

Southend Central Area Action Plan (SCAAP)

Equality Analysis

August 2016

Southend Central Area Action Plan (SCAAP): Equality Analysis

What is an Equality Analysis (EA)?

- An EA provides an assessment of the impact of decisions relating to a policy, service function or restructure on particular customers, residents and staff.

Why do I need to do an EA?

- It helps to improve the quality of decision making by enabling equality considerations to be taken into account.
- It shows that 'due regard' is being given to the Public Sector Equality duty in decision making – a requirement of the Equality Act 2010.
- It reduces the potential of decisions being challenged, leading to delayed implementation and risk of costly processes like Judicial Review.

Background Information

1. **Name of policy, service function or restructure requiring an Equality Analysis:**

Southend Central Area Action Plan (SCAAP)

2. **Department:**

Place

3. **Service Area:**

Transport and Planning

4. **Date Equality Analysis undertaken:**

20 April 2016

5. **Names and roles of staff carrying out the Equality Analysis:**

Name	Role	Service Area
Matthew Thomas	Team Leader	Planning & Building Control
Mark Sheppard	Senior Policy Planner	Planning & Building Control
Michael Sargood	Senior Media Relations Advisor Project Manager	Policy, Engagement and Communication
Ashley Dalton	Project Officer	Major Projects & Strategic Transport Policy
Krithika Ramesh		Major Projects & Strategic Transport Policy

6. What are the aims or purpose of the policy, service function or restructure that is subject to the EA?

The Southend Central Area Action Plan (SCAAP), when adopted, will form part of the Southend-on-Sea (hereafter referred to as 'Southend') Local Planning Framework.

Building on more recent resurgence and growth, the SCAAP is considered to be an important catalyst and driver for investment and for the delivery of the remaining proportion of regeneration and growth in the Southend Central Area to meet or exceed Core Strategy targets up to 2021.

The vision for Southend Central Area, which includes the Town Centre and Central Seafront Area, is for it to be a City by the Sea. As a prosperous and thriving regional centre and resort with a rich heritage, it will be an area that is vibrant, safe and hospitable, rich in commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips and overnight stays.

The aim is to transform the image of Southend through sustainable economic growth, development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.

The purpose of this Plan is to give more detailed consideration to how and where regeneration and growth can sustainably be accommodated in the Southend Central Area, including the Town Centre, Central Seafront Area and gateway neighbourhoods.

It contains proposals for Policy Areas and Opportunity Sites aimed at strengthening and transforming Southend Town Centre's sub-regional role as a successful retail and commercial destination, cultural hub and educational centre of excellence, leisure and tourist attraction, and a place to live.

The intention is also to seek to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources in the area and on the foreshore, as well as to bring about public realm and access improvements.

7. What are the main activities relating to the policy, service function or restructure?

To improve and transform the economic vitality, viability and diversity of Southend Central Area by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for learning, recreation and leisure.

To promote design excellence and good-quality development proposals and public realm improvements to reinforce a distinctive sense of place, complement new and existing development, and contribute towards the Council's aspirations to establish Southend as a Low Carbon City.

To improve accessibility to the area, ensuring streets, public and green spaces are connected, well-designed and safe, utilising a coordinated palette of materials and furniture that enhance the quality of the streetscape and improve opportunities for walking and cycling, and access to more sustainable modes of transport, such as rail and bus.

To promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure.

To appropriately manage and mitigate flood risk and to encourage the provision of Sustainable Drainage Systems and urban greening measures in order to reduce surface water run-off.

To enhance the quality of, and access to, Southend Central Area's green and open spaces, and to improve connectivity between the Town Centre and Central Seafront Area in order to relieve pressure on the Site of Special Scientific Interest (SSSI), Ramsar site, Special Protection Areas (SPA) and other environmental designations, to protect and enhance local biodiversity and nature conservation, and to encourage opportunity for linked trips.

To celebrate and have full regard of Southend's unique heritage assets, such as the Grade II listed Pier, to ensure these assets are appropriately conserved and enhanced and continue to form an integral part of how Southend Central Area is experienced by those who live, work and visit it.

To increase the number and diversity of people living within Southend Central Area and its Gateway Neighbourhoods by building more homes and ensure that living in the area becomes appealing to more families with children, supported by social and community infrastructure that contribute to reducing inequalities in health and wellbeing and support all ages to lead independent lives and live healthy lifestyles.

To encourage the establishment and expansion of businesses in Southend Central Area by identifying, promoting or actively bringing forward suitable sites for development to meet modern user and investor requirements.

To encourage new development, including visitor accommodation, that enhances Southend's leisure and tourism, having particular regard for the assets offered by the Central Seafront Area, in order to attract greater visitor numbers, promote more overnight stays and support growth, complemented by a thriving learning quarter that provides state of the art facilities and well-designed student accommodation.

8. Evidence Base

The SCAAP has been prepared in accordance with the Southend Local Development Scheme (LDS), is consistent with the overriding approach as set out by the Core Strategy (2007), and has been prepared in accordance with the Council's Statement of Community Involvement (SCI). It has also been informed by an extensive and robust evidence base.

Statement of Community Involvement (SCI)

The Statement of Community Involvement (SCI) sets out how the community and other stakeholders will be consulted on planning policy documents and planning applications. It exceeds the minimum legal requirements for consultation set out in the Planning Acts and regulations. Southend Borough Council has applied some general principles to its planning consultations. These being that (i) involvement will be open to all regardless of gender, faith, race, disability, sexuality, age and social deprivation and (ii) we will seek views of interested parties as early as possible. It states that an extensive database has been built up of individuals and organisations wishing to be involved in Southend Borough Council planning consultations. Any individual or organisation wishing to be included may be added to the database at any time. We will contact appropriate organisations and individuals directly by post or electronic means. http://www.southend.gov.uk/downloads/file/1533/statement_of_community_involvement_2013pdf

When we consult:

- If appropriate and helpful, we may publish a brief consultation statement outlining our intentions before we commence consultation.
- We will contact appropriate organisations and individuals directly by post or electronic means.
- We will include with this initial notification either an internet link to the consultation documents on the SBC website or a CD containing relevant material.

- We will leave consultation documents on display at locations open to the public such as council offices and libraries.
- We may publicise consultations by methods such as leaflets, newsletters, press release, public notice, social media, existing forums, community events, public exhibitions, workshops and joining with other consultations where feasible and appropriate.
- All consultation documents will be published on our website, and this will include all supporting documents. We will provide a hard copy of a document as soon as reasonably practicable after it has been requested. Documents will be sold at a price reflecting publication costs. We will make available comments received or a summary as soon as it is feasible after the close of the consultation.
- We will explain how consultation comments have been taken into account when decisions are taken. Arrangements will be made, on request to make all documents available in alternative formats, including Braille, should this be required. All documents will be made available in other languages on request.

Sustainability Appraisal (SA)

The SCAAP has been fully informed by a Sustainability Appraisal (including Strategic Environmental Assessment), The Sustainability Appraisal is published alongside the SCAAP at each stage for public comment. A Sustainability Appraisal (SA) is an assessment of the potential significant social, environmental and economic impacts of development and forms an integral part of the plan making process. It ensures that all policies and proposals are prepared with a view to contributing to the achievement of sustainable development. The SA forms an iterative process with all stages of the SCAAP being assessed. These appraisals have been used to assess alternative policy options, assist decision-making and identification of the most sustainable policies to take forward. The latest assessment of the sustainability and the potential significant effects of this plan can be found in the SA Report which is available on the councils website at www.southend.gov.uk/scaap

Preferred Approach SCAAP (December 2015)

This Preferred Approach builds on the Proposed Submission version of the SCAAP (referred to hereafter as the Superseded Proposed Submission version), published in September 2011, and the Issues and Options version, published in June 2010. It has also been informed by representations made to the Issues and Options versions of the Seafront Area Action Plan and Town Centre Action Plan, which preceded the SCAAP, consulted on in 2007, and the Central Area Masterplan (CAM), adopted by the Council in 2008 as corporate policy.

Main consultation stages of the SCAAP:

- Issues and Options version (June 2010)
- (Superseded) Proposed Submission version (September 2011)
- Preferred Approach version (November 2015) [Presenting this Document]

The purpose of the Issues and Options stage (Consultation – 21st June 2010 to 9th August 2010) was to explore the spatial options for Southend Central Area and how detailed policies and proposals could guide regeneration in a sustainable manner. The Council wanted to gather the public and stakeholder’s views about the general direction of proposed policy to meet Southend’s specific issues.

The Borough Council put forward a suggested approach where development areas were referred to as ‘Quarters’, ‘Gateway Neighbourhoods’, and ‘Proposal Sites’ (referred to within this Preferred Approach version of the SCAAP as ‘Policy Areas’ and ‘Opportunity Sites’), as part of the consultation alongside alternative options. The process has provided local people with the opportunity to shape the look and feel of Southend Central Area and its communities, including consideration of environmental and social interests. The responses received at this stage informed the production of the SCAAP policies.

The last key stage, prior to this Preferred Approach version, in the preparation of the SCAAP was the (Superseded) Proposed Submission Version. Consultation took place between 5th September 2011 and 17th October 2011. The purpose of this consultation was to allow representations to be made in relation to soundness and legal compliance.

This Preferred Approach version of the SCAAP takes account of:

- Issues raised during the publication of the (Superseded) Proposed Submission version of the SCAAP in 2011, which itself built upon the Issues and Options version of the SCAAP;
- Changes in national policy and guidance, and removal of regional policy;
- Updates to the technical evidence base;
- Relevant progress on sites within the Plan area.

As well as the statutory public consultation described herein, Southend Borough Council also ran a number of public workshops with businesses and the community. These were held at the Park Inn which is located within the Southend central area. The workshops were well attended and provided interested parties with the opportunity to discuss issues with planning officers and feed in their comments. These comments have then been taken into account as the SCAAP has been progressed to the next stage (the Publication Version).

During all stages of public consultation all sections of the community within Southend were given equal opportunity to inform the draft Plan through the Issues and Options stage in June 2010 to the Preferred Options (December 2015) outlined above. Representations received in response to these consultations have been taken into account in this assessment.

The Council collates a range of data to inform Equality Analyses; and on the Council's website there is a section that provides access to key information, data and intelligence about the residents of Southend and the communities they live in, including details of the 2011 Census such as Ward Profiles:- www.southend.gov.uk/info/200441/southend_insights. By understanding local needs in this way, the Council and our partners can ensure that planning policies are prepared that deliver sustainable communities for all.

9. Analysis

This section considers the potential impact (positive, negative or neutral) of proposals on key 'protected characteristics' (also known as 'Protected Groups') as outlined in the Equality Act 2010 and any mitigating actions to be taken. In addition, the Council has identified the need to assess the impact of policies or service functions on carers, looked after children (as part of the age characteristic) and socio economic impact on different groups such as employment classifications.

The policies have been tested against the following equality 'protected characteristics' as well as the additional two identified by Southend Borough Council:

- Age – refers to a person belonging to a particular age (e.g. 42 years old) or a range of ages (e.g. 21 – 24 year olds)
- Disability – a person has a disability if he/she has a physical or mental impairment which has a substantial or long-term effect on that person's ability to carry out normal day-to-day activities
- Gender – a man or a woman
- Gender Reassignment – the process of transitioning from one gender to another
- Marriage and Civil Partnership – a marriage is no longer restricted to the union of a man and a woman but now includes same-sex couples. Same-sex couples can have their relationship legally recognised as a 'civil partnership'; they must not be treated less favourably than married couples.
- Pregnancy and Maternity – pregnancy refers to the condition of being pregnant or expecting a baby whilst maternity refers to the period after birth and is linked to maternity leave in the employment context. In the non-work context, protection against maternity discrimination is for 26 weeks after giving birth.
- Race – refers to a group of people defined by their race, colour and nationality (including citizenship) ethnic and national origins.

- Religion and Belief – religion has the meaning usually given to it but belief includes religious and philosophical beliefs including lack of belief (e.g. Atheism). A belief should affect your life choices or the way you live for it to be included in the definition.
- Sexual Orientation – whether a person’s sexual attraction is towards their own sex, the opposite sex or both sexes.
- Carers - a carer is anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without their support.
- Socio-economic status - an individual’s socio-economic status as a person’s social and economic position in relation to others, based on income, education and occupation.

Protected Group	Positive	Negative	Neutral	Comments	Specific mitigating actions to be taken
Age (including looked after children)	Yes	No	No	<p>The policies also seeks to provide land for employment, education, healthcare, community facilities, public space, transport, leisure and recreation, among other things, which is intended to have a positive effect on people living in the SCAAP area as well as those in the wider Borough. It is considered that these policies, in combination with other policies in the suite of Local Plan documents, will have a positive effect on individuals of all age groups.</p> <p>A major element of the SCAAP is to make land available for new mixed use sustainable development in the town centre, central seafront and gateway neighbourhoods. The delivery of new residential development will help to meet housing targets in the Southend Core Strategy and assist with Government objectives to increase the supply of housing.</p> <p>There is a national issue with housing affordability, which is particularly an issue for first time buyers, under the age of 35. The SCAAP will not be able to solve the issue but it may be seen as a positive step towards contributing towards the provision of new dwellings to meet this need.</p> <p>There is expected to be an increasing demand for housing with a care or support element to it. It is not for the SCAAP to determine this type of development but the policies do not prevent a scheme coming forward if it meets the requirements of wider policies at the Council. There is also provision for new student housing as part of the educational</p>	<p>None at this time as there are no specific impacts have been identified that would negatively affect people differently according to their age.</p> <p>Moreover the policies in the SCAAP seek to promote good design, a mix of housing including affordable housing, employment land for retail and office development among other things, an improved public realm, health and education facilities, community facilities and an improved transport infrastructure.</p>

			<p>development.</p> <p>The SCAAP also aims to improve public safety through promoting good urban design and active frontages to create a vibrant public realm which benefits from natural surveillance. Public realm improvements will also ease pedestrian movement around the central area and seafront.</p> <p>New attractive and high quality public realm and public spaces, which are accessible to all, will increase the enjoyment of the Southend Central Area for users. Well-designed places with natural surveillance in the day and good lighting in the evenings will reduce the fear of crime for the elderly. Specific improvements to identified pieces of green infrastructure are likely to be of benefit to the young in particular through the provision of new play areas as well as spaces that may be used by older children.</p> <p>Improvements to existing pedestrian links and creating new ones will improve the mobility of the elderly and young around the Central Area. An increase in cycle paths and cycle networks within the central area linking with other parts of the Borough will improve accessibility and safe movement for those who may not own a car or want to use their car and promote sustainable transport.</p> <p>The removal of subways and underpasses as part of improved pedestrian links will reduce crime levels and the fear of crime. Improved public transport links will improve mobility for the young and the elderly who may be more reliant on public transport owing to a lower incidence of car ownership.</p> <p>The employment opportunities associated with retail, office</p>	
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				<p>and commercial development will provide jobs and training for young people in the Central Area and further afield. Concentration of retailing and other uses within a small area reduces the need to travel long distances for convenience and comparison retail shopping.</p> <p>Bringing retail units back into use and promoting the town centre as a leisure and tourism destination in the daytime and evening will reduce crime and the fear of crime.</p>	
Disability	Yes	No	No	<p>Policy will improve accessibility and legibility for all to development and promote inclusive urban design options in relation to the layout and function of development and the public realm. The need of all user groups will be taken into account in the design and implementation stages of development proposals and schemes.</p> <p>New attractive and high quality public realm and public spaces which are accessible to all will increase the enjoyment of the Central Area for users.</p> <p>Adhering to the results of Flood Risk Assessment will ensure that development will either be not at risk of flooding, or where the risk exists, there will be suitable mitigation measures in place to ensure that vulnerable groups will not be put at risk.</p> <p>Improvements to existing pedestrian links and creating links will improve the mobility of disabled people around the Southend Central Area.</p> <p>New, modern, well designed transport facilities and infrastructure will be developed to improve usability for the disabled.</p>	<p>It is considered that the SCAAP will have a positive impact on the quality of life of people with physical disability or with visual impairment. The SCAAP aims to deliver a series of improvements to the public realm that make provision for safe pedestrian movement and crossings including provision for people with restricted mobility, and improvements to public transport that will improve the overall accessibility to various services and facilities. This infrastructure will have an overall positive impact on people with physical disability or visual impairment.</p>

				<p>Concentration of retailing and other uses within a small area reduces the need to travel further than should be necessary for convenience.</p> <p>New housing should be built to the standards set out in the Development Management Document which takes into account the new building standards and access for all.</p>	
Gender Reassignment	Yes	No	No	<p>Reduce the opportunity for sexual harassment and attacks on females by increasing natural surveillance of the street and public spaces.</p> <p>New attractive and high quality public realm and public spaces which are accessible to all will increase the enjoyment of the Central Area for users. This will increase the health and wellbeing of those who have undergone gender reassignment. Well-designed spaces with natural surveillance in the day and evening will reduce the fear of crime.</p> <p>The SCAAP should benefit all groups by contributing to the delivery of strategic and local infrastructure and helping to achieve more sustainable development.</p>	None at this time as no specific impacts have been identified in relation to those people who have undergone gender reassignment.
Marriage and Civil Partnerships	No	No	Yes	<p>Housing policy aims to benefit all in society regardless of marital status by provide high quality affordable homes located in desirable environments.</p> <p>The SCAAP should benefit all groups by contributing to the delivery of strategic and local infrastructure and helping to achieve more sustainable development.</p>	None at this time as no specific impacts have been identified in relation to those people who are married or those in a civil partnership.
Maternity/Pregnancy	Yes	No	No	<p>Policy will improve accessibility to development and promote inclusive design in relation to the layout and function of development and the public realm.</p>	None at this time as no specific impacts have been identified in relation to women who are pregnant or on maternity/paternity leave.

				The SCAAP should benefit all groups by contributing to the delivery of strategic and local infrastructure and helping to achieve more sustainable development.	
Race	Yes	No	No	<p>Reduce the opportunity for racial harassment and violence by increasing natural surveillance of the street and public spaces.</p> <p>SCAAP policies will promote the creation of high quality public spaces and community facilities, which will have a positive impact for community interaction and cohesion.</p> <p>The improvement of public transport including, walking and cycling facilities in particular, may be of benefit to ethnic groups who may in some cases and circumstances rely on public transport more than some other members of the population, owing to a lower incidence of car ownership.</p> <p>The policies which promote employment land (retail, commercial office etc.) in the SCAAP will increase opportunities and access to jobs and training for all through job creation. Development of the leisure and tourism industries will also assist with this.</p> <p>The SCAAP, along with other Local Plan policy documents, will help improve access to affordable housing within the Southend Central Area. This could be through the provision of specific forms of housing.</p>	The overall impact of the SCAAP will help to deliver the much needed regeneration, retail and employment opportunities along with improved infrastructure. It is considered that the SCAAP will have no adverse impacts on race. Indeed by providing opportunities for new community facilities the SCAAP will contribute to promoting good race relations and assist with eliminating unlawful discrimination.
Religion and Belief	No	No	Yes	Policy will promote the creation of quality public spaces, which will have a positive impact for community interaction and cohesion. New community and leisure facilities may also have a positive effect as well as new educational facilities.	None at this time as no specific impacts have been identified that would affect people differently as a result of their religion.
Gender	Yes	No	No	Reduce the opportunity for sexual harassment and attacks on females by increasing natural surveillance of the street and public spaces.	None at this time as no specific impacts have been identified that would affect people differently as a result of their gender.

				<p>Well-designed spaces with natural surveillance in the day and evening will reduce the fear of crime for users both male and female.</p> <p>Removal of subways and improvements to lighting as part of improved pedestrian links will reduce crime levels and the fear of crime.</p> <p>There are more employment and training opportunities for females in areas with high accessibility to public transport.</p>	
Sexual Orientation	Yes	No	No	<p>Reduce the opportunity for sexual harassment and attacks on females by increasing natural surveillance of the street and public spaces.</p> <p>New attractive and high quality public realm and public spaces which are accessible to all will increase the enjoyment of the Central Area for all users. This will increase the health and wellbeing. Well-designed spaces with natural surveillance in the day and evening will reduce the fear of crime for all regardless of their sexual orientation.</p> <p>The removal of subways as part of improved pedestrian links will reduce crime levels and the fear of crime.</p>	None at this time as no specific impacts have been identified that would affect people differently as a result of their sexual orientation.
Carers	Yes	No	No	<p>The policies will provide carers with the opportunity to access well-designed, high quality housing and public realm which is well planned and well lit at night, well designed pedestrian routes for access to new areas of retail and leisure which should enhance their experience of the central area.</p> <p>New infrastructure, such as health centres, should also assist carers with their duties and allow those in their care to live more independent lives with added mobility around the central area.</p>	None at this time as there are no specific impacts have been identified that would affect carers.
Socio-economic				The policies also seeks to provide land for employment,	None at this time as no specific

			<p>education, healthcare, community facilities, public space, transport, leisure and recreation, among other things, which is intended to have a positive effect on people living in the SCAAP area as well as those in the wider Borough.</p> <p>A major element of the SCAAP is to make land available for new mixed use sustainable development in the town centre, central seafront and gateway neighbourhoods. The delivery of new residential development will help to meet housing targets in the Southend Core Strategy and assist with Government objectives to increase the supply of housing.</p> <p>The SCAAP also aims to improve public safety through promoting good urban design and active frontages to create a vibrant public realm which benefits from natural surveillance. Public realm improvements will also ease pedestrian movement around the central area and seafront.</p> <p>The employment opportunities associated with retail, office and commercial development will provide jobs and training for people in the Central Area and further afield. Concentration of retailing and other uses within a small area reduces the need to travel long distances for convenience and comparison retail shopping.</p> <p>SCAAP policies will promote the creation of high quality public spaces and community facilities, which will have a positive impact for community interaction and cohesion.</p> <p>The SCAAP, along with other Local Plan policy documents, will help improve access to affordable housing within the Southend Central Area. This could be through the provision of specific forms of housing.</p>	<p>impacts have been identified that would affect an individual's socio-economic status in relation to others, based on income, education and occupation as well as other socio-economic matters.</p>
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Descriptions of the protected characteristics are available in the guidance or from: [EHRC - protected characteristics](#)

10. Community Impact

Is there equality between those who will and will not benefit from this policy/practice/function? Generally, yes.

The purpose of the SCAAP is to facilitate the regeneration and development of the Southend Central Area which includes the town centre, central seafront area and gateway neighbourhoods of Sutton and Victoria in a sustainable manner ensuring that community impacts are taken into account.

The Council recognises that there is a need to ensure that the methods used to consult and engage people in the preparation of the SCAAP are open accessible to all members of the community. To help address this issue the Council has a Statement of Community Involvement (SCI) which sets out the principles of how it will consult and the importance of reducing barriers to consultation. This may be supplemented by a communications or consultation strategy, where necessary. The Council recognises that there is a need to ensure that access and translation need to be considered as well as the broad appeal of consultation and make it attractive to a diverse range of people and groups. At Issues and Options and Preferred Approach stages the Council used a variety of means to publicise and consult on the SCAAP. It also has a key list of stakeholder which will include groups that would be positioned under the umbrella term of 'protected characteristics'.

Consultation has been carried out on the SCAAP in accordance with statutory regulations and the Statement of Community Involvement. Details of which are contained within the Consultation Statement submitted with the SCAAP. The SCAAP has been prepared in consultation with a wide range of community organisation (Appendix A) as part of the stakeholder list. Consultation and engagement opportunities took place throughout the process, including workshops with businesses and the local community, and representations made were taken into account in the iterative stages of plan preparation.

Will the policy/practice/function bring groups/communities into increased contact with each other? Yes, it will allow the interaction of groups and individuals through the provision of a new improved public realm, in the tourism and leisure facilities, new educational establishments, community facilities, and new housing schemes that will include private sector as well as affordable housing.

11. Equality Analysis Action Plan

No specific impacts have been identified in the key areas above that require more detailed analysis or mitigating actions at this time, and no negative effects have been identified on the protected group as a result of the preparation and adoption of the SCAAP. Moreover, the implementation of the SCAAP and delivery of much needed regeneration and infrastructure provision will have generally positive impacts on the protected groups, but the application of the policies in the SCAAP will be monitored as part of the Council's Annual Monitoring Report (AMR).

Planned action	Objective	Who	When	How will this be monitored (e.g. via team/service plan)
<ul style="list-style-type: none"> Promoting economic growth and local employment opportunities creating a prosperous economy and improving employment opportunities for benefit of Borough 	<ul style="list-style-type: none"> To reduce unemployment and increase the range of opportunities for rewarding local employment To build a robust and diverse economy and sustain economic development 	Planning Policy Team	2016-2021	Annual Monitoring Report (AMR), Service Plan, Office for National Statistics release, planning policy review, updated evidence base (economic development needs assessment)
<ul style="list-style-type: none"> Extending the range and quality of facilities and services creating a vibrant, thriving town centre 	<ul style="list-style-type: none"> To improve the health of the whole population and reduce health inequalities To improve the education and skills of the population To strengthen community identity, social responsibility and engagement To improve access for all to essential local services and facilities 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (retail study)
<ul style="list-style-type: none"> Improving the range and quality of the shopping opportunity providing for the needs of all residents and 	<ul style="list-style-type: none"> To build a robust and diverse economy and sustain economic development To raise the profile of the Borough as 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (retail study)

creating a more competitive town centre	<p>an attractive location for a range of businesses</p> <ul style="list-style-type: none"> ▪ To improve the social and environmental performance of businesses and local economy ▪ To reduce unemployment and increase the range of opportunities for rewarding local employment 			
<ul style="list-style-type: none"> ▪ Increasing the residential capacity within the town centre whilst accommodating future growth of town centre functions ensuring housing meets local needs including ensuring a supply of affordable housing 	<ul style="list-style-type: none"> ▪ To strengthen community identity, social responsibility and engagement ▪ To provide everybody with the opportunity to live in a decent home ▪ To reduce crime and antisocial activity ▪ To improve the health of the whole population and reduce health inequalities 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, 5 year supply)
<ul style="list-style-type: none"> ▪ Protection and enhancement of the historic environment – protecting the character and distinctiveness of the town centre 	<ul style="list-style-type: none"> ▪ To maintain and enhance the quality of landscapes and townscapes ▪ To conserve and enhance valued historic environments 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (conservation area appraisals, review of local list and national listed buildings)
<ul style="list-style-type: none"> ▪ Promoting high quality design and townscape improvements enhancing the quality and character of the town centre 	<ul style="list-style-type: none"> ▪ To reduce crime and antisocial activity ▪ To maintain and enhance the quality of landscapes and townscapes 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (conservation area appraisals, review of local list and national listed buildings)
<ul style="list-style-type: none"> ▪ Promoting sustainable 	<ul style="list-style-type: none"> ▪ To improve access for all to essential 	Planning	2016-2021	Service Plan, AMR, planning

<p>development and minimising impacts on the environment ensuring Southend Central Area is an attractive place to live, work, visit and invest</p>	<p>local services and facilities</p> <ul style="list-style-type: none"> ▪ To reduce crime and antisocial activity ▪ To maintain and enhance biodiversity including habitats, flora and fauna ▪ To maintain and enhance the quality of landscapes and townscapes ▪ To reduce the effect of traffic and travel on the environment To improve air quality and reduce noise and light pollution ▪ To maintain and enhance biodiversity including habitats, flora and fauna ▪ To maintain and enhance the quality of landscapes and townscapes ▪ To conserve and enhance valued historic environments ▪ To reduce contributions to climate change (and make appropriate adaptations) ▪ To improve the quality of the water environment, retain good drinking water quality in the long term and reduce flood risk ▪ To increase the efficient use of natural resources and make the most appropriate use of land ▪ To reduce the environmental impact of waste in accordance with the 	<p>Policy Team</p>		<p>policy review, updated evidence base (conservation area appraisals, review of local list and national listed buildings, Southend State of Nature Report, Southend Economic Development Needs Assessment, Retail Study, other Council Strategies and plans related to crime and environmental monitoring e.g. noise and water quality)</p>
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	<p>waste hierarchy</p> <ul style="list-style-type: none"> ▪ To build a robust and diverse economy and sustain economic development ▪ To enable the Borough and all areas to achieve their economic potential ▪ To increase the amount of both indigenous and inward investment ▪ To reduce unnecessary movement of labour and goods in support of improved economic performance ▪ To raise the profile of the Borough as an attractive location for a range of businesses 			
<ul style="list-style-type: none"> ▪ Improving transport and accessibility and encouraging use of more sustainable means of transport – ensuring use of public transport is promoted and provision is accessible, safe and reliable 	<ul style="list-style-type: none"> ▪ To improve access for all to essential local services and facilities ▪ To reduce the effect of traffic and travel on the environment ▪ To improve air quality and reduce noise and light pollution ▪ To reduce contributions to climate change (and make appropriate adaptations) ▪ To reduce unnecessary movement of labour and goods in support of improved economic performance 	<p>Planning Policy Team</p>	<p>2016-2021</p>	<p>Service Plan, AMR, planning policy review, updated evidence base (Car Parking Study, Local Transport Plan and associated documents, air quality monitoring by Council, Gross Value Added of Southend per head of population)</p>

The SCAAP will include a number of key policy targets to monitor throughout the plan period. The SCAAP will also be subject to examination in public by an independent planning inspector to test the ‘soundness’ of the plan to ensure that it is delivering sustainable development. It will only be found sound if it delivers social, economic and environmental benefits to the local and wider population, is in

the public interest, and has taken into account the representations made by the local community, businesses and interest groups as well as being informed by a robust evidence base.

12. Conclusion

This EIA has undertaken a proportionate, timely approach which has iteratively taken into account quality assessment of the policy making process and has ensured that “due regard” has been had to the policy making. A systematic approach will ensure that there is no discrimination in the policy making. The planning department will ensure that continual monitoring and iterative policy checking continues to ensure policy responds to the spirit of EIA requirements.

Signed:

A handwritten signature in black ink, appearing to be 'John H.', written over a light blue rectangular background.

