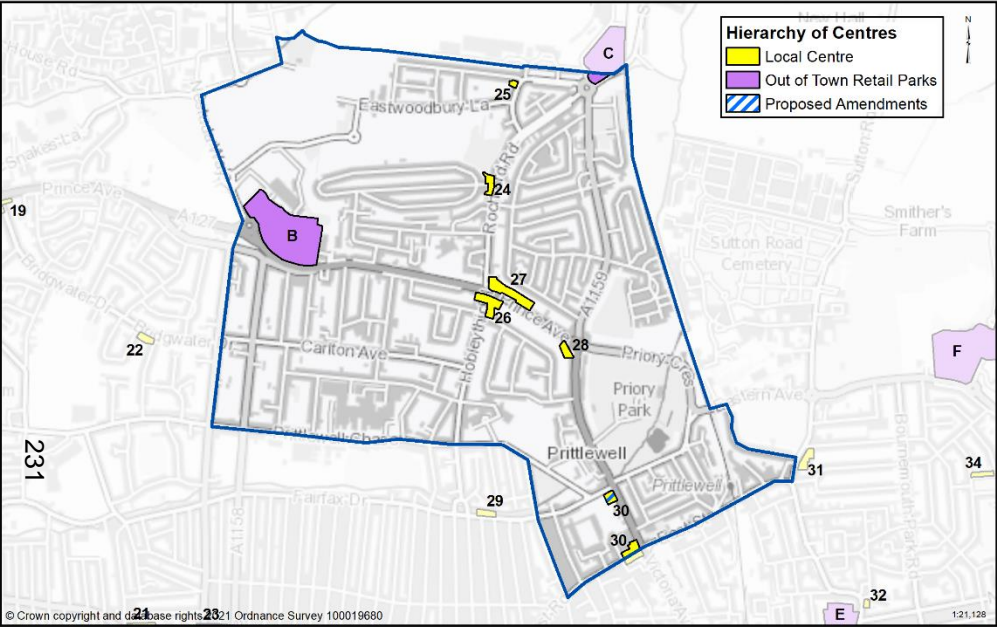


Table 30: Prittlewell Commercial Centres

Ref	Name	Centre Type
24	Rochford Road	Local Centre
25	Eastwoodbury Crescent	Local Centre
26	The Bell Prince Avenue	Local Centre
27	Hobleythick Lane /Prince Avenue	Local Centre
28	Earls Hall Parade (Cuckoo Corner)	Local Centre
30	Victoria Avenue/ West Street	Local Centre
B	Thanet Grange/Tesco	Out of Town Retail Parks
C	Airport Retail Park	Out of Town Retail Parks

There are amendments proposed to the Victoria Avenue/ West Street local centre due to the reduction of active frontages that reduce its ability to function as an effective commercial, business and service sector. The centre has a high vacancy rate, introducing a dispersed distribution of the retail provision. The proposed removal of its commercial centre designation will allow for a different policy approach, allowing for alternative uses, possibly as part of the wider regeneration of the Roots Hall site.

3.3.44 Prittlewell (Commercial Centres)

Have your say.....

Please explain your answer

a.

Should we seek to define ‘Commercial Areas’ as set out in [Table 30](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?

b.

Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?

c.

Do you agree with the proposed amendments as set out on [Map 28](#)?

d.

Are there any other areas within the Prittlewell Neighbourhood area that we haven’t identified that should be promoted for commercial activities?

3.3.45 Green Space - Prittlewell

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 31](#) and [Map 29](#).

Existing Green Space

The main recreation resource for residents in Prittlewell are the two local parks at Priory Park and St Lawrence Park. The area also contains allotments and community growing space at Growing Together, and a number of playgrounds and smaller amenity open spaces. St Mary’s Churchyard also performs a role as green space within this urban area, providing a green link connecting Priory Park and Churchill Gardens. The residential area to the south west of Prittlewell is less provided for in terms of public open space, but the southern edge does benefit from the wide grassed boulevard of Prittlewell Chase which

contains many mature trees. Tree canopy cover in the neighbourhood ranges from 10% of the ward in Prittlewell to 14.4% in St Laurence ward. This is set within the context of the Council’s Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Priory Park was gifted to the people of the town in 1917 by RA Jones. It contains the medieval Prittlewell Priory, now in use as a Museum, the Priory walled gardens, visitor centre, café, tennis and basketball courts, table tennis and chess, football pitches, children’s playground, fishing lake and areas of natural wetland. The park is of importance for heritage, nature conservation, sports and recreation, and as a green lung in a busy urban area close to an Air Quality Management Area and dual carriageway. It therefore holds special importance for local people and is proposed as a Local Green Space. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community.

Proposed new green space

Two new pocket parks have been completed at Ecco Park, which connect the new housing development to Priory Park via a new pedestrian and cycle path. These are proposed for protection. Sidmouth Avenue playground has been recently improved with new equipment and is proposed for protection.

The entire length of the Prittle Brook (from Priory Park to Belfairs Woods) is an important corridor and waterway for wildlife, pedestrian and cycle route for recreation and active travel. It is therefore proposed to protect the route as a Green Corridor where its role will be protected and enhanced.

It is also proposed to designate the central verge along Prittlewell/Blenheim Chase from Fairfax Drive to Eastwood Road as a Linear Green Space, reflecting its important amenity and biodiversity value ([Table 31a](#)).

Map 29: Green Space - Prittlewell

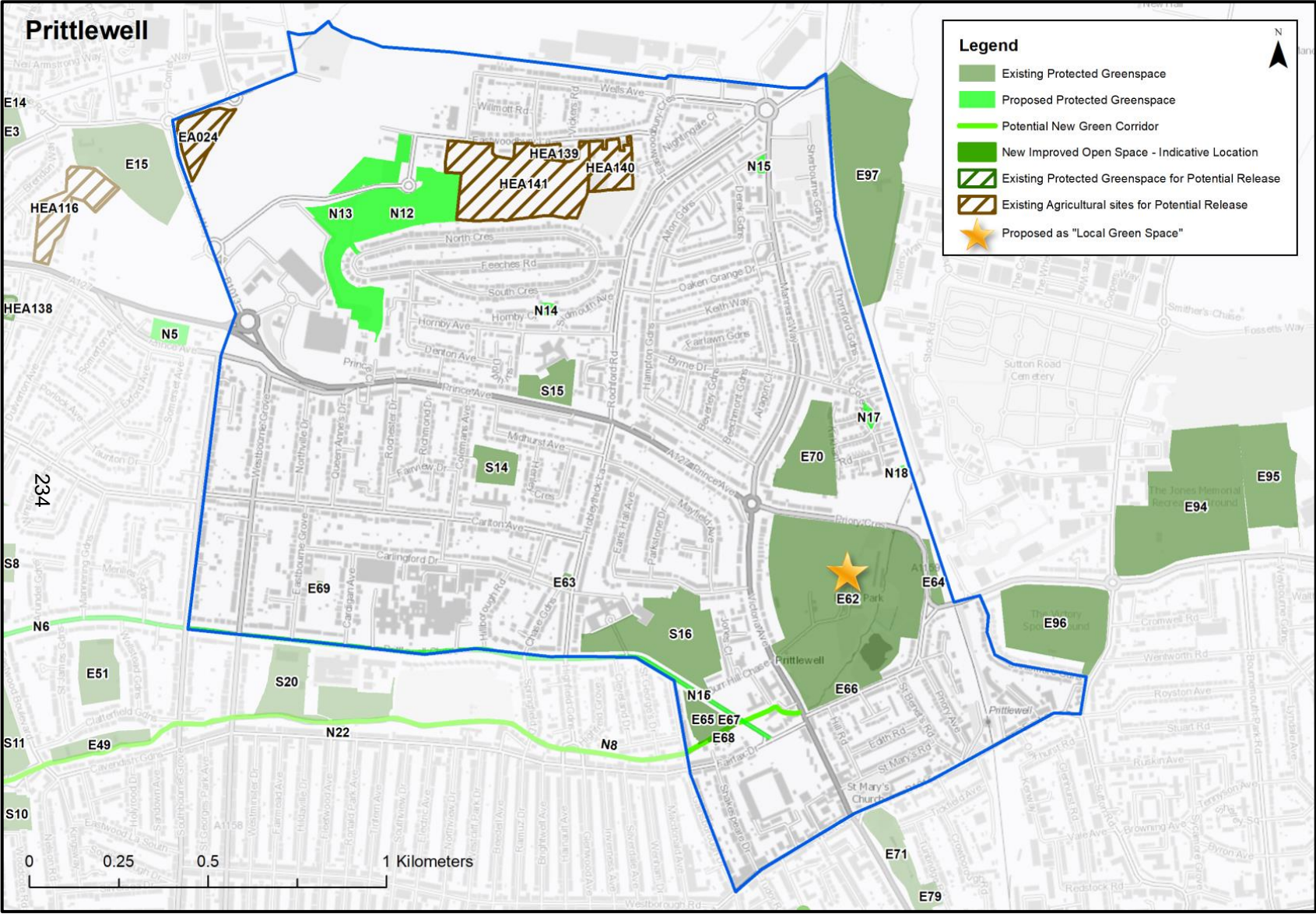


Table 31: Prittlewell – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E62	Priory Park	17.545
Amenity Open Space		
E63	Hobleythick Lane Open Space	0.108
E64	Prittlewell Prince Burial Ground - Priory Crescent	0.416
E65	Gainsborough Park	0.827
Playground		
E66	Priory Park Children's Play Area	0.478
E67	Gainsborough Park Playground	0.189
Community Growing Site		
E68	Growing Together Trust	0.234

235

Sites in **bold** are proposed as ‘Local Green Space’

Table 31a: Prittlewell – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)
Neighbourhood Park		
N12	St Laurence Park	8.228
Playground		
N13	St Laurence Park Childrens Play Area	0.182
N14	Sidmouth Avenue Playground	0.148
N15	Manners Way Playground	0.131
Linear Green Space		
N16	Prittlewell Chase	1.735

Site Ref.	Name of Site	Size (Ha)
Sports Ground		
E69	Eastbourne Grove Tennis Court	0.057
E70	Ecko Sports Ground East of Manners Way	3.124
School		
S14	Earls Hall School Playing Fields	1.143
S15	Prince Ave School	1.366
S16	Southend High For Boys Playing Fields	5.514
Allotments		
A4	Rochford Road	1.644
A5	Manners Way	1.932
A6	Growing Together	0.303
Crematorium, Graveyard or Cemetery		
C3	St Laurence & All Saints	1.451
C4	St Mary's Churchyard	0.729

Site Ref.	Name of Site	Size (Ha)
Pocket Park		
N17	Ecko Park North	0.146
N18	Ecko Park South	0.119
Green Corridor		
N8	Prittle Brook	4,225m

Table 31b: Land Use Proposals in Prittlewell – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/ Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA139	Land to south of Eastwoodbury Lane	0.209	Smallholdings/ green space	High grade agricultural land, no public access. Part of site identified in Airport Joint Area Action Plan as designated public open space but not yet implemented.	N	10	Land is in public ownership and underutilised, with potential for residential development.
HEA140	Land to south of Eastwoodbury Lane	1.625	Smallholdings/ green space	High grade agricultural land, no public access.	N	81	Land is in public ownership and underutilised, with potential for residential development.
HEA141 236	Land to south of Eastwoodbury Lane	7.17	Smallholdings/ green space	Approximately 50% of site is high grade agricultural land and rest smallholdings, no public access.	N	180	Land is in public ownership and underutilised, with potential for residential development.

3.3.45 Prittlewell (Green Space)

Have your say.....

Please provide comment in support of your choice

- Do you support the proposed new green space designations (**Table 31a**)? If not, can you explain why?
- Do you have any comments on the green space sites / agricultural land identified as having the potential to be released for development (**Table 31b**)?

- c. Do you agree with Priory Park being proposed as Local Green Space? If not, can you explain why?
- d. Do you propose any other sites should be designated as Local Green Space? Any proposals must be supported by evidence that the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- e. Do you have any other comments regarding green space in Prittlewell?

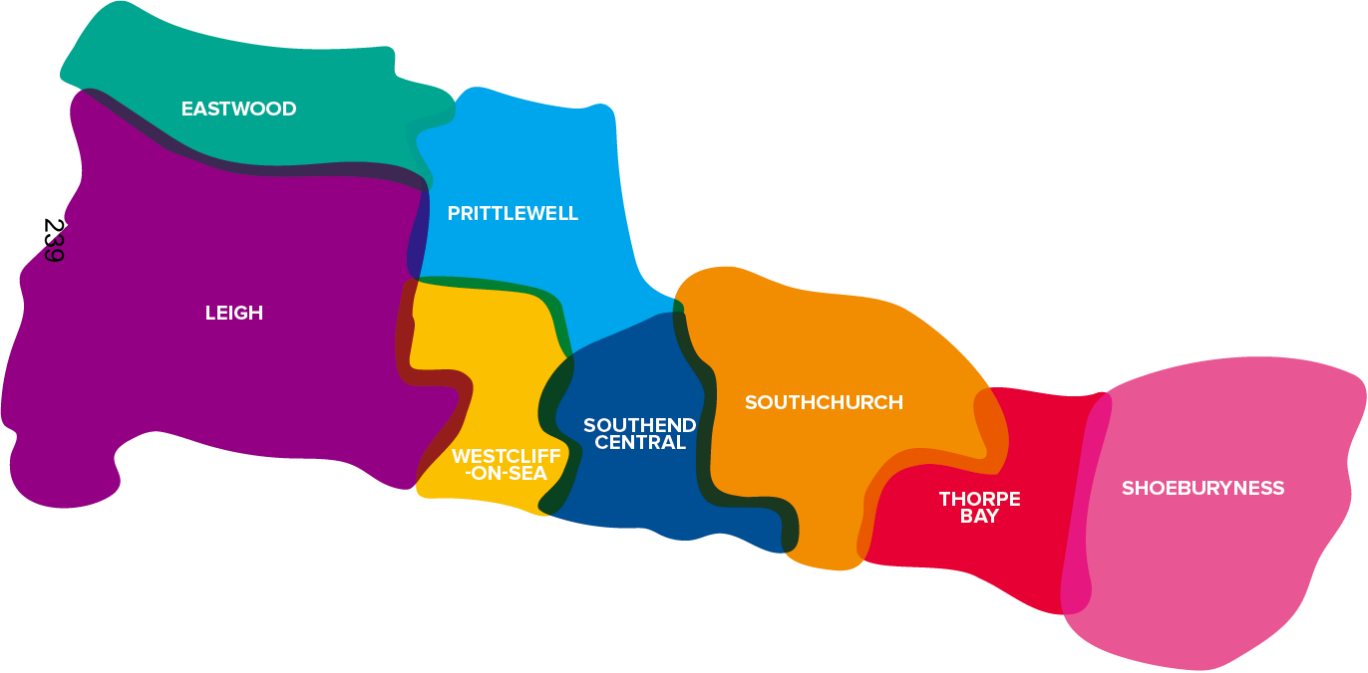
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3. Neighbourhoods

As with any Borough, Southend is not a single homogenous place. Rather, it is a collection of separate and distinct places or neighbourhoods which have grown together over time to create a substantial conurbation. It will be important that the New Local Plan considers the issues facing the different communities of Southend.

As part of the Issues and Options document we identified eight neighbourhood areas at Eastwood, Leigh, Westcliff, Prittlewell, Southend Central, Southchurch, Thorpe Bay and Shoeburyness. We asked you what you thought were the key issues facing the neighbourhoods and possible options for resolving these.

Figure 20: Southend’s Neighbourhoods



What You Said

You identified the importance of the neighbourhoods to the local community and highlighted a number of issues, including the need for investment and regeneration, the importance of infrastructure and service provision and you told us about some of the impacts more development and housing has had on your local area.¹

Our Response

Having regard to your feedback we have developed a profile of each neighbourhood setting out:

- their key characteristics and some of the planning issues facing them;
- a draft vision/ priorities for the future planning of these areas;
- proposals for the neighbourhoods, including new housing and development schemes together with employment and green space designations.

It is not intended to present comprehensive information or definitive boundaries for these neighbourhoods, but rather to stimulate discussion about particular issues and options that you think they will face in the future. These will be refined and developed as part of the next stage of the New Local Plan preparation.

We would now like your views on what you think of the proposed Profiles for each of the neighbourhoods.

¹ The Local Plan Issues and Option Consultation feedback is available here: <https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>

3.4 Southend Central

3.4.1 General Character

You may also wish to refer to [Section 2.5: Town Centre and Central Seafront](#) of the Local Plan, which includes a draft vision and other potential provisions for the area.

Southend Central ([Map 30, Figure 21](#)) comprises the town centre and central seafront and is characterised by four distinct quarters, alongside surrounding residential areas, namely:

- Town Centre – a sub-regional retail centre, dominated by comparison shopping including two retail malls at the northern and southern ends of the pedestrianised High Street. The area also includes high rise residential tower blocks and parades of shops, some with residential accommodation above. The Forum accommodates the public library and art gallery that is next to part of the University of Essex and South Essex College campuses. The town centre is the principal public transport hub for the Borough and includes two railway stations (Central and Victoria) and the bus station/travel centre interchange. The Kenway/Short Street area to the north of the High Street includes elements of employment land, as well as a range of residential development including the Queensway flatted developments and some more suburban type terraced housing. The Warrior Square Conservation Area to the east of the High Street is a residential community set around tree-lined open space.
- Milton and Clifftown – these areas mark the early expansion of Southend’s residential neighbourhoods and form an historic core with some particularly attractive planned streets and spaces, including the Prittlewell Square and Westcliff/Clifftown Parade Gardens. Much of the area is designated as a Conservation Area (Clifftown and Milton Conservation Areas).
- Civic Quarter – a grouping of a number of bulky post-war civic buildings, including the Civic Centre, Police Station, Courts, Art Gallery and Museum on the eastern side of Victoria Avenue. The opposite side of Victoria Avenue has now seen the conversion of a number of obsolete large office blocks into residential use, some with active commercial uses at ground floor. This area also includes the sunken gardens of Churchill Gardens providing a tranquil green setting to the north of the Civic Quarter, and part of the Prittlewell Conservation Area.
- Central Seafront – includes an extensive range of leisure and tourism functions focussed along Western Esplanade and Marine Parade including the historic Pier, Kursaal and Adventure Island. The City Beach (Phase 1) scheme has revitalised a key part of the central seafront, with key enhancements made to the public realm. Economic impact assessments show that the tourism and leisure facilities attract over 7 million day visitors² and a quarter of a million staying visitors to the area each year. The cliffs along Western Esplanade provide a green backdrop to the seafront with the Cliffs Pavilion, a major regional theatre, situated at its western end. To the east of the neighbourhood is the post-war Kursaal estate comprising terraced housing

² Covid-19 would have impacted this most recently

and flats, and the Grade II listed Kursaal building (part of the Kursaal Conservation Area) with Eastern Esplanade also providing a focus for leisure and tourism, as well as being home to the Eastern Esplanade Conservation Area.

There are a number of major issues and challenges facing the town centre and central seafront area over the coming years. These include the significant decline in the High Street's traditional comparison goods retail function in the face of increasing on-line shopping competition and the need to regenerate the area, building on its significant tourism, cultural and leisure potential. However, the Southend Retail Study³ highlighted the potential demand for additional convenience retailing in the town centre and the growth potential of the food and drink sector. The Better Queensway project is seeking to regenerate the area to the north east of the High Street as a residential led community project which will be better integrated with the town centre.

With good accessibility by road, rail and bus combined with supporting services and facilities, there are a number of opportunities for new housing development at higher densities within the neighbourhood that will contribute to the regeneration and vitality of the neighbourhood and to meeting a range of local housing needs.

³ Southend Retail and Leisure Study 2018 – Peter Brett Associates

Map 30: Southend Central Characteristics

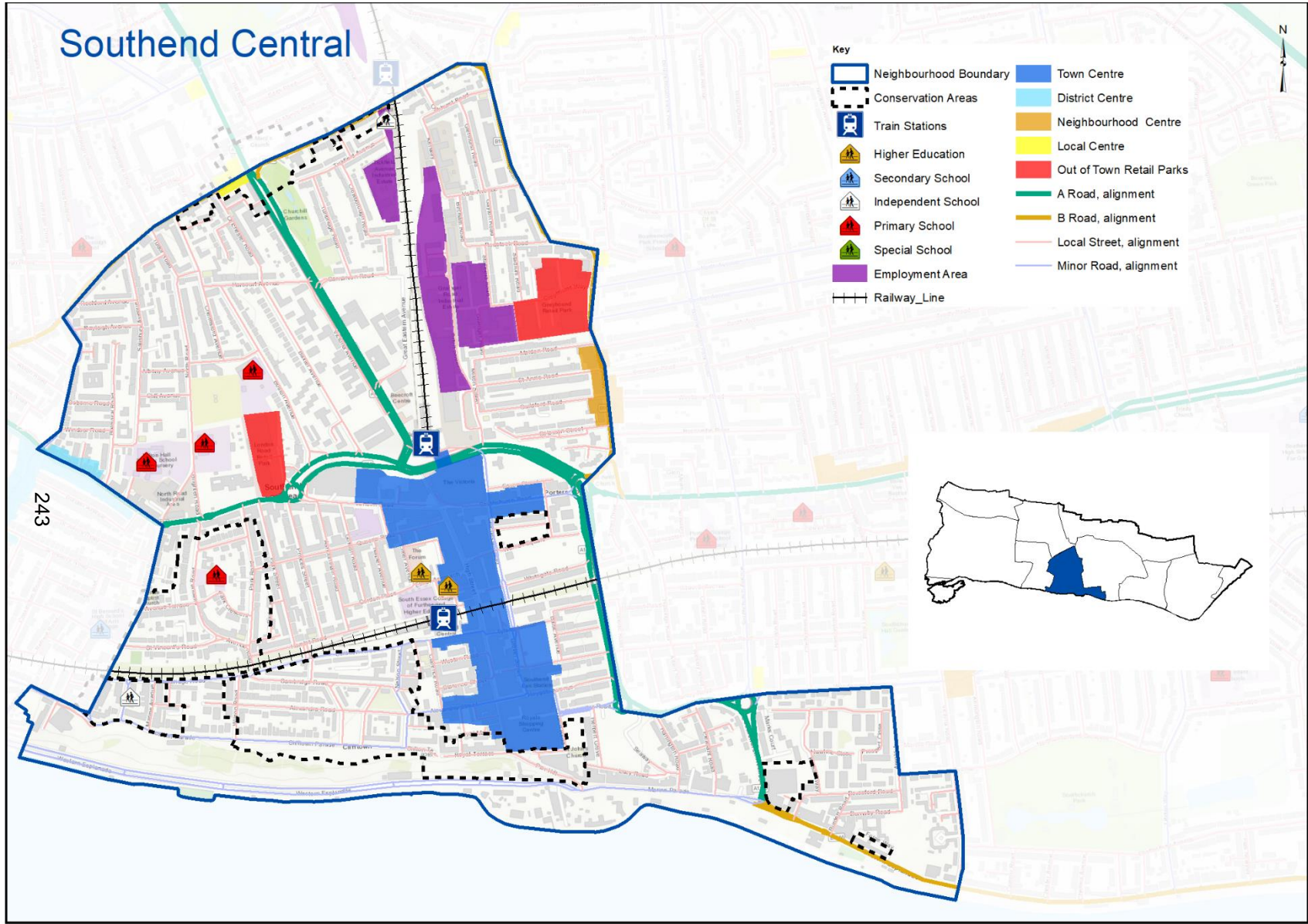


Figure 21: Southend Central Characteristics

No. Homes	9,787	Land Area (ha)	266.1
Density	36.8 dph	Car Ownership	0.69

Southend Central

Area 266.1 hectares



9,787
Existing
homes

Density 36.8
homes per
hectare

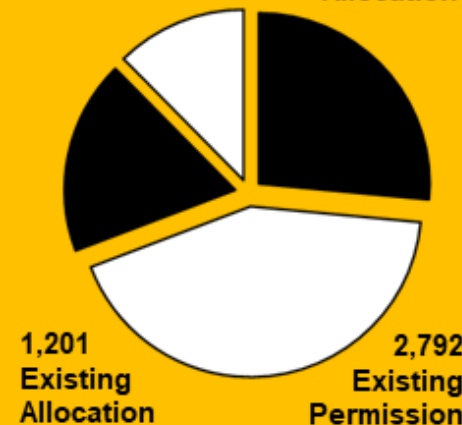


5 GP Surgeries
9 Pharmacies
1 Health Centre

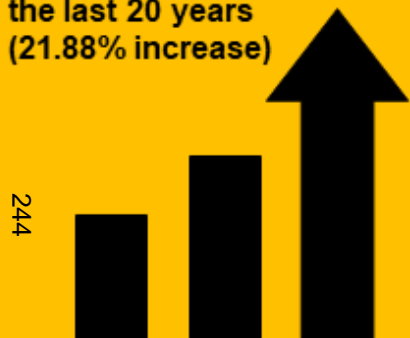


Potential number of
new homes by 2040 **6,533**

810
Windfall
1,730
Potential
Allocation



1,757 new homes built over
the last 20 years
(21.88% increase)



4 Primary
Schools
2 Secondary
Schools



2 Higher
Education

16.1 hectares of protected
greenspace

1.7 miles of coastline



3 Commercial Areas
(24 hectares)



3 Business/ Industrial Estates
(8.2 hectares)



Extensive
Bus Routes

2 Train
Stations



0.69 cars per household
0.94 cars per house
0.56 cars per flat



3.4.2 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Southend Central. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁴. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Southend Central, by infrastructure type, is summarised in the rainbow image below. For example 90% of the neighbourhood lies within easy walking distance to a health facility, 51% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 18% is within an easy walk of green space.

3.4.2 Southend Central (Infrastructure)

Have your say.....

Please explain your answer

a. What do you think are the main issues with infrastructure provision in Southend Central, and what should be the priorities over the next 20 years?

Please refer to [Section 2.5: Town Centre and Central Seafront](#) to view and comment on a draft vision, existing allocations set out in the Southend Central Area Action Plan (SCAAP), and other potential opportunity sites and interventions for Southend Central.

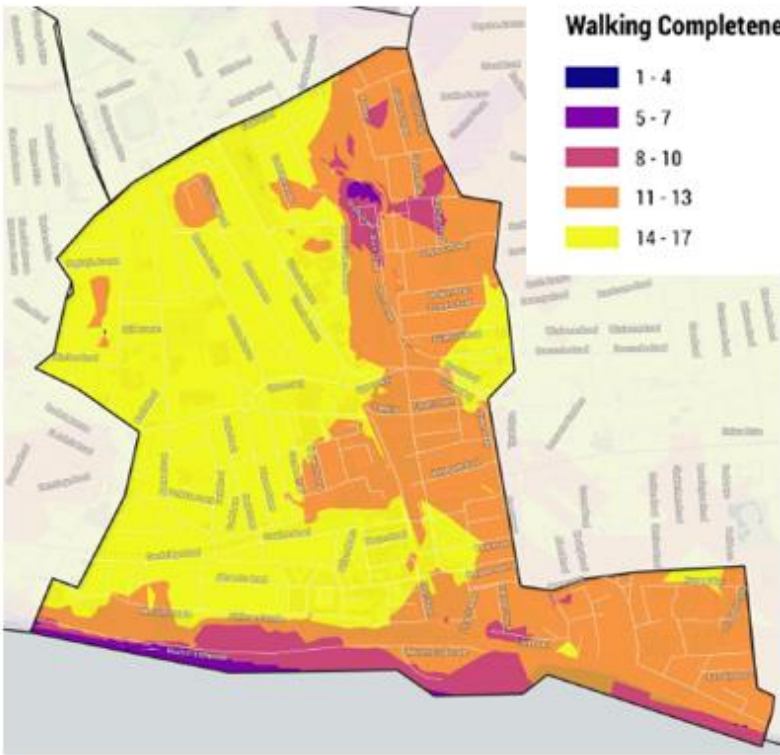
⁴ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Southend Central



- Highly complete – in walking catchment for most services and facilities
- West of High Street most complete for schools, doctors, dentist and civic facilities
- Public transport hub with good connections to local area and sub-region
- Parts lack convenient access to green space, especially within High Street although some quality local spaces and access to seafront area
- Limited access to sports and leisure facilities

Central Southend			% of neighbourhood within walking distance	
Education: 86%	Civic: 78%		Green Space: 18%	
Health: 90%	Sports & Leisure: 51%		Town Centre uses: 82%	



Southend Central ‘Aggregated Completeness Score’ = 68%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.4.3 Planned Changes: Land Use Proposals

In addition to the SCAAP Opportunity Sites, new land use proposals are identified for future housing, employment and green space within the Southend Central neighbourhood as set out below.

3.4.31 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development are set out in **Map 31** and **Table 32**. These have been promoted to us by landowners/ agents and are included here for comment. The sites are in addition to sites that are already allocated within the SCAAP (as set out above) or have planning permission.

For more information on each site an assessment can be viewed by clicking on the site reference in the various tables below or via the Council’s website: <https://localplan.southend.gov.uk/>

Map 31: Potential Residential Sites – Southend Central (excluding those with planning permission)

Please refer to [Section 2.5: Town Centre and Central Seafront](#) to view sites already allocated for development as part of the SCAAP

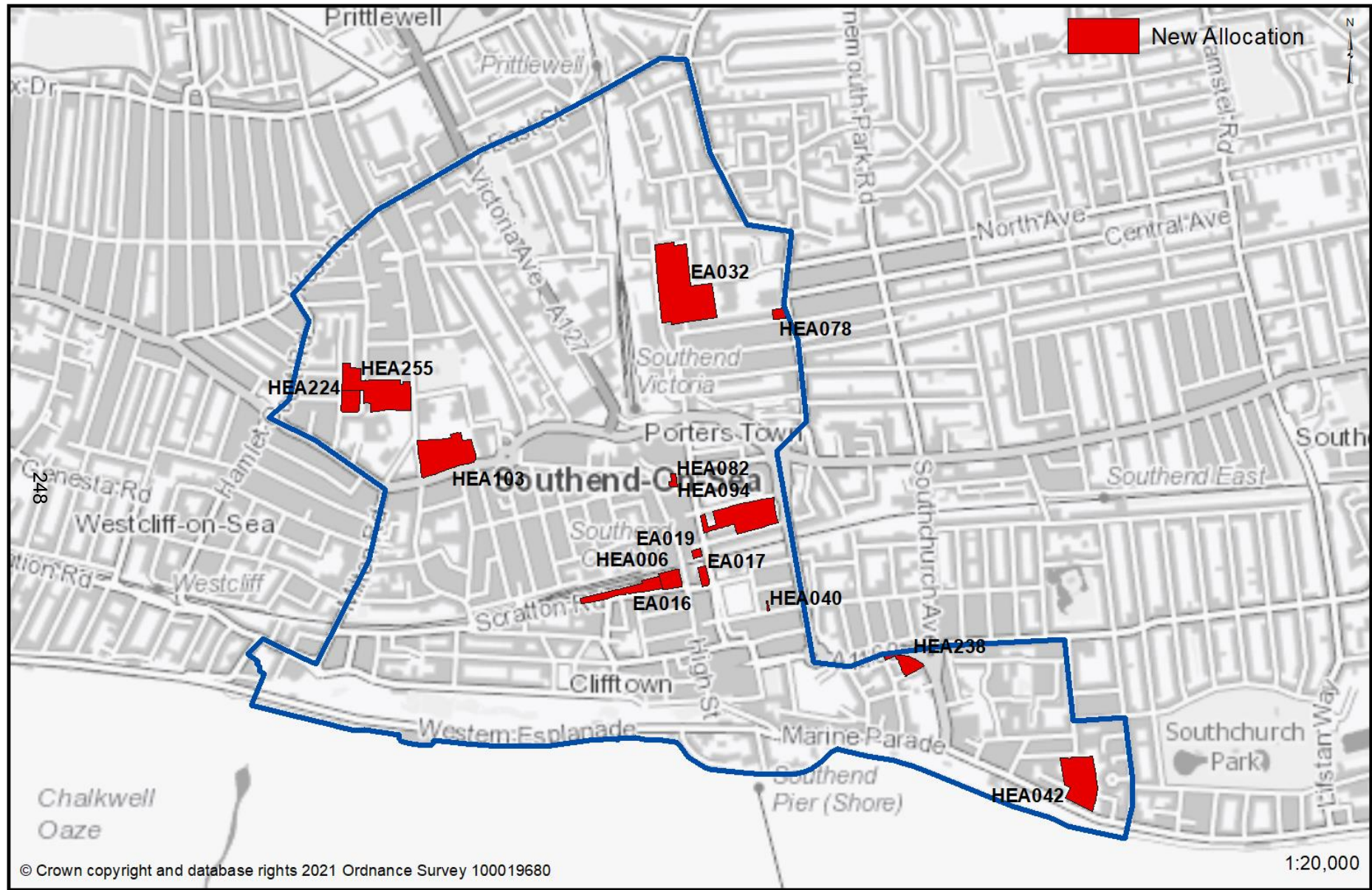


Table 32: Residential Sites – Southend Central

Southend (Central)								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA006	Central House, Clifftown Road	A 6 Storey building located on the northern side of Clifftown Road, adjacent to Southend Central Railway Station, where it intersects with the High Street. The building contains a retail unit and offices at ground floor and car parking. The surrounding area is commercial in character.	Part of this major site has planning permission for 28 dwellings	Residential led development	Urban Area General	170	170	
HEA040	57 York Road	A 3 storey building located on the northern side of York Road near the junction with Baltic Avenue. Surrounding properties are similar in terms of form and style. The site is located within a predominantly residential area.	This site has potential for 5 dwellings	Residential development	Urban Area General	5	4	
249 HEA042	Former Gas Works, Eastern Esplanade	The site is located on the north side of Eastern Esplanade, also fronting Burnaby Road to the north. The site has now been cleared and laid out for temporary public parking. The site falls within the SCAAP Central Seafront Policy Area. The surrounding uses are largely residential of between 2 to 5 storey (flats and houses), however there is also a 5 storey Premier Inn hotel to the east of the site.	The site is considered suitable for a major mixed-use scheme that could include public parking.	Residential led development	Urban Area General	216	216	
HEA048	215-215a North Road	The site is located on the western side of North Rd. It is boarded up and the previous buildings have been demolished. The streetscene in this part of North Road is predominantly made up of two storey residential properties.	Small site with potential for 9 dwellings.	Residential	Urban Area General	9	9	
HEA078	Styles Properties, 165 Sutton Rd	The site is located on the western side of Sutton Road, at the junction with Maldon Road. It was previously occupied by a single storey industrial building, and is stepped, taking into account of the changing levels on Maldon Road. Site is now vacant. There is a varied street scene in this location with a mixture of both residential and commercial uses.	Potential for a residential-led, mixed-use scheme with retention of some commercial use at ground floor on Sutton Road.	Residential led development	Urban Area General	7	7	

HEA082	Commercial Premises, 4 Southchurch Road	This site includes a 3-storey building located to the rear of Southchurch Road, overlooking a service deeping adjacent to the main High Street and Victoria Shopping Centre. The building includes commercial frontage, the middle floor and upper floor are in use as offices. There is an expired permission on the site for a part 4/part 5 storey building comprising 24 flats with a restaurant at ground floor.	Residential led scheme with commercial ground floor.	Residential led development	Urban Area General	24	24	
HEA094	Land at Warrior Square	The site currently includes surface parking areas, skate park and a central grassed area. The site was previously occupied by an indoor swimming pool. The proposed site does not include a 2-storey building in use as offices in the north west corner. A terrace of Victorian 2-storey dwellings sits directly adjacent the site to the south west of site. Warrior Square open space and more terraced housing is located to the north (designated Conservation Area) and further terraced dwellings to south. Part of the site is occupied by a skate park.	Likely to be suitable for a residential-led mixed-use scheme. Any redevelopment would need to consider the recently installed skate park.	Residential led development that may include re-provision of public parking, linked to additional parking provision at Tylers Avenue (see Table 30)	Urban Area General	300	300	
250 HEA122	Warrior House, 42 - 82 Southchurch Road	Located to south side of Southchurch Road and to the west of Warrior Square East. Contains a three storey commercial building. Surrounded by predominantly 2/3 storey buildings, with commercial ground floor, some with residential above. Queensway dual carriageway is to the east, Warrior Square Conservation Area is to the south, the town centre is to the west, the Better Queensway site is to the north.	Conversion of upper floors to residential use.	Residential Led	Urban Area General	15	15	
HEA103	Nazareth House, 111 London Rd	Located on the north side of the London Road, the former care home and associated accommodation, surrounded by garden/amenity space, with a tall brick wall running around the edge of the site. The area to the south of London Road is predominantly two storeys, commercial ground floor, with Milton Conservation Area further to the south. To the north the area includes two schools and tower blocks/ residential streets beyond. A new flatted residential scheme lies to the west.	Residential development that maintains a good level of garden/ amenity space.	Residential Led	Housing Regeneration Sites	150	80	

HEA224	Buckingham House, Salisbury Avenue	Part 1 and 2 storey building currently occupied as sheltered housing. Located in a residential area adjacent to residential tower blocks and a community centre.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	68	40	
HEA238	Norman Harris House, 450 Queensway	Part 4 and 3 storey building currently in use as sheltered accommodation. In a prominent location fronting the A1160 onto a roundabout. Green space to the rear with car parking to the west.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	63	35	
HEA255	Blackdown, Brecon & Grampian	Residential estate comprising three 16 storey towers, a community centre, garages and landscaped area. Surrounded by generally low-rise residential area with site adjacent to a primary school.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	309	78	
EA016	Central Station, Clifftown Road	The railway line is to the north of the site, college/university buildings beyond this. The High Street lies to the east, with commercial and residential uses to the south. The Site includes a range of uses including parking and a commercial garage. The Southend Central Station is locally listed and presently has a low quality forecourt. Was previously allocated in the Borough Local Plan (1994) but has not come forward.	Redevelopment could bring about associated public realm enhancements, improving setting of station and access to it. The site could be appropriate for office use or alternatively, comprehensive regeneration to include the station and residential uses could be considered.	Residential Led	Urban Area General	200	200	

EA032	Grainger Close Employment Area	The site is currently protected as an Industrial estate but has been identified for potential release. Surrounding uses are a mix of residential and other commercial buildings. Grainger Road cuts through the site.	Located within a suitable area for housing (if allocated) but has unknown availability. The site appears to be in multiple ownerships and may require assembly.	Residential Led	Employment Release Site	552	552	
Accepted HELAA sites without Planning Permission Total								1,730
SCAAP existing allocations (without permission) see Table B and Map X	HEA061, HEA085, HEA095, HEA097, HEA098, HEA099, HEA101, HEA102, HEA107, HEA154, HEA252,						1,201	
Planning permission 5 units or more 252	HEA001, HEA005, HEA009, HEA020, HEA031, HEA037, HEA045, HEA047, HEA054, HEA060, HEA072, HEA074, HEA096, HEA125, HEA156, 18/00485/FUL, 18/01541/FUL, 18/01142/FUL, 18/02151/FULM, 19/01591/FUL, 18/01616/PA3COU						2,261	
Planning permission 4 units or less							41	
Being Implemented							490	
Windfall							810	
Total							6,533	

3.4.31 Southend Central (Housing)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed housing sites for Southend Central?
You may wish to outline the type and scale of development you would like to see come forward on particular sites in reference to **Figure 22: Development Typologies** as set out below.

b. Do you have any other comments on housing provision in Southend Central?

3.4.32 Urban Form and Broad Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced. New development will need to be imaginative and dynamic in its design reflecting its central location.

Map 32 shows the Urban Forms of Southend Central neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 22 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Southend Central and within the different Urbans Forms as shown in **Map 32**. For instance you may believe the 'Primary Centre' and 'Campus' areas within **Map 32** should accommodate the highest density development, such as flats typology F5 and F6, within **Figure 22**.

The Council's adopted Development Management Document (2015) includes a Tall and Large Buildings Policy (DM4)⁵, which identifies Southend Central Area as the main focus for tall/large buildings, and sets out a number of design criteria including a consideration of local character and context, promoting active ground floor uses, and a focus on achieving high quality, sustainable design. We would also like your views on whether a tall buildings policy should be integrated into the New Local Plan to ensure tall buildings are directed to specific areas of the neighbourhood, for example close to public transport interchanges and how such a policy could guide the design of development.

⁵ <https://planningpolicy.southend.gov.uk/adopted-plans>

Figure 22 - Development Typologies

Houses

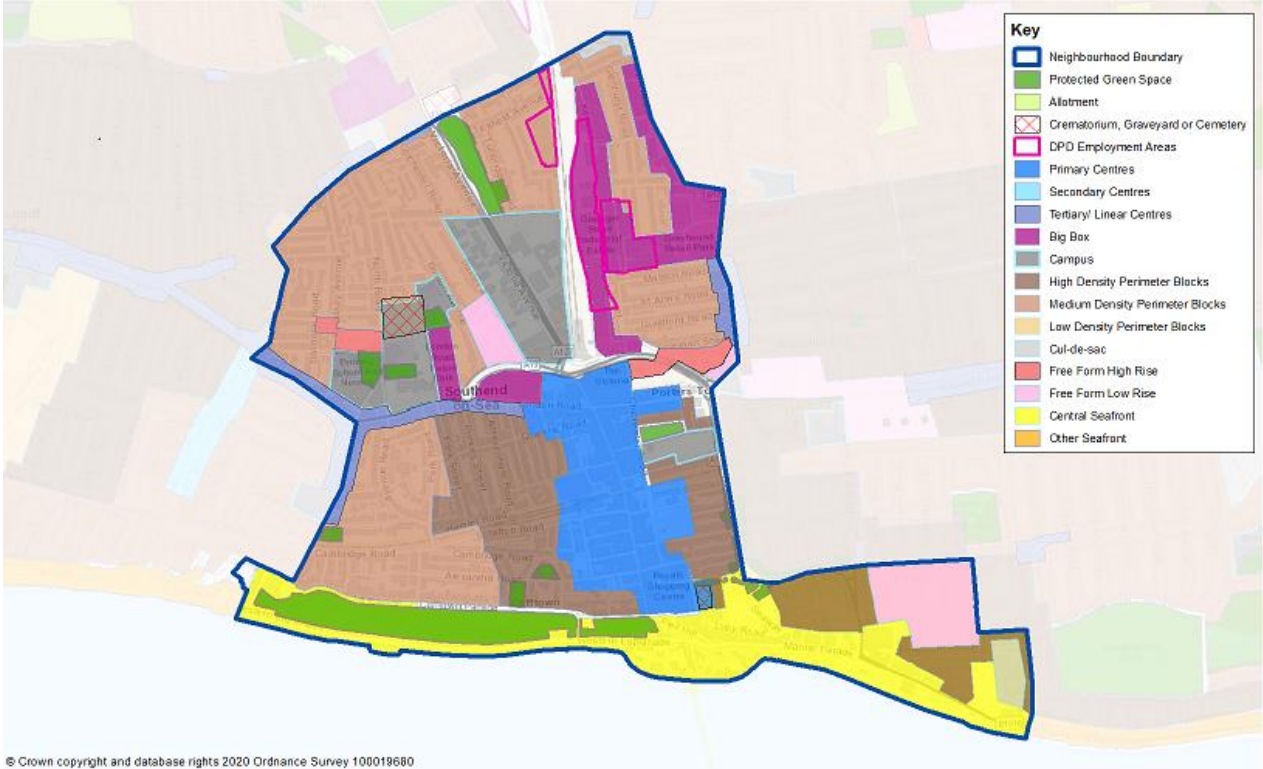


Flats



Map 32: Urban Form of Southend Central

255



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Free-form High Rise: tall buildings set within areas of landscape and parking.



Primary Centre: Southend town centre, characterised by large scale buildings and a variety of comparison shops, services and leisure opportunities.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.



Central Seafront: Vibrant architecture associated with seafront leisure, providing a stark contrast to the orderly Victorian and Edwardian suburbs.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.

3.4.32 Southend Central (Urban Form)

Have your say.....

Please explain your answers

- a. What types of development typology ([Figure 22](#)) do you think should come in Southend Central? You may wish to refer to the different urban forms presented in [Map 32](#) in your answer.
- b. Should a tall buildings policy be introduced to direct such development to specific areas of the neighbourhood? If so, what areas should be identified?

3.4.33 Employment Land

The retention and provision of employment sites is essential to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth.

Town centres play an important role in not only providing opportunities in the digital, cultural and creative sector but also providing the opportunity more generally to encourage smaller and more diverse employment activity. A level of professional and business sector growth in particular could be expected to locate in the town centre environments considering their strong link with population clusters, and the level of service, amenities and facilities they provide in one location.

The town centre will remain a major focus for employment particularly in the retail, office, cultural and creative arts sectors, and alongside the central seafront for tourism, food and leisure facilities. It will also continue to thrive as a centre of excellence for education, housing the South Essex College and University of Essex campuses. It will also be a location for niche, flexible office space.

In Southend Central designated employment land is situated in the northern periphery of the area in the Short Street/Kenway area and at Tickfield Avenue. This provides for a range of medium to small valuable business uses providing local employment opportunities. It is proposed that these areas are retained and enhanced ([Table 33](#) and [Map 33](#)). However, the Grainger Road area performs poorly as an employment area and is unlikely to attract sufficient occupiers and it is therefore proposed to re-allocate for residential redevelopment ([Table 34](#)).

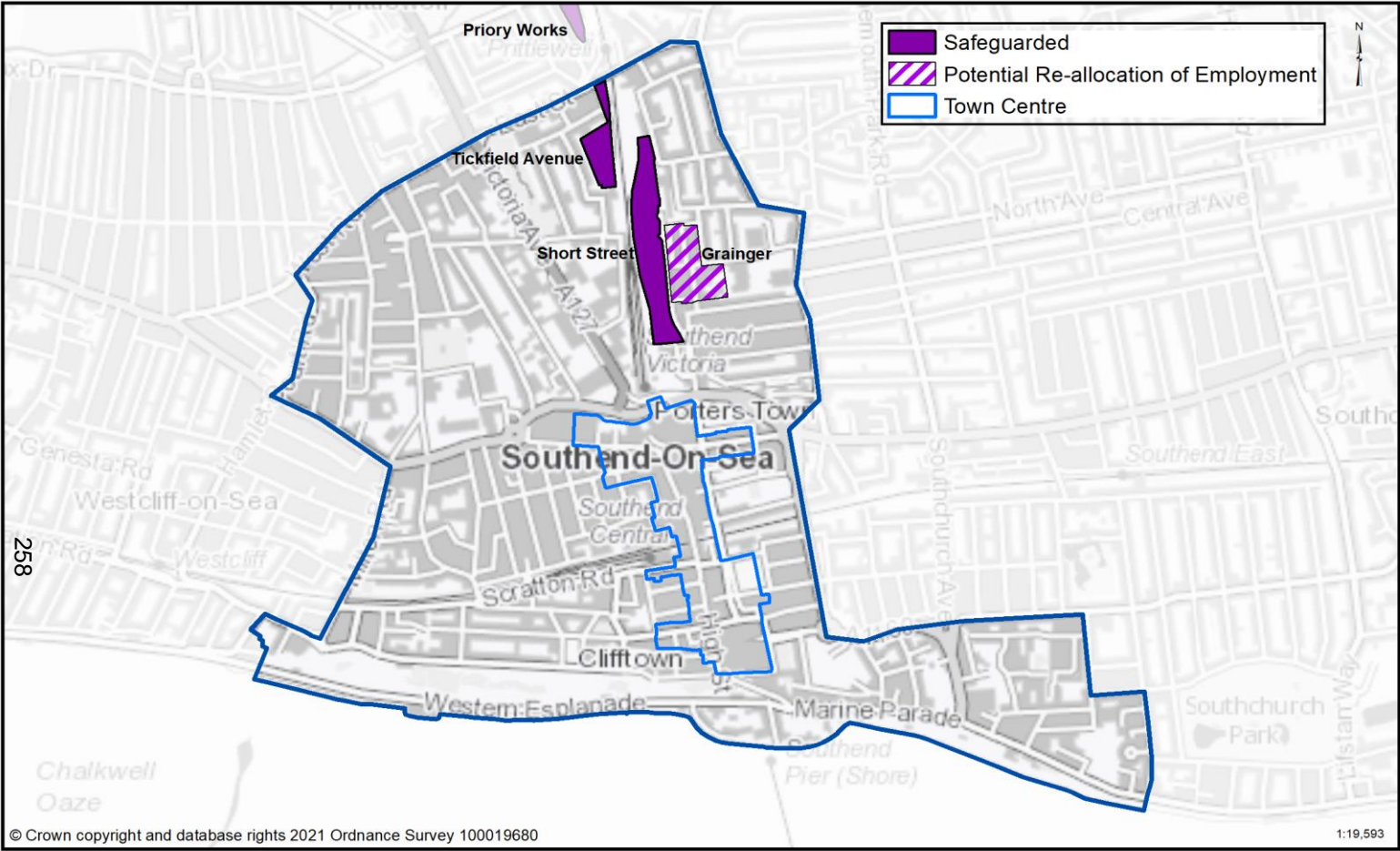
Table 33: Land Use Proposals in Southend town centre and central seafront neighbourhood – Employment Designations

Name of Site	Area (hects.)	Floorspace (m2)
Short Street/Kenway	4.03	
Land off Tickfield Road	1.42	
Total		

Table 34: Proposed Re-allocation of Employment Land to Housing Led Use

Name of Site	Area (hects.)	Floorspace (m2)
Grainger Road	-2.76	

Map 33: Proposed Employment Designations



3.4.33 Southend Central (Employment)

Have your say.....
Please explain your answers

- a. Do you agree with the proposed employment sites for Southend Central? Please name the employment site you are referring to.

b. Do you have any other comments on employment land provision in Southend Central?

3.4.34 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁶) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Southend Town Centre lies at the heart of the Borough providing a range of business, educational, retail and leisure facilities. It is focused on two indoor shopping malls connected by a long linear pedestrianised High Street.

There are other commercial centres within Southend Central that provide a vital commercial activity to local residents and these include the Sutton Road Neighbourhood Centre, the local centre at Victoria Avenue and West Street and the London Road and Greyhound retail parks. These are set out in Table 35 and Map 34.

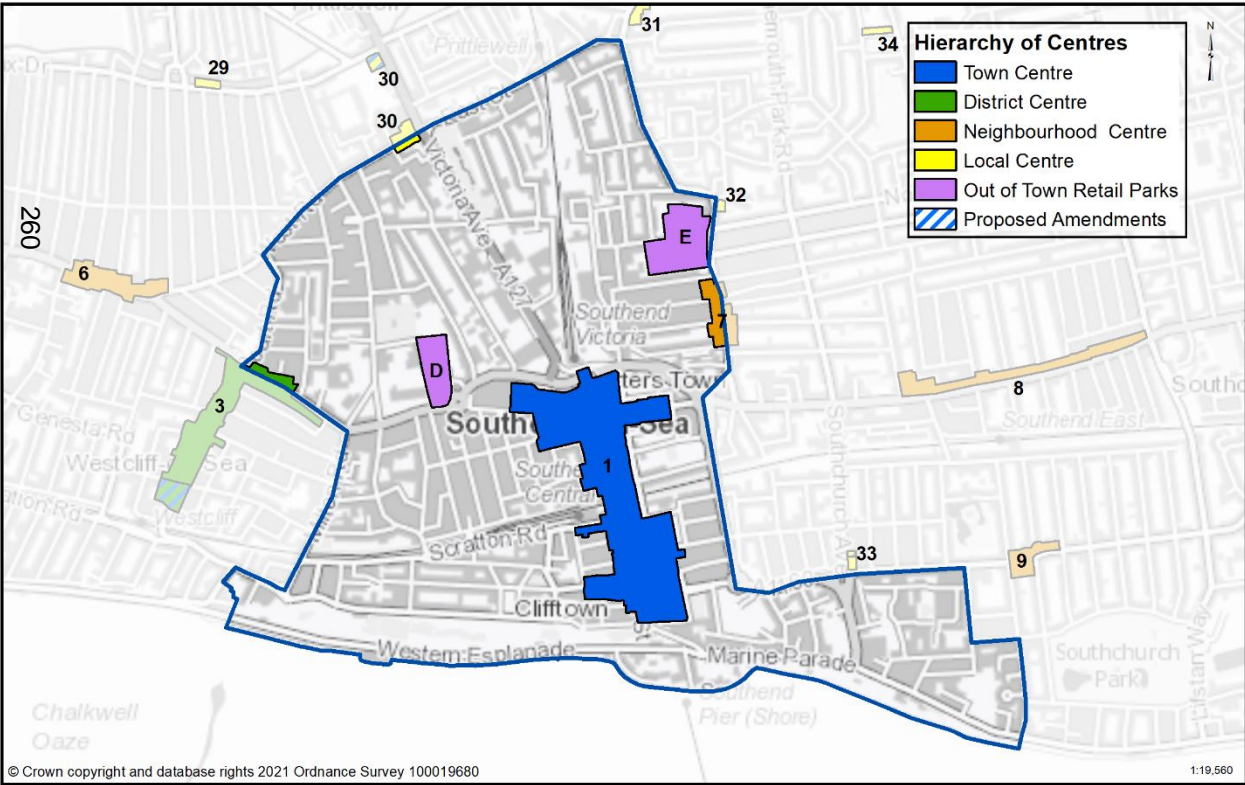
As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to Table 35 and Map 34 we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁶ <https://www.legislation.gov.uk/uksi/2020/757/made>

Table 35: Southend Central Commercial Centres

Ref	Name	Centre Type
1	Southend Town Centre	Town Centre
7	Sutton Road South	Neighbourhood Centre
30	Victoria Avenue/ West Street	Local Centre
D	London Road Retail Park	Out of Town Retail Parks
E	Greyhound Retail Park	Out of Town Retail Parks

Map 34: Southend Central Commercial Centres



3.4.34 Southend Central (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in [Table 35](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Southend Central Neighbourhood area that we haven't identified that should be protected for commercial activities?

3.4.35 Green Space – Southend Central

The existing green space and parkland facilities in Southend Central provide a valuable green and open contrast to the dense built urban form. Such areas are essential for healthy living and wellbeing and provide valuable nature habitats. Nevertheless, the Settlement Role and Hierarchy Study⁷ has shown that despite a small number of parks of good quality and its proximity to the foreshore, Southend Central as a whole, and particularly in and around the High Street is poorly provided for in terms of green infrastructure. This is reflected in the relatively low tree canopy cover in the wards of Victoria, Milton and Kursaal of 9%, 9.7% and 10% respectively, which are some of the lowest in the Borough. The Council’s Tree Policy sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Whilst there are a number of constraints to tree planting within the area including underground services, additional planting will be included wherever opportunities arise. Other urban greening measures including green walls and roofs and rain gardens will also be promoted where appropriate.

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the existing green spaces as set out in [Table 36](#) and [Map 35](#).

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⁷ <https://localplan.southend.gov.uk/new-evidence>

Map 35: Existing Green Space in Southend Central and Proposed New Green Space

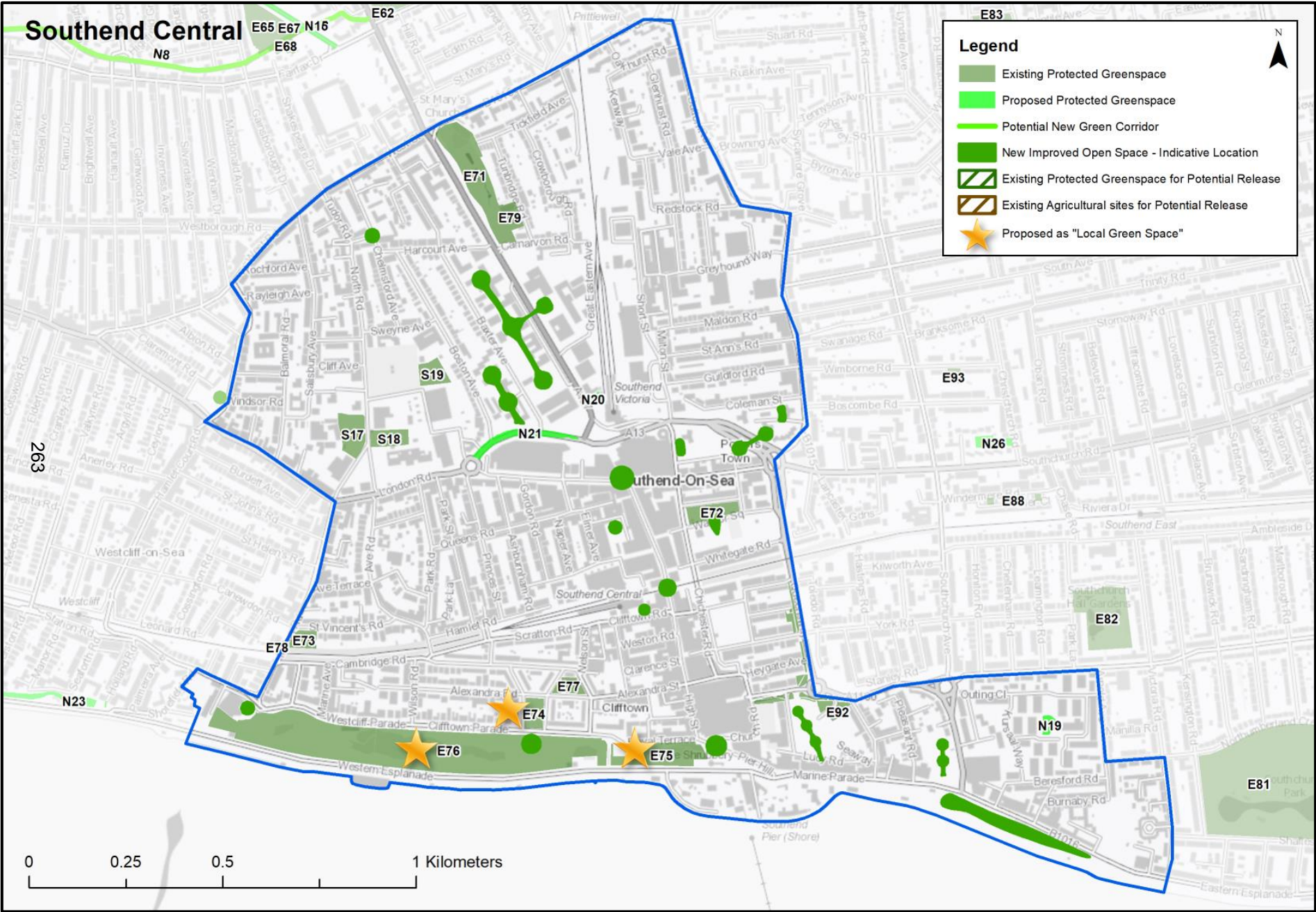


Table 36: Southend Central – Existing Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E71	Churchill Gardens	1.915
E72	Warrior Square Gardens	0.487
E73	Milton Road Gardens & Tennis Courts	0.261
E74	Prittlewell Square	0.366
E75	The Shrubbery	1.198
Local Parks		
E76	Southend Cliff Gardens	9.115
Area Open Space		
E77	Alexandra Bowling Green	0.247

Sites in **Bold** are proposed as ‘Local Green Space’

Table 36a: Southend Central – Proposed new green space

Site Ref.	Name of Site	Size (Ha)
Playground		
N19	Kursaal Playground	0.139
Pocket Park		
N20	Central Museum Wildlife Garden	0.048

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Prittlewell Square is a formally laid out ornamental garden with historic significance as an integral part of the Clifftown estate and Conservation Area, and benefits from expansive sea views due to its cliff-top setting. Due to its importance as a heritage asset and role as both a visitor attraction and a much loved local park for residents it is proposed to be designated as a Local Green Space. The Shrubbery also forms part of the Clifftown Conservation Area and is an important part of its setting, so it is proposed to also designate this as a Local Green Space ([Table 36](#)). The outcome of this consultation will be particularly important in demonstrating that these spaces are special to the community.

Site Ref.	Name of Site	Size (Ha)
Playground		
E78	Milton Road Gardens Playground	0.028
Sports Ground		
E79	Southend Bowling Club	0.341
School		
S17	Milton Hall School Playing Field	0.637
S18	St Helen's School Playing Field	0.413
S19	St Mary's School Playing Field	0.409
Crematorium, Graveyard or Cemetery		
C5	Prittlewell	1.626
C6	St John's Church	0.327

Site Ref.	Name of Site	Size (Ha)
Linear Green Space		
N21	Queensway Linear Green Space	0.478
Green Corridor		
N8	Prittle Brook	4,225m

Provision of new Green Infrastructure

If Southend Central is to accommodate a substantial increase in residential development and population it will be essential that the existing areas of open space are safeguarded and enhanced principally as places of leisure and relaxation and opportunities to increase provision in the central area actively explored as part of future development schemes ([Table 37](#) and [Map 35](#)).

There are two areas of green space not currently designated that are proposed for protection; these are the Central Museum Wildlife Garden (proposed for designation as a pocket park) and the Kursaal playground ([Table 36a](#)).

New and enhanced green space, such as pocket parks and play areas, linked to other attractive destinations in and around the Borough will also relieve recreational and development pressures on designated international and European habitat sites, and will form part of a wider South Essex Green and Blue Infrastructure network.

Table 37: Southend Central – Indicative locations for Green Infrastructure provision

Site Ref	Name/ Address	Type	Justification
205	CS1.2 Seaways	Civic Space – linked to food and drink and entertainment uses	Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity and provide functional outdoor space to support business.
	CS1.3 Marine Plaza	Pocket Park	New open space to be provided as part of a mixed use development.
	Better Queensway	Pocket Parks as part of comprehensive redevelopment scheme	3 new pocket parks will include SUDS, play equipment and increase biodiversity within a dense urban area, replacing the existing playground at first floor level.
	Victoria Circus	Civic Space and Urban Greening – Improved public realm, landscaping and seating.	Short Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity. Links with completed public realm improvements to the London Road east of College Way.
	High Street, north-west side	Civic Space – Break through High Street to open up The Forum and facilitate the creation of public events space and new museum	Long Term Scheme. Potential to incorporate urban greening as part of the Elmer Square Phase 2 development
	Central Railway Station	Civic Space and Urban Greening – Redevelopment of adjacent land for residential and civic space, including landscaping around station.	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.

	High Street	Rationalisation of highway space to create extensive landscaping	Short/Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Chichester Road	Rationalisation of road space to create cycle lane and extensive landscaping with links to High Street	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Royals precinct (top of Pier Hill)	Civic space – outdoor seating/cafes/landscaping with public events space (linked to scheme 13)	Medium Term Scheme. There is a long-standing ambition to increase urban greening within the High Street and better connect it with the seafront.
	Eastern Esplanade	Civic Space – City Beach Phase 2 – Eastern Esplanade (from the Kursaal to Victoria Road)	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Western Esplanade	Civic Space – City Beach Phase 3 – Western Esplanade (from The Pier to Cliffs Pavilion)	Long Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.

3.4.35 Southend Central (Green Space)

Have your say.....

Please explain your answers

- Do you agree that we should continue to protect the green space as set out in **Table 36** and shown on **Map 35**? If not, can you explain why?
- Do you agree with the proposed new green spaces, as identified in **Table 36a**? If not, can you explain why?
- Do you agree with the indicative locations for additional green infrastructure (**Table 37** and **Map 35**)?
- Do you agree with Prittlewell Square, Cliff Gardens and the Shrubbery being identified as Local Green Space? If not, can you explain why?
- Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? Please provide an address.

- f. Do you propose any other sites within Southend Central should be designated as Local Green Space? Any proposals must be supported by evidence the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- g. Do you have any other comments on green space provision in Southend Central?

3.5 Westcliff

3.5.1 General Character

Westcliff neighbourhood lies between Leigh to the west and Southend Town Centre and Central Seafront to the east ([Map 36, Figure 23](#)). It stretches from the coast to the south to the Prittle Brook to the north and is bisected by the London Road (A13). The London Road marks a change in street pattern and defines the distinctive Westborough residential area in the northern part of the neighbourhood, a tightly knit grid pattern of terraced Victorian and Edwardian housing. The southern part of the neighbourhood contains a mixture of mainly Victorian and Edwardian residential streets with some larger properties particularly along the seafront route, including high rise flats.

Westcliff is the most densely developed neighbourhood in the Borough, having developed largely during the Victorian and Edwardian eras. Many properties have in the past been sub-divided into flats and average density in the area is around 46 homes per hectare. In places this has resulted in a lack of amenity space, including space for adequate and convenient waste storage.

The commercial and retail areas of the neighbourhood are centred along the A13 London Road and the adjacent district centre of Hamlet Court Road with its north-south axis. To the south of this commercial area is Westcliff Railway station, providing connections to Southend and London. Prittlewell Railway Station lies to the east of the neighbourhood and is in reasonable walking distance for many residents. The area benefits from regular bus services along the A13 London Road and Prittlewell Chase to the north, providing services to Southend Hospital, Southend, Eastwood, Leigh and Shoeburyness. However, bus services to some parts of the Borough are infrequent and often involve changes.

Key issues in the area include development pressure to convert family housing to flats, and associated impacts on residential amenity including on street parking pressure, and high-rise development along the seafront, the scale and massing of which can have an impact on the character of the area. Westcliff has the second lowest car ownership in the Borough, although there is still demand for on-street car parking spaces given the high number of conversions from houses to flats or houses in multiple occupation, and lack of off-street parking in many of the Victorian and Edwardian properties.

Map 36: Westcliff Characteristics

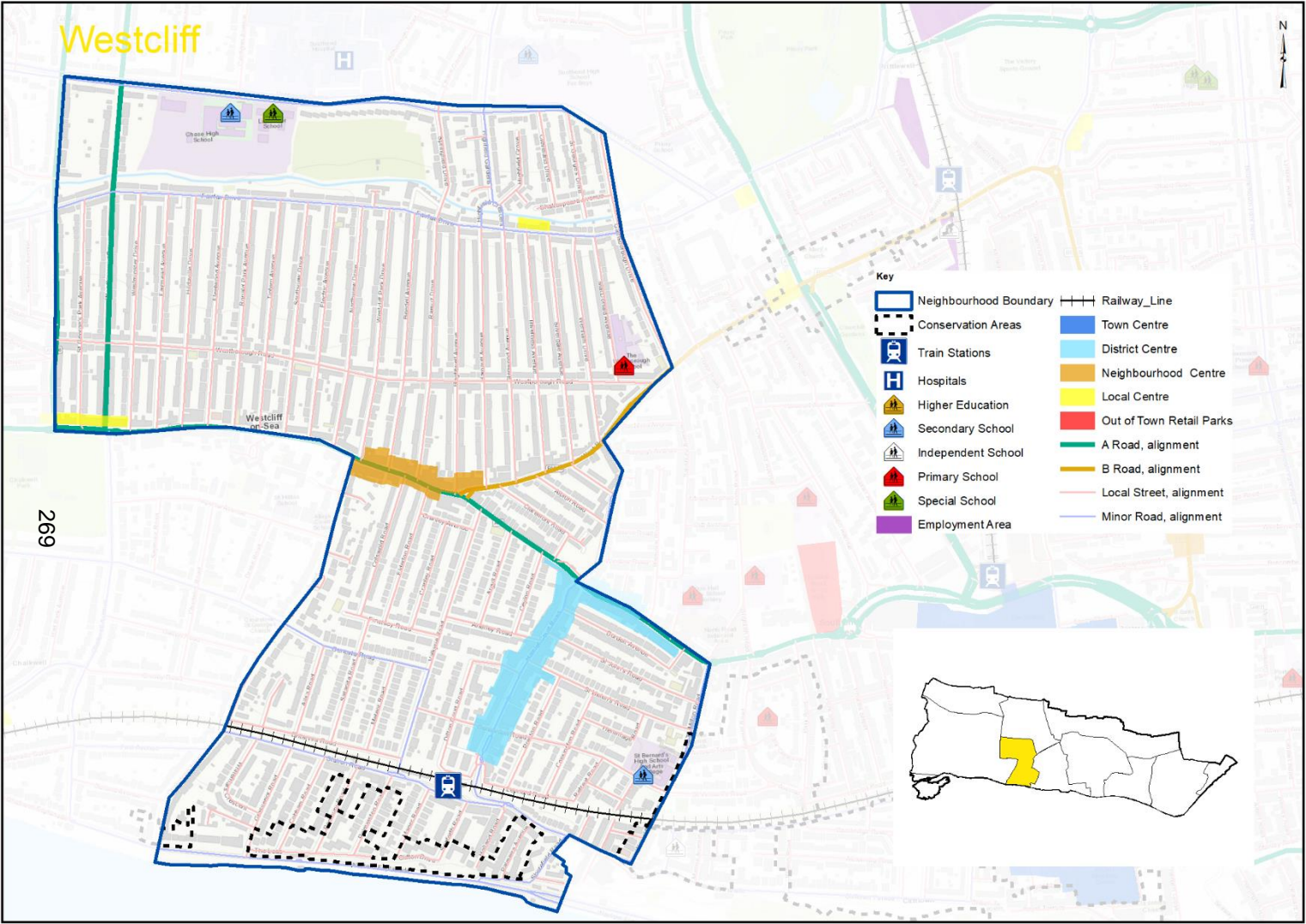


Figure 23: Westcliff Characteristics

No. Homes	10,602	Land Area (ha)	232
Density	45.7 dph	Car Ownership	0.96

Westcliff-on-Sea

Area 232 hectares



10,602

Existing
homes

Density 45.7
homes per
hectare



2 GP Surgeries

6 Pharmacies

1 Health Centre



Potential number of
new homes by 2040

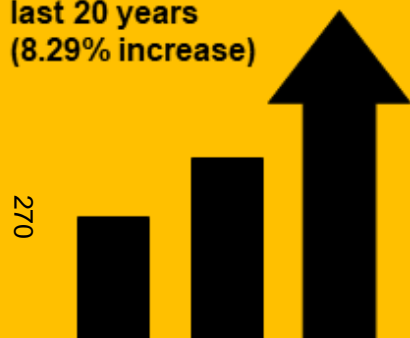
853

17
Potential
Allocation

129
Existing
Permission



812 new homes built over the
last 20 years
(8.29% increase)



1 Primary
Schools



2 Secondary
Schools

1 Special
School

4.1 hectares of protected
greenspace

0.6 miles of coastline



4 Commercial Areas
(9 hectares)



Zero Industrial Estates



Good bus service along
London Road and Prittlewell
Chase



0.96 cars per household
1.12 cars per house
0.73 cars per flat



3.5.2 Vision – Westcliff

Where we want to be

Westcliff will continue to be a vibrant and accessible neighbourhood, with every day goods and services within easy reach for residents. Hamlet Court Road District Centre remains the focus for everyday activity, complemented by businesses along the A13 London Road, and its community and cultural assets will be strengthened. A draft set of priorities for Westcliff are set out below to aid feedback:

- Focus day to day shops and services in Hamlet Court Road district centre including opportunities for co-working combined with commercial premises.
- Opportunities for new homes focussed along London Road public transport corridor and near train stations.
- Identify opportunities for new and improved green spaces and increased tree cover throughout the area, particularly around Hamlet Court Road/London Road.
- Conserve and enhance designated heritage assets.
- Strengthen local walking and cycling networks, including links to railway stations and centres, with improved wayfinding and public art, and seek opportunities to expand the Borough’s Electric Vehicle charging infrastructure network.
- Carefully manage environmental assets and flood risk, including the foreshore and Prittle Brook.

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3.5.2 Westcliff (Vision)

Have your say.....

Please explain your answers

a. Do you agree with our draft vision and priorities for Westcliff – have we missed anything?

3.5.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Westcliff neighbourhood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total). The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Westcliff, by infrastructure type, is summarised in the rainbow image below. For example 84% of the neighbourhood lies within easy walking distance to a health facility, 69% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 18% is within an easy walk of green space.

3.5.3 Westcliff (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Westcliff in reference to the below, and what should be the priorities over the next 20 years?

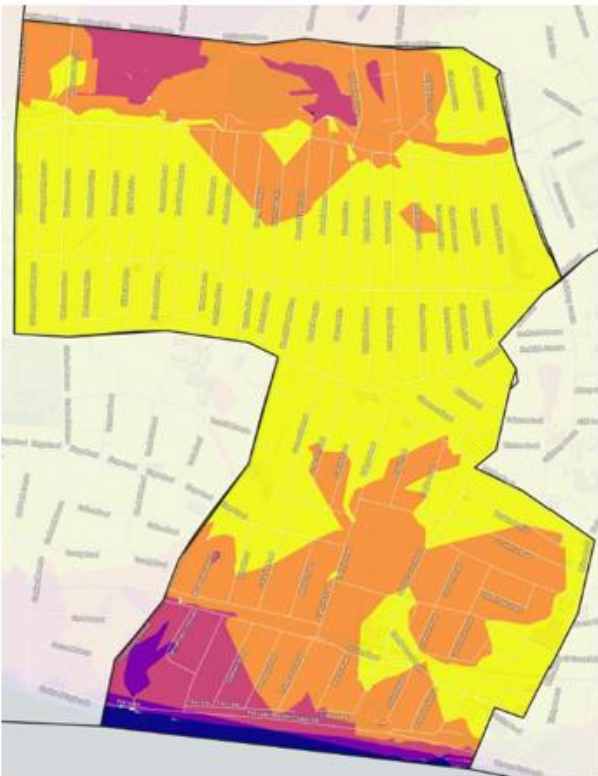
Infrastructure - Westcliff



- High proportion of neighbourhood within walking access to key types of infrastructure
- Services and facilities spread throughout neighbourhood, providing good walking access and choice to residents
- South of railway line has lower completeness score which has an impact on access to some services
- Neighbourhood lacking in local green space although District Parks - Priory Park and Chalkwell Park - are in adjacent neighbourhoods

Westcliff			% of neighbourhood within walking distance	
Education: 88%		Civic: 82%	Green Space: 18%	
Health: 84%		Sports & Leisure: 69%	Town Centre uses: 75%	

Walking Completeness Score



Westcliff 'Aggregated Completeness Score' = 70

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

Land Use Proposals – Westcliff

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.5.4 New Homes

Potential site proposals for residential development can be viewed in **Map 37. Table 38** sets outs relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘component of growth’ the site contributes to in reference to **Section 2: Meeting Our Housing Needs (Table 2)**. The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 38** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 38** below, or via the Councils website: <https://localplan.southend.gov.uk/>

Map 37: Potential Residential Sites – Westcliff (excluding those with planning permission)

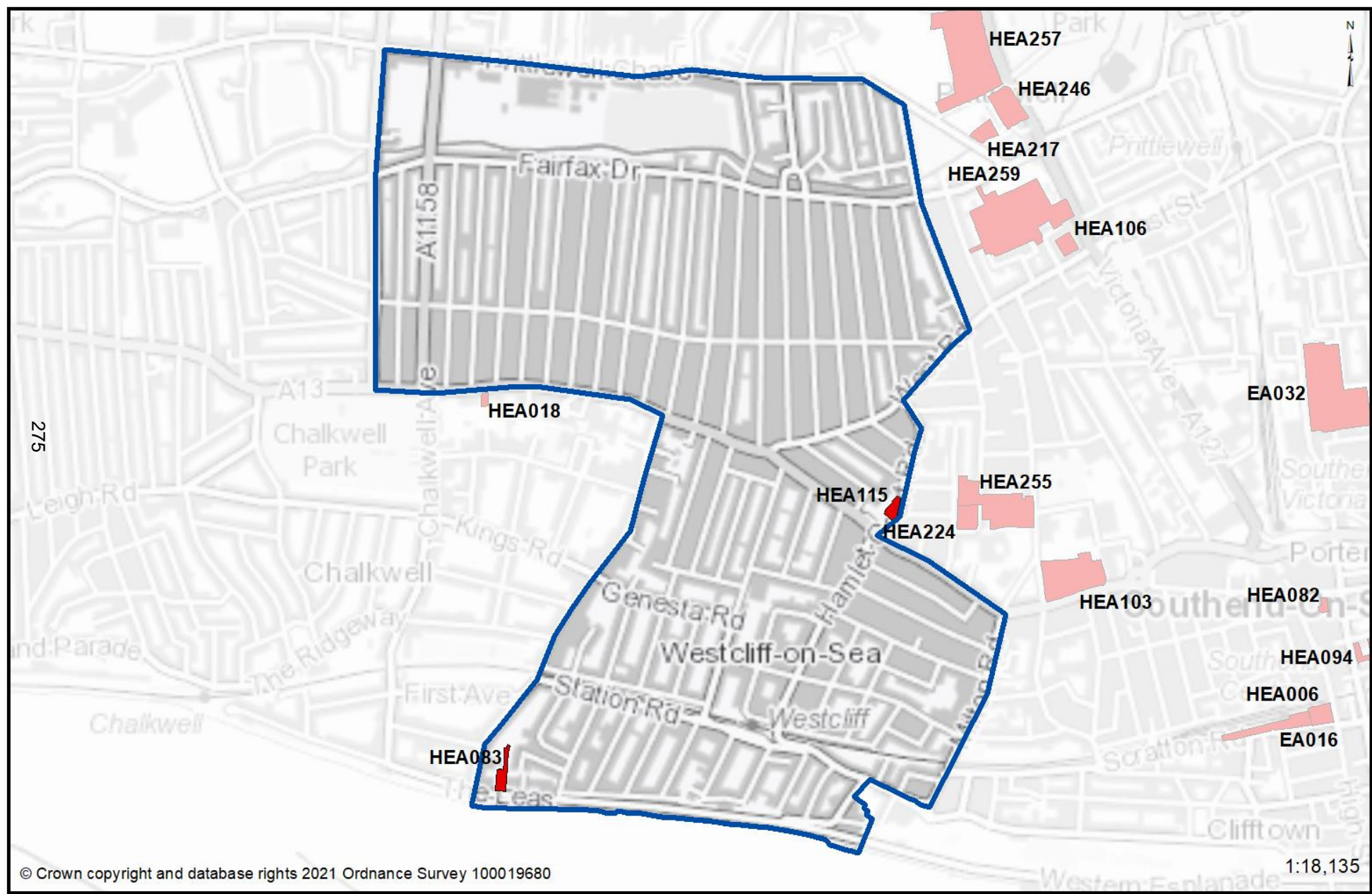


Table 38: Potential Residential Sites – Westcliff

Westcliff on Sea								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA083	30-32 The Leas	The site previously contained 3 historic dwellings but following 2 fires in 2018 planning consent was granted to demolish the buildings due to health and safety concerns and this has been completed.	Subject to an assessment of the impact of any development on the character and appearance of the Crowstone Conservation Area, which the site lies within. Potential for residential conversion / development. Planning permission granted in 2020 for 9 residential units.	Residential development	Urban Area General	7	7	
HEA115	Part of Hamlet Court Road Car Park	Eastern half of the Hamlet Court Road car park (surface car park), residential properties to the north east, car park and public toilets to the south west. Surrounded by two storey residential buildings. District Centre of Hamlet Court Road to the south.	Subject to the consideration of loss of public parking the site is considered suitable in principle for housing development and would also benefit from some form of public green space.	Residential development	Urban Area General	10	10	
Planning permission 5 units or more	HEA024, HEA123, 17/01137/FUL, 18/01812/FUL						32	
Planning permission 4 units or less							46	
Being Implemented							51	
Windfall							707	
Total							853	

3.5.4 Westcliff (Residential)

Have your say.....

Please explain your answer

- Do you agree with the proposed housing sites for Westcliff? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 24: Development Typologies** as set out below.
- Do you have any other comments on housing provision in Westcliff?

3.5.5 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 38 shows the Urban Forms of Westcliff neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 24 provides a range of development typologies at different densities, for both houses and flats. We’d like to know whether there is a particular typology that you’d like to see come forward in Westcliff and within the different Urbans Forms as shown in Map 38. For instance you may believe the ‘Linear Centre’ of the London Road within Map 38 should accommodate higher density development, such as flats typology F2 and F3, within Figure 24.

Figure 24 – Development Typologies

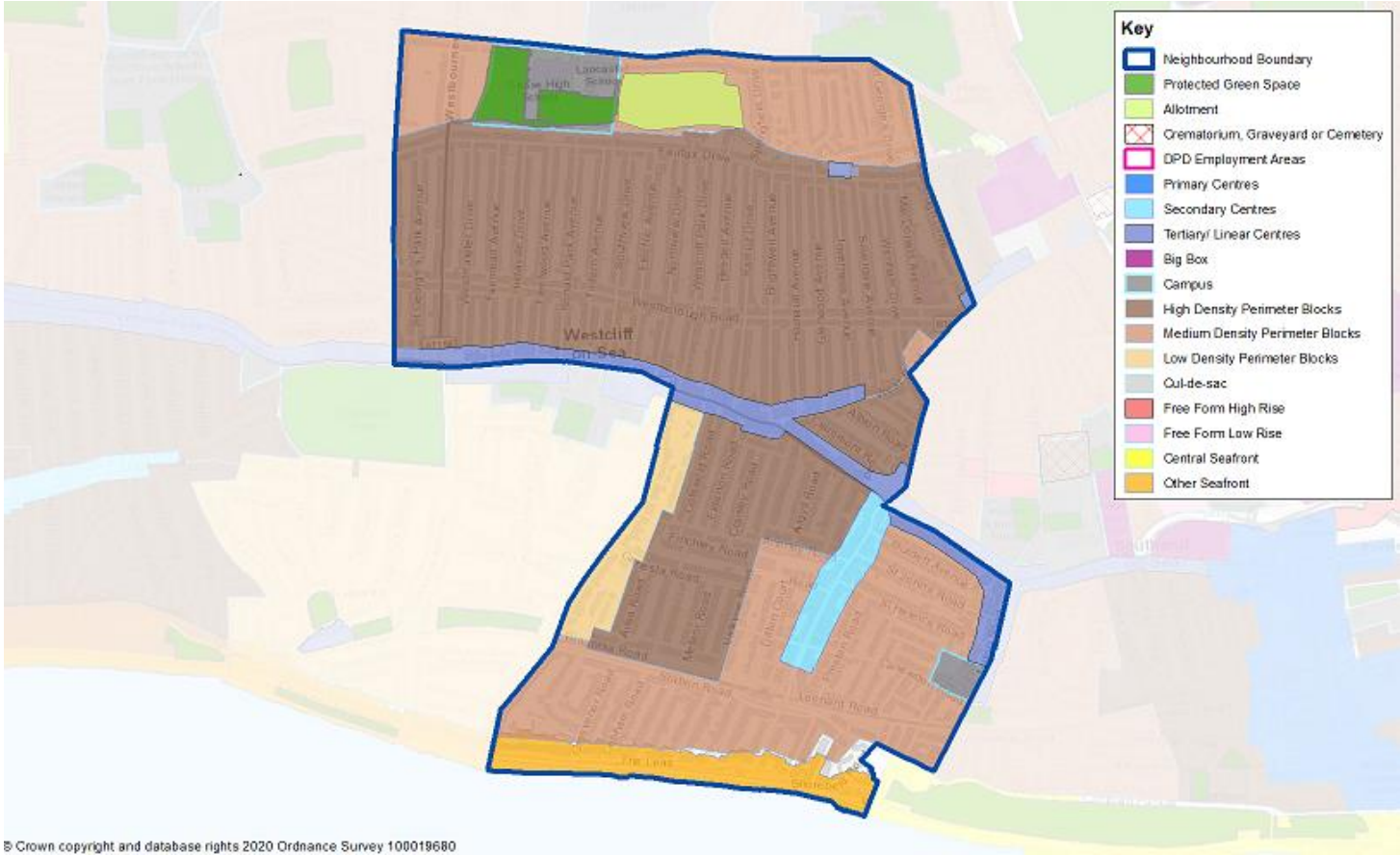
Houses



Flats



Map 38: Urban Form of Westcliff



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Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Secondary Centre: Provide a mix of comparison and convenience shopping, typically with a finer grain than primary centres, well integrated with their context.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.



Other Seafront: Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

3.5.4 Westcliff (Urban Form)

Have your say.....

Please explain your answer

- a. What types of development typology ([Figure 24](#)) do you think should come in Westcliff? You may wish to refer to the different urban forms presented in [Map 38](#) in your answer.

3.5.5 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. Westcliff neighbourhood has no designated employment areas. Key employers in the area are Southend Hospital, local schools and the two theatres, as well as the many small businesses within Hamlet Court Road and along London Road. Proximity to Westcliff and Prittlewell stations also provides opportunity for residents travel out of the Borough for work.

3.5.6 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁸) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Westcliff are set out in [Table 39](#).

⁸ <https://www.legislation.gov.uk/uksi/2020/757/made>

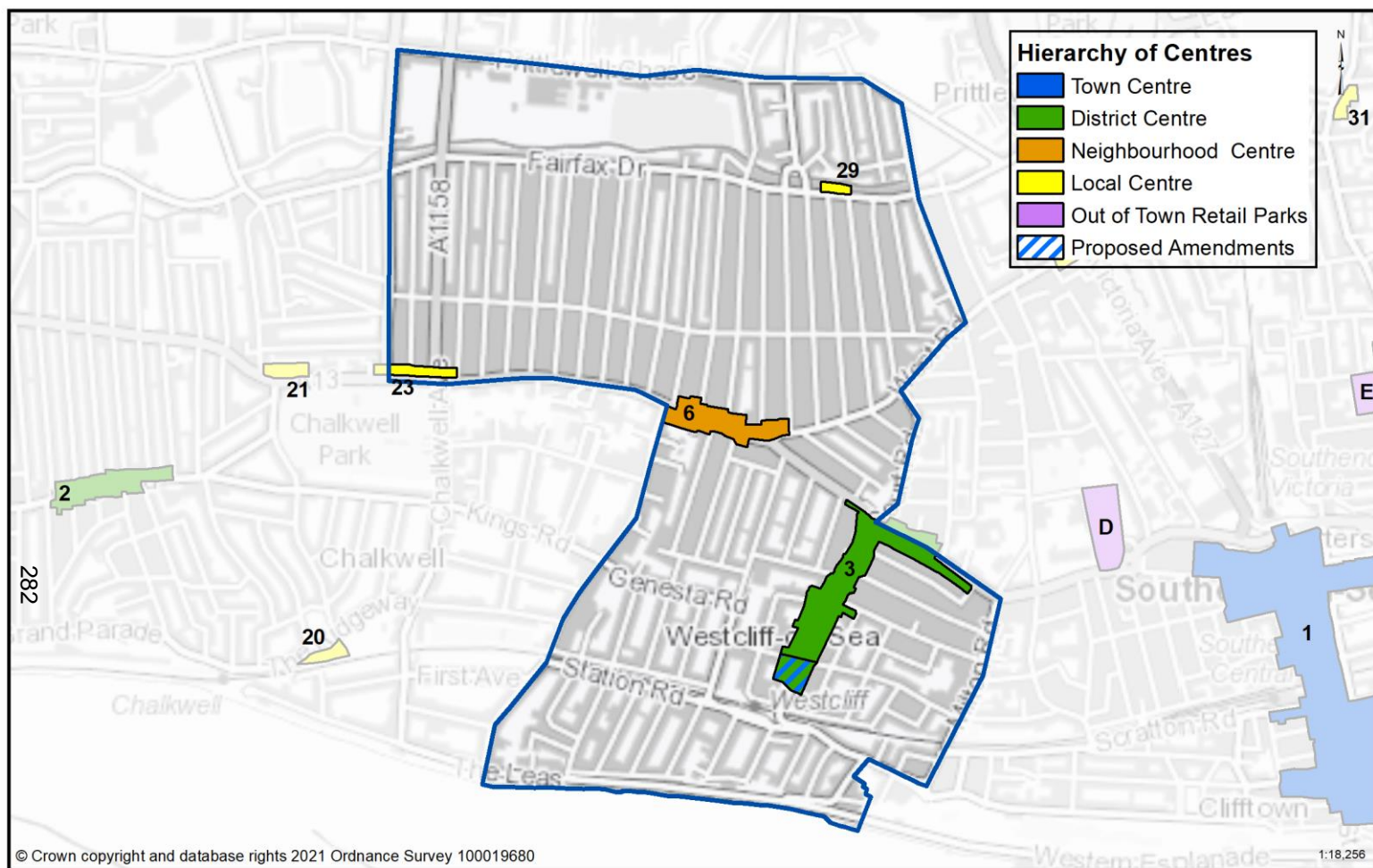
There are amendments proposed to the Westcliff (Hamlet Court Road/London Road) District Centre ([Map 39](#)) due to the reduction of active frontages in the south of the centre that reduce its ability to function as an effective commercial, business and service sector. The southern section has a high proportion of units in residential use, introducing a dispersed distribution of the retail provision. To ensure a healthy commercial centre which delivers the required improvements and which functions accordingly it might be necessary to consider the extent of the centre. Releasing this part of the centre by allowing for alternative uses, while the rest of the centre can be the focus for commercial uses, will consolidate and strengthen the whole centre.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Table 39](#) and [Map 39](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

Table 39: Westcliff Commercial Centres

Ref	Name	Centre Type
3	Westcliff (Hamlet Court Road/London Road)	District Centre
6	London Road / West Road	Neighbourhood Centre
23	London Road, Chalkwell Park	Local Centre
29	Fairfax Drive	Local Centre

Map 39: Westcliff Commercial Centres



3.5.6 Westcliff (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in [Table 39](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Do you agree with the proposed amendments as set out on [Map 39](#)?
- d. Are there any other areas within the Westcliff Neighbourhood area that we haven't identified that should be promoted for commercial activities?

3.5.7 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 40](#) and [Map 40](#).

Existing Green Space

The neighbourhood itself has very little public green space. There is a playground at Fairfax Drive and allotments at Springfield Drive. Just outside the neighbourhood, Milton Gardens and Gainsborough Park and playground, although relatively small, are also well used by residents. There are large public parks at Priory Park, Chalkwell Park and Esplanade Gardens, to the east, west and south of the neighbourhood area, which also offer access to green space for residents. However the high-density nature of the neighbourhood and more urbanised character of the streets mean that it is less leafy in character than most of the other neighbourhoods. This is illustrated by the lack of tree cover, which at 8.5% of the neighbourhood is one of the lowest in the Borough. The Council's Tree Policy sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Tree cover should be increased whenever opportunities arise.

Residents in the western and eastern edges of Westcliff are within the walking catchment of Chalkwell Park and Priory Park, offering a range of facilities including cafes, cricket and bowling, football pitches and other sports facilities, and children's playgrounds. The south east corner of the neighbourhood is within walking distance of Milton Gardens and Esplanade Gardens. Nevertheless, there remains an area in the centre of Westcliff around West Road and the top of Hamlet Court Road that lies outside a comfortable walking distance of any open space facility. This area, which has one of the highest population densities in the Borough and is near to several primary schools is therefore a priority location for new local play space or pocket parks.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts. No Local Green Space sites are proposed in Westcliff. The outcome of this consultation will be particularly important in demonstrating whether any green spaces should have this designation.

Proposed New Green Space Sites (Table 40a)

It is proposed to designate a site at the junction of London Road and Crowstone Avenue which is already landscaped and provided with seating and bins, as a Pocket Park.

Landscaped areas at The Leas are proposed to be protected as Linear Green Space as they are not currently protected. For the same reason Fairfax playground is also proposed to be protected.

The Victory Path from the Ridgeway to Crowstone Road and the Prittle Brook are proposed to be designated as Green Corridors, where biodiversity will be protected and enhanced and the route promoted for walking and cycling.

An area of search has also been identified at Hamlet Court Rd/London Road, where new provision for pocket parks or local play space should be prioritised as part of any redevelopment proposals.

Map 40: Existing Green Space in Westcliff and Proposed New Green Space



Table 40: Westcliff – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
School		
S20	Chase High	4.052

Site Ref.	Name of Site	Size (Ha)
Allotments		
A7	Westcliff (Springfield Drive) Allotment	4.582

Table 40a: Westcliff – Proposed New Green Space Designations

Site Ref.	Name of Site	Size (Ha)
Playground		
N22	Fairfax Playground	0.106
Linear Green Space		
N23	The Leas (East)	0.513
N24	The Leas (West)	0.671

Site Ref.	Name of Site	Size (Ha)
Pocket Park		
N25	Crowstone Road	0.025
Green Corridor		
N8	Prittle Brook	4,225m

3.5.7 Westcliff (Green Space)

Have your say.....

Please explain your answer

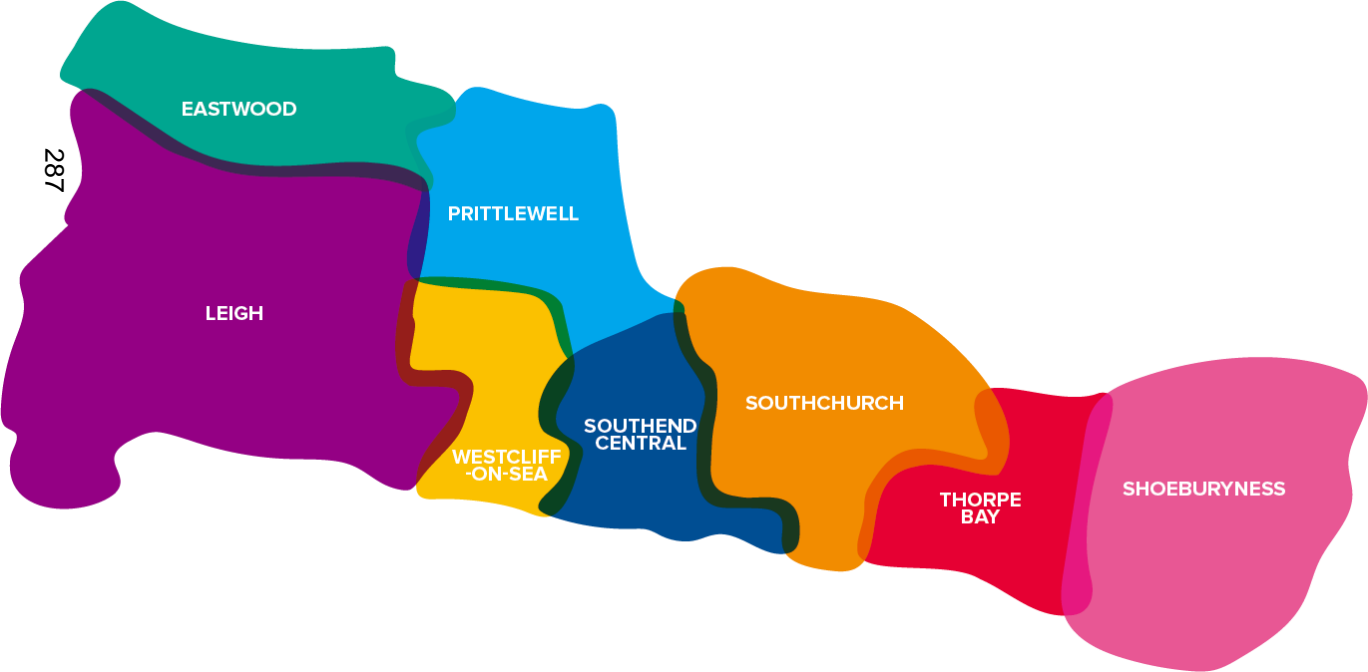
- Should we seek to protect the green space sites that are not currently protected as set out in **Table 40a**?
- Do you agree that the area identified on **Map 40** as an area of search should be promoted for additional tree planting, soft landscaping or children's play space where opportunities arise through new development?
- Are there any other areas we haven't identified that should be protected or promoted for green infrastructure?
Please provide an address.
- Do you propose that any sites within Westcliff should be designated as Local Green Space? Any proposals must be supported by evidence, for example the space is special in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- Do you have any other comments on green space provision in Westcliff?

3. Neighbourhoods

As with any Borough, Southend is not a single homogenous place. Rather, it is a collection of separate and distinct places or neighbourhoods which have grown together over time to create a substantial conurbation. It will be important that the New Local Plan considers the issues facing the different communities of Southend.

As part of the Issues and Options document we identified eight neighbourhood areas at Eastwood, Leigh, Westcliff, Prittlewell, Southend, Southchurch, Thorpe Bay and Shoeburyness. We asked you what you thought were the key issues facing the neighbourhoods and possible options for resolving these.

Figure 25: Southend’s Neighbourhoods



What You Said

You identified the importance of the neighbourhoods to the local community and highlighted a number of issues, including the need for investment and regeneration, the importance of infrastructure and service provision and you told us about some of the impacts more development and housing has had on your local area.¹

Our Response

Having regard to your feedback we have developed a profile of each neighbourhood setting out:

- their key characteristics and some of the planning issues facing them;
- a draft vision/ priorities for the future planning of these areas;
- proposals for the neighbourhoods, including new housing and development schemes together with employment and green space designations.

It is not intended to present comprehensive information or definitive boundaries for these neighbourhoods, but rather to stimulate discussion about particular issues and options that you think they will face in the future. These will be refined and developed as part of the next stage of New Local Plan preparation.

We would now like your views on what you think of the proposed Profiles for each of the neighbourhoods.

¹ The Local Plan Issues and Option Consultation feedback is available here: <https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>

3.6 Southchurch

3.6.1 General Character

Southchurch is a mainly residential area lying to the east of the town centre ([Map 41](#), [Figure 26](#)). At its heart is the Southchurch Road neighbourhood centre which provides a range of shopping, commercial and community uses. Southend East railway station lies to the south of the local centre and regular bus services are focussed along Southchurch Road.

The residential streets spanning out from the centre provide for traditional Victorian/Edwardian housing of tightly knit terraced houses and flats/maisonettes on a grid street pattern. Housing types in the northern part of the neighbourhood are less distinctive comprising mainly inter-war housing including some public sector housing. There are approximately 10,800 homes within Southchurch with a density of 30 homes per hectare.

Lower density post war housing is provided to the east and south of the neighbourhood. To the east a mix of detached housing and bungalows is set within more generous plots focussed around Southchurch Boulevard, which provides a green lung running from the local centre into the neighbouring Thorpe Bay Neighbourhood. To the south mainly semi-detached housing is focussed around Woodgrange Drive neighbourhood centre containing a number of shopping and community uses, and Southchurch Hall Gardens and Southchurch Park which provide for a range of formal and informal recreation and leisure uses.

On the northern edge of the neighbourhood are a range of commercial and leisure uses. These include the Jones Memorial Recreation Ground, the Fossetts Way Retail Park, a number of employment estates centred around Stock Road, the Wellesley Hospital (private), Cecil Jones Academy and the Garon Park Sports Complex, which contains a range of indoor and outdoor sport and leisure facilities.

Bournes Green Park and children's play area in the north east of the neighbourhood, provides an additional area of open space, and there is a children's play area and allotments to the west of Lifstan Way. Cluny Square also provides an area of green space, with Cluny Garden (community garden, allotments) to the south.

Issues facing the area include parking stress in the more tightly planned residential areas due to the lack of off street parking facilities and the demand for on street parking from the Southchurch Road neighbourhood centre. On average there are 0.96 cars per household (1.19 per houses and 0.57 per flat)²

² 2011 Census based on Wards

Map 41: Southchurch Characteristics

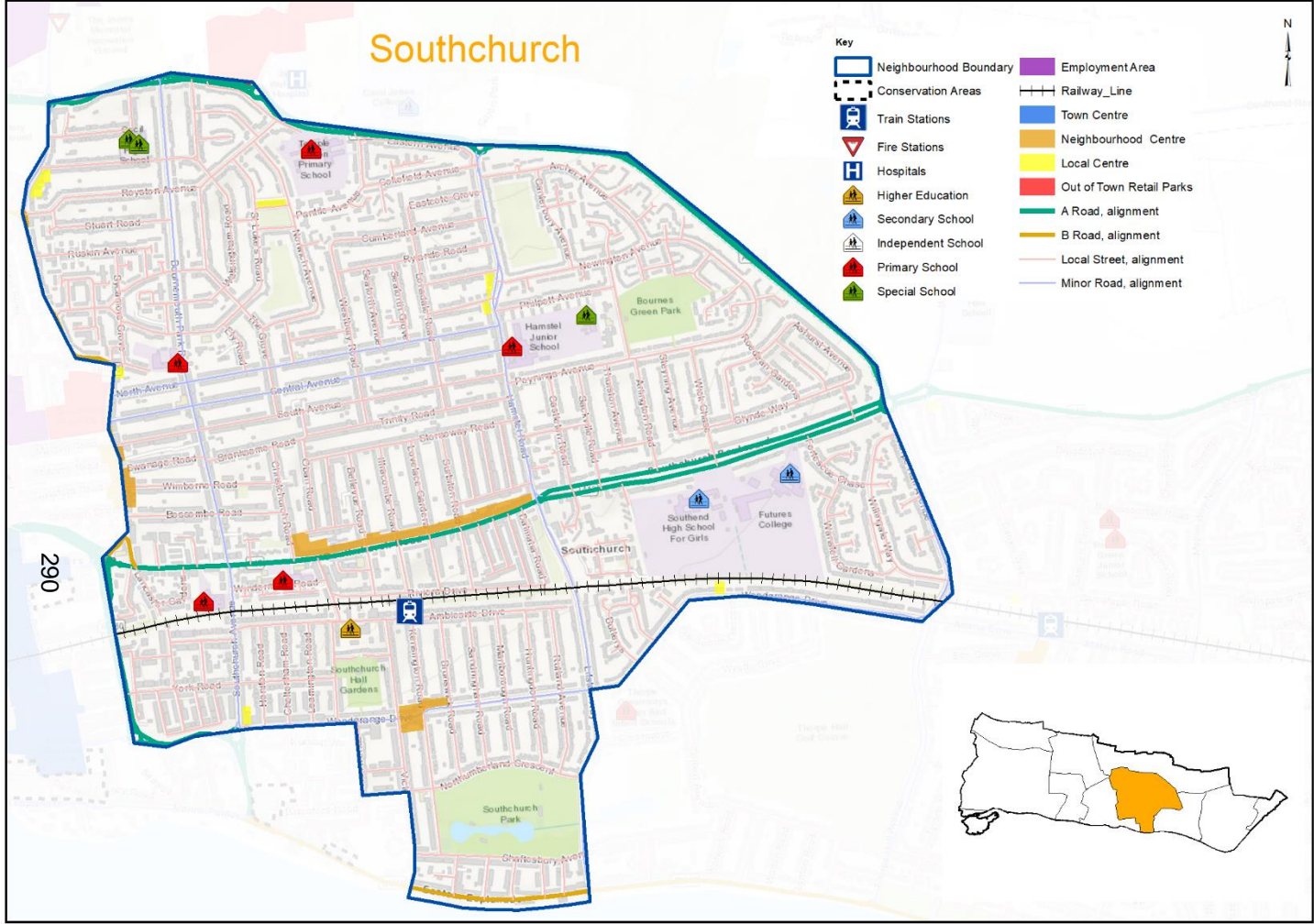


Figure 26: Southchurch Characteristics

No. Homes	15,180	Land Area (ha)	505.5
Density	30 dph	Car Ownership	0.96

Southchurch

Area 505.5 hectares



15,180

Existing
homes

Density 30
homes per
hectare



5 GP Surgeries

6 Pharmacies

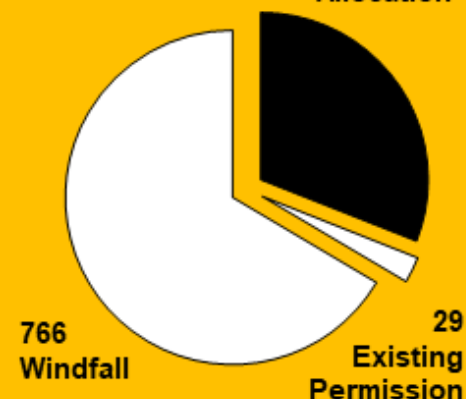
2 Health Centres



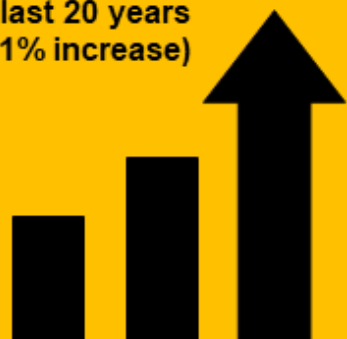
Potential number of
new homes by 2040

1,152

357
Potential
Allocation



1,190 new homes built over
the last 20 years
(8.51% increase)



6 Primary
Schools

3 Secondary
Schools

3 Independent Schools

1 Higher Education



36.8 hectares of protected
greenspace

0.4 miles of coastline



10 Commercial Areas
(16.8 hectares)



3 Business/ Industrial Estates
located just outside area
(41.4 hectares)



36.8 hectares of protected
greenspace

0.4 miles of coastline



1 Train
Station



0.96 cars per household
1.19 cars per house
0.57 cars per flat



Frequent bus
service, including
along Southchurch
Road



3.6.2 Vision - Southchurch

Where we want to be

Southchurch will continue to be an important residential area offering a diverse range of housing types to serve local needs set within a ‘green’ environment. The Southchurch Road neighbourhood centre will provide the focal point for local service and community needs. Cycle and footpath links will be improved to connect the community, transport facilities, the seafront and open spaces. A draft set of priorities for Southchurch is set out below to aid feedback:

- New development will be sensitive to the existing residential character of the neighbourhood, and public realm improvements will focus on the Neighbourhood Centre at Southchurch Road, including potential for a new community hub within a refurbished/redeveloped Library.
- Some sustainable residential growth will be focused around Southchurch Road mainly through densification in a form that respects existing residential character, retaining its distinctive ‘village’ feel.
- New housing to meet a range of local needs will be developed on the edge of the neighbourhood at Fossetts Farm as part of a comprehensive development scheme.
- Local employment opportunities will mainly be focused in the Southchurch Road neighbourhood centre.
- Essentially local services and community facilities will continue to be provided within easy walking distance for local residents, and enhanced to meet future needs.
- The open space and park facilities at Southchurch Hall, Southchurch Park, Bournes Green Park, Lifstan Way and Garon Park will be retained and enhanced, with enhanced connections including pedestrian and cycle links to new neighbourhoods to the north and addressing severance caused by the railway line and improved way finding.

3.6.2 Southchurch (Vision)

Have your say.....

Please explain your answers

a. Do you agree with our draft vision and priorities for Southchurch – have we missed anything?

3.6.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Southchurch. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)³. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Southchurch, by infrastructure type, is summarised in the rainbow image below. For example 86% of the neighbourhood lies within easy walking distance of health and education facilities, 78% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 23% is within easy reach of green space.

293

3.6.3 Southchurch (Infrastructure)

Have your say.....

Please explain your answers

a. What do you think are the main issues with infrastructure provision in Southchurch, and what should be the priorities over the next 20 years?

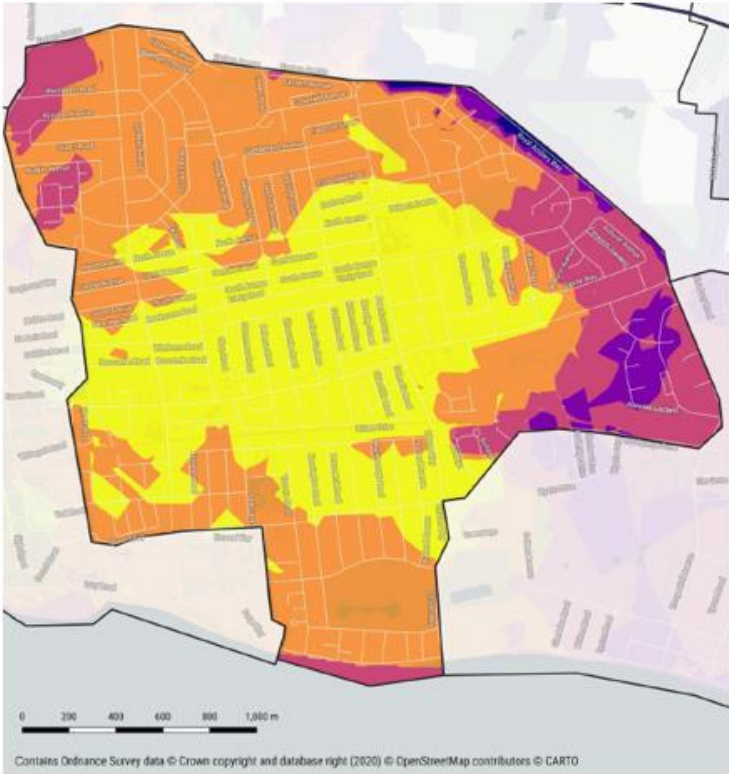
³ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Southchurch

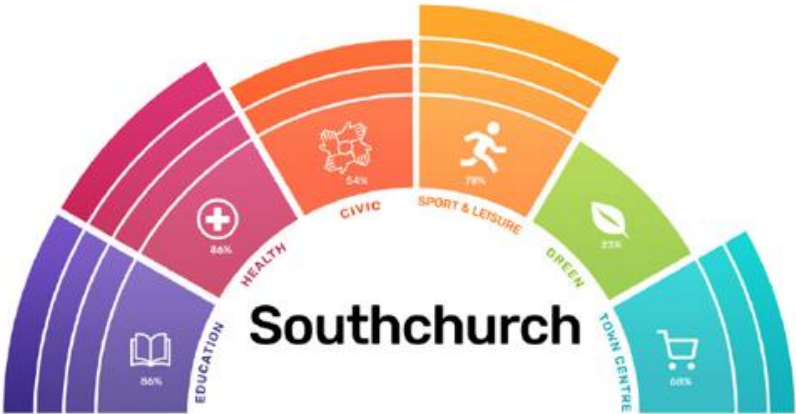
- Most day-to-day infrastructure facilities are relatively spread out across the neighbourhood.
- Numerous local centres in east and west which anchor other facilities such as health care and civic services. Largest service provision along Southchurch Road.
- Good selection of schools and nurseries in the area, all of which are located close to a local retail centre.
- Good provision of sports and green infrastructure
- The centre of neighbourhood has very good walking accessibility to key types of infrastructure
- Broadband speeds are consistently good across the entire neighbourhood, especially in the more densely populated areas.
- Bus services are concentrated on Southchurch Road with north-south connections being of poor quality. Southend East Station provides rail services.

Southchurch	% of neighbourhood within walking distance	
Education: 86%	Civic: 54%	Green Space: 23%
Health: 86%	Sports & Leisure: 78%	Town Centre uses: 68%

Walking Completeness Score



294



Southchurch ‘Aggregated Completeness Score’ = 66%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.6.4 Land Use Proposals - Southchurch

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.6.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in [Map 42. Table 41](#) sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'components of growth' the site contributes to in reference to [Section 2: Housing Need \(Table 2\)](#).

The sites have been promoted to us by landowners/ agents and are included here for comment. [Table 41](#) also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in [Table 41](#) below, or via the Council's website:
<https://localplan.southend.gov.uk/>

Map 42: Potential Residential Sites - Southchurch (excluding those with planning permission)

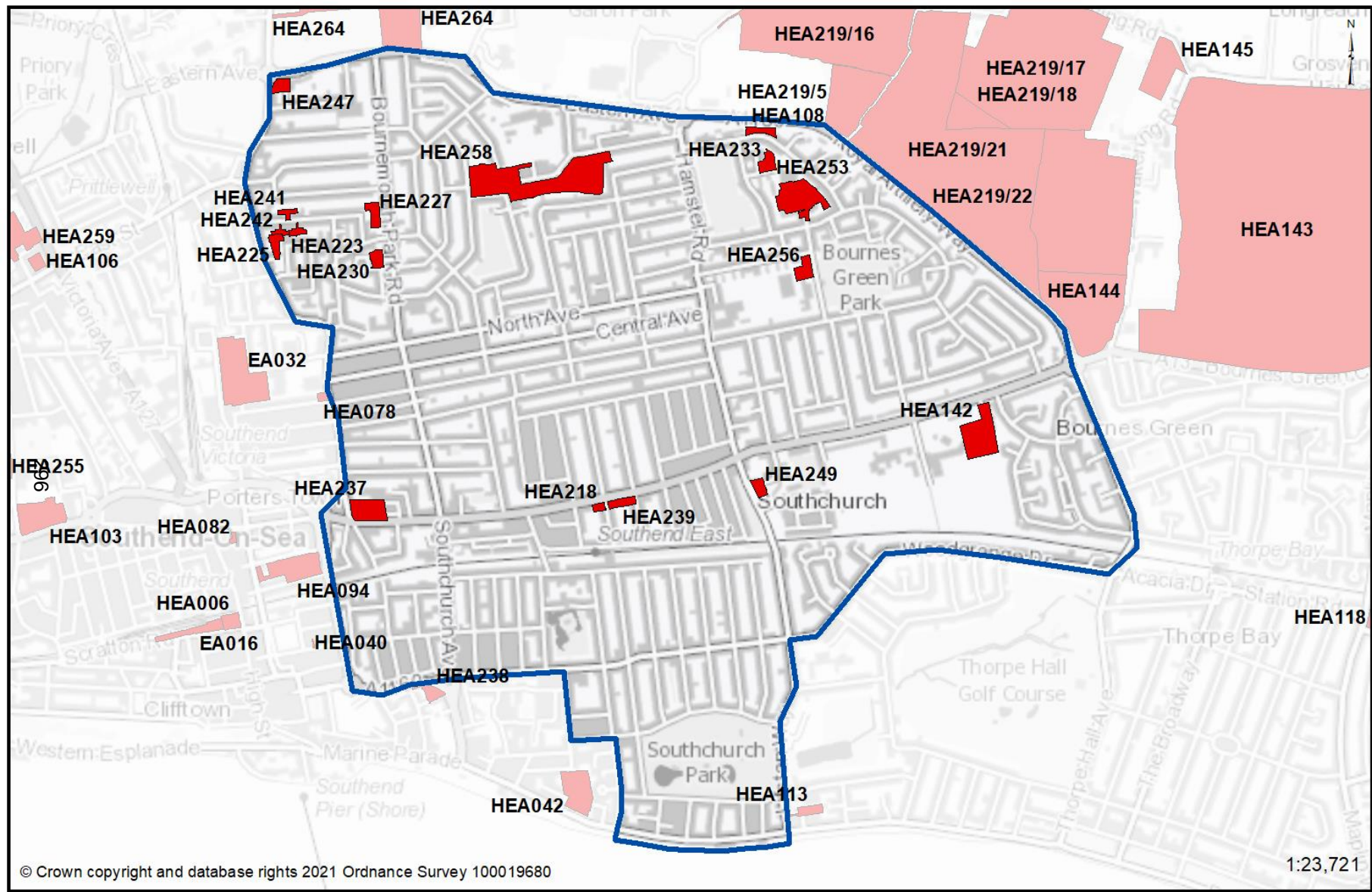


Table 41: Potential Residential Sites - Southchurch

Southchurch								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA108	Vacant land at Archer Avenue	The site currently includes green space off Archer Avenue, not designated, to the south of the Royal Artillery Way (A1159). In terms of the surrounding area, this is mainly residential with two storey housing bordering the site to the south, east and west. There are some mature trees to the west of the site.	The site has been put forward for residential development with the potential to improve the remaining green space	Residential development, green space	Urban Area General	6	6	
HEA142 297	School buildings and land, former Futures College, Southchurch Boulevard	Site includes school buildings. It is bordered to the rear by residential gardens. Southend High School for Girls is to the west. It forms part of a wider site to be combined for education purposes, with this part of the site intended to be released.	Council owned site submitted through the Call for Sites process for residential development.	Residential development	Urban Area General	20	20	
HEA218	Car Park, Ilfracombe Avenue	Car park fronting Southchurch Road. Located adjacent to a Tesco Express/petrol station. In a mixed area, generally low-rise with retail, services and residential uses.	Council owned site submitted through the Call for Sites process for residential development.	Residential	Urban Area General	8	8	
HEA223	Bronte Mews	Group of single storey properties currently occupied as sheltered housing. Located in a residential area accessed via a single road to Ruskin Avenue. Surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	7	0	

HEA225	1-29 Cedar Close	Group of 3 and 2 storey buildings occupied as sheltered housing with on-site car park. In a residential area surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	28	0	
HEA227	1-33 Dickens Close	Group of 2 and 3 storey buildings occupied as sheltered housing in a residential area. Large car park fronting Ruskin Avenue. Surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	32	0	
298								
HEA230	Keats House, Shelley Square	Part 1 and 2 storey sheltered housing building with car park. In a residential setting surrounded by low rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	57	0	
HEA233	1-11 Lincoln Close	Series of bungalows fronting shared greenspace. Located in a residential area with primarily of 2 storey buildings. However there is a high rise tower to the south. A1159 to the north with sports facilities beyond.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives.	Residential	Housing Regeneration Sites	16	5	

			To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.					
HEA237	Nicholson House & The Barringtons, 299 Southchurch Road	Two 7-storey blocks currently in use as sheltered housing. Large central car park between the two buildings and another court of homes. Prominent central location fronting the A13. The Grade I listed Porters is to the south west and will need to be considered in any development.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	171	75	
299 HEA239	Nursery Place, 530-596 Southchurch Road	Predominantly 3 storey building fronting the A13. Parking on both the east and west of the building. The site is in a predominantly residential area but with multiple shops and services along the A13.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	34	0	
HEA241	Ruskin Mews, 14-24 Ruskin Avenue	Group of bungalows set between a landscaped area with parking and direct access to Ruskin Avenue. The site is in a low rise residential area on a tightly bounded site.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	7	1	

HEA242	Kipling Mews	Group of single storey buildings currently in use as sheltered housing. In a residential area accessed via a single road to Ruskin Avenue. Surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	5	0	
HEA247	The Brambles, 20 Eastern Avenue	1 - 3 storey building currently in use as sheltered accommodation. The site is in a prominent location on a roundabout fronting the A1159. Nearby sports pitches and industrial uses.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	39	0	
300								
HEA249	Trevett House, 19a Rectory Chase	Part 2 & 3 storey building in use as sheltered accommodation. Site fronts the sloping Lifstan Way with main access from the rear. Surrounding area is mixed with retail, residential, and public house.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	29	0	

HEA253	Longbow and Sherwood Way	Large area of Council owned housing stock currently in residential use. The buildings primarily consist of 3 storey flatted developed surrounding a central 13 storey tower block with car parking.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	299	147	
HEA256 301	Bewley Court	11 storey tower block with car parking fronting Whittingham Avenue. Residential surroundings adjacent to a church and Bournes Green Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	76	0	
HEA258	Cluny Square	Residential estate including a range of low rise units and high-rise buildings. Includes Cluny Square which includes play spaces and a shopping frontage.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential (including retention of local green space and re-provision of retail)	Housing Regeneration Sites	361	95	
Planning permission 5 units or more	HEA073						14	

Planning permission 4 units or less							8	
Being Implemented							7	
Windfall							766	
Total							1,152	

3.6.41 Southchurch (Residential)

Have your say.....

Please explain your answer

- Do you agree with the proposed housing sites for Southchurch? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 27: Development Typologies** as set out below.
- Do you have any other comments on housing provision in Southchurch?

3.6.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 43 shows the Urban Forms of Southchurch neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 27 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Southchurch, including the scale and form of any future residential development site listed in **Table 42**, and within the different Urbans Forms as shown in **Map 43**. For instance you may believe the 'Linear Centre' of the Southchurch Road within **Map 43** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 27**. Please select those densities you feel are most appropriate for each site. You may wish to take account of surrounding uses and the accessibility of the site.

Figure 27 - Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph



F4: 250dph



F5: 525dph

Map 43: Urban Form of Southchurch



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Free-form High Rise: tall buildings set within areas of landscape and parking.



Tertiary/Linear Centres: typically found as shopping parades within residential areas but also include the near-continuous strong of shops which line the most significant, historic routes in the Borough.



Cul-de-Sac: Post-war development, typically from late 1960s onwards, featuring low densities often with poor permeability and legibility.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Other Seafront: Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

3.6.42 Southchurch (Urban Form)

Have your say.....

Please explain your answers

- a. What types of development typology ([Figure 27](#)) do you think should come in Southchurch? You may wish to refer to the different urban forms presented in [Map 43](#) in your answer.

3.6.43 Employment

There are no allocated employment sites within Southchurch, however there are a number of employment areas located just outside the boundary. These are Tickfield, Short Street, Priory Works, Stock Road and Temple Farm Industrial Estate. The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, Grainger Road performs poorly as an employment area and is unlikely to attract sufficient occupiers and it is therefore proposed to re-allocate for residential redevelopment.

3.6.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁴) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Southchurch are shown on [Map 44](#) and detailed in [Table 43](#).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 44](#) and [Table 43](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

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⁴ <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 44: Southchurch Commercial Centres

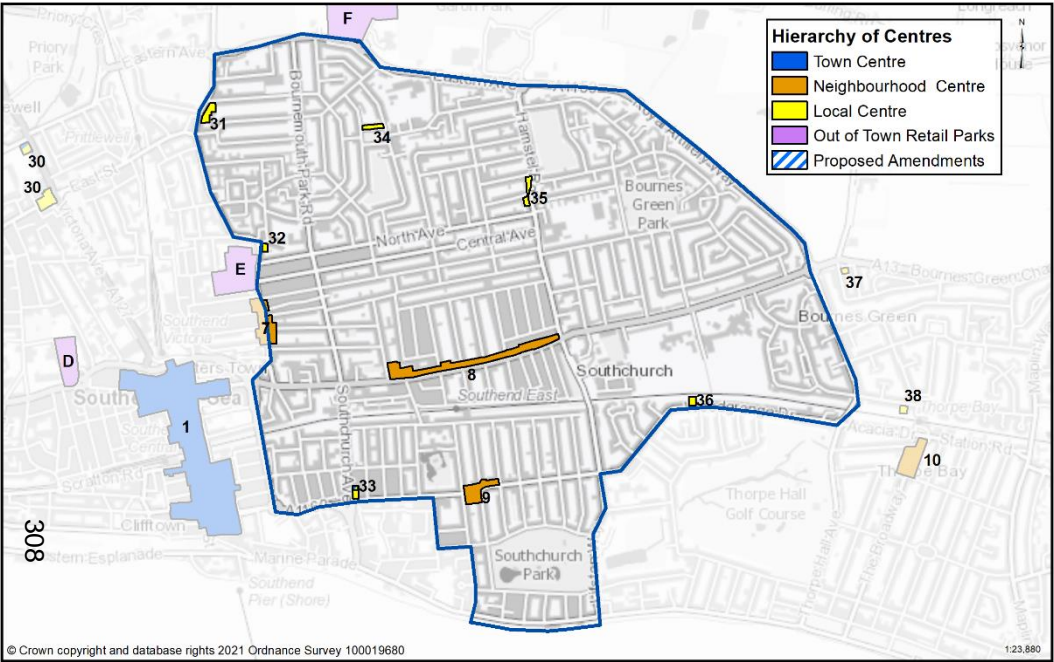


Table 43: Southchurch Commercial Centres

Ref	Name	Centre Type
8	Southchurch Road	Neighbourhood Centre
9	Woodgrange Drive	Neighbourhood Centre
31	Sutton Road North	Local Centre
32	Sutton Road Centre	Local Centre
33	Southchurch Avenue	Local Centre
34	Cluny Square	Local Centre
35	Hamstel Road	Local Centre

36	Woodgrange Drive East	Local Centre
F	Fossetts Park	Out of Town Retail Parks

3.6.44 Southchurch (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in [Map 44](#) and [Table 43](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- 309c. Are there any other areas within the Southchurch Neighbourhood area that we haven't identified that should be protected for commercial activities?

3.6.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 44](#) and [Map 45](#).

Existing Green Space

Southchurch Park and Southchurch Hall Gardens are Green Flag parks with a range of facilities. Bournes Green Park, Cluny Square and Christchurch Park also include a children's playground, and there are several other smaller parks and amenity spaces in the neighbourhood. There are also number of allotment sites within the neighbourhood including Lifstan Way, Hamstel Road and Norwich Avenue. Jones Memorial, Victory and New Youth Sports Grounds lie just outside the neighbourhood to the north, along with Garon Park Leisure complex. Tree canopy cover in the neighbourhood ranges from 9.4% of the ward in Kursaal to 12.7% in St Luke's ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Opportunities for enhancement of green space will be pursued wherever possible.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Southchurch Park has a lake, children's playground, wildlife garden and café, and hosts Southend Manor Football Club. It is well used by the local community and is valued for beauty, recreation and as a tranquil respite within a dense urban area. It is therefore proposed to be protected as a Local Green Space. Southchurch Hall Gardens is also proposed as Local Green Space because of its heritage significance, biodiversity and tranquillity attributes. The outcome of this consultation will be particularly important in demonstrating that the space is special to the local community.

Proposed New Open Spaces

It is proposed to protect Southchurch Boulevard, which runs through the centre of the Neighbourhood, as a Linear Green Space, reflecting its amenity, biodiversity and recreational value. In addition, Christchurch Park is an existing public green space containing a children's playground that is not currently protected. It is therefore proposed to protect the site as a Local Park (see [Table 44a](#) for more details).

Map 45: Protected Green Space in Southchurch and Proposed Green Space

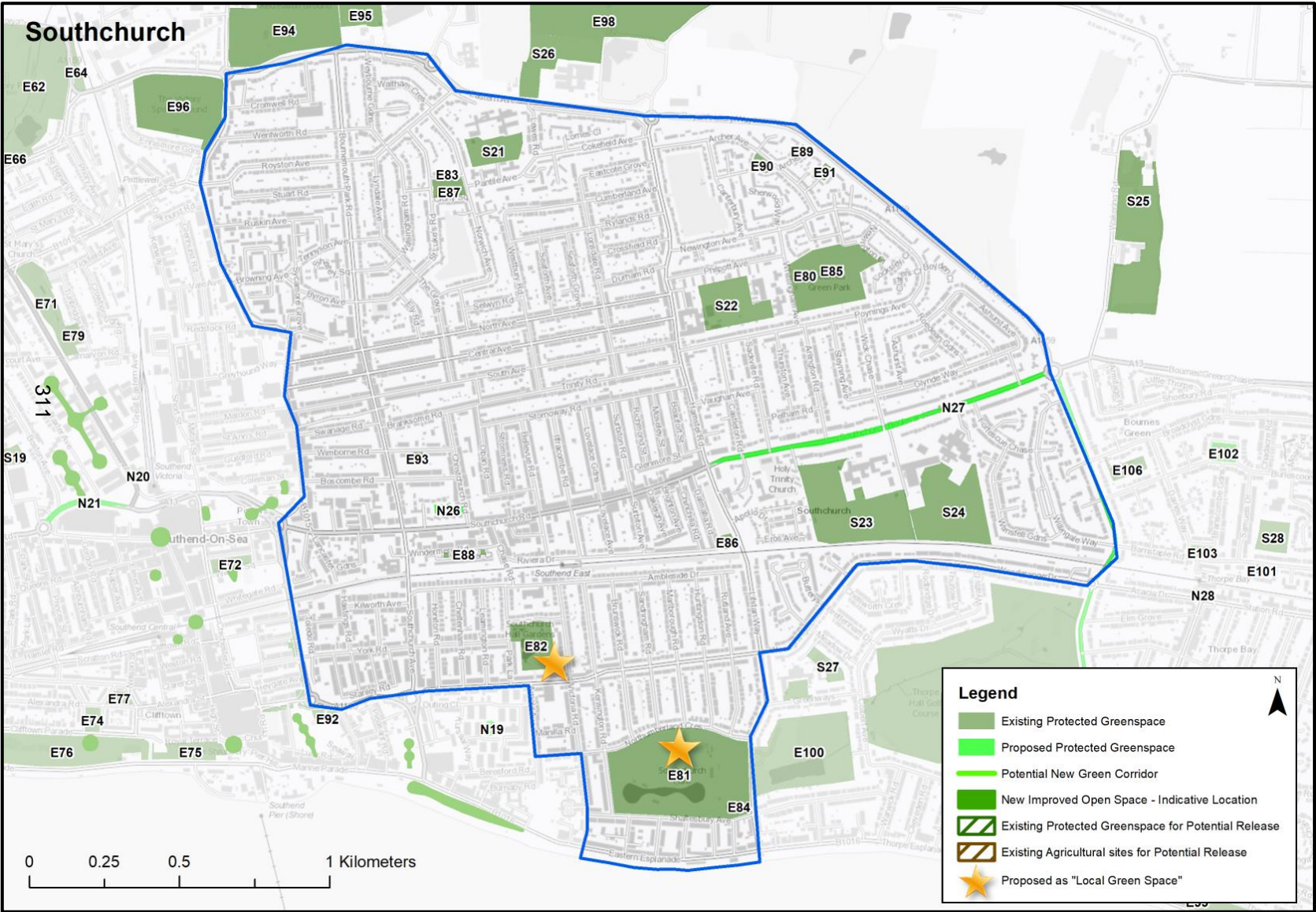


Table 44: Existing Public Green Space in Southchurch

Site Ref.	Name of Site	Size (Ha)
Local Parks		
E80	Bournes Green Park	4.579
E81	Southchurch Park	11.809
E82	Southchurch Hall Gardens	1.901
Playgrounds		
E83	Cluny Square Playground	0.243
E84	Southchurch Park Play Area	0.526
E85	Bournes Green Park Play Equipment	0.125
E86	Lifstan Way	0.169
Amenity Open Space		
E87	Cluny Square	0.375
E88	Windermere Road	0.092
E89	Archer Avenue	0.091
E90	Archer Close	0.267
E91	Vallance Close	0.150
E92	Queensway to Woodgrange Drive Clusters (part)	0.648

Green Space adjacent to neighbourhood		
Site Ref.	Name of Site	Size (Ha)
Sports Grounds		
E94	Jones Memorial Sports Ground	10.944
E95	Part of Fossets Farm SUFC Training Ground	4.140
E96	Victory Sports Ground	5.759
E97	Warners Bridge Sports Ground	10.448
E98	Garon Park	17.624

Sites in **bold** are proposed as 'Local Green Space'

Site Ref.	Name of Site	Size (Ha)
Sports Ground		
E93	Wimbourne Road Bowling Green	0.126
School		
S21	Temple Sutton Primary School	1.549
S22	Hamstel School	2.941
S23	Southend High School for Girls	6.628
S24	Futures College	5.248
Crematorium, Graveyard or Cemetery		
C7	Holy Trinity Churchyard	0.891
C8	Sutton Road Cemetery	21.846
C9	Sutton Road Crematorium	4.027
Allotments		
A8	Hamstel Road	3.504
A9	Lifstan Way	0.496
A10	Norwich Avenue	1.789

Green Space adjacent to neighbourhood		
Site Ref.	Name of Site	Size (Ha)
School		
S25	Allen Court School	6.911
S26	Cecil Jones College	2.871

Table 44a: Southchurch – Proposed new green space

Site Ref.	Name of Site	Size (Ha)
Local Park		
N26	Christchurch Park	0.239
Linear Green Space		
N27	Southchurch Boulevard	1.983

*Located close to the North of the Southchurch

Site Ref.	Name of Site	Size (Ha)
Allotments		
A11	Eastern Avenue*	4.500

3.6.45 Southchurch (Green Space)

Have your say.....

Please explain your answers

- Do you agree with the proposed new green spaces (**Table 44a**)? If not, can you explain why?
- Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? Please provide an address.
- Do you agree with Southchurch Park and Southchurch Hall Gardens being identified as Local Green Space? If not, can you explain why?
- Do you propose any other sites within Southchurch should be designated as Local Green Space? Any proposals must be supported by evidence the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- Do you have any other comments on green space provision in Southchurch?

3.7 Thorpe Bay

3.7.1 General Character

Thorpe Bay is an affluent area, characterised by low density housing. It is bisected by the east-west main railway line and is served by Thorpe Bay station. To the south of the railway line and east of Thorpe Hall Avenue the area is characterised by a strong grid pattern drawn to generous proportions with wide plots of large, predominantly detached Edwardian and Inter-war housing, as well as a substantial phase of post-war bungalows and houses. The neighbourhood centre of Thorpe Broadway lies south of the station, providing a range of local shops and services to the neighbourhood (see [Map 46](#) and [Figure 28](#)).

Tree lined streets are a particular feature of the area, especially in the Burges Estate and benefits from attractive gardens, tennis courts, bowling green, as well as access to the seafront. To the west is a golf course and an area of largely smaller post-war housing, a proportion of which is located in the flood risk zone, to its north. North of the railway line is Bournes Green, a planned interwar development that was built out after World War Two, and a large area of housing dating from the 1980s to the west of Maplin Way North. The form of development is heavily influenced by the garden city movement, both in terms of building design and layout of a loose grid pattern, including small cul-de-sac in each block. To the northern extent of the neighbourhood Bournes Green Chase currently acts as a clear boundary to the built-up area. Land north of this is currently in agricultural use and designated as Green Belt. This land, however, has potential as a new neighbourhood on the edge of Southend, including a mix of uses and provision of new public accessible green space, as part of Development Opportunity C and D (see [Section 2.1: Providing New Homes](#)). Thorpe Bay has the lowest density within the Borough with approximately 12.8 homes per hectare.

Given the low densities in the neighbourhood, there is potential for some limited intensification of development, subject to respecting scale and character. Development along the seafront may be possible but the grain and scale of the area would need to be respected to preserve the areas distinct character.

Map 46: Thorpe Bay Characteristics

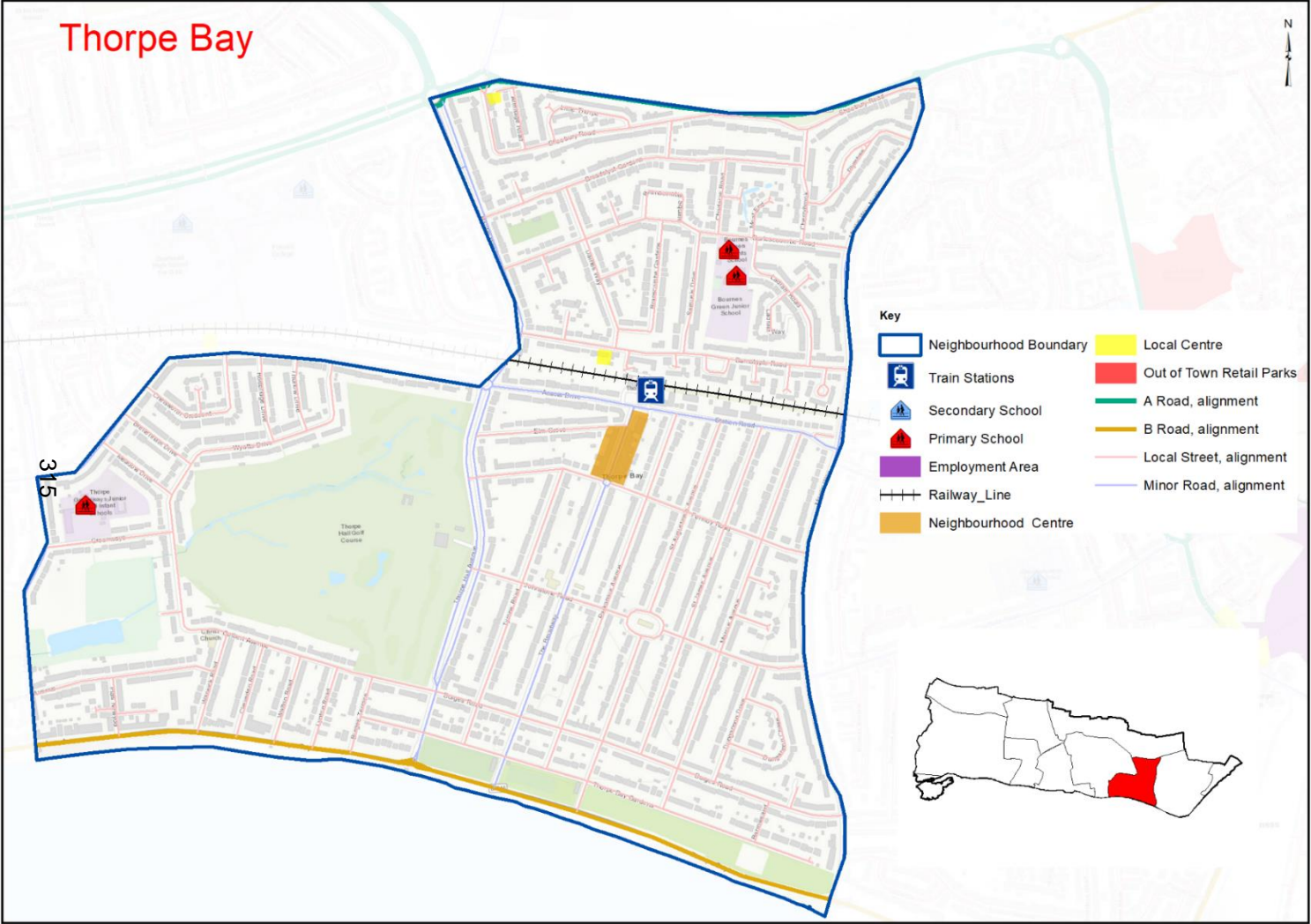


Figure 28: Thorpe Bay Characteristics

No. Homes	3,429	Land Area (ha)	267.3
Density	12.8 dph	Car Ownership	1.38

Thorpe Bay

Area 267.3 hectares



3,429

Existing homes

Density 12.8 homes per hectare



3 GP Surgeries

2 Pharmacies



Potential number of new homes by 2040

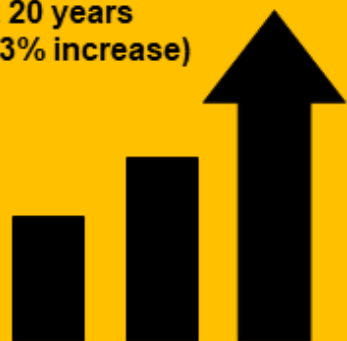
90

9 Potential Allocation
4 Existing Permission



91 new homes built over the last 20 years
(2.73% increase)

316



3 Primary Schools

2 Independent Schools to the north



52.2 hectares of protected greenspace

1.3 miles of coastline



77 Windfall

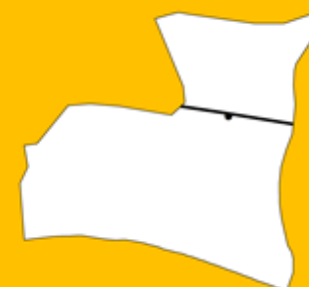
3 Commercial Areas
(1.6 hectares)



Zero Industrial Estates



Bus service focussed along Station Road



1 Train Station



1.38 cars per household
1.54 cars per house
0.84 cars per flat



3.7.2 Vision – Thorpe Bay

Where we want to be

Thorpe Bay will remain an attractive residential area that benefits from landscaping and a strong tree canopy, with any selective redevelopment complementing local character. Thorpe Broadway neighbourhood centre will remain the commercial core of the neighbourhood, providing a range of shops and services to meet the day to day needs of the local community. There will be high quality walking, cycling and bus connections with the potential new neighbourhood north of Bournes Green Chase. A draft range of priorities for Thorpe Bay is set out below to aid feedback:

- Where acceptable in principle, new development in Thorpe Bay should be of high quality, respect the character of the area and incorporate greenery.
- Potential development of a major new community to the north of Bournes Green Chase, including a mix of uses and provision of new public accessible green space, with walking and cycling routes between the new community and existing neighbourhood.
- Thorpe Broadway neighbourhood centre to continue to act as a retail and service hub for the community, and fringes of the neighbourhood benefit from good services in Southchurch and Shoebury.
- Thorpe Bay Station to be a transport hub and new north-south cycle routes linked into this.
- The character and function of the foreshore will be conserved, protecting its value for different users while planning for the impacts of climate change and mitigating flood risk.
- There will continue to be good access to health and community facilities for local residents.
- Existing areas of Open Space will be retained and enhanced, with the potential new neighbourhood to the north of Bournes Green Chase providing opportunity for additional open green space, which will be accessible to residents in Thorpe Bay neighbourhood.

3.7.2 Thorpe Bay (Vision)

Have your say.....

Please explain your answers

a. Do you agree with our draft vision and priorities for Thorpe Bay – have we missed anything?

3.7.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Thorpe Bay neighbourhood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total). The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Thorpe Bay, by infrastructure type, is summarised in the rainbow image below. For example 91% of the neighbourhood lies within walking distance of health facilities and 71% within walking distance of education facilities, but only 45% of the neighbourhood is within walking distance of civic, town centre and sport and leisure uses, while 18% is within easy reach of green space.

3.7.3 Thorpe Bay (Infrastructure)

Have your say.....

Please explain your answers

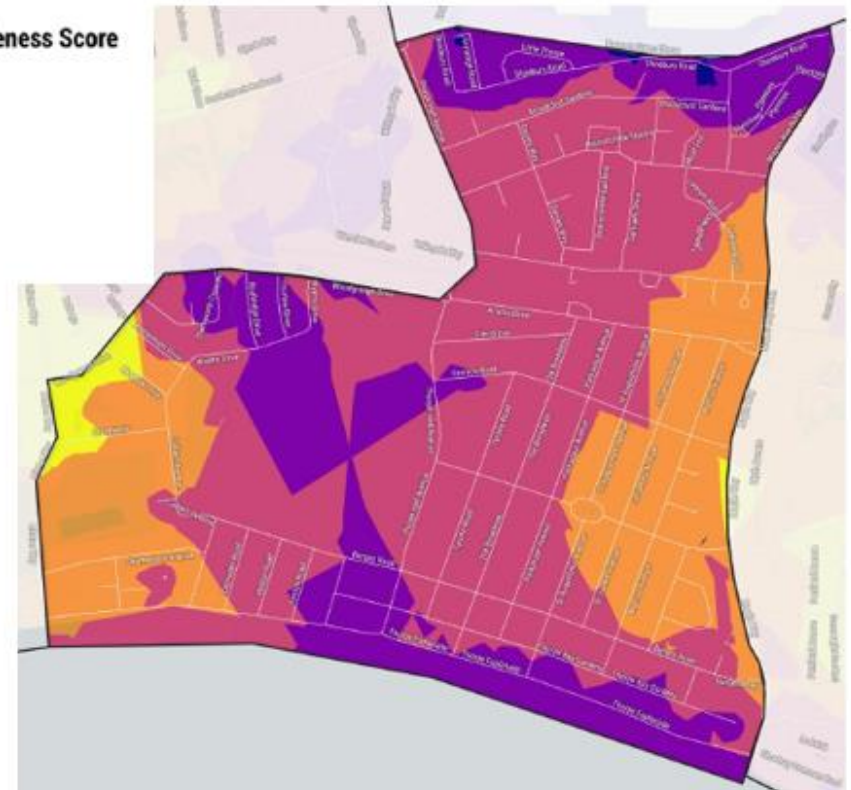
a. What do you think are the main issues with infrastructure provision in Thorpe Bay, and what should be the priorities over the next 20 years?

Infrastructure – Thorpe Bay

- Neighbourhood contains few infrastructure facilities itself e.g. schools, health care, civic so parts of neighbourhood have a very low completeness score
- Eastern and western parts lie within the catchment of services in Southchurch and Shoeburyness
- General low level of completeness correlates with low population densities seen across the neighbourhood
- Limited access to green infrastructure, particularly north of railway line, although properties and highways have soft landscaping which provides for a verdant character and access to the seafront

Thorpe Bay	% of neighbourhood within walking distance	
Education: 71%	Civic: 33%	Green Space: 18%
Health: 91%	Sports & Leisure: 28%	Town Centre uses: 45%

Walking Completeness Score



Thorpe Bay 'Aggregated Completeness Score' = 68%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.7.4 Land Use Proposals – Thorpe Bay

Limited potential land use proposals are identified for future housing, and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 45** below, or via the Council's website:

<https://localplan.southend.gov.uk/>

3.7.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 47. Table 45** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'components of growth' the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The³² sites have been promoted to us by landowners/ agents and are included here for comment. **Table 45** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 45** below, or via the Council's website:

<https://localplan.southend.gov.uk/>

Map 47: Potential Residential Sites – Thorpe Bay (excluding those with planning permission)

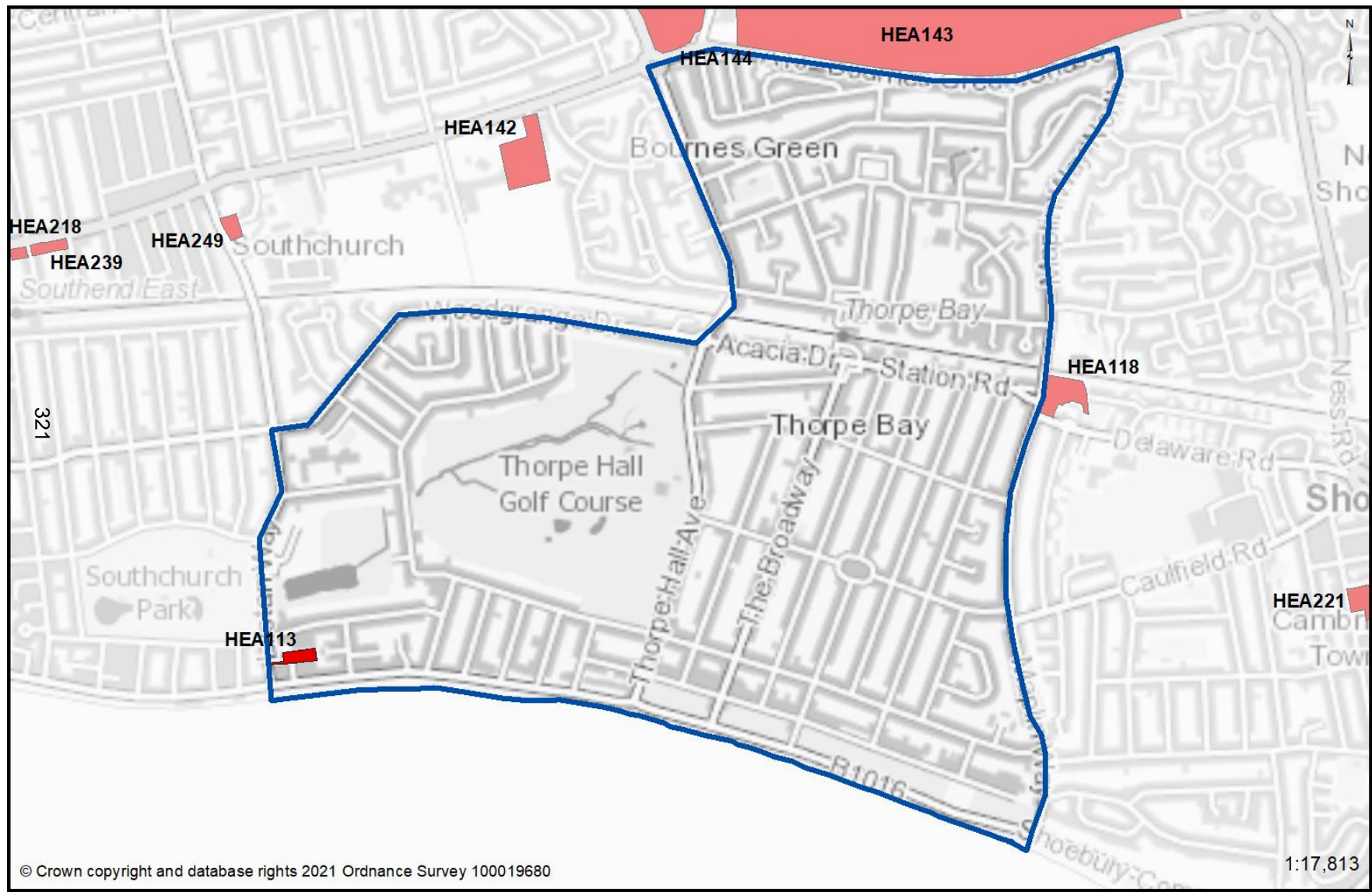


Table 47: Potential Residential Sites – Thorpe Bay

Thorpe Bay								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA113	Land rear of Camelia Hotel	Backland site forming rear of properties on Shaftsbury Avenue, Eastern Esplanade and Lifstan Way. In use as informal parking, providing access to a series of garages. The site is located within flood zone 3.	This Council owned site has been submitted through the Call for Sites process for potential residential development. A low-density scheme of 35 dph would equate to 9 dwellings (rounded) and should allow for enough land to appropriately deal with the noted constraints.	Residential development	Urban Area General	9	9	
Planning permission 5 units or more	None						0	
Planning permission 4 units or less							0	
322 Being Implemented							4	
Windfall							77	
Total							90	

3.7.41 Thorpe Bay (Residential)

Have your say.....

Please explain your answer

- Do you agree with the proposed housing sites for Thorpe Bay? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 29: Development Typologies** as set out below.
- Do you have any other comments on housing provision in Thorpe Bay?

3.7.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 48 shows the Urban Forms of Thorpe Bay neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 29 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Thorpe Bay and within the different Urbans Forms as shown in **Map 48**. For instance you may believe the established residential area within **Map 48** should accommodate lower density development, such as house typologies H1 and H2, while you may believe the area around Thorpe Bay Station should accommodate development of a higher density, such as flat typology F2, within **Figure 29**.

Figure 29 - Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph



F4: 250dph



F5: 525dph

Map 48: Urban Form of Thorpe Bay



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Tertiary/Linear Centres: typically found as shopping parades within residential areas but also include the near-continuous strong of shops which line the most significant, historic routes in the Borough.



Other Seafront: Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

3.7.42 Thorpe Bay (Urban Form)

Have your say.....

Please explain your answers

- a. What types of development typology ([Figure 29](#)) do you think should come in Thorpe Bay?
You may wish to refer to the different urban forms presented in [Map 48](#) in your answer.

3.7.43 Employment

There are no proposals for new employment provision or existing designations in Thorpe Bay.

3.7.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁵) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. [Map 49](#) and [Table 46](#) shows the commercial centres in Thorpe Bay.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 49](#) and [Table 46](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁵ <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 49: Thorpe Bay Commercial Centres



Table 46: Thorpe Bay Commercial Centres

Ref	Name	Centre Type
10	Thorpe Bay (Broadway)	Neighbourhood Centre
37	Shoebury Road (Bournes Green)	Local Centre
38	Barnstaple Road	Local Centre

3.7.44 Thorpe Bay (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in [Table 46](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Thorpe Bay Neighbourhood area that we haven't identified that should be protected for commercial activities?

3.7.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 47](#) and [Map 50](#).

Existing Green Space

Green Spaces in Thorpe Bay include the formal and natural green space at Southchurch Park East, the formally laid out Thorpe Bay Gardens on the foreshore and a number of smaller amenity spaces clustered around the north side of the railway line. The wide grass verge of Thorpe Hall Avenue also provides a recreational resource for residents including for dog walking. In addition, the Thorpe Hall private golf course provides a large area of green space with extensive tree cover and is traversed by a local public footpath link. These green facilities together with the lower density nature of development in the area, particularly south of the railway which includes properties with large gardens and wide-grassed verged streets, as well as extensive tree cover, means that the neighbourhood is verdant in character. Tree canopy cover in the neighbourhood is 13% of the Thorpe ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belt.

Proposed Local Green Space - Thorpe Bay Gardens is a grassed area opposite the foreshore. It is the main recreational space for the neighbourhood, and is valued in the main for the wide expansive views of the Estuary it offers. It therefore performs a key role for Thorpe Bay neighbourhood and is proposed as a Local Green Space. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community. In addition Thorpe Hall golf course is proposed as Local Green Space as the largest and best quality green space in the neighbourhood.

Proposed New Green Space

The wide grass verge of Thorpe Hall Avenue also provides a recreational resource for residents including for dog walking, but is not currently protected. It is therefore proposed to designate this as Linear Green Space. Thorpe Bay Station Gardens is a formally laid out garden with mature trees and shrubs which is not currently protected, so it is proposed to designate this space as Amenity Open Space.

Map 50: Protected Green Space in Thorpe Bay and Proposed New Green Space



Table 47: Thorpe Bay – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E99	Thorpe Bay Gardens	4.184
E100	Southchurch Park East	7.094
Amenity Open Space		
E101	Barnstaple Road	0.130
E102	Branscombe Square	0.372
E103	Burleigh Square	0.265
E104	Plymtree	0.155

Sites in bold are proposed as ‘Local Green Space’

Site Ref.	Name of Site	Size (Ha)
Sports Grounds		
E105	Thorpe Hall Golf Course	35.690
E106	Broadclyst Gardens	0.577
E107	Thorpe Esplanade Tennis Courts	1.392
E108	Thorpe Bay Bowling Club	0.157
School		
S27	Thorpe Greenways Playing Fields	1.101
S28	Bournes Green School	1.036

Table 47a: Thorpe Bay – Proposed new green space

Site Ref.	Name of Site	Size (Ha)
Amenity Open Space		
N28	Thorpe Bay Station Gardens	0.139
N29	Branscombe Square (enlarged)	0.136
N30	Burleigh Square (enlarged)	0.050

Sites in bold are proposed as ‘Local Green Space’

Site Ref.	Name of Site	Size (Ha)
Linear Green Space		
N31	Thorpe Hall Avenue	1.502

3.7.45 Thorpe Bay (Green Infrastructure)

Have your say.....

Please explain your answers

- Do you agree with the proposed new green space designations (**Table 47a**)? If not, can you explain why?
- Are there any other areas we haven’t identified that should be protected or promoted for green infrastructure? Please provide an address.

- c. Do you agree with the proposed designation of Thorpe Bay Gardens and Thorpe Bay golf course as Local Green Space ([Table 47](#))? If not please provide reasons.
- d. Do you propose any other spaces within the neighbourhood as Local Green Space? Any proposals must be supported by evidence, for example the space is special in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- e. Do you have any other comments on green space provision in Thorpe Bay?

3.8 Shoeburyness

3.8.1 General Character

The eastern most neighbourhood in the Borough, Shoeburyness is perhaps one of the most fragmented of the areas in Southend, displaying a wide range of spatial and architectural characteristics over a number of distinct zones ([Map 51](#) and [Figure 30](#)). The Garrison is a significant feature of the area, an important example of Victorian military establishment design with a strong urban form much of which is protected by Conservation Area status set in a generous layout of green spaces and parkland which abuts the coastline. The Garrison buildings have largely been converted to residential uses, and other areas of the wider site have been built out for residential, developed to integrate with the original form. The Garrison, and the neighbouring East Beach, forms part of the attractiveness of the area for tourism.

The rest of South Shoebury is more influenced by the neighbouring Thorpe Bay, following a grid pattern with relatively large plots although tight knit Victorian/Edwardian terraced housing predominates around the West Road neighbourhood centre and local centre in Shoebury High Street, both of which provide a range of shops and services. North Shoebury is characterised by cul-de-sac, often lacking in terms of legibility and permeability, and open-plan modern low-rise development. The area contains an out of town retail development, anchored by a large ASDA store. To the north, Bournes Green Chase / Poynters Lane, currently act as a clear boundary to the built-up area. Land north of this is currently in agricultural use and designated as Green Belt. This land has, however, potential as a new neighbourhood on the edge of Southend as part of Development Opportunity C and D (see [Section 2.1: Providing New Homes](#)), which could provide a new link road, country park, homes, jobs, education and health facilities and other supporting infrastructure.

Shoebury is also home to employment / industrial areas, providing an important local employment base. However, some of the older traditional industrial areas are in need of renewal or reallocation to other uses, and some employment allocations on the Garrison are primarily now in residential use. The MOD/Qinetiq still maintains a presence on the “New Ranges” and provides local employment.

There is a wide variation in socio economic conditions within the area. The Index of multi-deprivation indicates that areas around Delaware Road and the eastern end of Eagle Way are within the lowest 10% of Lower Super Output Areas in the country. In contrast parts of Shoeburyness, particularly in the north and west of the area are among the least deprived nationally.

Map 51: Shoeburyness Characteristics

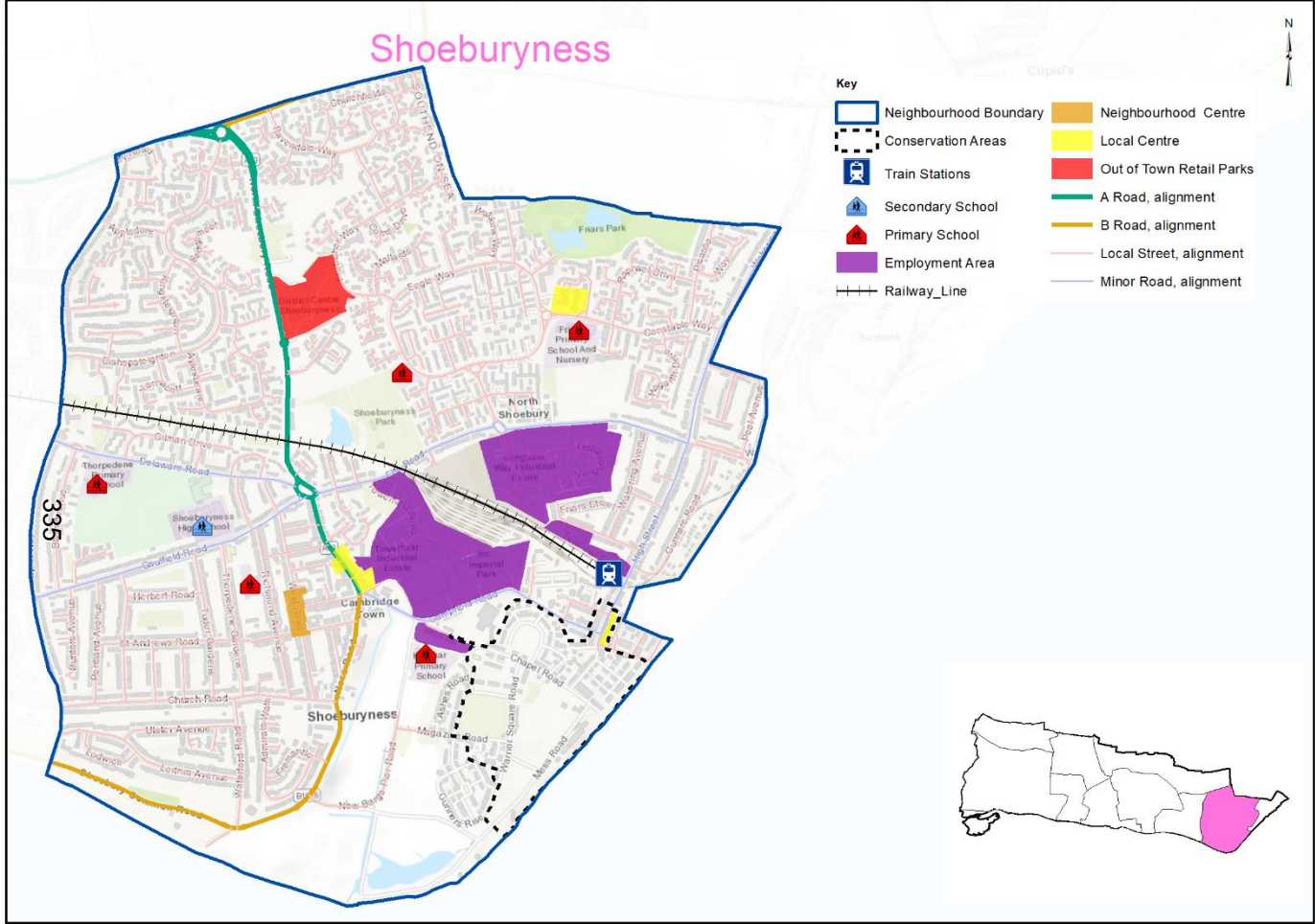


Figure 30: Shoeburyness Characteristics

No. Homes	9,339	Land Area (ha)	543
Density	17.2 dph	Car Ownership	1.2

Shoeburyness

Area 543 hectares



9,339
Existing homes

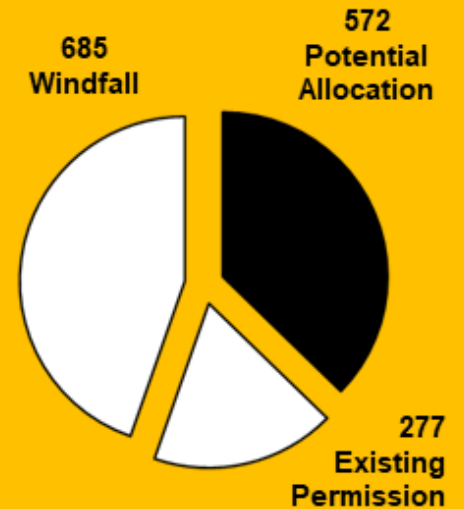
Density 17.2
homes per
hectare



3 GP Surgeries
5 Pharmacies
3 Health Centres

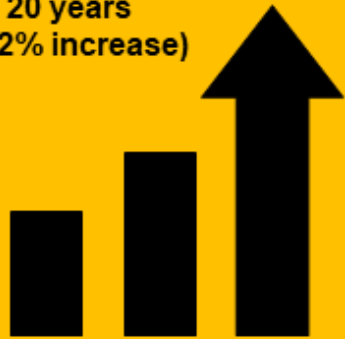


Potential number of
new homes by 2040 **1,534**



843 new homes built over the
last 20 years
(9.92% increase)

336



5 Primary
Schools



1 Secondary
Schools

90 hectares of protected
greenspace

2.1 miles of coastline



5 Commercial Areas
(7.5 hectares)



5 Business/ Industrial Estates
(26.5 hectares)



90 hectares of protected
greenspace



Good bus service
around Asda



1 Train
Station



1.20 cars per household
1.35 cars per house
0.62 cars per flat



3.8.2 Vision - Shoeburyness

Where we want to be

For Shoeburyness to grow in a sustainable way and adapt to change in a positive manner, enhancing its existing characteristics. The historic core around the Garrison will be conserved and East Beach carefully managed for both its tourism and ecological value. The range of local centres and facilities will be allowed to evolve and be enhanced to facilitate the role of Shoeburyness as a complete neighbourhood. To aid feedback a draft set of priorities for Shoeburyness is included below:

- New housing, where acceptable in principle, will be of high quality and enhance the characteristics of the local area.
- The Shoebury Garrison Conservation Area and other designated heritage assets will be conserved and enhanced.
- The environmental quality of employment areas will be enhanced, and the existing stock upgraded
- Opportunities to improve the offer of existing neighbourhood and local centres and shopping parades to serve the day to day needs of the local community will be encouraged, including community facilities and healthcare services, with improved walking and cycling connections to surrounding residential areas.
- Working with partners to facilitate East Beach as a key tourism, recreational and environmental asset, including sustainable access and enhanced links to Shoeburyness Railway Station.
- Effectively integrating Shoeburyness with potential new development to the north of Bournes Green Chase/Poynters Lane, potentially including new link road and new country park.
- Seek to enhance existing green space.

3.8.2 Shoeburyness (Vision)

Have your say.....

Please explain your answers

a. Do you agree with our draft vision and priorities for Shoeburyness – have we missed anything?

3.8.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Shoeburyness. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁶. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Shoeburyness, by infrastructure type, is summarised in the rainbow image below. For example 66% of the neighbourhood lies within easy walking distance to a health facility, 80% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 24% is within easy reach of green space

3.8.3 Shoeburyness (Infrastructure)

Have your say.....

Please explain your answer

a. What do you think are the main issues with infrastructure provision in Shoeburyness in reference to the below, and what should be the priorities over the next 20 years?

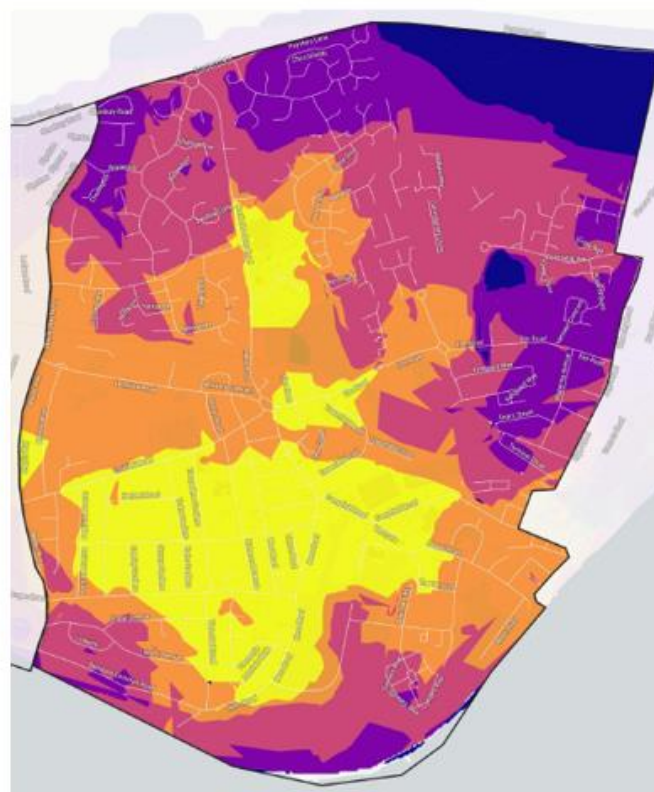
⁶ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Shoeburyness

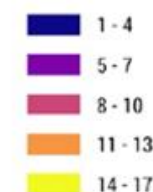
- Most day-to-day infrastructure facilities fall south of the Railway line, and especially within the south-eastern part of the neighbourhood.
- One superstore (Asda) is located north and provides access to the majority of the neighbourhood.
- Rail corridor is a huge barrier to those living to north and accessing infrastructure by foot, especially schools, green infrastructure, and community infrastructure.
- Limited community infrastructure north of rail line
- The area just south of the rail corridor has the greatest level of access to the different types of infrastructure identified in this study.
- There is a good provision of sports and green infrastructure across the neighbourhood, including to the north-western portion.
- Bus services are poorest to the north of the area
- Lack of woodland in the north east of the Borough



Shoeburyness	% of neighbourhood within walking distance	
Education: 59%	Civic: 46%	Green Space: 24%
Health: 66%	Sports & Leisure: 80%	Town Centre uses: 46%



Walking Completeness Score



Shoeburyness 'Aggregated Completeness Score' = 53%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.8.4 Land Use Proposals – Shoeburyness

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.8.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 52. Table 48** sets outs relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 48** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 48** below, or via the Councils website:
<https://localplan.southend.gov.uk/>

Map 52: Potential Residential Sites - Shoeburyness (excluding those with planning permission)

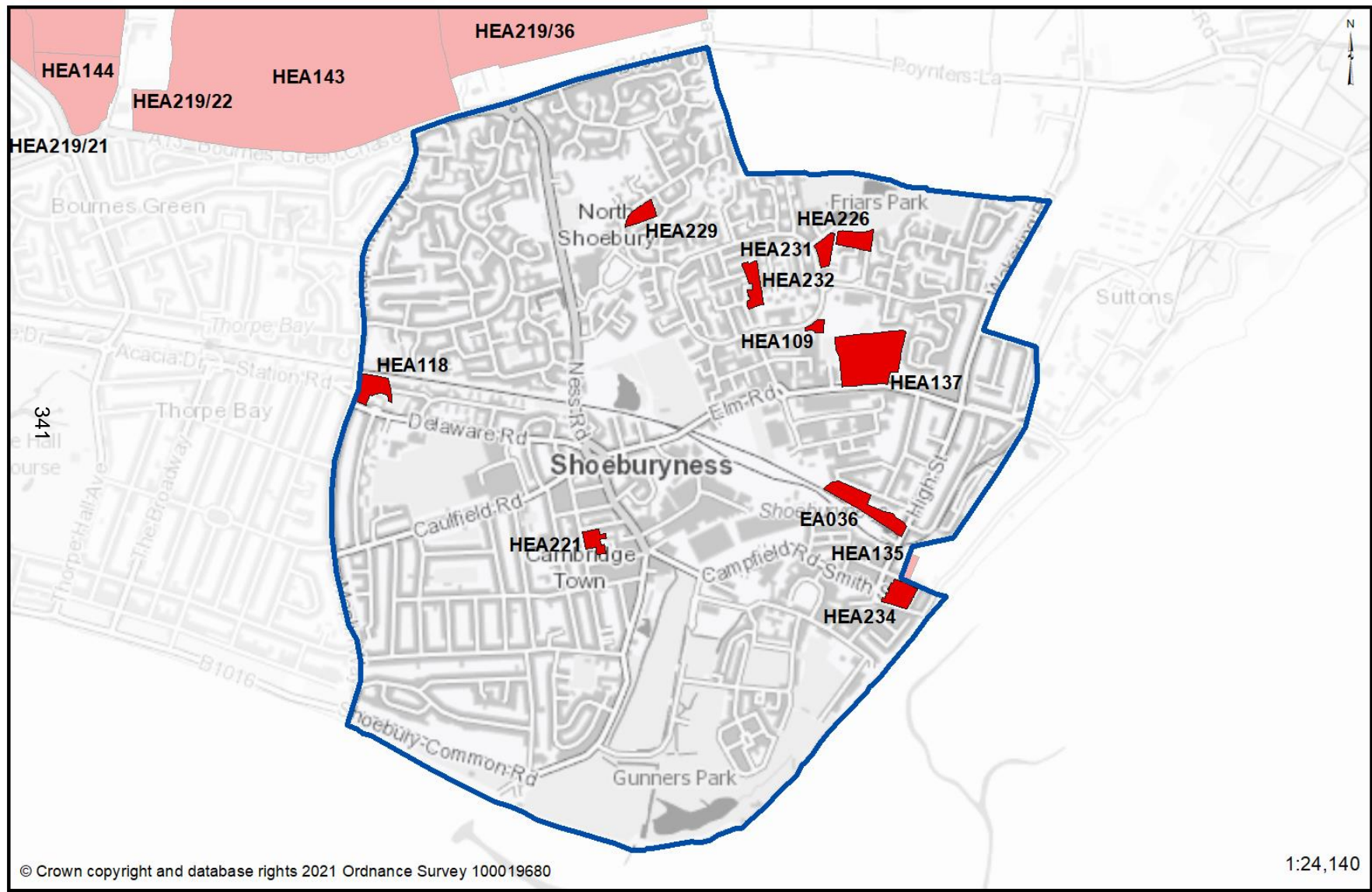


Table 48: Potential Residential Sites - Shoeburyness

Shoeburyness								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA109	Parking Area and adjacent areas at Eagle Way	A former Council owned garage site which has since been demolished with the area left open for parking. The land to the north which is included within the proposal is currently an under-utilised grass area with low-level planting (Not designated).	This Council owned site has been submitted through the Call for Sites process for residential development	Residential development	Urban Area General	12	12	
34 HEA118	Thorpedene Campus	Includes Delaware House, a two-storey residential care home, and Thorpedene Clinic, which includes NHS facilities. Railway track to the north. Surrounding area largely residential. Significant change in levels from Maplin Way North to Delaware Road.	This site has been submitted through the Call for Sites process. Existing building(s) in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential led development with potential for community use	Urban Area General	65	65	
HEA221	Avon Way / West Road, Avon Way	Group of 3 storey buildings currently occupied as sheltered housing. In a mixed area adjacent to a parade of shops surrounded by residential uses.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	63	0	

HEA226	Crouchmans, 46 Centurion Close	Group of 1 and 2 storey buildings currently occupied as sheltered housing. Located in a mainly residential area on the urban edge. Adjacent to Friars Park and surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	60	0	
HEA229 343	Great Mead, 200 Frobisher Way	Part 2 and 3 storey sheltered housing building with car park and shared gardens. Located in a residential estate fronting Frobisher Way. Near to a local centre.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	53	5	
HEA231	Kestrel House, 96 Eagle Way	Part 1 and 2 storey sheltered housing building with car parking and shared greenspaces. In a residential setting surrounded by low rise housing. Near to local centre and Friars Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	51	0	
HEA232	57-103 Kingfisher Close and 58-120 Sandpiper Close	Group of eight 2 storey buildings with car parking to the front and shared green spaces. In a low-rise residential area.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of	Residential	Housing Regeneration Sites	32	0	

			publication of this document no Council decision has been made on redeveloping this site.					
HEA234	Longmans, 11 Rampart Street	Group of mainly 2 storey buildings currently used as sheltered accommodation near to seafront. Area is generally residential of 1 to 3 storey buildings	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	77	25	
HEA135	Playing Field, George Street	Grassed playing field associated with former Hinguar School. Shoebury High Street to the north west, residential uses opposite the site, mainly 2 storey, open space public toilets and East Beach lie to the east and south east. Covenant issues on land	The site has been submitted through the Call for Sites process. Potential for residential development and to enhance adjacent East Beach recreational / environmental offer	Residential development	Green Space Release Sites	16	16	
344 HEA137	Land at Elm Road, Shoeburyness	Large site, designated protected green space, includes an area of landfill greened over. Mixture of uses surround the site including residential, school, open space.	The site has been submitted through the Call for Sites process. Potential for residential. Tree planting on the remaining green space would increase biodiversity. There is an existing programme of managing the habitat with controlled cutting regimes to increase biodiversity. Site remediation would also be required.	Residential development with improvements to remaining green space	Green Space Release Sites	300	300	
EA036	Terminal Close Employment Area	Existing employment site. Industrial estate made up of 1.5 storey buildings next to Shoeburyness train station, which may potentially cause noise issues. The site may also be contaminated: this requires further investigation. Site designated for employment.	Terminal Close is currently underutilised with half of the site being vacant and difficult to let due to the poor condition of premises and the unviable nature of the significant investment that would be required to bring the site up to modern day standards.	Mixed Use	Employment Release Site	149	149	
Planning permission 5 units or more	HEA004, HEA026, HEA032, HEA051, 18/01141/OUTM, 17/01473/FUL						251	

Planning permission 4 units or less							10	
Being Implemented							16	
Windfall							685	
Total							1,534	

3.8.41 Shoeburyness (Residential)

Have your say.....

Please explain your answer

- Do you agree with the proposed housing sites for Shoeburyness? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 31: Development Typologies** as set out below.
- Do you have any other comments on housing provision in Shoeburyness?

3.8.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 53 shows the Urban Forms of Shoeburyness neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to low rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 31 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Shoeburyness and within the different Urbans Forms as shown in **Map 53**. For instance you may believe the medium density residential area within **Map 53** should accommodate similar development, such as house typologies H2 and H3, and flat typology F1, within **Figure 31**.

Figure 31 - Development Typologies

Houses



H1: 25dph H2: 40dph H3: 60dph

Flats



F1: 60dph F2: 90dph F3: 135dph



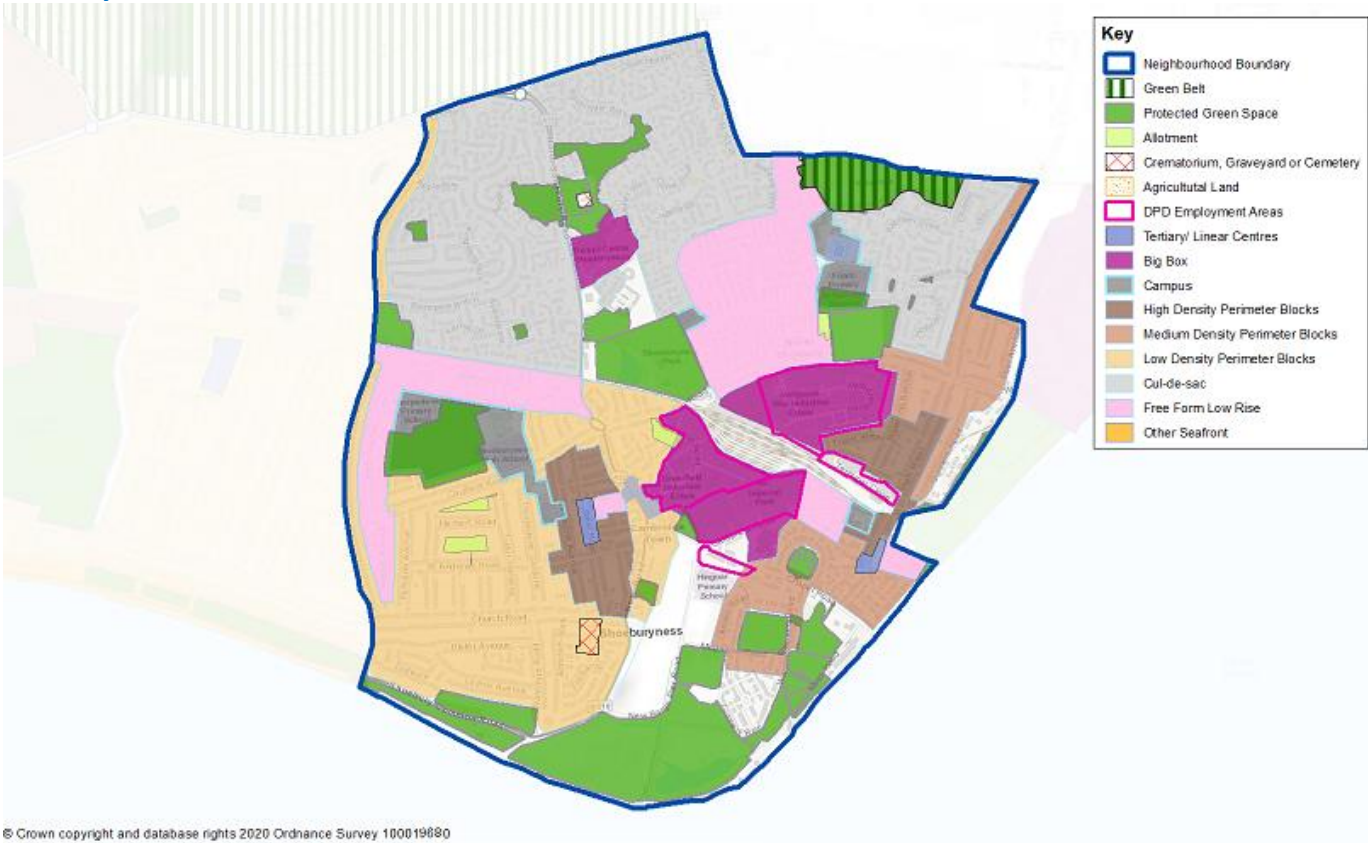
F4: 250dph



F5: 525dph

347

Map 53: Urban Form of Shoeburyness



Cul-de-Sac: Post-war development, typically from late 1960s onwards, featuring low densities often with poor permeability and legibility.



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.

3.8.42 Shoeburyness (Urban Form)

Have your say.....

Please explain your answers

- a. What types of development typology ([Figure 31](#)) do you think should come in Shoeburyness? You may wish to refer to the different urban forms presented in [Map 53](#) in your answer.

3.8.43 Employment

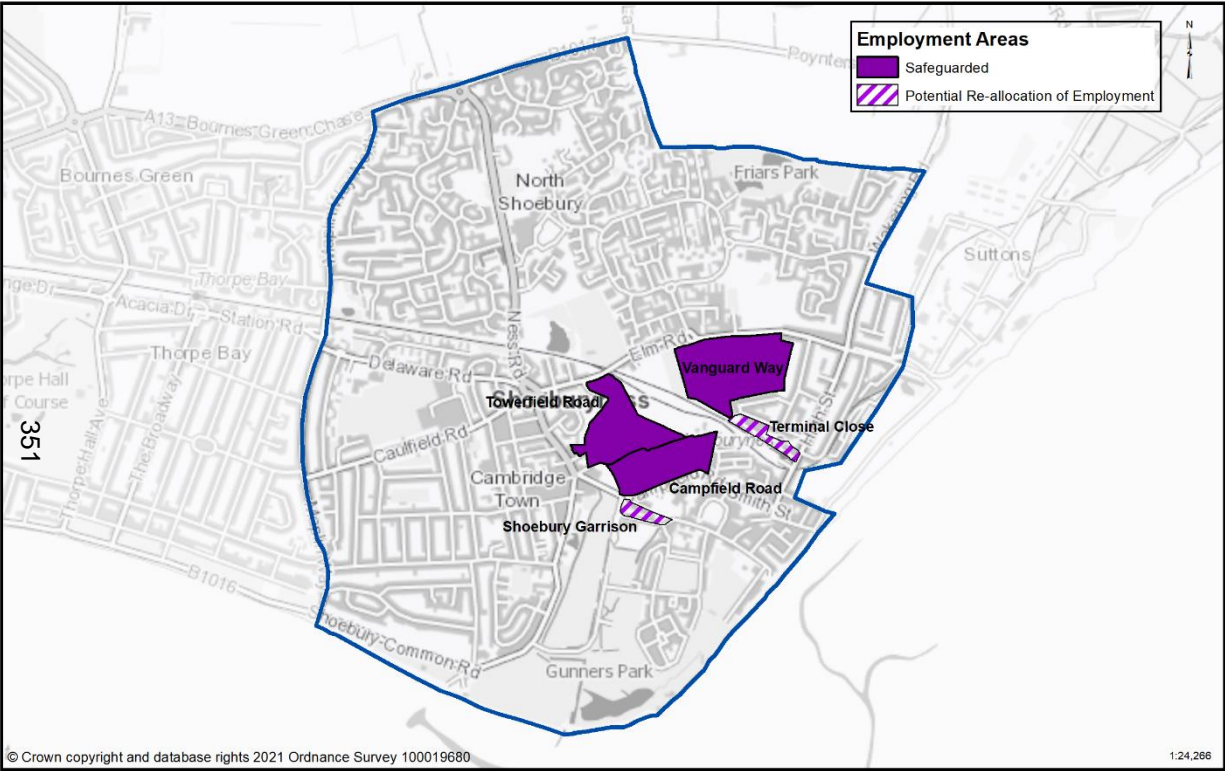
There are a number of industrial estates in Shoeburyness, largely clustered in the area close to the railway station and sidings. Vanguard Way, Towerfield Road and Campfield Road are particularly important locations offering a range of different sizes of units, from large format spaces accommodating major employers through to small business units such as the Seedbed Centre at Vanguard Way. It is intended they will be safeguarded for this purpose. Terminal Close and Shoebury Garrison Employment Areas may however offer opportunities for redevelopment for housing as they are currently functioning poorly as employment areas and have been identified for potential release. Terminal Close has a high vacancy rate and poor quality buildings, while Shoebury Garrison has lost most of its employment function to residential development and is likely to continue to do so as permissions have been granted for more residential development on other parts of the employment area. [Table 49](#) and [Map 54](#) sets out the employment land use proposals for Shoeburyness.

For businesses with regional and national markets, the location of Shoeburyness at the very end of the A13 creates access issues. It can take a considerable time at peak hours to negotiate traffic in Southend before reaching the Borough boundary. The proposed new Link Road offers the potential to improve accessibility to Shoebury’s employment areas.

Table 49: Land Use Proposals in Shoeburyness – Employment Land

Ref. No.	Site Name	Category	Hectares	Additional Floorspace
350	Vanguard Way	Safeguarded	10.69	
	Towerfield Road	Safeguarded	7.25	
	Campfield Road	Safeguarded	6.13	
	Shoebury Garrison	Re-allocation	-1.49	
	Terminal Close	Re-allocation	-0.94	
Total			21.64	

Map 54: Land Use Proposals in Shoeburyness – Employment Land



3.8.43 Shoeburyness (Employment)

Have your say.....

Please explain your answers

a. Do you agree with the proposed employment sites for Shoeburyness? Please name the employment site you are referring to.

b. Do you have any other comments on employment land provision in Shoeburyness?

3.8.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁷) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Those centres within Shoeburyness are outlined in [Table 50](#) and [Map 55](#).

A number of amendments are proposed to designate parts of existing centres as shown in [Map 55](#). These are in areas which either suffer from high vacancies or has lost a commercial frontage at ground floor level.

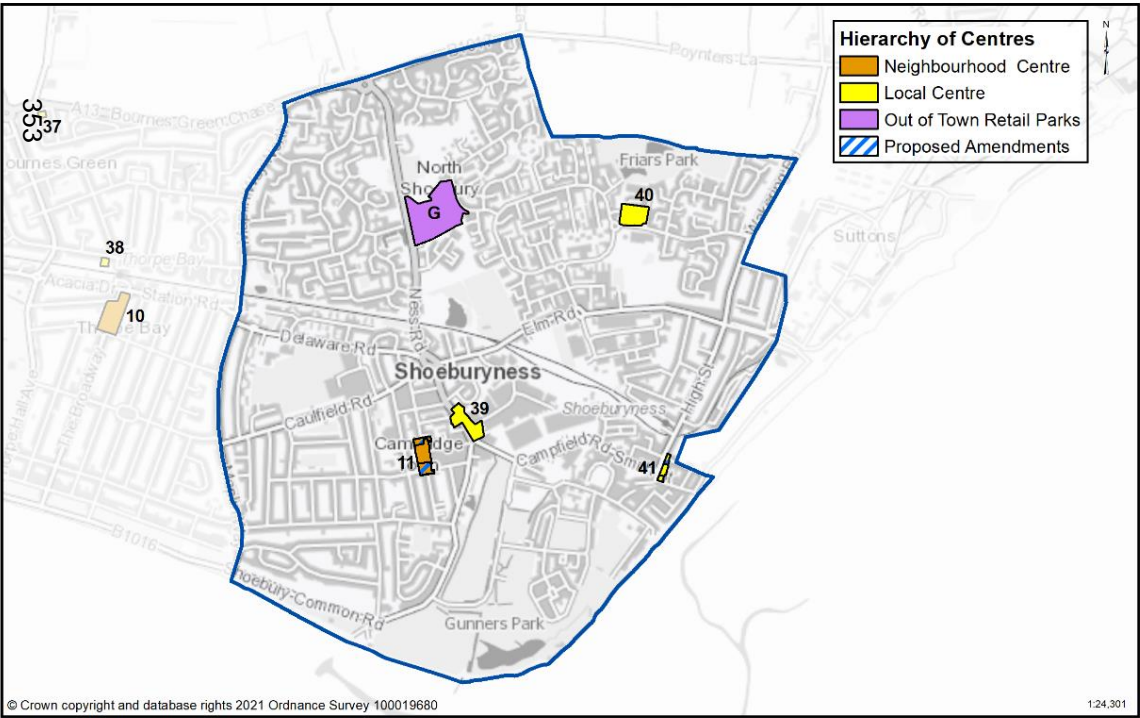
As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 55](#) and [Table 50](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁷ <https://www.legislation.gov.uk/uksi/2020/757/made>

Table 50: Shoeburyness Commercial Centres

Ref	Name	Centre Type
11	Shoeburyness (West Road)	Neighbourhood Centre
39	Ness Road	Local Centre
40	The Renown	Local Centre
41	High Street, Shoeburyness	Local Centre
G	North Shoebury	Out of Town Retail Parks

Map 55: Shoeburyness Commercial Centres



There are amendments proposed to the Shoeburyness (West Road) Neighbourhood Centre due to the reduction of active frontages in the north and south of the centre that reduce its ability to function as an effective Commercial, business and service sector. The northern section has a high vacancy rate while the southern section has a high proportion of units in residential use, introducing a dispersed distribution of commercial activities along these parts of the centre. To ensure a healthy commercial centre which delivers the required improvements and which functions accordingly it might be necessary to consider the extent of the centre by redefining and consolidating the areas dedicated to commercial activities to ensure a focused approach with emphasis on the areas located in the middle of the centre.

There are similar amendments also proposed to the High Street, Shoeburyness local centre due to a high proliferation of residential uses on the northern and southern parts of the centre.

354

3.8.44 Shoeburyness (Commercial Centres)

Have your say.....

Please explain your answer

a.

Should we seek to define ‘Commercial Areas’ as set out in [Table 50](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?

b.

Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?

c.

Do you agree with the proposed amendments as set out on [Map 55](#)?

d.

Are there any other areas within the Shoeburyness Neighbourhood area that we haven’t identified that should be promoted for commercial activities at ground floor level?

3.8.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 51](#) and [Map 56](#).

Existing Green Space

Shoebury Park, Friars Park, Gunners Park and East Beach are key areas of green space within the neighbourhood. Gunners Park has been re-configured as a result of the redevelopment of the Shoebury Garrison and is a large area of informal public space, including a pond, areas of natural open space, children's play area, skateboard park and tennis courts. The areas of natural open space are managed by the Essex Wildlife Trust. The broader Garrison development includes a cricket field. Friars Park contains two ponds and a play area for older children. Other play spaces are located around the neighbourhood, such as off Caulfield Road. Tree canopy cover in the neighbourhood ranges from 8.6% of the ward in West Shoebury to 12.3% in Shoeburyness ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Opportunities for enhancement of green space will be pursued wherever possible, especially around East Beach where management of day visitors will be particularly important.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Gunners Park is proposed to be designated as a Local Green Space for its heritage and biodiversity value and unique character offering panoramic sea views. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community.

Proposed New Green Space

It is proposed to designate the coastal walking and cycle link between East Beach and the Garrison estate as a Green Corridor. The potential new settlement to the north and west of Shoeburyness would include substantial amounts of greenspace linking into a broader South Essex Regional Park. This would include significant green corridors that would make access to countryside easier particularly by walking and cycling ([Table 51a](#)).

Falcon Way and Colne Drive are existing green spaces adjacent to Colne Drive playground which are proposed to be protected as Amenity Green Space. Other existing green spaces proposed to be protected as Amenity Green Space are Jena Close, Goya Rise and Hogarth Open Space. These informal spaces perform a valuable amenity, recreational and biodiversity role.

Existing playgrounds at Delaware Road, Jena Close and Caulfield Road are also proposed to be protected.

Green spaces with potential for other uses

Playing Fields at George Street and land at Elm Road which are currently protected as green space in the local plan have been identified as public land which has potential for development, including for housing (Table 51b).

Map 56: – Protected Green Space in Shoeburyness and Proposed Green Space

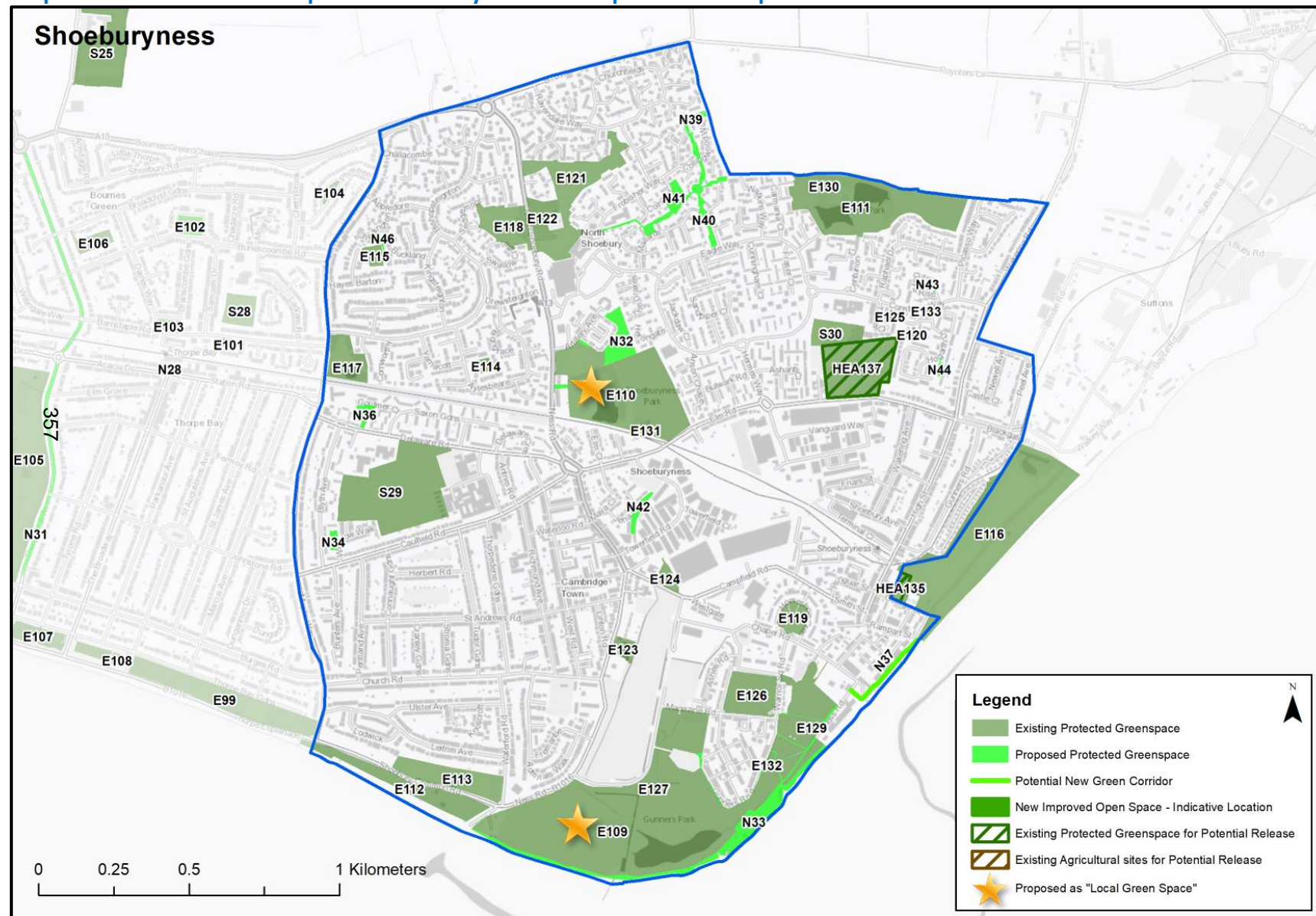


Table 51: Shoeburyness - Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Parks		
E109	Gunners Park	28.235
E110	Shoebury Park	9.261
E111	Friars Park	7.619
E112	Shoebury Common	2.769
E113	Shoebury Common North	2.495
Amenity Open Space		
E114	Aylesbeare Open Space	0.173
E115	Cheldon Barton Open Space	0.365
E116	East Beach Open Space	12.735
E117	Maplin Way Open Space	1.574
E118	Sedgemoor Open Space	1.900
E119	Horseshoe Crescent	0.838
E120	Whistler Rise Open Space	0.044
E121	St Mary's Green	4.011
E122	St Mary's Nature Reserve	0.975
E123	Ness Road	0.448
E124	Campfield Road War Memorial	0.422
E125	Turner Close Courtyard	0.041
Sports Grounds		
E126	Garrison Cricket Square	2.186
E127	Gunners Park - Wheeled Sports	0.034
E128	Gunners Park - Ball Sports	0.032
E129	Gunners Park - Tennis Courts	0.124

Sites in **bold** are proposed as 'Local Green Space'

Site Ref.	Name of Site	Size (Ha)
Playgrounds		
E130	Friars Park	0.402
E131	Shoebury Park Playground	0.191
E132	Gunners Park - Toddler Play Area	0.036
Pocket Park		
E133	Hogarth Drive Open Space	0.026
School		
S29	Shoebury High playing fields	7.646
S30	Friars Primary School Playing fields	1.206
Allotments		
A12	Growing Together Shoeburyness	0.349
A13	Elm Road/Towerfield Road	0.577
A14	Herbert Road	0.460
A15	St Andrews Road	0.821
Crematorium, Graveyard or Cemetery		
C10	St Mary's, Shoebury	0.258
C11	St Andrews	0.975
Release Site		
HEA135	Part of playing field George Street	0.318
HEA137	Land at Elm Road Sports Ground	3.880

Table 51a: Shoeburyness – Proposed Green Space

Site Ref.	Name of Site	Size (Ha)
Local Parks Parks		
N32	Shoebury Park Expansion	1.184
N33	Gunners Park update to boundary	3.061
Playgrounds		
N34	Caulfield Road (Wicklow Walk)	0.161
N35	Jena Close Playground	0.038
N36	Delaware Road	0.295
Green Corridor		
N37	East Beach path to Gunners Park	315m
Sports Ground		
N38	Colne Drive Sports Ground	0.026

Site Ref.	Name of Site	Size (Ha)
Amenity Open Space		
N39	Collingwood Open Space	0.450
N40	Falcon Way Open Space	0.557
N41	Colne Drive Open Space	0.768
N42	Jena Close Open Space	0.238
N43	Goya Rise Open Space	0.082
N44	Hogarth Open Space	0.066
N45	Aylesbeare Open Space Extension	0.033
N46	Cheldon Barton Open Space Extension	0.035

Table 51b: Land Use Proposals in Shoeburyness – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA135	Land at George Street	0.32	Former playing field associated with Hinguar School, about 0.5 miles from site.	Grassed playing field, maintained. Fenced off and sign states “for school use only”. Green space to north and east is publicly accessible and functionally part of East Beach recreation area.	N	16	Land is in public ownership and has potential for residential development. Redevelopment could enhance adjacent green space.
HEA137	Land at Elm Road	3.77	Former landfill site	Contamination issues, land actively managed for biodiversity, used by dog	Possible if removed in entirety	300	Land is in public ownership and has potential

				walkers/pedestrian link through area.			for residential development
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3.8.45 Shoeburyness (Green Space)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed new green space designations (**Table 51a**)? If not, can you explain why?
- b. Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? Please provide an address.
- c. Do you agree with the sites identified for release from green space designations (**Table 51b**)? If not, can you explain why?
- d. Do you agree with Gunners Park and Shoebury Park being identified as Local Green Space? If not, can you explain why?
- e. Do you propose any other sites within Shoeburyness should be designated as Local Green Space? Any proposals must be supported by evidence the space is special to local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- f. Do you have any other comments on green space provision in Shoeburyness?

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Southend New Local Plan Refining the Plan Options Public Consultation

Non - Technical Summary
July 2021

Looking Ahead Towards 2040 How Should We Plan for the Future? Make Your Views Known

As we recover from the unprecedented impact of the Covid pandemic and face the significant challenges of climate change and meeting our future housing, economic and community needs it is important that we look positively forward to plan for how we want our town to develop and look over the next 20 years.

We first consulted on an issues and options document in early 2019 as part of the first stage in preparing a New Local Plan for Southend. Building on the valuable feedback you provided we are now once again seeking your comments and views on 'Refining the Plan Options' which looks in more detail at possible options for preparing a new strategy and plan for the Borough and identifies specific sites that could contribute to meeting future needs.

Your input will be invaluable in contributing to and ensuring that a New Local Plan for Southend has the support of the resident and business community.

Please make your views and comments by 17th Sept 2021.

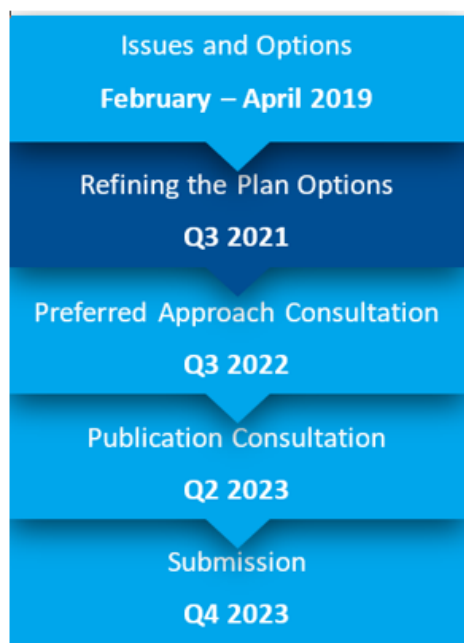
The ways you can do this are detailed on the back of this summary document.

Refining the Plan Options

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

Comments and views made at this stage will help shape a Preferred Approach document which will be subject to further public consultation next year and in 2023 when the Plan is then submitted to be examined by an independent Inspector.

Once adopted the Southend New Local Plan will be a key document in guiding and facilitating new development and growth in the Borough, helping to deliver some of the key aspirations of the Southend 2050 vision developed in 2018 in partnership with the local community, and acting as a catalyst to assist economic recovery from the Covid pandemic. When adopted, the New Local Plan will replace the existing suite of documents that currently comprise the Local Development Framework, including the Southend Core Strategy (2007), Development Management Document (2015) and Southend Central Area Action Plan (2018) and some policies within the Airport Joint Area Action Plan (2014)



Calendar Year (action listed commencing)

As an approximation, the period from submission to adoption may range from 9 to 12 months dependent on the scope of the plan, issues arising during examination and scheduling of meetings

Southend Borough

comprises 8 distinct neighbourhoods



82,000

Existing homes



Density 19.6 homes per hectare



23,620 homes required by 2040



529.9 hectares of protected greenspace

20,000+ Street Trees



15

Allotments

8

Nature conservation areas

Resident Population

183,100

7+ million day visitors per annum pre Covid-19



7 miles of coastline

Theme Park & Pleasure Pier

3 Theatres



Cultural facilities
2 nationally recognised art companies

1 International Airport



9 Train Stations



50+

Sport facilities and pitches



58 Schools

2 Colleges



1 University

64,700 jobs in Southend

48 Commercial Areas (93 hectares)



11,000 new jobs by 2040

20 Business/ Industrial Estates (118.3 hectares)



Extensive Bus Routes



1.09 cars per household
1.31 cars per house
0.65 cars per flat



Strengths and Opportunities

7 miles of coastline



32 parks,
36 play areas



Strong entrepreneurial culture.

86% of companies employ 10 staff or fewer



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

Recover and grow visitor economy

7m

Visitors
Per year



Expanding Airport and business park



Hub for culture and higher education



Low car ownership.

1 car per household on average



9 railway stations



Frequent bus routes



Expanding cycle network



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



Challenges

Average house price

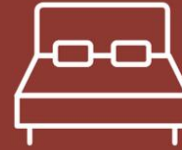
10.6x annual salary of Southend residents



Low growth in housing compared to other large towns and cities



Need to deliver more family housing



Recovery from COVID-19



Traffic congestion on major routes in the AM/PM peak



Low wage economy (those working in Southend)



Need to improve the skills base of residents



Overreliance of retail in the High Street



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



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



Renewal and replacement of sea defences



Enhance the built and natural environment



Since we published the Issues and Options document for consultation in early 2019, there have been significant changes proposed by the Government to planning legislation as first outlined in the White Paper 'Planning for the Future' which proposed a package of measures seeking to radically reform the planning system including how local plans are prepared. If approved, the White Paper proposals will have a major impact on how the Southend New Local Plan is prepared and taken forward. The preparation of the 'Refining the Plan Options' document is therefore designed to provide a degree of flexibility so that the changes proposed in the White Paper can be satisfactorily accommodated, as appropriate, as the New Local Plan progresses.

In addition, last September the Government agreed to radical changes to the Use Classes Order which allow greater freedoms for changing retail use to other uses without the need to apply for planning permission. As a result, this has significantly impacted on current retail planning policy.

All these considerations together with the comments made on the Issues and Options document have been taken into account in preparing 'Refining the Policy Options'. **It does not set out a preferred strategy or criteria-based policies, rather it sets out draft proposals, potential development sites and possible interventions to generate further public feedback as the Local Plan is progressed.**

Other land use considerations and criteria-based policies that help to shape and manage the form and function of development, such as those that address housing tenure and climate change, have not been explicitly identified within the consultation document. They will be included in the next stage of the New Local Plan preparation.

The full document can be viewed at <https://localplan.southend.gov.uk/>. Its contents are summarised below.

Having an up-to-date Local Plan that is shaped through community engagement, provides an important tool to help manage future development proposals that would otherwise come forward without local policies guiding the type, scale and location of new development.

Summary of Contents

The Plan is divided into three Parts: 1. Aim and Objectives; 2. Spatial Strategy; 3. Southend Neighbourhoods. The primary focus of the consultation is seeking views on the Aim and Objectives and Spatial Strategy. The Neighbourhood sections set out the draft proposals in more detail for those wishing to focus on certain areas of the Borough or where they live.

Part 1. Aim and Objectives

The document sets out a draft Aim of where we want to be in 20 years' time and will be a key stepping stone to achieving the **Southend 2050 ambition**. The document also contains 7 draft Development Principles and 15 Spatial Objectives.

Part 2. Spatial Strategy

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

Economic Recovery and Meeting Employment Needs



The Borough will need to plan for around 11,000 new jobs over a 20 year period and identifies 'growth clusters' as having the potential to achieve future economic growth in Southend. These are the Town Centre, London Southend Airport and northern Southend corridor centred around the Progress Road, Airborne Close and Stock Road/ Temple Farm employment areas. Within these areas the principal growth drivers are identified as being the digital, cultural and creative; healthcare technology; advanced manufacturing and engineering; and tourism sectors. There is also potential within the Climate Change technology sector.

The document sets out options for safeguarding these important employment areas and identifies land for additional employment provision to meet future needs. It also considers the re-allocation of underutilised employment land to other uses, principally residential use.

All the sections of the New Local Plan will play an important role in facilitating job growth and economic recovery. The provision of new homes will provide construction jobs and attract investment and spending to the area, whilst a growing population will generate more jobs in schools and health related

services as well as shops, cafes and restaurants in our town, neighbourhood and local centres. Transport and access improvements will be vital for attracting economic investment and there remains considerable economic growth potential at London Southend Airport.



Providing Community Services and Infrastructure

Providing quality services for the future health, education, sports and leisure and community needs of the Borough's residents is fundamental in achieving a high quality of life.

Growth within Southend needs to be infrastructure led, ensuring key services and facilities are delivered when they are needed, taking account of existing capacity and the phasing of future development. The document asks what infrastructure provision is required in respect to new development and outlines that an Infrastructure Delivery Plan will be prepared to sit alongside the New Local Plan.



Providing New Homes

Housing is an important issue, particularly its affordability, not just for Southend, but nationally.

Housing in Southend, and South Essex as a whole, has become less and less affordable in recent years. Indeed for many, it is simply unaffordable. When compared to the national average, we have high rates of overcrowding, enforced house sharing, and homelessness. We continue to see rising house prices and private rents outstripping local wage levels. Not enough housing is being built in the area and the New Local Plan needs to facilitate a step-change in housing delivery in the future whilst protecting our parks, delivering new infrastructure, including schooling and transport and safeguarding the character of the Borough and fulfilling our Climate Change commitments.

Local Authorities must seek to meet its need in full as identified by the Government in its 'standard methodology' for calculating housing need. For Southend this identifies a need for 23,620 new homes over the next 20 years (1,181 homes per annum) which represents a significant increase on past development rates.

Housing Issues

Southend Population 183,100
Area 4175.6 hectares



82,000

Existing
homes

Density 19.6
homes per
hectare

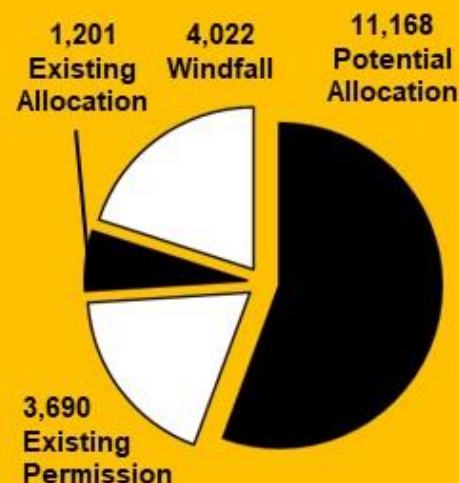


23,620 homes
required by 2040



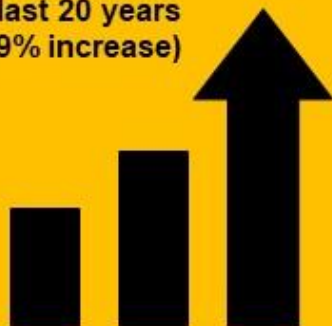
Supply - potential
number of new homes
within Southend

20,081



6,274 new homes built over
the last 20 years
(8.29% increase)

371



Of which 773 new affordable
homes built over the last 20
years



Around 570 – 650 new
affordable homes required
each year (SHMA 2016)

1,419 families on the
Southend Council housing
waiting list



2020 average house price
10.62x local earnings
(national average 7.84x)



2000 average house price
3.88x local earnings

Average age of first time
buyer

31



Average price of a home has
increased 320% over the
last 20 years within Southend



National
average =
211%



Low growth in housing
compared to other large
towns and cities

Need to
deliver
more
family
housing



Refining the Plan Options builds on the options put forward in the 'Issues and Options' consultation report and responses received and considers in further detail options for meeting our future housing needs by:

- **increasing urban capacity** – development within the existing urban area of Southend through windfall, existing allocations and sites located on previously developed land. This has the potential to contribute 10,648 new homes;
- **facilitating urban change** – housing regeneration on existing housing estates in public ownership that may benefit from some renewal, redevelopment or expansion; outmoded/under used employment land that could be better put to alternative residential use; and a small number of sites on green space and agricultural land within settlement limits that could be suitable for housing. This has the potential to contribute 2,259 new homes;
- **new neighbourhood** - development on the edge of the existing urban area of Southend that has the potential to create a comprehensive new neighbourhood including new jobs, supporting infrastructure, improved access and public green space. This includes 1,859 new homes at Fossetts Farm and an estimated 5,395 additional homes on land currently designated as Green Belt; and
- **new development outside the Borough** - Rochford District Council is preparing a new Local Plan and is also considering a range of spatial options and sites to meet its own development needs. One option that could contribute to meeting housing needs within both Rochford and Southend is through providing a **series of new neighbourhoods** on the north-eastern edge of Southend. These neighbourhoods could be created with distinct identities or be part of a comprehensive Garden Settlement delivering new jobs and infrastructure including education, health, new public open space forming a South Essex Estuary Park (SEE Park) and supporting community facilities to provide for sustainable communities. This has the potential to help meet housing needs in the area. A comprehensive development would also include all the land necessary to deliver new road links necessary to facilitate the delivery of land both within Southend and Rochford District.

If all the potential housing sites in Southend were to be delivered it could provide for a total of just over 20,000 new homes. A further 4,850 new homes could be delivered on the edge of Southend, within Rochford District, which would help towards meeting housing needs for the area over a 20 year period.

Retail Provision and Centre Hierarchy



To ensure we provide for healthy, complete neighbourhoods and encourage local employment opportunities, the document identifies a hierarchy of centres and proposes that we promote, enhance and where possible maintain a mix of commercial uses within these by defining each of them as “Commercial Areas”. The document also considers future retail needs.

Town Centre and Central Seafront



In the light of changing retail patterns there is a need to promote a greater mix of uses within our town and local centres, the town centre needs to be reimagined and refocused to ensure that it adapts and evolves.

In response to this the Local Plan sets a draft vision and presents options for updating the uncommitted site allocations contained in the Southend Central Area Action Plan (SCAAP) that was adopted in 2018.

The document also invites feedback on a range of draft Opportunity Sites and Interventions that could transform and re-imagine the Town Centre and wider area.

Protecting and Enhancing Green Space and the Coastline



To provide protection against inappropriate development on green space and the coastline and to protect natural habitats, the document identifies sites to be safeguarded; supports in principle the ambition to create a Country Park to improve access to green space for residents in the north east of the Borough; and identifies areas of search where new and improved open spaces will be promoted within areas lacking access to local open space. It also identifies a small number of green spaces including agricultural land where there is potential for other uses, to deliver the objectives referred to above.

Transport and Access



The document identifies draft priorities for transport provision and considers accessibility to town and neighbourhood centres and tourism attractions. It also seeks views on the principle of creating a new sustainable link road from

the A127 to Shoeburyness to facilitate the development of new neighbourhood/s to the north of Southend.



London Southend Airport

Options for updating and reviewing policy provisions relating to the airport, its growth and economic potential to take account of existing runway capacity, environmental and noise issues together with transport implications are set out for comment.



Part 3. Southend Neighbourhoods

‘Refining the Policy Options’ sets out in Section 3 of the document a range of options and issues affecting the Boroughs eight defined neighbourhoods, namely Eastwood, Leigh, Prittlewell, Westcliff, Southend Central, Southchurch, Thorpe Bay and Shoeburyness. It sets out draft priorities and considers how complete each neighbourhood is in terms of community facilities and accessibility and identifies potential sites for various uses to meet local needs.

Making Your Views Known

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

To guide your response to Refining the Plan Options, the document sets out a number of questions, many of which relate to specific sites in the Borough.

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

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

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

How to Contact Us

You can email us at: planningpolicy@southend.gov.uk

Or write to us at:

Business Intelligence Officer,
Performance & Business Support,
Department for Place,
Southend-on-Sea Borough Council,
PO Box 6,
Civic Centre,
Victoria Avenue,
Southend-on-Sea,
SS2 6ER

You can also follow us on: @PlanSouthend and @SouthendBCOfficial

If you would like to be notified of future planning policy consultations you can sign up to our planning policy consultation database. Please contact planningpolicy@southend.gov.uk or telephone 01702 215408.

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Southend-on-Sea Borough Council

**Report of Deputy Chief Executive and Executive Director
Growth & Housing and the Executive Director Adults &
Communities**

To

Cabinet

On

15th June 2021

Report prepared by: Emma Cooney, Director of Regeneration
& Growth and Scott Dolling, Director of Culture & Tourism

**Agenda
Item No.**

7

Culture-led Regeneration and the Town Centre

**Relevant Scrutiny Committee(s) Place
Cabinet Members: Cllr Gilbert & Cllr Mulroney
Part 1 (Public Agenda Item)**

1. Purpose of Report

- 1.1** The report sets out the planned next steps towards a reimagined and thriving town centre and the transformational role of culture led regeneration in delivering this and other outcomes across the borough. Progress to date is also included by way of context and foundation for next steps.

2. Recommendations

- 2.1** That the principles of the Culture Vision (Appendix 1) are adopted to shape and inform culture-led regeneration;
- 2.2** That progress of outcomes contributing towards a reimagined and thriving town centre are noted;
- 2.3** That the design plans for the LGF funded public realm external works at the Forum (Elmer Square) are agreed; and
- 2.4** That development of a visual 'masterplan lite' for the town centre is progressed with a culture-led regeneration focus and that £125,000 is set aside to support this work and is funded from the Covid Recovery Reserve.

3. Background

- 3.1** The future of town centres is a well debated subject nationally and has consistently been a priority in Southend in recent years. Supporting the continuing evolution of Southend town centre was highlighted through the 2050 conversations and is reflected in an outcome in the Opportunity and Prosperity theme. This led to the town centre being the focus of a joint scrutiny project in

2018-19 and a Town Centre summit in September 2018. As part of the central area it is also covered by the Southend Central Area Action Plan (SCAAP) which gives detailed consideration to how and where regeneration and growth can sustainably be accommodated.

- 3.2** The town centre is a microcosm of the borough with nearly all activities and elements of life that you find across Southend also found and required in the central area – places to live, work, play, learn and visit, alongside health provision, cultural assets and green spaces – in line with the principles of the walkable neighbourhood. Additionally, it is the borough’s primary retail area, and since it enjoys direct connection with the central seafront and is home to stations on both train lines is also one of the busiest areas during the visitor season. As such investment and intervention to improve and enhance the town centre can deliver new homes, skills, employment, increased year-round local spend, a sense of wellbeing, connection and local pride, and be a catalyst for attracting further investment. Some of these outcomes will be sought to be achieved through the proposed Levelling-Up Fund (LUF) bid set out in the accompanying LUF report (report number 21/010) and all of which will be principles for the masterplan lite proposed in this report.
- 3.3** When the Covid-19 pandemic hit in early 2020 the town centre was swiftly recognised by the Council as a priority area and featured as one of the Council's 6 recovery priorities.
- 3.4** The pandemic has had a significant impact on the town centre with periods of closure and restriction. It has accelerated some existing trends, such as online retail which some experts suggest has leapt forward by ten years; introduced some new trends which are temporary and others which may become more permanent as people and businesses settle into a blend of time in the office and at home.
- 3.5** For a seaside destination like Southend, the role of a broader cultural offer supports a year round visitor economy and can boost footfall. The resulting opportunity for growth has even greater resonance with some of our most deprived wards in the same central area,
- 3.6** Southend’s Culture Vision (Appendix 1) is a key strategy that has also developed over the last year having consulted and collaborated extensively with our creative sector and residents. The vision has five overarching themes which are supported by a set of underpinning values. These themes and values have been co-developed and support the council’s wider social and economic outcomes outlined in the Southend 2050 ambition
- 3.7** In September 2020 the Council, with South Essex College, took the difficult decision to not progress with the Forum 2 build project in the town centre as a result of the pandemic on finances. However, the Council committed to developing an options appraisal to inform Southend’s approach to culture-led regeneration and deliver against the identified outcomes recognising the role and impact of culture and the creative sector. This work was led by Focal Point Gallery, the region’s only contemporary arts gallery and national portfolio organisation (NPO) for the Arts Council. The findings of this work are set out later

in the report. An extensive ASELA commissioned study into the regional opportunities for cultural regeneration undertaken by METAL, also an Arts Council NPO based in Southend, has further supported evidence into the options appraisal.

3.8 Southend's creative industries have capacity to grow and further support the economy. The sector does need investment in infrastructure to realise its potential however which has been evidenced in recent studies. Engagement with arts and culture is proven to benefit the lives of residents and encourage visitors to Southend. It is a powerful route to support community cohesion, wellbeing and mental health, and pride in a community.

3.9 The economic impact of culture is also well documented with recent reports highlighting headlines such as:

- For every £1 in turnover directly generated by the arts and culture industry, an additional £1.24 in output is supported in the wider economy.
- For every 1 job directly created by the arts and culture industry, an additional 1.65 jobs are supported in the wider economy.
- Across the UK the sector is set to grow to £15.2 billion by 2025;¹
- Creative industries are the fastest growing sector in the UK economy and have a clear role in economic recovery.
- Jobs in the creative sector are less likely to be automated than many other areas.
- Creative industries drive and unlock innovation, deliver significant social impact, and invest heavily in the regeneration of communities ²

3.10 Cultural and creative programmes also bring benefits and opportunities for residents and new visitors alike. DCMS investment of £4.3m from the Culture Development Fund has ensured that culture-led regeneration is underway across the Estuary with the Creative Estuary programme. The Creative Estuary programme aims to develop the Estuary as an internationally important hub for the Creative & Cultural Industries, with Southend as an important 'Creative Cluster' within the region, providing investment, jobs and training, creative programming, place making activities and branding, infrastructure improvements. As part of this, the Estuary 21 Festival has served to celebrate specific locations and histories that are often overlooked around the South Essex and North Kent coastline, which can lead to longer-term regeneration opportunities. This project leveraging in significant external investment is jointly presented by METAL, based in Southend and features many other Southend arts organisations including Focal Point Gallery. One of the sites for Estuary 21, Gunners Park in Shoeburyness, highlighting the unique heritage of this part of the Borough bringing new

¹ Centre for Economic and Business Research (CEBR) published September 2020 - reference for bullet points 1-3

² Research undertaken by the Creative Industries Federation - reference for bullet points 4-6

audiences to the area. There are developed plans to restore the former battery gun store as a Heritage Centre to become a permanent venue.

- 3.11** There is therefore a strong case for employing a culture-led regeneration approach to the town centre. The creative industries are a proven tool for stimulating local economic development and regeneration. This sector is people focused and applies to social and physical infrastructure. It has the potential to support a new mixed ecology for the town centre, sustaining retail alongside the delivery of new workspaces, homes and cultural leisure activities as well as developing a sense of pride and community cohesion, improving environmental, health and deprivation outcomes.
- 3.12** Southend already enjoys a rich and diverse creative sector with organisations and businesses of all sizes and disciplines, and so there is a strong foundation to cultivate and grow this important sector for the local economy. Within the town centre area there is significant opportunity to use culture in its broader regeneration context to support economic growth and underpin the community as it develops. Milton, Victoria and Kursaal wards are among our most deprived and will all benefit from the regeneration opportunities. The town centre footprint for the masterplan lite outlined in section 5, will be determined through that work drawing on consultation feedback.

4. Outcome delivery to date

- 4.1** Despite the restrictions and challenges the pandemic has brought, good progress has been made in progressing outcome delivery and preparing for the next phase, both by the Council and partners. This section of the report provides an update on work undertaken and the outcomes achieved and enabled.

Delivering Economic Growth

- 4.2** There is a wide variety of interventions enabling business adaptation and growth, employment opportunities, and supporting the evolution of the town centre. These include Better Queensway and Seaway Leisure as two major projects in the town centre which collectively represent over £600m investment in the borough including some £20m of Government funding. Their construction and activation are forecast to create c1,500 jobs, upto 1760 homes, c25,000sqm commercial, leisure and creative floorspace, and improved public realm and space to dwell north and south of the High Street. Both projects are set to significantly increase footfall in the town centre as more people make it their home and leisure destination.
- 4.3** The vibrancy of the town centre is being supported utilising funding from South East Local Enterprise Partnership (SELEP). Vacant town centre premises, both at street level and above, can benefit from 0% loans³ to be brought back into use and the Council is also looking to activate an empty unit with culture led activities as a pilot working to find a sustainable business model. Grant funding has also been invested in data analytics to better understand how the town centre is being

³ <https://www.southend.gov.uk/business-1/town-centre-interventions-project/3?documentId=1055&categoryId=100002>

used and will provide a more robust and detailed data set than the proxies currently in place. This supports the Council's commitment to making data driven policy decisions and therefore signals better outcomes for such major investments made by the Council as well as data which can help to support wider investment decisions.

Victoria Shopping Centre

4.4 In December 2020 the Council took the decision to purchase the Victoria Shopping Centre recognising its future regeneration benefits and the strategic landholding it offered in helping to shape the future of the town centre. Feedback from the commercial market has indicated an increased confidence in Southend as a result with this, and other projects such as Better Queensway, Roots Hall and Fossetts Farm and Seaway Leisure being referenced as reasons to invest. In the short term the Council has set out to drive up footfall and occupancy in the Victoria Centre. The hospital blood testing service has taken a unit on the ground floor with 5 other new lets agreed. The Council is advancing discussions with potential occupiers which are at various stages. This presents new employment opportunities as well as business growth. The Council is actively looking at:

- required short-term capital investment needed;
- working with retailers (and all commercial tenants across the portfolio) as restrictions are released to ensure that opportunities to trade safely are optimised and financial commitments can be addressed.
- the physical relationship between the Victoria Centre and the first phase of Better Queensway including the bridge over Chichester Road;
- Options to improve the centre car park, to consider electric vehicle infrastructure and improve energy efficiency/reduce carbon impact;
- potential investments in the elevations and immediate public realm;
- to what extent a significant Council and wider public-sector occupancy within the centre could help to reposition the Victoria Centre, to help drive footfall both within the centre and into the wider town centre area and to what extent this could unlock further opportunities in other locations to support the Council in meeting a wide range of Southend 2050 outcome

4.5 The acquisition of the Centre provides the opportunity for the Council to review town centre parking provision and its previous commitment in relation to developing a multi-storey carpark at Tylers Avenue. It is intended that this review will be included as part of the masterplan lite set out in this paper.

Making more of Culture

4.6 Southend's Culture Vision (appended) underlines our 2050 ambitions as well as providing a framework for key strategic plans outlined in this report. Several key themes have emerged from the wide engagement that inform the aspirations for culture led regeneration.

4.7 Recognising the pride it brings to Southend and the significant social, economic, and wellbeing benefits it offers, cultural themes have played a significant role in the place branding project which was recently completed. The purpose of a new

place brand is to reflect a more confident, contemporary and creative place, and to 'position' the entire place as one 'city' with many diverse and distinct offers – and to 'sell' it to not just potential visitors, but to those who live, study and work here both now and in the future. It has also established a set of core values and behaviours that have been developed to inspire and influence strategy, policy, marketing and decision making.

4.8 The Cultural Vision engagement also highlights the importance of heritage and supports recent investment decisions around Southend Pier and underpins the need for ongoing investment in our key cultural spaces in the town centre such as the Beecroft and Central Museum.

4.9 A significant piece of work assessing the need and opportunity for the creative sector and culture-led regeneration has been undertaken in the 6 months leading up to April 2021. This options appraisal paves the way for the next phases of investment, partnership and to shape culture-led regeneration. It has been informed by extensive consultations, surveys and desk-top research. It has re-established the requirements of local residents and the creative industries in South Essex in support of the 2050 outcomes to maximise the potential of cultural and creative facilities in Southend and its leading role in the wider South Essex region.

4.10 Specific outcomes identified through the options appraisal are to develop the central section of Southend High Street as a cohesive arts and education 'quarter'. Building on the success of the Forum partnership model with academic and public uses it could capitalise on the potential of the creative industries as integral to a future mixed-use economy, with enhanced community benefits within the Town Centre. This would increase opportunities for residents, visitors and businesses to grow the local economy and improve the quality of life. Currently this middle area has a significant number of empty or underused properties and is neglected in appearance. The benefits in regenerating the central High Street area as a cohesive arts and education 'quarter' include:

- Create a new identity and economic focus for the central area of Southend High Street, which is being vacated by retailers and therefore in decline.
- Crime reduction through bringing underused buildings and public realm into alternative use.
- Community facilities with dedicated use for residents of the Southend Central Wards (the most deprived wards in Southend). Would support public health outcomes particularly around Mental Health.
- Provide the infrastructure for new skills development programmes and well-being activities through arts and culture targeted at deprived residents.
- Create economic growth and local market for the creative industries in Southend (who currently have to export their business or procure services from outside the Borough). The creative industries are an important sector in Southend and South Essex, currently without sufficient production spaces and public venues.

- These would encourage more footfall with visitors, and residents attracted to use the town centre, thereby encouraging additional spend in existing retail and hospitality.
- Create new pathways into employment through specific facilities and a 'safe space' for young people (age 14 – 25) to engage with the skills development outside of formal education (see LGA Review).
- The development of Focal Point Gallery (FPG) as the only dedicated public contemporary arts venue in South Essex and Arts Council England National Portfolio Organisation to enhance and grow its offer. Investment in equivalent facilities elsewhere have proven social and economic benefits.
- Specific facilities and a 'safe space' for young people (age 14 – 25) to engage with the skills development outside of formal education and create new pathways into employment.
- Kick start and enable the growth of the Night Time economy.

4.11 The findings suggest that some of these benefits could be achieved by 1) remodelling of underused areas of the current Forum building and external square will increase the use of these assets, particularly for skills development and cultural activities and 2) identifying underused properties for creative sector uses. These findings and the consultation informing them will be used to develop the masterplan like described in section 5.

Green City

4.12 The Council has declared a climate change emergency and adopted its Green City Action Plan which sets out the actions which will be delivered to become a Green City. Active steps are being taken across the borough, including the town centre, to effect change and progress towards the commitments made. In the town centre specific greening and energy projects are being implemented alongside changes to enable people using the town centre to walk and cycle, all of which have been supported by external grant and/or commercial funding enabling more to be delivered.

4.13 The Green City Action Plan includes a focus on the actions the Council can take to improve the energy performance of its own estate. Grant funding is being used to explore the ability to generate and supply low carbon energy, providing cheaper energy and reducing the pressure on the existing power grid. An assessment is currently taking place on Victoria Shopping Centre following the Council's purchase of the site, in order to identify a sustainable low carbon solution that drives performance and cost improvements.

4.14 Another Green City Action Plan focus is on building climate resilience across Southend which includes prioritisation of greening and enhancing green and open spaces in Southend. Further grant funding is supporting delivery of more plants, trees and greenery into the town centre to reduce heat stress and offer a safer and more welcoming space for residents and visitors. Additional greening is

being delivered through the Better Queensway project with 190 new trees, and 7,000 sqm of new park and green space. Better Queensway is also enabling the shift to sustainable travel with 1,400m of new cyclepaths and EV charging supporting modern, sustainable town centre living.

Improving the look and feel and feeling safe

4.15 Local feedback and national research continues to highlight the importance of good quality, well maintained, safe and attractive public spaces in encouraging people to make good use of them. Over the last year public spaces have also become more important for those who don't have a private garden or courtyard and in supporting people's mental and physical wellbeing.

4.16 £750,000 grant funding from the South East Local Enterprise Partnership (SELEP) is being used to develop and implement the first phases of a design to enhance the public realm between the Elmer Square, Southend Central Station and the High Street. The design, found at appendix 2 is recommended for approval through this report. The vision is to create a welcoming and attractive place in the heart of Southend which enhances connectivity between venues and places of interest; and is part of the findings of the options appraisal (as set out in paragraph 4.9). It has been developed using the same co-design principles as the area where London Road meets the High Street with engagement from a wide range of stakeholders including Forum Management Limited Board, Focal Point Gallery Advisory Group, BID, South University of Essex, C2C Rail and South Essex College. The big screen remains a key focus for the space and therefore we have used the concept of cinema thinking back to the previous use of the surrounding area in the 1920s to feature:

- Raised seating lawns reflecting the traditional layout of seating blocks and isles in a theatre
- A sense of green space, trees and quality materials
- A natural seaside themed play area with specialist tactile stimulation
- Food and beverage with plenty of seating opportunity
- Stage area for arts, culture and performances
- Open space for events, markets and exhibitions
- Community garden, sculptures and art to promote skills and learning
- Lighting to connect corridors, raise interest and reduce crime
- A common material palette to promote diversity of use
- Wayfinding that creates interest and promotes connectivity
- Removal of barriers and clutter to promote an open, welcome environment.

4.17 Further funding will be required to implement this vision in full and these works may form part of a future town centre Levelling-Up Fund (LUF) bid which is referred to in an accompanying report.

4.18 Improved public realm has also been delivered in a number of streets adjoining the High Street including where London Road meets the High Street. The new design, to be completed August 2021, will encourage and enable pedestrians to move more freely throughout the space which will be enhanced

with planters, benches, modern paving and improved wayfinding. New cycle parking will also support the shift to sustainable travel while new street lighting and CCTV will improve safety and security, as well as a replacement automated bollards system and other security measures that will enable close control over vehicular access to the High Street, making for a safer and more pleasant visitor experience. The designs also incorporate sustainable urban drainage to assist with water management.

- 4.19** In addition to the investment in public realm, grant funding is currently available⁴ to match fund business investment in external shop renovations in terms of design, cleanliness and safety. This seeks to help businesses make their premises more attractive to draw greater footfall while also helping to improve the general appearance of the town centre.

Active & involved / participation

- 4.20** Given the complexity of, and interest in the town centre it is not surprising that driving change in the town centre is often brought about through partnership with stakeholders, funders, partners and residents.
- 4.21** The Council has been successful in securing funding from a range of sources in relation to the town centre indicative of the robust articulation of need and delivery and strong partnership arrangements with funders. This totals over £30m from a range of partners including Homes England, the South East Local Enterprise Partnership and Department for Transport. This is in addition to the commercial investment secured through partnerships with the likes of Swan Housing Association and Turnstone Estates.
- 4.22** The Safer Southend Stakeholder Group, comprising local business representatives, council representatives and other organisations including Police, was established in response to the pandemic to plan for and support safe reopenings in the town centre, seafront and across the borough. This group has shaped the spend of the of Reopening High Streets Safely Fund, including the 'Imagining a New Future' works which will be presented by Focal Point Gallery as banners along Southend High Street, seen from Victoria Circus to Pier Hill 2021. The group is now looking at the Welcome Back Fund, which includes additional funds specifically for coastal resorts and will enable a positive response to the various economic impacts of the pandemic in Southend. The £228k fund for 2020/2021 will help to prepare for a greater number of visitors over the coming months by improving the look and feel of the High Street and main shopping areas across the borough, supporting events, and other initiatives to help to boost footfall and encourage people back into the High Streets. A plan of activities and interventions that the funding would be spent on has now been submitted to Government for approval. This includes activation at the top of the High Street, events support, and communication and publicity.

⁴ <https://www.southend.gov.uk/business-1/town-centre-interventions-project#:~:text=The%20Shop%20Front%20Renovation%20Scheme,%2C%20shop%20branding%2C%20and%20lighting.>

- 4.23** Work with existing partnerships, such as the Southend Business Improvement District (BID) and the Engineroom, has continued with their involvement in different areas of focus. The Engineroom, which was established following the in-depth scrutiny project, has continued to engage with some potential developers in the background while energy has been focused on support and reopening. The Southend BID is currently in its second 5 year term and has played a key role in responding to the impacts of the pandemic on businesses in the town centre, as well as regular ongoing work enabling public realm improvements to be identified and quickly put in place. The BID, together with other stakeholders, participated in the in-depth Scrutiny project in 2018-19 and the High Street summit in 2018. The actions arising from the summit have been completed with any new issues related to the areas of focus now picked through existing groups such as the Community Action Group (CAG).
- 4.24** Over the last year, the Southend Creative and Cultural Network (SCCN) has been established to enable creatives to connect and come together to create new opportunities to maximise the potential of creative Southend as distinctive location which attracts and develop skilled workers and residents with enriched lives. They have been involved with work to date and will be engaged with the masterplan development. In developing the options appraisal extensive consultation has taken place with individuals and organisations focusing on the needs of people, to then inform the development of physical assets. The combined feedback led to the creation of user profiles which any new development should look to facilitate.
- 4.25** Concrete Culture has developed as a successful new residents collective in the last year. Their focus is on the reactivation of the Kursaal with culture-led uses and is therefore a partnership with whom further collaboration is planned. Concrete Culture have undertaken extensive public consultation in the town about the building's role and future uses. The second survey has recently been launched and will complete at the end of June and is seeking to develop greater insight in to demand for particular facilities/offerings/opportunities in the future. Culture-led regeneration plans for the High Street would be developed in tandem with plans for the Kursaal to ensure the facilities provided and business plans are complementary rather than in competition. The involvement of grass roots creative and cultural practitioners was another need identified from the Culture Vision discovery and new networks to support the sector have been introduced in the last few months.

5 Next Steps

- 5.1** The options appraisal and Culture Vision principles for culture-led regeneration provide a framework and focus for deriving the benefits set out in paragraph 4.9. They have also helped to inform the design for Elmer Square which, if approved, the first phases will be delivered during 2021/22 with grant and/or capital programme funding to be sought to deliver the remaining phases. If implemented this project will support a number of the recommendations from the scrutiny report 'Reimagining the town centre'. Specifically it will improve feelings of safety, increase footfall in an area of the town centre which has seen much investment

in the Forum, increase dwell time in the centre and energise one of the key squares in the town centre by making the space multi-functional.

5.2 The masterplan lite, to be developed over the next 9 months, will provide an actionable framework for short, medium, and long term investment and delivery which supports a continually evolving and thriving town centre based on the principles of a walkable neighbourhood. It will recognise that intervention and investment in the projects identified through the options appraisal set out at 5.4, the next phases of the Elmer Square design, and other projects which the masterplan work sets out as delivering positive outcomes for the town centre. It will recognise that delivery will not only be by the Council but a range of partners and commercial investors and will set out the case for their investment as well as provide the context and information for funding bids by the Council. It will highlight the potential of the town centre and draw on stakeholders, existing partnerships, such as the Engineroom and Southend BID, and Southend's vibrant creative sector – from grassroots organisations to well established multi-area businesses, to inform the work and its delivery.

5.3 It will be a short, focused piece of work which will build on the work already completed and will deliver:

- A set of clear ambitions for the town centre with a strong spatial, visual element;
- A framework for improvements in the short, medium and longer term taking account of the principles set down in the SCAAP and existing initiatives/plans such as the Green City Action Plan;
- A document which can be used as a prospectus to help guide future investment, funding bids and new inward investment into the area by all landowners including the private sector, the Council and other partners/stakeholders;

5.4 A clear sense of buy-in from the stakeholders involved in the town centre. The options appraisal identified the opportunity to bridge the gap between the needs of the creative sector and the disadvantageous appearance of vacant buildings in the central area of the High Street through looking to secure funding, partners or attracting commercial investors to deliver:

- Production and workshops space to support the creative industries but also community activity and skills development;
- Specific facilities and a 'safe space' for young people (in particular age 0 – 5 and age 14 – 18) to engage with the creative industries outside of formal education;
- Dedicated retail venues or markets for local arts and crafts;
- Project spaces to develop and present artworks or projects;

- Café/restaurant/bar to contribute revenue for the above and contribute to the night-time economy;
- Public realm improvements including public art commissions to reflect Southend as a creative and unique place.

The principles and findings of the Culture Vision, options appraisal and the Elmer Square design will be woven into the masterplan.

- 5.5** The masterplan lite will be developed alongside the new Local Plan ensuring read across and making best use of resident and stakeholder input to inform all areas of work. It will also be undertaken in tandem with the development of a bid to the second round of the Levelling-Up Fund (LUF), creating a framework and evidence base against which the bid will be set. A report brought in parallel with this paper (report number 21/010) sets out the commitment to make a bid to LUF for a package of measures driven by culture-led regeneration in the town centre. The masterplan will not only provide a strong context for the LUF bid but the mix of interventions to be included in the bid will be drawn from this work, taking into account the deliverability and costs, and benefits and outcomes.

6 Other Options

- 6.1** Members could decide not to progress with the masterplan lite work and embedding of culture-led regeneration in the town centre and more widely across the borough. This would reduce the likelihood of the benefits set out in paragraph 4.9 being realised, a lack of focus for investment and development in the town centre and the absence of a framework for the corresponding Levelling-Up Fund bid and any subsequent funding applications.
- 6.2** Members could also decide not to progress with the landscaping of Elmer Square in line with the plans appended. This design has been produced in discussion with the College, University and Focal Point Gallery amongst others so alternatives would require further consultation and would risk undermining the contributions and input to date. This would result in the square remaining in its current form and the need to negotiate the reallocation of the LGF funding prior to its end date or handing the funding back which would be to the detriment of Southend and have a reputational implication.

7 Reasons for Recommendations

- 7.1** Despite the global pandemic good progress has been made on town centre projects. They are often considered individually rather than as a complete picture so the reports seeks to bring them together to articulate the range of interventions in relation to the outcomes they are collectively delivering while forming the building blocks for next steps. The Options Appraisal has also reaffirmed the need to place this work within a masterplan with culture-led regeneration principles to avoid projects being developed in isolation or competition.

- 7.2** The masterplan lite will set out an ambition and principles for growth and investment in the town centre. This will provide a framework for funding bids and a tool for securing commercial investment in areas which resonate with Southend and help to deliver agreed outcomes.
- 7.3** As plans for the Thames Estuary Production Corridor progress in other areas of the region, Southend is in danger of missing out without clear and committed plans for significant cultural and creative regeneration projects. These recommendations will place the Council in a position to take advantage of new funding as it becomes available to support recovery and economic growth.

8 Corporate Implications

- 8.1** Contribution to the Southend 2050 Road Map
A number of roadmap projects are included in this report such as Better Queensway, the Local Plan and the town centre itself. It directly contributes to the outcome that “*we have a fast evolving, reimagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities.*” It also contributes to a number of other related outcomes:
- 8.1.1** *The variety and quality of our outstanding cultural and leisure offer has increased and we have become the first choice English coastal destination for visitors – these plans will service cultural provision currently lacking to increase the offer, and through a town master plan position Southend as a major cultural coastal destination.*
- 8.1.2** *Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors –* through investment in the public realm in the town centre to improve people’s experience of being there and giving greater reason to dwell.
- 8.1.3** *People in all parts of the borough feel safe and secure at all times –* through the consideration of secure by design principles throughout implementation and Purple Flag criteria to ensure that new spaces are created to design out crime.
- 8.1.4** *We are well on our way to ensuring that everyone has a home that meets their needs –* through recognition that the town centre offers capacity for additional housing in a sustainable location which offers benefits to the residents and the wider town centre community.
- 8.1.5** *Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term –* through the understanding of the role the creative sector can play in enlivening the town centre, in jobs and skills, and in growth of commercial space creating additional reasons for people to use the area.
- 8.1.6** *Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the borough*

8.1.7 *Even more Southenders agree that people from different backgrounds are valued and get on well together* – the options appraisal has undertaken extensive consultation to ensure recommendations create spaces that are open to all, where people from all background can meet and learn through culture and creatively.

8.2 Financial Implications

8.2.1 A requirement for £125,000 to build on the work to date and develop a masterplan lite is proposed to be funded from the Covid Recovery Reserve. Having such a framework and vision in place should serve to attract further external funding and commercial investment in the town centre in the future in areas which contribute towards outcome delivery, such as the Levelling-Up Fund bid set out elsewhere on this cabinet agenda.

8.3 Legal Implications

8.3.1 Any procurement related to the development of the masterplan will be done in compliance with the organisation's corporate procurement rules.

8.3.2 Any changes to the Forum Building and external area will need to be approved by the Forum Management Board. This process has already commenced for the external works.

8.4 People Implications

8.4.1 Delivery of the actions to date have been undertaken within existing resource and partnerships. The next stage will continue to make use of those skills and capacity while also drawing on external expertise.

8.5 Property Implications

8.5.1 Any changes to the Forum Building and external area will need to be approved by the Forum Management Board. This process has already commenced for the external works.

8.6 Consultation

8.6.1 Engagement, co-production, co-design and partnership have been key tenants of interventions in the town centre and have included the partnerships set out in the report. The 2018/19 scrutiny project drew on the insight and experiences of a range of stakeholders as well as making use of the 2050 conversations feedback while Sunrise was predicated on community engagement and co-production. The principles of the new shop front grants and 0% loans were tested with the business community and wide consultation has been undertaken in relation to the major projects at both a project and a planning level.

8.6.2 Extensive consultation has taken place to understand the impact of the halt of the original scheme, and the current needs of residents, visitors and creative professionals that must be considered when creating an alternative plan. The

decision was taken to focus discussion of the needs of people, to then inform the development of physical assets.

8.6.3 Interview consultations have taken place with the following partners; YMCA, ROH Bridge, Chase High School, A Better Start Southend, South Essex College, University of Essex, Swan Housing, Trust Links, SAVS, SECH, South Essex Homes, Creative Estuary, Concrete Culture, TOMA, The Old Waterworks, Southend Culture Network, City Fibre, Creative Estuary, SBC Youth Council, Cultural Assembly, Focal Point Gallery's Advisory Group and SBC colleagues with particular focus children's services and education, vulnerable residents, digital provision, public health and diverse communities.

8.6.4 In addition, results from the following public consultation surveys have been included in establishing the recommendations.

- Culture Vision Survey (July 2020)
- ASELA: What Next for the Creative Industries in South Essex (March 2021)
- Concrete Culture consultation (March 2021)
- 99 by 19 Young People's Consultation (Interim report April 2021)

8.6.5 The combined feedback led to the creation of user profiles for which any new development should look to facilitate. Full user profiles of the following groups can be found in Appendix 3;

- Vulnerable and Disadvantaged Residents
- Working Residents
- Diverse Communities
- Town Centre Leisure Seekers
- Early Years
- School Age
- Teenagers and Young Adults
- Freelance Creative Practitioners
- Students
- Digitally Poor

8.7 Equalities and Diversity Implications

8.7.1 Equality and Diversity is at the heart of these recommendations. They aim to increase access to arts and cultural provision, upskilling in digital creatively in the centre of Southend which is demographically lower socioeconomically and in receipt of creative provision. By understanding the landscape through extensive public consultation with a diverse range of residents and user groups, we are able to recognise the needs of people from different communities, particularly those of disadvantaged backgrounds, and design plans accordingly. Individual assessments will be undertaken for the various projects and policy changes as part of their development as appropriate.

8.8 Risk Assessment

- 8.8.1** A risk assessment has not been undertaken on the project report. Where appropriate, risk assessments would be undertaken in relation into the various interventions.
- 8.9** Value for Money
- 8.9.1** This is set out in paragraphs 4.29-4.30 in relation to existing projects.
- 8.9.2** Any work procured to support the development of the masterplan would be subject to a procurement process ensuring value for money.
- 8.10** Community Safety Implications
- 8.10.1** There are no additional community safety implications as a result of this report. Consideration of community safety will be intrinsic to the Masterplan and has been to some of the projects and partnership outlined, such as Purple Flag in reviewing the safety of the night time economy and secured by design principles in Better Queensway.
- 8.11** Environmental Impact
- 8.11.1** The paper identifies a number of interventions underway which directly contribute towards the realisation of the Green City Action Plan. This will be a key consideration for the Masterplan and is a direct ask of some funding bids, such as Levelling-Up.
- 9** **Background Papers**
- Cabinet report 16th January 2020**
Town Centre Scrutiny Project 2018-19
Options appraisal User Profiles
- 10** **Appendices**
- Appendix 1 – Culture Vision**
Appendix 2 - Elmer Square design and phasing



SOUTHEND CULTURE VISION

southendculture.co.uk

Working to make
lives better
www.southend.gov.uk

 **southend
on sea**
BOROUGH COUNCIL

Foreword.

Southend is one of England's most popular coastal destinations, welcoming over seven million visitors a year.

Southend boasts a diverse cultural scene and is home to a wealth of natural and historic assets, creative organisations and artistic talent.

By working collectively, the local community, public sector and creative practitioners have come together to develop Southend Culture Vision, which builds on the strengths and enthusiasm of our cultural, creative and heritage sector.

It recognises how culture and creativity helps to establish a vibrant sense of place and brings our community together, as well as attracting investment, talent and visitors to the borough.

This Vision has been developed through a series of workshops, surveys and discussions across the borough with our community and cultural networks. It builds upon our achievements to date and outlines areas where we still have room to grow, and how through

new levels of co-operation and joint working, we can maximise the amazing creative potential that exists across the borough.

Delivery of this Vision and its objectives is a purposeful and ambitious endeavour. We recognise that a thriving creative cultural place is an essential driver of social and economic development, and this Vision will need to be strategic and serious. But we also recognise to be successful it must be fun, true to our roots and quintessentially Southend.

We hope you share our excitement for the future. Implementing this Vision will help us to develop a place where creativity creates opportunity, as we continue to build upon the incredible spirit and creativity that already exists in Southend.

Introduction

A woman with dark hair, wearing a blue turtleneck sweater, is standing in a craft studio. She is holding a black hat with a red ribbon and appears to be working on it. The studio is filled with various craft supplies, including a sewing machine, a lamp, and a stained glass window in the background. A large, stylized 'DRAFT' watermark is overlaid on the image.

This Vision sets out an aspirational plan to support the development and growth of our cultural and creative economies across the borough over the next ten years.

It aims to recognise and nurture the energy and creative vision of our local cultural, creative and heritage sector, encouraging new ideas and creative collaborations.

It also aims to increase the opportunities for residents and visitors to experience and enjoy our heritage, the arts and renown cultural experiences.

To achieve this vision we have included a foundational action plan which captures activity over the coming years that will help us to implement the vision and deliver the key themes.

The Vision and action plan will be 'live' and subject to regular review to ensure it adapts to new ideas, technologies and opportunities that will undoubtedly emerge over the coming years.



What is Culture?

396

Culture can mean different things to different people.

It's often used to refer to food, religion and other forms of heritage, but here is used to broadly describe the outputs of museums, galleries, libraries, visual arts, film, music, theatre, craft, dance, literature, festivals and events.

We recognise that traditional boundaries between and around cultural activities are disappearing as new technologies and other societal changes alter how culture is made and shared.

We also refer to Creativity and the Creative Industries:

Creativity describes the process through which people apply their knowledge, skill and intuition to imagine, conceive, express or make something that wasn't there before.

The Creative Industries include a very wide range of jobs, organisations, businesses and educational institutions. These include but are not limited to: Advertising and Marketing; Architecture; Craft; Design (product, graphic, fashion), Film & Broadcast (TV, video, animation, VFX/SFX, radio and photography), Creative Tech (IT, video games, software and computer services), Museums, galleries, library, heritage, Music, dance, performing and visual arts, Publishing.

Why do we need a Culture Vision?



A number of cities across the UK have recognised the role culture and creativity can play in place shaping and economic growth as well as improving health and wellbeing.

Cities such as Newcastle, Hull, Liverpool, Leeds and Bristol have used culture as a regenerative force that has significantly changed the face and perceptions of these cities.

The creative industries are the fastest growing sector in the UK economy.

The Gross Value Added (GVA) of the UK creative industries was estimated at **£115.9bn in 2019.**

This is equivalent to approx. **£13.2m every hour.**

That's a greater economic contribution than the UK's automotive, aerospace, life sciences and oil and gas industries combined.

But more than this, the creative industries drive and unlock innovation, deliver significant social impact, and invest heavily in the regeneration of communities throughout the UK*.

*Source The Creative Industries Council



**ARTS COUNCIL
ENGLAND**

**Arts Council
England also
state three
keys facts to
highlight why
art and culture
matters:**

- 1.** Art and culture contribute £10.6 billion to the UK economy, culture alone brings £850 million to UK, through tourism, each year.
- 2.** Arts and culture help tackle social injustice: theatres, museums, galleries and libraries are the beating heart of our towns and cities. Not only do they bring prosperity, but they also bring communities together.
- 3.** Our creative industries are a calling card worldwide and have important trading links across the globe. Last year Arts Council National Portfolio Organisations earned £57 million abroad.

Five reasons to support our Vision

6

SOUTHEND CULTURE VISION

1

There is strong evidence that supports the wider benefits of culture, creativity and heritage to our community.

2

Our local cultural and creative sector is rapidly growing and makes a significant contribution to Southend's economy.

3

Southend is well-placed to take advantage of major cultural programmes, including Creative Estuary: part of the Government endorsed Thames Estuary Production Corridor (TEPC) Project.

4

Southend has a vibrant and diverse cultural scene and is home to a wealth of natural and historic assets, which require preserving for future generations.

5

We can utilise our cultural and creative sectors to tackle wider societal issues and to help our residents to live healthier and more fulfilling lives.

southendculture.co.uk

Context.

Southend Culture Vision is a strategy and action plan that looks to support the borough's cultural and creative growth, activity and investment over the next 10 years.

It's been developed to reflect national and regional plans, along with local strategic priorities which include:



Department
for Culture
Media & Sport

The Government's Digital, Culture, Media & Sport 2019 Single Departmental Plan focuses on growing an economy that's creative, innovative and works for everyone by supporting creative industries.

They have highlighted the creative industry as one of six sectors that are prioritised for growth.

Their aim is for the UK to become a world leader in this area.



SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

The South East Local Enterprise Partnership (SELEP) is one of 38 local enterprise partnerships established to provide the vision and leadership to drive sustainable private sector-led growth and job creation.

As part of the economic plan for the South East, SELEP

set out a **portfolio of sector-led initiatives** to build a self-sustaining, creative and cultural infrastructure in the region.

The impact of these initiatives will enable the South East to become a globally significant location for the creative sector.



Southend 2050 is the borough's shared future ambition of the sort of place residents and stakeholders want Southend to be.

It was developed following extensive conversations that asked people that live, work and visit here, what they

thought Southend should be like in 2050 and what steps are needed to achieve this.

The ambition is grounded in the values of Southenders. It is bold and challenging and will need all elements of our community to work together to make it a reality.

Southend today...

Where are we now?



Creative, cultural, and digital industries are high growth sectors



One of the warmest and driest places in the UK



£87bn
annual economic output of the South East Local Enterprise Partnership (SELEP)

400

4,200,000
population in the SELEP region, with a further 8.9m on the doorstep of Greater London.



182,500
residents. 8.7% population increase predicted by 2020



£3.1bn
GVA



57 schools, 2 colleges and a university



Over 7m
visitors per year.



7 miles
of award winning beaches.

Creative & Cultural Southend

The Creative and Cultural sector is a significant economic growth area in Southend.

It also represents an incredibly diverse sector composed of arts organisations and Knowledge Intensive Business Services (KIBS).

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, retaining and attracting new people to Southend. Creative industries are flourishing in Southend: there's a growing concentration of creative and cultural businesses, and the borough is also home to a number of rich and diverse cultural assets including:

- ▶ Three theatres attracting internationally acclaimed productions, musicians and comedians: Cliffs Pavilion, Palace Theatre and Clifftown Theatre.
- ▶ A live music scene that has produced a number of internationally recognised artists and bands continues to thrive.
- ▶ A number of cultural festivals throughout the year including the Leigh Folk Festival, Southend Carnival, Southend Film Festival and the Leigh Regatta.
- ▶ Internationally significant heritage collections. The Prittlewell Princely Burial at Southend Central Museum is the earliest archaeological evidence of a Christian burial from the Anglo-Saxon period.
- ▶ Two Arts Council England National Portfolio Organisations (NPO's)
- ▶ Art galleries such as the Beecroft Gallery with its fine art collection and works from artists including Constable, to Focal Point Gallery with its contemporary arts focus and 'Radical Essex' project.
- ▶ Significant grade 1 listed Scheduled Ancient Monuments, including the 12th century Prittlewell Priory and the 14th century Southchurch Hall
- ▶ Southend Pier, a 19th century grade II listed building that is the longest pleasure pier in the world – Southenders most treasured asset with a celebrated and diverse history that includes an active role in both world wars.

Our Vision | We want to see Southend as a place that...

Embraces and celebrates diversity, and is open and welcome to all.

Has distinct locations that celebrate and promote their individuality, encouraging flow between each.

Is recognised as a year-round destination with a variety of high quality art, culture and heritage experiences.

Invests in creative spaces and infrastructure, to help businesses and people flourish.

Proactively welcomes and encourages the discovery of new creative and cultural experiences.

Encourages partnerships and collaboration that support a connected creative community.

Promotes creative innovation, attracts and retains people in its workforce.

Recognises that culture and creativity are integral to our health and wellbeing.

Has meaningful conversations with our community to evaluate progress and influence change.

Showcases its location, history and appeal through its people, buildings, landscapes and experiences.

Our Values

The underpinning values are a set of principles that guide and set out what we do:



Accessibility, diversity & inclusion:

We encourage everyone to engage in quality experiences that showcase our incredible spirit and creativity.



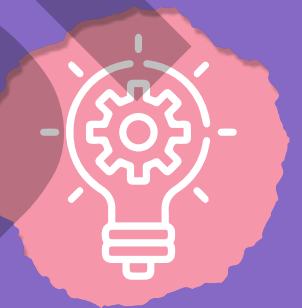
Accountability & economic responsibility:

We use resources effectively to leverage opportunities that optimise value and create impact.



Evaluation:

We regularly evaluate the social, economic and environmental impact of our strategy delivery.



Innovation:

We support forward-thinking solutions that anticipate the future needs of our community.



Partnerships & Collaboration:

We achieve more through meaningful relationships of mutual respect and understanding.



Our Themes |

1 Create the Conditions

Southend Culture Vision is structured with an overarching vision that is supported by five themes that we need to focus on to achieve our objectives:

By supporting collaborative working environments, we will develop a stronger, more visible creative and cultural economy that maximise resources, supports innovation and attracts investment. Southend will be nationally recognised as a creative cluster where people, businesses and audiences flourish.

2 Share Our Story

Celebrate and promote our activities, initiatives and successes to a national audience. Encourage broader participation in our cultural programming to develop deep and loyal relationships between audiences, practitioners, venues and organisations.

3 Places and Spaces

We will increase our reputation as a cultural and creative hub by maximising resources and reimagining our places and spaces. Our creative community will continue to strengthen and we will continue to be renowned nationally for our authentic, vibrant and diverse cultural experiences.

4 Make Life Better

We want to remove barriers and ensure our community have a wide range of ways to participate in culture, enabling everyone to experience how culture can help to improve wellbeing and make us feel more connected to our place and community.

5 Let's Work Together

Southend has an engaged, collaborative, knowledgeable and connected creative community. Improved business-to-business collaboration and partnerships will increase innovation, excellence and sustainability across Southend's creative economy.

SOUTHEND CULTURE VISION

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Southend-on-Sea Borough Council

Report of Deputy Chief Executive & Executive Director

To

Cabinet

On

Date 15 June 2021

Report prepared by: Claire Victory

Agenda
Item No.

8

Electric Vehicles Charging Infrastructure –Interim Policy Guidance and Draft Supplementary Planning Document

Place Scrutiny Committee
Cabinet Member: Councillor Mulroney
Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1 To advise Members of the preparation of new local planning policy guidance for developers on the provision of electric vehicle charging points in new residential and commercial schemes, to support the Council's Green City Action Plan, and assist in delivering on relevant Southend 2050 outcomes.
- 1.2 Member approval is specifically sought to adopt a new interim policy setting out promotional guidance on charging points for electric vehicles (typically battery electric, plug-in hybrid or fuel cell electric vehicles) and the Council's broader ambition to decarbonise Southend and meet its commitment to zero carbon by 2030. The Interim Policy Guidance is intended to be used for development management purposes in advance of the adoption of a formal Supplementary Planning Document (SPD) later in 2021.
- 1.3 Member approval is therefore also being sought to undertake a period of public consultation on a SPD for Electric Vehicles Charging Infrastructure Requirements in New Developments.
- 1.4 Both documents seek to boost provision of charging points for electric vehicles in new development schemes permitted in Southend on Sea.

2. Recommendations

- 2.1 **Agree to adopt the Interim Policy Guidance for Electric Vehicles Charging Infrastructure Requirements to guide new developments in development management decisions (attached at Appendix 1).**

- 2.2 **Agree to the Electric Vehicles Charging Infrastructure Requirements in New Developments draft Supplementary Planning Document (attached at Appendix 2) being subject to a 4 week period of public consultation.**
- 2.3 **Agree to delegate authority to the Deputy Chief Executive and Executive Director for Growth and Housing, in consultation with the Cabinet Member for Environment and Planning, to:**
- **make minor amendments to the draft Supplementary Planning Document prior to consultation; and**
 - **take all necessary steps to ensure compliance with the relevant statutory processes and procedures to undertake the consultation.**

3. Background

- 3.1 The number of electric vehicles registered in Southend is rising steadily, albeit from a low base. The number of new electric vehicles registered in England is also rising against an overall drop in new vehicle registrations. One in every 47 cars registered in the UK is now electric (including battery electric, plug-in hybrid electric, and fuel cell electric vehicles).
- 3.2 Supporting the increasing use of electric vehicles within Southend will make an important contribution to reducing carbon emissions from vehicle use within the town. This will also have the benefit of improving local air quality, particularly along the main road corridors and town centres.
- 3.3 Strengthening policy on electric vehicle charging will contribute to the delivery of a number of Southend 2050 outcomes, primarily to ensure Southend acts as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling, but it will also support other outcomes such as leading the way in making public and private travel smart, clean and green, and being effective in protecting and improving the quality of life for the most vulnerable in our community.
- 3.4 The Local Plan Issues and Options was the subject of public consultation in Spring 2019. Feedback from the consultation revealed support for more provision of infrastructure to support the growth in use of electric vehicles to contribute towards reducing carbon emissions, although it was recognised that other policies would also need to be introduced, to more strongly encourage a shift toward more walking and cycling for local journeys and investment in public transport, to reduce carbon emissions to target levels set by Government.
- 3.5 **Appendix 1** sets out interim policy guidance to further encourage the provision of electric vehicle charging points and infrastructure in new developments until a formal Supplementary Planning Document (SPD) can be put in place. The interim guidance will encourage provision for all new major residential and commercial development providing 10 or more car parking spaces. The interim guidance encourages 20% of all new car parking spaces provided with new development to have EV charging points installed. The remaining 80% of

spaces are encouraged to provide passive provision for installation of EV charging points at a later date through underground cabling.

- 3.6 The government has consulted on changes to national Building Regulations in relation to electric vehicle charging infrastructure¹. To help to meet the challenging national target for achieving net zero carbon emissions the government is proposing that each new dwelling with an associated car parking space should have a charge point, and at least one charge point for non - residential developments with more than 10 car parking spaces provided, where this is technically feasible. This is a higher standard of provision than the Interim Planning Guidance.
- 3.7 The draft SPD for Electric Vehicles Charging Infrastructure Requirements in New Developments proposed for consultation (**see Appendix 2**) follows the government's approach in seeking support for higher standards.².

4. Other Options

- 4.1 The Council has set an ambitious target to be carbon zero by 2030. The draft SPD and Interim Policy Guidance set out a clear approach to boosting the provision of charging infrastructure for electric vehicles in the Borough as new development comes forward.
- 4.2 A failure to act now would result in such infrastructure coming forward at a much slower pace. Not having an adopted SPD in place for electric charging points would also risk the Council incurring costs in attempting to defend refusals of planning permission based on an outdated policy framework and related evidence base.
- 4.3 It should also be noted that other neighbouring authorities such as Chelmsford and Basildon are moving ahead with their programmes for EV charging point installation. Introducing the policy for EV charging points associated with new development will help Southend to remain competitive in attracting inward investment, providing modern housing stock and commercial floorspace whilst supporting other actions being taken to provide public charging points across the town for the benefit of residents, employees and visitors.

5. Reasons for Recommendations

- 5.1 To ensure the timely roll out of EV charging infrastructure to keep pace with new development in the Borough. Future proofing new development through the provision of EV charging points and passive provision of cabling will avoid expensive retrofitting to adapt for the use of electric vehicles as EV use becomes more widespread as is expected.

¹ [Electric vehicle chargepoints in residential and non-residential buildings - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/electric-vehicle-charging-points-in-residential-and-non-residential-buildings)

² [Electric vehicle chargepoints in residential and non-residential buildings - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/electric-vehicle-charging-points-in-residential-and-non-residential-buildings)

6. Corporate Implications

Contribution to the Southend 2050 Road Map

- 6.1 The adoption of the SPD and use of Interim Policy Guidance, will contribute to the fulfilment of a number of elements of the Council's vision and priorities, for example improving transport provision and infrastructure, improving economic prosperity, and protecting and enhancing the natural and built environment.
- 6.2 The delivery of the SPD and Interim Policy Guidance will contribute to the priorities of the Council in responding to the impacts of Covid 19.

Climate Change Implications

- 6.3 The introduction of Interim Policy Guidance and consultation on a draft SPD contributes to the 2050 outcome to act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling. It will contribute to a reduction in carbon emissions from road-based transport by providing supporting infrastructure to encourage investment in and use of electric vehicles. It is also proposed that wherever feasible on-site renewable energy be used for vehicle charging.

Financial Implications

- 6.4 Financial and human resource input is necessary to fulfil the statutory requirements for public consultation of the SPD.
- 6.5 The costs associated with preparing the SPD will be met from existing agreed budgets with the Director of Finance and Resources.

Legal Implications

- 6.6 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states: "if regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise." An adopted SPD which has been subject to public consultation can be a material consideration which attracts weight in the planning balance. It will provide the authority with the framework to robustly defend planning decisions at appeal. The Interim Policy Guidance has no formal status as part of the development plan but is a material planning consideration in determining planning applications.

People Implications

- 6.7 Staff resource from the Strategic Planning Team will be required in order to prepare the Interim Policy Guidance and to prepare and consult on the draft SPD. Support from Performance and Business Support will also be required, particularly with regards to the public consultation process.

Property Implications

- 6.8 The Interim Policy Guidance and draft SPD will place requirements on developers when creating parking spaces as part of new development. This will include development of Council owned assets.

Consultation

- 6.9 The draft SPD public consultation process will be carried out in accordance with the Council's adopted Statement of Community Involvement.

Equalities and Diversity Implications

- 6.10 The public consultation will give the opportunity for different sections of the community to input into the plan making process. Poor air quality tends to disproportionately affect residents living in areas of multiple deprivation, for example within urban areas close to busy roads. Greater take up of EVs should improve air quality within these areas.

Risk Assessment

- 6.11 Staff resources within the Strategic Planning Team will be required to progress the SPD through public consultation and to formal adoption.
- 6.12 If the SPD were not to be published and taken forward to adoption, the absence of the planning policies may result in EV charging infrastructure being rolled out at a much slower pace in the Borough, contrary to the ambitions set out in the Green City Action Plan.

Value for Money

- 6.13 There will be beneficial impacts on value for money by carrying out the work proposed using in-house resources wherever possible. This will have considerable 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.

Community Safety Implications

- 6.14 The SPD will have a neutral effect on community safety.

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 National Planning Policy Framework (NPPF 2019)

- 7.4 Planning for the Future, Ministry of Housing, Communities and Local Government, March 2020
- 7.5 Southend Local Development Scheme (2021)
- 7.6 Southend New Local Plan Issues and Options Consultation (February 2019)
- 7.7 Southend New Local Plan Issues and Options Consultation Report Southend on Sea Borough Council, August 2019
- 7.8 South Essex Statement of Common Ground (2018)

8. Appendices

- 8.1 Appendix 1: Electric Vehicles Charging Infrastructure in new development Interim Policy Guidance.
- 8.2 Appendix 2: Electric Vehicles Charging Infrastructure in new development draft Supplementary Planning Document.

Electric Vehicle Charging Infrastructure Interim Policy for new development

Southend Borough Council

2021

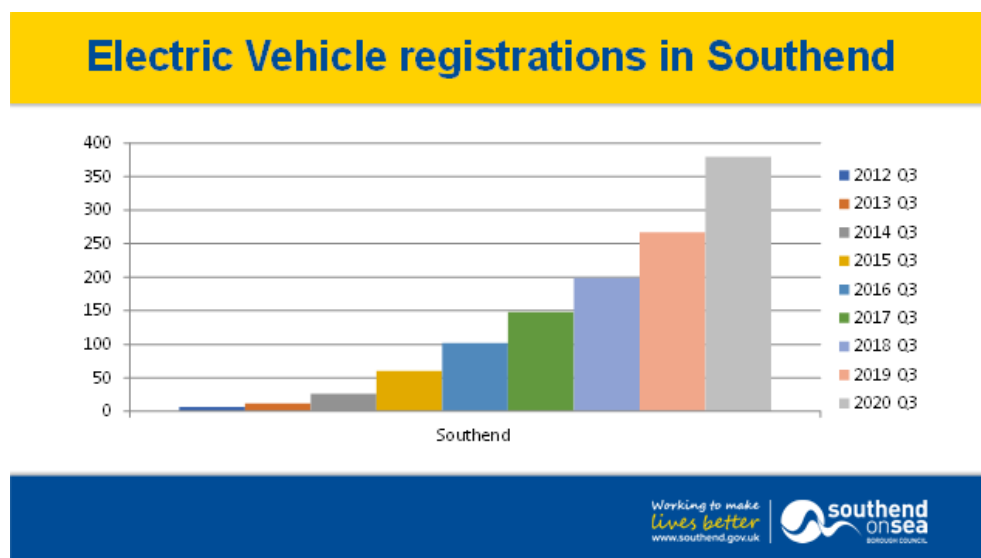
Introduction

A net zero emissions target for 2050 is now UK law¹ and the government recently announced an ambition to cut carbon emissions by 78% compared to 1990 levels by 2035. Net Zero means balancing out any greenhouse gas emissions produced by industry, transport or other sources by removing an equivalent amount from the atmosphere.

A Local Climate Impacts Profile undertaken in 2010 found that the Borough is likely to be affected in the future by having warmer and wetter winters; hotter and drier summers; an increased risk of coastal erosion; and more severe weather, such as coastal flooding and flash floods. Air quality is also a problem with two Air Quality Management Areas designated along the A127 at The Bell junction and East Street/West Road junction.

17% of carbon emissions in the Borough are from transport (industries and households). Reducing carbon emissions arising from use of petrol and diesel vehicles will therefore have positive local effects as well as making a contribution to UK and global targets, and supporting the use of electric vehicles (EV) within Southend will help to reduce carbon emissions from vehicle use within the town. It will also have the benefit of improving local air quality, particularly along the main road corridors and town centres.

At the end of 2018, just 0.5% of vehicles licensed in the UK were ultra low emission vehicles (battery electric, plug-in hybrid electric and fuel cell electric vehicles). However, numbers of electric vehicles are increasing, with one in every 47 new cars registered in the UK now plug-in, and one in every 36 for London², against a decline overall in new UK vehicle registrations³. The number of EV registrations in Southend is rising, albeit from a low base. The image below shows the number of vehicles registered in Southend in Quarter 3 (October to December) of each year from 2012.



¹ Climate Change Act 2008 and (2050 Target Amendment) Order 2019

² [Londons EV Infrastructure Taskforce Delivery Plan Executive Summary \(tfl.gov.uk\)](https://www.tfl.gov.uk/research-and-data/infrastructure/electric-vehicles/)

³ [New car registrations drop 35.5% but electric demand continues to rise | Latest news \(smarttransport.org.uk\)](https://www.smarttransport.org.uk/news/new-car-registrations-drop-35-5-but-electric-demand-continues-to-rise/)

Southend Council announced a Carbon Emergency in September 2019, and in January 2021 published its Green City Action Plan⁴, setting out a five year plan to work towards net zero carbon emissions. Promoting low-carbon vehicles by rolling out electric vehicle charging infrastructure, is a priority action for the Council within the plan.

Direction of government policy on electric vehicle charge points

The government consulted on changes to building regulations in October 2019⁵, which would require EV charging points for new dwelling with an associated car parking space, and non-residential development with more than 10 parking spaces to have at least one chargepoint and cabling routes for one in five spaces. In addition, the Energy White Paper⁶ published in October 2020 stated the government's intention for all new homes, where appropriate, to have a charge point available. While the direction of travel of government policy appears to be for requiring EV charging points for residential and commercial developments it is not known if or when the building regulations will be updated.

Planning Policy

Local planning authorities have a duty under Section 19(1)(a) of the 2004 Planning and Compulsory Purchase Act (as amended by the 2008 Planning Act) to ensure that, taken as a whole, local plan policy is designed to secure that the development and use of land in its administrative area contributes to the mitigation of, and adaptation to, climate change. Adopted development plan policies relating to electric vehicle charging points are set out below.

DPD Policy DM15 (Sustainable Transport Management) of the Development Management DPD⁷ (2015) states "the provision of facilities for charging electric vehicles and other ultra-low emission vehicles will be encouraged wherever practical and feasible."

The Southend Central Seafront Area Action Plan (SCAAP) (2018)⁸ Policy DS5 (Transport, Access and Public Realm) requires that developments within the SCAAP must "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." This is an extensive area covering Southend High Street and its environs and the Central Seafront.

⁴ Microsoft Word - Final Draft Green City Action Plan December 2020.docx (southend.gov.uk)

⁵ [Electric vehicle charging in residential and non-residential buildings \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/464242/electric_vehicle_charging_in_residential_and_non-residential_buildings.pdf)

⁶ [Reducing emissions from road transport: Road to Zero Strategy - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/reducing-emissions-from-road-transport)

⁷ [Development Management Document - Adopted – Development Management \(DPD\) – Southend-on-Sea Borough Council](#)

⁸ [Southend Central Area Action Plan \(SCAAP\) – Southend-on-Sea Borough Council](#)

The Local Transport Plan 3 Implementation Plan⁹ also states that the use of vehicles and modes that either emit low or zero levels of carbon dioxide, such as electric vehicles, bio-fuel etc will be promoted by both new developments and the Council.

A new local plan is being prepared and public consultation was carried out in Spring 2019 on an Issues and Options document. Consultation responses supported planning policies to the increase the use of electric vehicles in Southend as part of measures to mitigate and adapt to climate change.¹⁰

However, as the new local plan will take several years to produce and adopt, an interim policy will set out how the Council intends to judge whether development proposals adequately mitigate and adapt to climate change in respect of infrastructure for electric vehicle charging, bridging the existing adopted local plan and its successor.

It applies to new residential and commercial developments providing 10 or more car parking spaces.

The Council recognises that the policy will need to be applied proportionately in each case, and the scope to apply will be greater in larger schemes.

Southend Electric Vehicle Strategy 2021 - 2030

Electric vehicles offer an excellent opportunity to address the declared climate emergency and ambition to achieve net zero emissions by 2030, and bring potential benefits to residents, businesses and visitors.

The Council wants to encourage the take up of EV amongst residents, including those without access to off-street car parking. The strategy provides the foundation to support a publicly accessible charging network which can be developed as and when funding opportunities become available, based on the following aims:

- Provide a sufficient and adequate charging infrastructure in place to support the anticipated growth in use of electric vehicles
- Ensure that renewable energy sources will be used for all charging points provided by the Council
- Assist in providing charging infrastructure to support at least a majority of all new cars in the Borough being electric by 2030
- Adopt electric vehicles for all service provisions and use in Council business and require use of electric vehicles through procurement policies for all business and sub-contractors
- Introduce electric vehicles through a 3 stage approach: car parks, forecourts and residential

⁹ [Microsoft Word - Implementation plan final March 2015 \(southend.gov.uk\)](#)

¹⁰ [Issues and options reports | Southend Local Plan](#)

It is the Council's ambition to use its own land where possible and to work with landowners to identify suitable locations to contribute to both strategic and local provision of charging points.

Interim Policy

Table 1 Interim Electric Vehicle Charging Infrastructure Policy

Type of development proposed	Proportion of space with 'active' EV charging points	Proportion of space with 'passive' EV charging points
New residential development providing 10 or more car parking spaces	20%	80%
New commercial development providing 10 more car parking spaces	20%	80%

Active provision means an electric vehicle charge point with a minimum power rating output of 7kW, fitted with a universal socket that can charge all types of electric vehicle currently on the market and meet relevant safety and accessibility requirements.

Passive provision means ducting infrastructure to enable a future connection location for an electric vehicle charge point. A future connection location may be positioned to serve more than one parking space provided that the enabling infrastructure is adequate for the future installation of electric vehicle charge points which enable each space to be used simultaneously for recharging e.g. a charge point with multiple outlets).

Example

A proposal for 20 dwellings and 20 car parking spaces will be required to provide 4 charge points and passive provision for the remaining 16 spaces.

Electric Vehicle Charging Infrastructure for new development draft Supplementary Planning Document

Southend Borough Council

2021

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Introduction

A net zero emissions target for 2050 is now UK law¹ and the government recently announced an ambition to cut carbon emissions by 78% compared to 1990 levels by 2035. Net Zero means balancing out any greenhouse gas emissions produced by industry, transport or other sources by removing an equivalent amount from the atmosphere.

A Local Climate Impacts Profile undertaken in 2010 found that the Borough is likely to be affected in the future by having warmer and wetter winters; hotter and drier summers; an increased risk of coastal erosion; and more severe weather, such as coastal flooding and flash floods. Air quality is also a problem with two Air Quality Management Areas designated along the A127 at The Bell junction and East Street/West Road junction.

17% of carbon emissions in the Borough are from transport (industries and households). Reducing carbon emissions arising from use of petrol and diesel vehicles will therefore have positive local effects as well as making a contribution to UK and global targets, and supporting the use of electric vehicles (EV) within Southend will help to reduce carbon emissions from vehicle use within the town. It will also have the benefit of improving local air quality, particularly along the main road corridors and town centres.

At the end of 2018, just 0.5% of vehicles licensed in the UK were ultra-low emission vehicles (battery electric, plug-in hybrid electric and fuel cell electric vehicles). However, numbers of electric vehicles are increasing, with one in every 47 new cars registered in the UK now plug-in, and one in every 36 for London², against a decline overall in new UK vehicle registrations³. Figure 1 below from the Department for Transport's Road to Zero Strategy⁴ shows this increase.

¹ Climate Change Act 2008 and (2050 Target Amendment) Order 2019

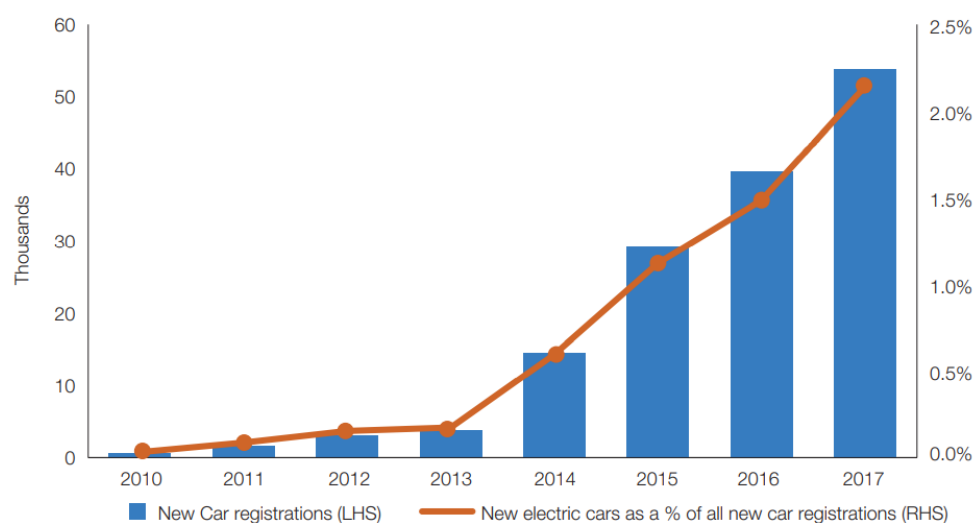
² [Londons EV Infrastructure Taskforce Delivery Plan Executive Summary \(tfl.gov.uk\)](https://www.tfl.gov.uk)

³ [New car registrations drop 35.5% but electric demand continues to rise | Latest news \(smarttransport.org.uk\)](https://www.smarttransport.org.uk)

⁴ [The Road to Zero \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk)

Figure 1: New Electric Car Registrations in Great Britain

Figure 2b.2: New electric car* registrations GB

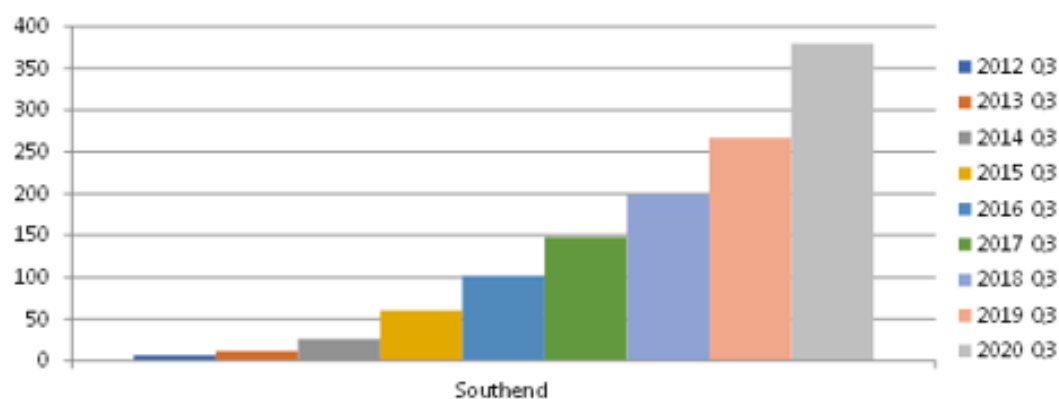


*Includes plug-in hybrids, 100% electric, range extended electric and fuel cell electric cars

Source: DfT, Vehicle Licensing Statistics, 2018 - table VEH0253.

The number of EV registrations in Southend is also rising, albeit from a low base. Figure 2 below shows the total number of electric vehicles registered in the Borough at Quarter 3 each year from 2012 to 2020 (e.g. between October and December each year).

Figure 2: Electric Vehicle Registrations in Southend



Southend Council announced a Carbon Emergency in September 2019, and in January 2021 published its Green City Action Plan⁵, setting out a five year plan to work towards net zero carbon emissions. Promoting low-carbon vehicles by rolling out electric vehicle charging infrastructure, is a priority action for the Council within the plan.

The Local Transport Plan 3 Policy 3 for better managed vehicle parking also highlights the need to include electric vehicles within parking strategies.⁶

Southend 2050 is the Borough's ambition for the future, developed with extensive conversations with those that live, work, visit, do business and study in Southend-on-Sea. The ambition is grounded in the values of Southenders, setting out what Southend-on-Sea should look like in 2050 and the steps needed now, and in the coming years, to achieve this. It is bold and challenging and will need all elements of the community to work together to make it a reality.

One of the 2050 outcomes identified is that we act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling.

This draft Supplementary Planning Document sets out the Council's requirements for electric vehicle charging infrastructure in new development, and complements other actions being taken by the Council to decarbonise the economy and support our 2050 ambition, such as the creation of additional public electric vehicle charging points.

⁵ [Microsoft Word - Final Draft Green City Action Plan December 2020.docx \(southend.gov.uk\)](#)

⁶ [Microsoft Word - Implementation plan final March 2015 \(southend.gov.uk\)](#)

A new local plan is being prepared and public consultation was carried out in Spring 2019 on an Issues and Options document. Consultation responses supported planning policies to the increase the use of electric vehicles in Southend as part of measures to mitigate and adapt to climate change.¹²

Southend Electric Vehicle Strategy 2021-2030

Electric vehicles offer an excellent opportunity to address the declared climate emergency and ambition to achieve net zero emissions by 2030, and bring potential benefits to residents, businesses and visitors.

The Council wants to encourage the take up of EV amongst residents, including those without access to off-street car parking. The strategy provides the foundation to support a publicly accessible charging network which can be developed as and when funding opportunities become available, based on the following aims:

- Provide a sufficient and adequate charging infrastructure in place to support the anticipated growth in use of electric vehicles
- Ensure that renewable energy sources will be used for all charging points provided by the Council
- Assist in providing charging infrastructure to support at least a majority of all new cars in the Borough being electric by 2030
- Adopt electric vehicles for all service provisions and use in Council business and require use of electric vehicles through procurement policies for all business and sub-contractors
- Introduce electric vehicles through a 3 stage approach: car parks, forecourts and residential

It is the Council's ambition to use its own land where possible and to work with landowners to identify suitable locations to contribute to both strategic and local provision of charging points.

¹² [Issues and options reports | Southend Local Plan](#)

EV charging infrastructure in new developments

Residential Buildings

Every new residential building with an associated car parking space to have a charge point (active provision). This requirement applies to buildings undergoing a material change of use to create a dwelling.

Where there are more than 10 car parking spaces associated with the building, a minimum of one charge point should be installed for each dwelling, with enabling infrastructure (passive provision) for each remaining space.

Non-Residential Buildings

A progressive standard is proposed for commercial developments, to reflect the Council's 2050 ambition to become a Green City and support use of electric vehicles. The standard will be gradually increased from adoption of the SPD up to 2025.

Table 1: requirements for non-residential buildings

Requirement for non-residential redevelopments	Proportion of Active Spaces	Proportion of Passive Spaces
From adoption of SPD	20%	80%
From 1 st January 2023	30%	70%
From 1 st January 2025	40%	60%

Active Provision and Passive Provision

Active provision means an electric vehicle charge point with a minimum power rating output of 7kW, fitted with a universal socket that can charge all types of electric vehicle currently on the market and meet relevant safety and accessibility requirements.

Passive provision means ducting infrastructure to enable a future connection location for an electric vehicle charge point. A future connection location may be positioned to serve more than one parking space provided that the enabling infrastructure is adequate for the future installation of electric vehicle charge points which enable each space to be used simultaneously for recharging e.g., a charge point with multiple outlets).

Applying the standards

Applications for mixed use developments will be considered on a case-by-case basis but as a general principle where car parking is allocated solely in association with residential properties the residential standard will apply.

The Council will work with developers to encourage higher provision of EV charge points through planning conditions or legal agreements, and to develop an appropriate parking management strategy for the scheme, including trigger points for conversion of passive spaces over the longer term.

All car parking spaces designated for disabled parking should have an EV charge point.

All car club car parking spaces should have an EV charge point.

Where no car parking spaces are to be provided there is no requirement to install an electric vehicle charge point.

Example 1 – Residential development

A proposal for 2 dwellings and 4 car parking spaces will be required to provide 2 charge points.

Example 2 – Residential development

A proposal for 6 dwellings and 12 car parking spaces will be required to provide 6 charge points and passive provision for the remaining 6 spaces.

Example 3 – Non-Residential Development

A proposal for non-residential development with 18 car parking spaces will be required to provide:

4 EV charging points and 14 spaces with passive provision if permitted prior to 1st January 2023

5 EV charging points and 13 spaces with passive provision if scheme permitted between 1st January 2023 and 31st December 2024

7 EV charging points and 11 spaces with passive provision if scheme permitted after 1st January 2025.

On adoption of SPD	20% Active Provision	3.6 spaces	80% Passive Provision	14.4
From 1 st January 2023	30% Active Provision	5.45 spaces	70% Passive Provision	12.55
From 1 st January 2025	40% Active Provision	7.2 spaces	60% Passive Provision	10.8

Example 4 – Mixed Use Development

A proposal for a restaurant with 6 car parking spaces and 2 residential units with 2 parking spaces will be required to provide:

Standard	Residential	Commercial			
On adoption of SPD	2 EV charging points	20% Active Provision	1.2 spaces	80% Passive Provision	4.8
From 1 st January 2023	2 EV charging points	30% Active Provision	1.8 spaces	70% Passive Provision	4.2
From 1 st January 2025	2 EV charging points	40% Active Provision	2.4 spaces	60% Passive Provision	3.6

2 residential EV charging points, 1 non-residential EV charging point and 5 spaces with passive provision if permitted prior to 1st January 2023

2 residential EV charging points, 2 non-residential EV charging points and 4 spaces with passive provision if scheme permitted between 1st January 2023 and 31st December 2024

2 residential EV charging points, 2 non-residential EV charging points and 4 spaces with passive provision if scheme permitted after 1st January 2025.

Note: Spaces should be rounded up to the nearest whole number e.g. 3.6 spaces would be rounded up to 4 spaces, 14.4 would be rounded down to 14 spaces.

This SPD should be read in conjunction with the parking standards set out in Appendix 6 to the Development Management DPD¹³ (2015).

Use of on-site renewable energy generation for EV charging

Policy KP2 of the Southend Core Strategy (2007) seeks the reduction in the use of energy and other resources in new development and promotes on-site energy generation from renewable options and/or decentralised renewable or low carbon sources.

Policy DM2 of the Southend Development Management Document (2015) requires development proposals to contribute to minimising energy demand and carbon dioxide emission in accordance with the energy hierarchy. This includes conversions, extensions and/or alterations of existing buildings.

Where development schemes include on-site renewable energy generation, this should be harnessed to power any electric vehicle charging points provided, unless it can be clearly demonstrated that this is not technically feasible.

¹³ [Development Management Document - Adopted – Development Management \(DPD\) – Southend-on-Sea Borough Council](#)

Figure 2: Frequently Asked Questions

Questions	Answers
Is the new building a dwelling or a building containing dwellings?	If yes, the policy applies and the number of charging points should be calculated using the residential standard
Does the building have at least one associated parking space for the dwelling(s)?	If no, the policy does not apply.
What if the site can't accommodate any EV charging points for the car parking proposed?	The applicant will be required to demonstrate that it is not technically feasible to accommodate any EV charge points required.
What standards apply for mixed use development?	Applications for mixed use developments will be considered on a case-by-case basis but as a general principle where car parking is allocated solely in association with residential properties the residential standard will apply to those spaces.
How will I calculate how many spaces are required for non-residential uses?	Spaces should be rounded up to the nearest whole number e.g., 3.6 spaces would be rounded up to 4 spaces, 14.4 would be rounded down to 14 spaces
What about car parking provision for disabled people?	All car parking spaces designated for disabled parking should have an EV charge point.
How do I know what standards will be applied for my non-residential development?	The application will be determined in relation to the standards in place on the date the planning application is approved, as set out in Table 1

Public Document Pack

SOUTHEND-ON-SEA BOROUGH COUNCIL

Meeting of Environment, Culture, Tourism & Planning Working Party

Date: Tuesday, 8th June, 2021

Place: MS Teams

9

Present: Councillor C Mulroney (Chair)
Councillors A Bright, D Garston, S George, D Jarvis, K Mitchell,
D Nelson and S Wakefield

In Attendance: Councillor P Wexham
R Harris, R Dawson, T Saunders, M Sheppard, C Victory and A
Smith.

Start/End Time: 6.00 - 7.45 pm

1 Apologies for absence

There were no apologies for absence at this meeting.

2 Declarations of Interest

There were no declarations of interest at this meeting.

3 Southend New Local Plan

The Working Party considered a report of the Deputy Chief Executive and Executive Director (Growth and Housing) which will be considered at the Cabinet on 15th June 2021 seeking approval to publish the 'Refining the Plan Options' for public consultation as part of the next stage in preparing the Southend New Local Plan.

The Working Party asked a number of questions which were responded to by officers.

During consideration of the report the Working Party considered a proposal from Councillor Bright and seconded by Councillor Nelson to make an additional recommendation to Cabinet concerning the protection of Green Belt land from inappropriate development. The proposal was not carried.

Resolved:

That the recommendations contained in paragraph 2.1 to 2.3 of the report to Cabinet on 15th June 2021, be endorsed.

Chair: _____

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Southend-on-Sea Borough Council

Agenda
Item No.

10

Report of Executive Director
(Neighbourhoods & Environment)

to

**Traffic Regulation Working Party
and Cabinet Committee**

on

10th June 2021

Report prepared by Sharon Harrington
Head of Service, Traffic & Highways

Thorpe Bay Gardens Covenant

**Traffic and Regulation Working Party - Cabinet Member: Councillor Woodley
Part 1 Public Agenda Item**

1. Purpose of Report

- 1.1 Following a report on the 22nd February 2021 to the Traffic Regulation Working Party and the Cabinet Committee to provide an update upon a covenant ("the Covenant" as detailed at paragraph 3.1) that affects Council owned land, in relation to parking restrictions in Thorpe Bay Gardens and to further make recommendations.

2. Recommendations

- 2.1 The Council acting in its capacity as the Highways Authority recommend that the seasonal restrictions are extended to cover the 12-month period (Option 1 at paragraph 5.1); and,
- 2.2 To keep the situation under review with a report to the first available committee meeting after January 2022 to update following further surveys and evidence gathering carried out over the Summer and Winter months in nearby adjoining roads. (Option 2 at paragraph 5.1).

3. Background and the Covenant

- 3.1 The Council has received complaints from some residents (the "Residents") who are local to Thorpe Bay Gardens that the current parking restrictions, which consists of a single yellow line restricting parking from 09:00 to 18:00 during March to October each year with no restriction at all during winter months, is not in keeping with a covenant. This covenant ("the Covenant") is contained within a conveyance dated 14 December 1962 made between (1) Thorpe Bay Estate Company ("the Seller") and (2) The Mayor Aldermen and Burgesses of the County Borough of Southend on Sea.
- 3.2 A covenant is a restriction over land whereby usually the party acquiring the land (here the Council) agrees not to do something for the benefit of those who retain adjoining land.

3.3 The Covenant provides that the Council covenants with the Seller to:

“ensure as far as reasonably possible, that no parking of cars is permitted on the North side of Thorpe Bay Gardens, eastwards from its junction with St Augustine’s Avenue”.

3.4 The Residents also claim that a number of vehicles parking in this location has increased and have requested that the Council should consider removing the seasonal restrictions and install double yellow lines to prevent parking 24/7 all year, to comply with its obligations under the Covenant.

3.5 The Residents further requested the installation of double yellow lines on the opposite side of the road at Thorpe Bay Gardens and along Barrow Sands and Marcus Avenue due to the potential displacement that double yellow lines will create.

3.6 The Covenant therefore placed an obligation on the Council, as landowner, to ensure as far as is reasonably possible, that there is no parking of cars on the North side of Thorpe Bay Gardens.

3.7 Whilst in 1962 the Borough of Southend was the Highways Authority, the Covenant was not expressed to be given by the then County Borough Council in the exercise of any of its statutory functions as Highways Authority. Therefore there is a clear distinction between what the responsibilities of the Council are as landowner and what they are as Highways Authority.

3.8 This obligation contained in the covenant is therefore inconsistent with the proper exercise of the Highways Authority’s statutory functions. It is considered that as the Covenant concerns the use of a highway, the Council should act only in its capacity as the highway authority and that such requests should be considered in relation to the Council’s statutory powers that regulate the use of the highway.

3.9 The Covenant appears to fetter the Council’s power to control parking on the highway and as the Local Authority cannot fetter the exercise of a statutory discretion, the Covenant appears to be inconsistent with the proper exercise of the Highways Authority’s discretion.

3.10 The Cabinet Committee, when considering the Options set out in paragraph 5, need to take into consideration that any decision the Council makes is in its capacity as the Highways Authority only and not in the capacity as the Council acting as landowner.

4. Current restrictions

4.1 There are restrictions in place on Thorpe Bay Gardens whereby parking is not between March to October, 9am - 6pm.

4.2 There have been two parking surveys undertaken (November 2020 and April 2021) to show the issues with parking which capture information on the parking stress whilst restrictions are in place and again when they are not. Photos can be found in Appendix 2.

4.3 Appendix 2 of this report shows photographs of parked vehicles. As you will see from the evidence captured there is an increase of parked vehicles throughout the winter months which would be expected due to not having any restrictions in place to prevent parking.

4.4 There is potential for displacement of vehicles into already busy adjoining streets; parking pressure surveys will be undertaken and if required a proposal for further restrictions into these roads will be presented at a future committee.

5. Options

5.1 Option 1:

- To remove the seasonal restrictions and implement the current restrictions for 12 months;

Option 2:

- Monitor the situation and keep under review with a report to the first available committee meeting after January 2022 to update following additional surveys carried out over the Summer and Winter months.

6. Corporate Implications

6.1 Contribution to the Southend 2050 Road Map.

6.1.1 Ensuring that driver behaviour is improved, and speed and collisions reduced, will be consistent with the Council's 2050 Vision of Safe & Well and that people in all parts of the borough feel safe and secure at all times.

6.2 Financial Implications

6.2.1 Costs for implementation of this review and development of the associated action plan, if approved, would need to be met from revenue of the parking account.

6.3 Legal Implications

6.3.1 The statutory consultative process for Traffic Regulation Orders will be followed. Any objections received will be responded to by the service area.

6.3.2 The Covenant appears to fetter the Council's powers to control parking on the highway.

6.3.3 The Covenant concerns the use of the highway. The Council should act only in its capacity as the Highways Authority in accordance with its powers to regulate the use of the highway in accordance with the Highways Act 1980 and the Road Traffic Regulation Act 1984 ("RTRA 1984") and in particular, consideration of the prohibition of parking on the highway in accordance with Part 1 of the RTRA 1984.

6.3.4 The power to prohibit parking by way of a Traffic Regulation Order is not conferred upon the Council for the purpose of benefitting the successors in title of land (of the original seller in 1962). It must be exercised for the purposes set out in Part 1 of the RTRA 1984.

- 6.3.5 The Covenant is not expressed to be given by the County Borough Council in 1962 in the exercise of its statutory functions and is considered to impose an obligation that is inconsistent with the proper exercise of its functions under the RTRA 1984.
- 6.3.6 The Options being considered should be determined on public interest considerations of the RTRA 1984.
- 6.3.7 The Council, as landowner, could be open to legal challenge for not complying with the terms of the Covenant. If such a challenge occurs then such a challenge would be defended.

6.4 People Implications

- 6.4.1 None.

6.5 Property Implications

- 6.5.1 None

6.6 Equalities and Diversity Implications

- 6.6.1 Any implications have been taken into account in designing the review.

6.7 Risk Assessment

- 6.7.1 The proposals are designed to improve highway safety and as such, is likely to have a positive impact.

6.8 Value for Money

- 6.8.1 Any works required will be undertaken by the Council's term contractors, who have been selected through a competitive tendering process to ensure value for money.

6.9 Community Safety Implications

- 6.9.1 N/A

6.10 Environmental Impact

- 6.10.1 The potential environmental impact is not known at this stage, but it is envisaged that there could be a potential improvement in air quality if driver behaviours can be positively adjusted.

7. Background Papers

- 7.1 None

8. Appendices

- 8.1 **Appendix 1** – Copy of the conveyance dated 14 December 1962 made between (1) Thorpe Bay Estate Company and (2) The Mayor Aldermen and Burgesses of the County Borough of Southend on Sea (contains the covenant: the Second Schedule, paragraph 4).
- 8.2 **Appendix 2** – Photos of parking pressures

**Appendix 2 – Photos
Thorpe Bay Gardens – April 2021**



Appendix 2 – Photos
Thorpe Bay Gardens – October 2020



Appendix 2 – Photos
Thorpe Bay Gardens – November 2020



These are the notes referred to on the following official copy

Title Number EX827068

The electronic official copy of the document follows this message.

This copy may not be the same size as the original.

Please note that this is the only official copy we will issue. We will not issue a paper official copy.



This Conveyance

is made the *fourteenth* day of

December One thousand Nine hundred and Sixty-two BETWEEN THORPE BAY STATE COMPANY whose registered office is at 7 Linenhall Street Belfast Northern Ireland (hereinafter called "the Vendor") of the one part and THE MAYOR ALDERMEN AND BURGESSES OF THE COUNTY BOROUGH OF SOUTHEND-ON-SEA (hereinafter called "the Corporation") of the other part WHEREAS the Vendor is seised of the property hereinafter described in fee simple in possession subject only as is hereinafter mentioned and has agreed with the Corporation for the sale thereof at the price of Seven thousand Four hundred and Seventy-five Pounds.

NOW THIS DEED WITNESSETH as follows:

1. IN consideration of the sum of SEVEN THOUSAND FOUR HUNDRED AND SEVENTY-FIVE POUNDS now paid by the Corporation to the Vendor (the receipt whereof the Vendor hereby acknowledges) the Vendor as Beneficial Owner hereby conveys unto the Corporation ALL THAT piece or parcel of land situate at Thorpe Bay in the County Borough of Southend-on-Sea bounded on the southerly side by Thorpe Esplanade on the westerly side by St. Augustine's Avenue on the northerly side by Thorpe Bay Gardens and on the easterly side by Maplin Way which said land is delineated on the plan annexed hereto and thereon coloured green blue red brown yellow and white surrounded with a yellow line EXCEPT AND RESERVING unto the Vendor the free and uninterrupted passage and running of water and soil from other buildings and land of the Vendor and its tenants adjoining or near the said piece of land through the sewers drains and watercourses which are now or may hereafter be constructed in or under the said land hereby conveyed TO HOLD the same unto the Corporation in fee simple subject to the covenants and conditions contained in the Leases or Agreements particulars parties and rents of which are respectively set out in the First Schedule hereto.
2. THE Corporation on behalf of itself and its successor in title and assigns for the benefit of the remaining land of the Vendors or their lessees and so as to be binding on the land into whosoever hands the same may come hereby covenants with the Vendor and its successors in title to observe and perform the covenants and conditions set out in the Second Schedule hereto.
3. THE Vendor agrees to the Corporation (i) incorporating into Thorpe Bay Esplanade the thin portion of land bordering the extreme South boundary of the land hereby conveyed coloured blue and unhatched on the plan annexed hereto and (ii) to the land denoted by a thin red line adjoining Thorpe Esplanade being used for the parking of private cars only and not charabancs or caravans or commercial vehicles.
4. THE Corporation will (a) lay out as gardens or a public open space that part of the land conveyed coloured green on the said plan and (b) lay out and maintain two means of access from Thorpe Bay Gardens to Thorpe Esplanade for pedestrians only along the strips of land coloured blue and hatched black on the said plan.
5. SO as to keep the level of the land coloured brown on the said plan on which the

PRODUCED TO THE
OF L.A. & C. 11/13
- 2 JAN 1967
IN OFFICE
OF THE
REVENUE
DEPARTMENT

SECT 12

RE-7
1

THE SECOND SCHEDULE before referred to

1. That portion of land coloured green on the said plan shall be used as gardens or a public open space and for no other purpose whatsoever.
2. The said piece of land coloured brown on the said plan shall be used for no other purpose than as a public open space or gardens as aforesaid or for parking of private cars only excluding commercial vehicles caravans or motor coaches of any description whatsoever.
3. That the said piece of land coloured yellow and white surrounded with a yellow line on the said plan shall be used for no other purpose than a dinghy park or open space or gardens.
4. The Purchasers will ensure as far as reasonably possible that no parking of cars is permitted on the North side of Thorpe Bay Gardens eastwards from its junction with St. Augustine's Avenue.
5. That no building whatsoever shall be erected on any of the land hereby agreed to be sold other than garden shelters car park attendance shelters or public conveniences the plans for all of which shall first be approved of by the Vendors Surveyor and that no business whatsoever for the sale of teas or confectionery or any other item of any nature whatsoever will be permitted by the Purchasers on any part of the land hereby agreed to be sold provided that nothing shall prevent the Purchasers making a suitable charge for the use of any tennis court bowling green or putting green or hiring of chairs on any part of the land coloured green or for charging for the use of the Car Park that may be erected on any part of the land coloured brown on the plan annexed hereto.

THE THIRD SCHEDULE before referred to

<u>Date of Deed</u>			<u>Nature of Deed and Names of Parties thereto</u>
7th July	1896	INDENTURE	- made between Ynyr Henry Burges of the first part Ynyr Richard Patrick Burges and Frederica Florence Elizabeth Burges of the Second part the Earl of Latham and James Van Sommer of the third part James Henry Strange and William Van Sommer of the fourth part.
10th November	1903	DEED POLL	- made between Ynyr Henry Burges of the one part and Ynyr Richard Patrick Burges of the other part.
7th December	1906	INDENTURE	- made between Ynyr Henry Burges of the one part and Sir James Henry Strange and William Van Sommer of the other part.
21st March	1922	INDENTURE	- made between Ynyr Alfred Burges of the one part and Richard Herbert Chilcott of the other part.
30th October	1925	INDENTURE	- made between Frederica Florence Elizabeth Burges of the one part and Ynyr Alfred Burges of the other part.
18th November	1958	INDENTURE	- made between Ynyr Alfred Burges of the one part and the Vendor of the other part.

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parking of private cars is permitted below the path level of Thorpe Bay Gardens the Corporation -

- (a) Shall not raise the level of the land shown coloured brown and brown hatched green on the said plan above its existing level;
- (b) shall excavate the said land to the North of the existing bank to carry through the present level at the Northern extremity of the existing car park to a point as near as possible to the Northern boundary of the land leaving a satisfactory bank on land shown coloured brown and hatched green on the said plan to retain the site of Thorpe Bay Gardens.

6. THE Corporation shall pay all costs and charges in respect of making up and taking over by them as a highway maintainable at the public expense or all charges under the Highways Act 1959 or similar Act in respect of that portion of road known as St. Augustine's Avenue as flanks on the said piece of land hereby conveyed.

7. THE Vendor hereby acknowledges the right of the Corporation to production of the documents set out in the Third Schedule hereto and to delivery of copies thereof and hereby undertakes with the Corporation for the safe custody of the same.

IN WITNESS whereof the Vendor and the Corporation have hereunto caused their respective Common Seals to be affixed the day and year first hereinbefore written.

THE FIRST SCHEDULE before referred to

<u>Date of Lease or Agreement</u>	<u>Description of Document</u>	<u>Lessee</u>	<u>Description of land let and user</u>	<u>Term</u>	<u>Rent</u>
16th September 1960	Licence				
12th June 1961	Deed of Variation	F. Patten Limited	Piece of land North side of Thorpe Esplanade, Thorpe Bay	5 years from 25th March 1961	£300 per annum
15th July 1961	Lease	The Trustees of Thorpe Bay Yacht Club	Dinghy Park coloured yellow on plan attached hereto	25 years from 25th March 1961	£60 per annum for first 5 years £70 per annum for second 5 years £80 per annum for third 5 years £90 per annum for fourth 5 years and £100 per annum for remaining 5 years
26th June 1961	Licence	Miss Diana Crooks	The Western portion of land hereby agreed to be sold from St. Augustine's Avenue extending about 1,000 feet eastwards	One year from 25th March 1961	£52 per annum
3rd May 1861	Lease	The Lords of the Admiralty	Part of the Coast-guard Station	Expired (Lessee holding over on terms of expired agreement)	No rent to be apportioned to Purchaser
12th August 1930	Surrender	The Lords of the Admiralty to Captain Y.A. Burges	Boathouse and Right of Way		

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12th August 1930	Surrender	The Lords of the Admiralty to Captain Y.A. Burges	Boathouse and Right of Way		

THE COMMON SEAL of THORPE BAY ESTATE
COMPANY was hereunto affixed in the
presence of:-

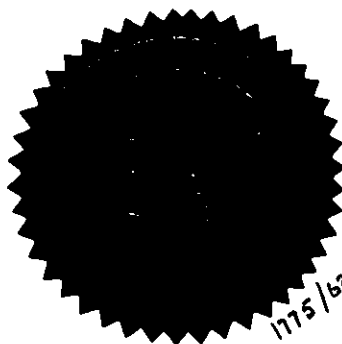
J. H. Stange. } Directors.

Richard L. Hughes Secretary.

THE COMMON SEAL of THE MAYOR ALDERMEN
AND BURGESSES OF THE COUNTY BOROUGH OF
SOUTHEND-ON-SEA was pursuant to a
resolution of the Council hereunto
affixed in the presence of:-

E. J. Jewell
G. Hoole. } Two Members
of
the Council

James D. A.
Town Clerk.



THE COMMON SEAL of THORPE BAY ESTATE
COMPANY was hereunto affixed in the
presence of:-

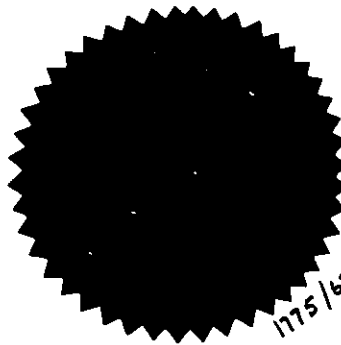
The Stronge. } Directors.

Michael Dunge } Secretary.

THE COMMON SEAL of THE MAYOR ALDERMEN
AND BURGESSES OF THE COUNTY BOROUGH OF
SOUTHEND-ON-SEA was pursuant to a
resolution of the Council hereunto
affixed in the presence of:-

E. J. Ince } Two Members
G. Hoole } of
the Council

[Signature]
Town Clerk.



DATED

14th December

1962

THORPE BAY ESTATE COMPANY

-to-

THE CORPORATION OF SOUTHEND-ON-SEA

Conveyance

of

Land in Thorpe Esplanade between
St. Augustine's Avenue and Maplin
Way, Thorpe Bay.

DP 2740



Southend-on-Sea Borough Council

Agenda
Item No.

12

Report of Executive Director
(Legal & Democratic Services)
to

Place, People and Policy & Resources Scrutiny
Committees

On 5th, 6th and 8th July 2021

Report prepared by: S. Tautz (Principal Democratic Services
Officer)

In-Depth Scrutiny Projects and Summary of Work 2020/21 A Part 1 Agenda Item

1. Purpose of Report

- 1.1 For the Committee to consider progress with regard to the in-depth scrutiny projects undertaken during the 2020/21 municipal year and to consider a possible joint approach to in-depth scrutiny activity for 2021/22.
- 1.2 The report also provides information about the work carried out by each of the scrutiny committees during the previous year.

2. Recommendations

- 2.1 That progress with regard to the in-depth scrutiny projects undertaken during the 2020/21 municipal year, be noted.
- 2.2 That, subject to the concurrence of the other scrutiny committees, a single in-depth scrutiny project around the 'Councillor Queries' process be undertaken on behalf of the three scrutiny committees during the 2021/22 municipal year.
- 2.3 That no other topic(s) be selected by the Committee for additional in-depth review during 2021/22.
- 2.4 That the Committee note the summary of the scrutiny work undertaken during 2020/21.

3. In-Depth Scrutiny Projects – Background

- 3.1 As councillors will be aware, each of the scrutiny committees has traditionally undertaken an in-depth scrutiny project each year. The in-depth projects are selected at the beginning of each municipal year and generally focus on the Council's corporate priorities or matters of local concern. Recent in-depth scrutiny projects have also been aligned with the ambition and outcomes arising from the Southend 2050 programme. A list of the in-depth scrutiny projects previously undertaken by the scrutiny committees is attached as Appendix 1 to this report.
- 3.2 The in-depth scrutiny projects lead to the development of reports and recommendations which advise the Executive and the Council on its policies, budget provision and service delivery. The delivery of each project is driven through a member Programme Working Party (Project Team), supported by

relevant officers. Participation in the in-depth projects enable councillors to be actively involved in a particular topic and to influence and shape proposals around service improvement that will result in benefits/outcomes.

- 3.3 The undertaking of the annual in-depth scrutiny projects is not a statutory requirement and is derived from the power set out in Section 9(c) (Policy Review and Development) of the Scrutiny Procedure Rules at Part 4(e) of the Council's Constitution, which provides that the scrutiny committees may hold enquiries and investigate options for future direction in policy development.

4. In-Depth Scrutiny Projects 2020/21 – Progress

- 4.1 The following in-depth scrutiny projects have been completed during the last year:

People Scrutiny Committee

'The appropriate use of reablement for older people (65 and over) when discharged from hospital, to maximise the number of people at home after period of ninety-one days.'

Place Scrutiny Committee

'To review the level of domestic waste recycling in the Borough, in order to examine what influences residents in terms of their recycling habits and what the barriers are to achieving a higher rate of recycling and to consider ways of working with residents to improve domestic waste recycling.'

Policy and Resources Scrutiny Committee

'How the Council and councillors communicate with local people and stakeholders and facilitate engagement and participation'.

- 4.2 The report and recommendations arising from the completion of the in-depth scrutiny project for the Place Scrutiny Committee is included elsewhere in the agenda for this meeting. The report and recommendations arising from the completion of the in-depth scrutiny project for the Policy and Resources Scrutiny Committee for 202/21, will be reported to the meeting of that Committee to be held on 8 July 2021. The report of the in-depth scrutiny project for the People Scrutiny Committee was considered by that Committee at its meeting on 24 November 2020 and the recommendations arising from the project were agreed by the Cabinet on 14 January 2021.
- 4.3 The Committee is requested to note progress with regard to its in-depth scrutiny project undertaken during the 2020/21 municipal year.

5. In-Depth Scrutiny Project 2021/22

- 5.1 At this meeting, the Committee would normally agree the nature of the in-depth scrutiny project that it wishes to undertake during the municipal year. As already indicated, the undertaking of the annual in-depth scrutiny projects is not a statutory requirement and is based on local practice over a number of years.

- 5.2 Since March 2020, the impact of the response to the COVID-19 pandemic has required the Council to focus its effort and resources on the delivery of priority activities and services, which has included the ongoing dedication and/or redeployment of resources and capacity that would normally support in-depth scrutiny projects, towards the delivery of key services for local residents. Partly as a result of the response to the pandemic, the in-depth scrutiny projects for 2020/21 took longer than usual to complete.
- 5.3 The undertaking of the in-depth scrutiny projects in the traditional way can be resource intensive. Each Programme Working Party (Project Team) must be fully supported throughout the scoping, delivery and progress reporting of the project and appropriate specialist capacity is often required to facilitate aspects of projects. In addition, it has regularly been necessary to arrange and undertake appropriate site visits, conduct public surveys, hold public meetings, and commission research etc. to inform the delivery of projects.
- 5.4 As a consequence of the ongoing response to the COVID-19 pandemic and the need to also focus on local recovery priorities going forward, the traditional approach to the undertaking of broad in-depth scrutiny projects might not be the best use of resources and capacity in the short-term. It is important that this type of scrutiny activity recognises the level of resources and capacity available, and it may not necessarily be appropriate during the continuing response to the pandemic for scrutiny projects to consider service changes or improvements in isolation.
- 5.5 The Committee might therefore wish to consider whether the use of in-depth scrutiny projects should be paused in favour of a dedicated focus on the review of relevant business issues that help councillors to carry out their role and support the Council through recovery from the challenges presented by the pandemic, whilst also allowing local economic recovery to continue to be driven by the delivery of key schemes. A single in-depth joint scrutiny project could be undertaken for 2021/22, involving each of the scrutiny committees, focussed on matters of importance to councillors.
- 5.6 Joint in-depth scrutiny projects have previously been conducted by the scrutiny committees on a number of occasions. In 2016/17, a joint project was undertaken by the Policy and Resources and Place Scrutiny Committees, to investigate whether there was a need for additional enforcement resources for Southend. A joint project was also undertaken during 2018/19, also by the Policy and Resources and Place Scrutiny Committees, looking at the re-imagining the town centre in the context of the vision for Southend 2050.
- 5.7 An issue that has been identified as an important priority by a number of members and which could constitute a possible focus for joint scrutiny activity this year, is the 'Councillor Queries' arrangement for the handling of enquiries and questions that councillors raise with officers of the Council. The Councillor Queries process has generated a mixed experience for councillors since its introduction, and some members have raised concerns about the way it works and enables them to deliver their democratic mandate to their electorate. This could therefore form the basis for a focussed form of scrutiny project that could be led by the Policy and Resources Scrutiny Committee on behalf of each of the scrutiny committees. This approach could also build on the work undertaken as

part of the in-depth scrutiny project for the Policy and Resources Scrutiny Committee over the last year.

- 5.8 It is anticipated that such scrutiny activity, possibly with a shorter reporting timeframe than has normally been adopted for the formal in-depth scrutiny projects, would be relevant to all members of the Council, particularly as this could also inform the work that is already ongoing to improve the Councillor Queries process through the action plan for the new Protocol on Councillor/Officer Relations adopted in 2020. All councillors would have an opportunity to contribute to the scrutiny project.
- 5.9 The undertaking of a joint scrutiny project as described above would enable scrutiny activity to be coordinated and directed towards an area of key importance to members, without the need to dedicate resources and capacity to separate projects. This would therefore have advantages in terms of a reduced and beneficial impact on other work to support local COVID-19 recovery and the delivery of key schemes, than would be the case if separate projects were to be undertaken.
- 5.10 This possible joint in-depth scrutiny activity for 2021/22 has been informally discussed with the chairs of each of the scrutiny committees. If the nature of such joint project is agreed by the scrutiny committees, further consideration will be given to the scope of the project and the development of an appropriate action plan for agreement at the next cycle of meetings. The scoping of the proposed joint scrutiny project will also need to consider how this activity could be undertaken and delivered by the Programme Working Parties, for which member appointments were made by the Council at its meeting on 20 May 2021 (Appendix 2).
- 5.11 It is therefore recommended that a single in-depth scrutiny project around the Councillor Queries process be undertaken on behalf of all three scrutiny committees during 2021/22 and that, in light of the proposed scrutiny project and the Council's ongoing response to the COVID-19 pandemic, no additional topic(s) be selected by the Committee for in-depth review during the year.

6. Work Undertaken by the Scrutiny Committees 2020/21

- 6.1 A summary of the work undertaken by each of the scrutiny committees during the 2020/21 municipal year is attached at Appendix 3.
- 6.2 The Committee is requested to note the summary of the work it has undertaken during 2020/21.

7. Corporate Implications

Contribution to the Southend 2050 Road Map

Becoming an excellent and high performing organisation.

Financial Implications

There are costs associated with organising in-depth projects relating to officer time, but this will all be contained within existing resources.

Legal Implications

None

People Implications

None.

Property Implications

None

Consultation

As described in report.

Equalities and Diversity Implications

None

Risk Assessment

None

8. Background Papers

None

9. Appendices

Appendix 1 - Previous In-Depth Scrutiny Projects

Appendix 2 - Membership of Programme Working Parties for 2021/22

Appendix 3 - Summary of work of the Scrutiny Committees for 2020/21

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In-Depth Scrutiny Projects

Since 2000, the Council has undertaken a range of annual in-depth scrutiny projects. The following projects have been carried out since 2013/14.

People Scrutiny Committee

- The appropriate use of reablement for older people (65 and over) when discharged from hospital, to maximize the number of people at home after period of 91 days (2019/20-2020/21).
- In context of vision for Southend 2050, what is the vision for young people which improves their lives and what are the pathways to achieve this ambition (2018/19).
- Connecting communities to avoid isolation (2017/18).
- Alternative provision – off site education provision for children and young people (2016/17).
- Transition arrangements from children to adult life (2015/16).
- How the Council assists and excites individuals and community groups to achieve healthier lifestyles (2014/15).
- Southend primary schools' falling grammar school entry figures (2013/14).

Place Scrutiny Committee

- To review the level of domestic waste recycling in the Borough, in order to examine what influences residents in terms of their recycling habits and the barriers to achieving a higher rate of recycling and to consider ways of working with residents to improve domestic waste recycling (2019/20-2020/21).
- Maximizing the use of technology (2017/18).
- 20mph speed limits in residential streets (2015/16).
- Understanding erosion taking place on the foreshore (2014/15).
- Promoting a positive image for the town (2013/14).

Policy & Resources Scrutiny Committee

- How the Council and councillors communicate with local people and stakeholders (2019/20-2020/21).

- Additional enforcement resources for Southend (2017/18).
- Control of personal debt and the advantages of employment (2015/16).
- The Council's community leadership role in promoting safer communities (2014/15).
- Impact of welfare changes (2013/14).

Joint Scrutiny Projects

- Re-imagining the town centre in the context of the vision for Southend 2050 (Place Scrutiny Committee/Policy & Resources Scrutiny Committee) (2018/19).
- To investigate the case for additional enforcement resources for Southend (Place Scrutiny Committee/Policy & Resources Scrutiny Committee) (2016/17).

POLICY & RESOURCES SCRUTINY PROGRAMME WORKING PARTY (PROJECT TEAM)

(NB: Policy & Resources Scrutiny Committee members only)

Party	Members	Total 8	Substitutes
CON	Jack Warren Steve Habermel Steve Buckley David McGlone	4	All
LAB	Matt Dent Stephen George	2	All (Except Cabinet Members)
IND	Ian Shead	1	All (Except Cabinet Members)
LD	Ashley Thompson	1	All (Except Cabinet Members)

PLACE SCRUTINY PROGRAMME WORKING PARTY
(PROJECT TEAM)
(NB: Place Scrutiny Committee members only)

Party	Members	Total 8	Substitutes
CON	Fay Evans Nigel Folkard Chris Walker Steve Buckley	4	All
LAB	Kay Mitchell Kevin Robinson	2	All (Except Cabinet Members)
IND	Steve Wakefield	1	All (Except Cabinet Members)
LD	Peter Wexham	1	All (Except Cabinet Members)

**PEOPLE SCRUTINY PROGRAMME WORKING PARTY
(PROJECT TEAM)**

(NB: People Scrutiny Committee members only)

Party	Members	Total 8	Substitutes
CON	Alan Dear Denis Garne Brian Beggs John Lamb	4	All (Except Cabinet Members)
LAB	Aston Line Tricia Cowdrey	2	All (Except Cabinet Members)
IND	TBA	1	All (Except Cabinet Members)
LD	Beth Hooper	1	All (Except Cabinet Members)

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PLACE SCRUTINY COMMITTEE

Work Programme 2020/2021- Evaluation

During the 2020/21 municipal year, the **Place Scrutiny Committee** held **10** meetings and met on the following dates - 15th June 2020 (x2 – one special meeting), 24th June 2020 (special meeting), 6th July 2020, 1st September 2020, 12th October 2020, 23rd November 2020, 8th December 2020 (special meeting), 1st February 2021 and 15th March 2021. All these meetings were held virtually over the MS Teams platform due to the COVID-19 pandemic.

During the year, councillors undertook the following scrutiny work:-

Call-ins/references from Cabinet and Cabinet Committee – the Scrutiny Committee considered **21 call-in items** from Cabinet. No items were called-in from Cabinet Committee. No items were called in from the Forward Plan. **11 items were referred** direct by Cabinet to the Scrutiny Committee for consideration. **1 of these items was referred** direct from Cabinet held on 25th February 2020 to the meeting of the Scrutiny Committee on 16th March 2020 which was cancelled as a result of the COVID-19 pandemic. This was considered by the Scrutiny Committee at its meeting on 15th June 2020.

10 items were **referred up** by the Scrutiny Committee to Council for decision.

No items were referred back by the Scrutiny Committee to Cabinet for reconsideration.

Pre-Cabinet items – there were no items considered by way of pre-Cabinet Scrutiny in 2020/21:

Scheduled items - each meeting as appropriate:

- **10** Questions from members of the public, responded to by the relevant Executive Councillors.

In-Depth Scrutiny Project: *‘To review the level of domestic waste recycling in the Borough, in order to examine what influences residents in terms of their recycling habits and what the barriers are to achieving a higher rate of recycling and to consider ways of working with residents to improve domestic waste recycling.’* – Topic agreed at meeting on 8th July 2019 (Minute 153 refers). Project Plan agreed by Project Team on 17th September 2019 and then full Committee on 7th October 2019 (Minute 388 refers). Due to the Covid pandemic, these studies were continued in this municipal year.

Presentations & other matters considered:

None

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