

Consultation Statement

Developing the Rayleigh Centre Area Action Plan Submission Document – the role of Community Involvement and Stakeholder Engagement

This statement satisfies the requirements of Regulation 22 (c) of the Town and Country Planning (Local Planning) (England) Regulations 2012

Rochford District Council – Local Development Framework Rayleigh Centre Area Action Plan: Consultation Statement

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1 Introduction

- 1.1 The Rayleigh Centre Area Action Plan (formerly known as the Rayleigh Area Action Plan) is a Development Plan Document (DPD) which sets out detailed policies for Rayleigh town centre. The Rayleigh Centre Area Action Plan sits below the Core Strategy in the Local Development Framework and must conform to the overarching approach and policies set out within it, and in particular Policy RTC4. The Core Strategy was adopted by the Council on 13 December 2011.
- 1.2 The development of the Rayleigh Centre Area Action Plan has been an iterative process and each stage has been subject to public consultation. This Consultation Statement sets out how local communities and other key partners have been involved in its preparation. It has been prepared in accordance with Regulation 22 (c) of the Town and Country Planning (Local Planning) (England) Regulations 2012, which requires the local planning authority to prepare a statement to accompany the proposed Rayleigh Centre Area Action Plan Submission Document, setting out the following:
- (i). which bodies and persons the local planning authority invited to make representations under regulation 18,
 - (ii). how those bodies and persons were invited to make representations under regulation 18,
 - (iii). a summary of the main issues raised by the representations made pursuant to regulation 18,
 - (iv). how any representations made pursuant to regulation 18 have been taken into account;
 - (v). if representations were made pursuant to regulation 20, the number of representations made and a summary of the main issues raised in those representations; and
 - (vi). if no representations were made in regulation 20, that no such representations were made.
- 1.3 As such, for each stage in the production of the Rayleigh Centre Area Action Plan this document sets out: the methods the Council employed to ensure community involvement; groups, organisations and bodies invited to make representation; a summary of the main issues raised; and how representations have influenced the plan-making process. It should be noted that this statement does not contain the detailed content of all the representations, but copies of all the representations are available on request.
- 1.4 There were four key stages of the Rayleigh Centre Area Action Plan where representations were invited:

- Initial public participation prior to drafting of the Issues and Options – including a Placecheck event and a walkabout (July 2009);
- Issues and Options (November 2009);
- Proposed Pre-Submission – which includes consultation prior to the drafting of proposed pre-submission document itself (May 2013); and
- Pre-Submission (November 2013)

2 Statement of Community Involvement

- 2.1 Rochford District Council has an adopted Statement of Community Involvement. This sets out how the Council will involve the local community in the preparation of the Local Development Framework. Since the adoption of the Statement of Community Involvement in 2007, new regulations came into force which amended the consultation requirements for Local Development Documents, including the stages at which consultation is undertaken.
- 2.2 Although the Statement of Community Involvement was prepared when different regulations were in place, the principles for community involvement and consultation set out in the Statement of Community Involvement are nevertheless still relevant and have been adhered to.
- 2.3 In addition to that undertaken specifically on the Rayleigh Centre Area Action Plan, it is important to note that community involvement and consultation on various elements of the evidence base and other strategies which have influenced Rayleigh Centre Area Action Plan has also taken place.

3 Initial Public Participation and Consultation

- 3.1 Early public participation and consultation began in 2009. This included a Placecheck event which was held on 29 July 2009 to give residents and interested parties an option to participate in the Rayleigh Centre Area Action Plan from the very earliest stages of the process and to make the public participation and consultation process an integral part the plan's development. The event included a walking tour around Rayleigh town centre where residents could offer their views and aspirations for the town centre. The Placecheck event was held so that the Council could hear the public's views, ideas and concerns about the future of Rayleigh.
- 3.2 The Placecheck was a way of assessing the qualities of a place, showing what improvements are needed, and focusing people on working together to achieve them. The event involved a group tour of Rayleigh town centre where participants had the opportunity to point out what they liked and did not like, and what improvements they thought should be made. The Placecheck also included a feedback session (Figure 1).
- 3.3 Invitations to the Placecheck were sent to all residents on the Council's Citizens Panel who had expressed an interest in planning for the town centres.



Figure 1 – The Placecheck event involved a feedback session for the interested parties

3.4 The Placecheck event was held to help inform ideas and options for future change and improvement in Rayleigh town centre, ensuring that the views and opinions of local residents help generate these options. The feedback received from the Placecheck event in Rayleigh is summarised in Table 1. Ultimately the Placecheck event was used to help facilitate the development of the 2009 Issues and Options Document.

Table 1 – Comments received during the Placecheck event (summarised in the 2009 Issues and Options Document)

Summary of Comments
<p>The responses made through the consultation process highlight concerns around a number of aspects relating to:</p> <ul style="list-style-type: none">• The appearance of the townscape;• Mix of uses and activities;• The quality of the pedestrian environment; and• Traffic congestion and car parking. <p>Comments note that the Rayleigh has an attractive, historic town centre, but more could be done to improve this and, in particular, improving the quality of buildings that visually intrude on the intrinsic qualities of the High Street. Along the High Street, the former Tesco store, Police Station and adjacent development of retail units, flats and offices are considered to be the most unattractive buildings. A mix of façade improvements and/or redevelopment are suggested as ways forward. The quality of the Websters Way and</p>

Summary of Comments

Bellingham Lane frontages are also considered in need of improvement. These are particularly important given (a) the function of Websters Way as an arrival point into the town centre and (b) the setting of the Mount and the Mill. Linked with these comments is the recognised importance of local heritage and historic assets in the town centre.

The comments also highlight the need for a greater diversity and mix of uses within the town centre. Specifically, comments indicate there are a limited range of shops, restaurants and cafes and few amenities for the younger population. Any new development should be flexible to allow for different use types: a particular concern was expressed about the number of vacancies in the town centre, particularly to the southern end of the High Street, and that efforts should be made to attract footfall and activity. Discussion during the Placecheck event included whether arts and cultural events could be held on the High Street, and whether this might be a location for a relocated and expanded market. It was considered that the taxi-rank in the High Street could be reduced in size or relocated altogether, improving the retail environment and potential for accommodating a street-based market.

During the Placecheck it became evident that consideration should be given to improving pedestrian connections in the town, particularly between Websters Way, High Street and the Mount. Direct, safe and well-signed routes should be considered. It was also suggested that the High Street could be part pedestrianised, though this would need to be considered in association with wider traffic implications.

Car-parking and traffic congestion were major concerns, particularly the location and cost of parking, the volume and speed of traffic through the town. It was suggested that short-term parking should be free and that payment should be on exit, which would allow the town centre to compete with out-of-town retail stores providing free parking. Congestion along Websters Way and at key junctions around the town were also an area of concern.

- 3.5 Those who attended the Placecheck event were invited to join the Council's mailing list to be directly notified of further opportunities to be involved in the preparation of the Rayleigh Area Action.

4 Issues and Options Document

- 4.1 The initial stage of the Rayleigh Centre Area Action Plan set out site specific options for a number of identified potential opportunity sites within the wider spatial options and different levels of intervention identified for the town centre as a whole. This document was prepared by consultants, Urban Initiatives, and published for a formal twelve-week consultation period between 5 November 2009 and 30 January 2010. The purpose of this document was to provide residents, landowners and other interested parties with the opportunity to consider and comment upon the issues and options that had been identified within Rayleigh town centre.
- 4.2 The Council engaged the community and other stakeholders through the actions set out in Table 2 below. A wide range of organisations and individuals were consulted on the Issues and Options Document. A list of the specific and general consultation bodies contacted is provided in Appendix 1.

Table 2 – Encouraging Public Participation on the Issues and Options Document

Consultation Method	Details
Public exhibitions	<p>A manned public exhibition was held by officers in the Mill Centre in Bellingham Lane on 28 November 2009 (Saturday) during the consultation, where the public could drop-in and view the proposals. The public could question officers and provide comments on the proposals. This event sought to maximise public awareness.</p>
Presentation	<p>A presentation was held at the Women's Institute Hall Rayleigh Methodist Ladies Club on 21 April 2010. Members of the team carried out a power point presentation which outlined the first stages in the Area Action Plan process and the goals of the Area Action Plans as part of the wider Local Development Process.</p> <p>The presentation set out the issues facing Rayleigh Centre and the four possible levels of intervention, low, medium, high and higher.</p>
Consultation letters to stakeholders	<p>Letters and emails were sent to key stakeholders, including all relevant bodies listed within Planning Policy Statement 12 (which has since been superseded by the National Planning Policy Framework in March 2012). Key stakeholders are now set out in the Town and Country Planning (Local Planning) (England) Regulations 2012.</p> <p>Those on the Council's Local Development Framework mailing list – which comprises specific and general consultation bodies along with groups and organisations who may have interest in the development of the District, and members of the public who have requested to be kept updated with opportunities to participate – were written to informing them of the consultation period and encouraging them to submit views using the online system. Groups written to inviting comment included those representing sections of the society who have traditionally been underrepresented in the planning process. Mindful that the over-reliance on electronic communication may exclude some sections of society, the opportunity to comment via written correspondence was also made available.</p> <p>In total 2763 letters and emails were sent to individuals and organisations informing them of the Issues and Options consultation and their opportunity to comment at this stage. This included a number of local businesses and residents in and around the town centre.</p> <p>A list of the specific and general consultation bodies consulted is provided in Appendix 1.</p>

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Consultation Method	Details
Rochford District Matters	An article highlighting the consultation was contained within the Council's free newsletter which is sent to all households in the District (Winter 2009).
Press release	A press release was issued to local media.
Online consultation system	The Council utilised its online consultation system for consultation on the Issues and Options Document. The system allows respondents to submit and view comments online. A link to the system was placed on the Council's website.
Posters	Posters were sent to the local Town Council promoting the opportunity to participate in the plan-making process.
Information boards	Information outlining the consultation and how the public can be involved was displayed on the electronic information boards in both the Rayleigh and Rochford receptions.

4.3 A manned public exhibition took place at the Mill Centre in Bellingham Lane on Saturday 28 November 2009 between 10am-2pm. The public were provided with an opportunity to view the potential opportunity sites identified in the Issues and Options Document and comment on each of the options considered for the proposed sites. These events sought to maximise public awareness and were quite well received in the town.

4.4 The following provides a summary of responses received during the public exhibition:

High Street

- No change
- Bad relationship between roundabout and crossing
- Pavement cafés
- Leave High Street as it is Bellingham Lane to Hockley Road
- Filter system cars go alternatively

Websters Way

- Covered walkway
- Residents' parking permits
- Parking at recycling bins
- Signposting / road markings on Websters Way car park
- Public toilets

Eastwood Road

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- Bad relationship between roundabout and crossing

General Comments

- Things for young people
- Meeting place for voluntary organisation Ed Hall Lions
- Lights for tennis club

4.5 A total of 418 representations were made at the Issues and Options stage by 45 different respondents. Table 3 provides a numerical break down of representations by subject.

Table 3 – Numerical Breakdown of Initial Consultation Responses

Section Name	Respondents	Objectors	Support	Object	Comment	Representations
Rayleigh Town Centre Area Action Plan – Issues and Options	45	11	113	16	289	418
1.1 What is an Area Action Plan?	3	0	0	0	3	3
1.2 What is an Issues and options Report?	2	0	0	0	2	2
1.3 Rayleigh Town Centre	2	0	0	0	2	2
1.3.1.	3	1	0	1	2	3
1.3.2	2	0	1	0	1	2
1.3.3	2	0	0	0	3	3
1.3.4	2	0	1	0	1	2
1.3.5	2	0	1	0	1	2
1.3.6	1	0	0	0	1	1
1.3.7	1	0	0	0	1	1
1.4 Getting Your Views	1	0	1	0	0	1
1.4.1	3	1	0	1	2	3
1.4.2	1	0	0	0	1	1
2.1.1	1	0	0	0	1	1
2.2.1	1	0	0	0	1	1
2.2.2	1	0	0	0	1	1
2.2.3	1	0	0	0	1	1
2.2.4	2	0	0	0	2	2
2.2.5	2	0	0	0	2	2
2.2.6	5	0	1	0	4	5
2.2.7	4	2	0	2	2	4
2.2.8	3	0	0	0	3	3
2.3 Heritage and Conservation	1	0	0	0	1	1
2.3.1	1	0	1	0	0	1
2.3.2	4	0	0	0	5	5

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Section Name	Respondents	Objectors	Support	Object	Comment	Representations
2.3.3	2	0	0	0	3	3
2.3.4	3	0	0	0	3	3
2.3.5	5	0	1	0	4	5
2.3.6	1	0	0	0	1	1
2.3.7	2	0	0	0	2	2
2.3.8	1	0	0	0	1	1
2.3.9	1	0	0	0	1	1
2.3.10	1	0	1	0	0	1
2.3.11	2	0	1	0	1	2
2.3.12	1	0	1	0	0	1
2.3.13	1	0	1	0	0	1
2.4 Form and Structure	1	0	0	0	1	1
2.4.1	2	0	1	0	1	2
2.4.2	1	0	1	0	0	1
2.4.3	1	0	0	0	1	1
2.4.4.	1	0	0	0	1	1
2.4.5	1	0	1	0	0	1
2.4.6	1	0	1	0	0	1
2.4.7	1	0	0	0	1	1
2.4.8	2	0	0	0	2	2
2.5 Policy Context	1	0	0	0	1	1
2.5.1	1	0	0	0	1	1
2.5.5	2	0	0	0	2	2
2.5.6	4	0	1	0	3	4
2.5.11	1	0	1	0	0	1
2.5.12	3	0	1	0	2	3
2.5.13	2	0	0	0	2	2
2.6.1	2	0	0	0	2	2
2.6.2	2	0	0	0	2	2
2.7 Transport and Movement	5	0	0	0	6	6
2.7.3	1	1	0	1	0	1
2.7.4	1	0	0	0	1	1
2.7.7	2	0	0	0	2	2
2.7.8	1	0	0	0	1	1
2.7.9	1	0	0	0	1	1
2.7.10	2	0	0	0	2	2
2.7.12	2	0	0	0	2	2
2.7.13	2	0	0	0	2	2
2.7.18	1	0	0	0	1	1
2.7.20	1	0	0	0	1	1
2.7.21	1	0	1	0	0	1
2.7.22	2	0	0	0	3	3

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Section Name	Respondents	Objectors	Support	Object	Comment	Representations
2.7.23	1	0	0	0	1	1
2.8 Summary of Issues	2	0	0	0	2	2
2.8.1	6	0	1	0	5	6
Do you agree with the issues identified?	15	0	6	0	9	15
Are there any other issues that we should be considering?	10	0	1	0	10	11
3.1. Vision and Objectives	2	0	0	0	2	2
3.1.2	1	0	0	0	1	1
Do you agree with the vision and objectives established for Rayleigh Town Centre?	13	0	7	0	7	14
3.2 Best Practice Principles	3	0	1	0	2	3
3.2.3	1	0	0	0	1	1
Do you agree with our interpretation of Government best practice principles in terms of how they might be applied in Rayleigh Town Centre?	9	0	6	0	3	9
4.1 Introduction	1	0	0	0	1	1
Which of the options outlined above do you prefer?	12	0	4	0	11	15
Are there any other options that should be considered?	8	0	1	0	9	10
4.2 The Component Options	3	0	0	0	3	3
4.2.3	1	0	1	0	0	1
Should we promote a shop front improvement scheme and encourage facade treatments, or should redevelopment be promoted?	14	0	3	0	11	14
4.2.5	1	0	0	0	2	2
4.2.6	1	0	0	0	1	1
4.2.8	3	0	0	0	3	3
4.2.9	1	0	0	0	1	1
Should new development be encouraged in the town centre to provide opportunities for new retail, leisure and other uses?	15	1	7	1	7	15
Should the Council review its planning policies and use of Local Development Orders to encourage a greater mix of uses, even if only on a temporary basis?	11	2	3	2	6	11

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Section Name	Respondents	Objectors	Support	Object	Comment	Representations
Should the Market be relocated into a more centrally accessible location, such as the High Street?	12	1	5	1	6	12
Which of the options illustrated on page 46 do you prefer?	13	0	2	0	11	13
4.2.15	1	0	0	0	1	1
Which of the options illustrated on page 49 do you prefer?	13	1	3	2	9	14
4.2.17	2	0	1	0	1	2
4.2.18	1	0	0	0	1	1
4.2.19	1	0	0	0	1	1
Which of the options illustrated on page 52 do you prefer?	14	0	5	0	9	14
4.2.22	2	0	1	0	1	2
Which of the options illustrated on page 56 do you prefer?	12	1	4	1	8	13
4.2.26	1	0	1	0	0	1
Which of the options illustrated on page 59 do you prefer?	11	0	6	0	5	11
Which of the options illustrated on page 61 do you prefer?	14	0	7	0	8	15
4.2.31	1	0	0	0	1	1
4.2.32	1	0	0	0	1	1
4.2.35	1	0	1	0	0	1
4.3 Circulation Options	2	0	0	0	2	2
4.3.4	1	0	0	0	1	1
4.3.6	1	0	1	0	0	1
4.3.7	1	0	0	0	1	1
4.3.9	1	0	0	0	1	1
4.3.11	1	0	1	0	0	1
4.3.13	2	1	0	1	1	2
4.3.14	2	0	1	0	1	2
4.3.15	1	1	0	1	0	1
4.3.17	1	0	0	0	1	1
4.3.18	1	0	1	0	0	1
4.3.19	1	0	0	0	1	1
4.3.21	2	0	1	0	1	2
4.3.25	1	0	1	0	0	1
4.3.26	1	1	0	1	0	1
4.3.27	1	0	0	0	1	1

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Section Name	Respondents	Objectors	Support	Object	Comment	Representations
4.3.28	1	0	1	0	0	1
Which of the circulation options do you prefer?	11	1	6	1	5	12
We believe there is a merit in maintaining the movement network but improving the quality of this, providing a more attractive series of spaces in the heart of the town. Do you agree?	5	0	2	0	3	5
4.4 Spatial Options	1	0	0	0	1	1
4.4.3	1	0	0	0	1	1
4.4.4	1	0	0	0	1	1
4.4.5	2	0	1	0	1	2
4.5 Delivery Considerations	1	0	0	0	1	1
4.5.2	1	0	0	0	1	1
5.2.2	1	0	1	0	0	1

5 Main Issues Raised at the Issues and Options Stage and How They Have Been Addressed

- 5.1 The themes addressed within the Issues and Options Document elicited a response from a wide range of stakeholders, including members of the public, developers, landowners and specific consultation bodies.
- 5.2 There were a number of important issues raised during the consultation. These have been addressed as follows:
- The links between Holy Trinity Church and the town centre need to be considered.
The Proposed Pre-Submission Document has considered in detail the relationship between key destinations/attractors including the Church, the Mount, the Windmill and the Dutch Cottage and the wider town centre. Policy 4 – Rayleigh’s Character Areas promotes improved signage to these important attractors/destinations.
 - Parts of Eastwood Road and the High Street are peripheral areas to the core area.
The primary and secondary shopping frontage areas have been reviewed as part of the preparation of the Proposed Pre-Submission Document. Figure 5 of the Plan proposes that the primary shopping frontage area focuses the core retail area along the High Street from Crown Hill to just past Bellingham Lane. Other areas along the High Street and Eastwood Road are proposed to be within the secondary shopping frontage area.
 - The rear of the shops backing onto Websters Way could be better utilised.
It is recognised that Websters way provides an important servicing function to the shops fronting the High Street and is a key route through the town. This is reflected

in the Proposed Pre-Submission Document which identifies Websters Way as a separate Character Area, and seeks to balance the secondary role of this area in supporting the town centre with permitting appropriate development which would provide further support.

- The town centre should not be pedestrianised.

Full or part pedestrianisation was included as an option for the High Street in the 2009 Issues and Options Document. However, given the feedback received during the consultation and the findings of the Sustainability Appraisal, which concluded that pedestrianisation would likely shift current transport issues elsewhere within the AAP area, this option was not taken forward to the next stage.

- The recommendations of the Retail and Leisure Study and the Employment Land Study should be endorsed.

The Retail and Leisure Study recommended that the Council adopt a supportive approach towards intensification within Rayleigh's town centre boundaries. It was also recommended that the Council supports the development of a greater range of supporting leisure facilities, provided that these are of an appropriate scale.

In response to this, the next iteration of the Plan proposes that the primary shopping frontage area be tightened to focus the core retail uses along the High Street from Crown Hill to just past Bellingham Lane. Policy 1 in particular also supports the delivery of additional leisure uses within the secondary shopping frontage area, including along Bellingham Lane and Eastwood Road.

The Employment Land Study recommended that office uses should be encouraged given the town's strategic location.

The Pre-Submission Document has been prepared in conjunction with planning consultants Allies and Morrison Urban Practitioners (AMUP), and property specialists GL Hearn. The consultants considered the potential deliverability of the Employment Land Study and concluded that:

"There is a limited town centre office market, typified by low rental values and, as such, new office development is unlikely to come forward in the short term without cross subsidy from high value uses or public sector funding support." (section 2.7).

- A multi-storey car park is not appropriate for Websters Way.

The Issues and Options Report considers the potential to develop a multi-storey car park as part of the higher level options. Although there was opposition to this option with concerns raised primarily due to impact on the openness of the area, the development of a multi-storey car park and accompanying food store was considered as an option in the January 2013 exhibition.

Following contextual changes since the publication of the 2009 Issues and Options Report, this food store-led redevelopment was considered by AMUP and GL Hearn to be the clearest opportunity for investment in Rayleigh town centre and could anchor a mixed-use redevelopment that would bring other, wider benefits to the

town. However, there was again minimal support for such a development, and so this option was not taken forward in the Proposed Pre-Submission Document.

- Although it was suggested that the taxi rank should be relocated, it was highlighted that relocation could make this service less accessible for some.

This issue was again considered in the January 2013 exhibition, and options included full or partial relocation of the taxi rank. The Proposed Pre-Submission Document advocates that the taxi rank be rationalised and reduced to improve the public realm in this central location.

- The town's heritage should be promoted and any new development should not negatively impact on the character of the town centre.

The important contribution that Rayleigh's heritage makes to the character of the town centre is recognised in the 2009 Issues and Options Document. However, this is taken further in the Proposed Pre-Submission Document. The importance of the heritage and character of the town has been reinforced and appropriately addressed within the Proposed Pre-Submission Document as set out in the vision and objectives for Rayleigh. More emphasis has been placed on the Rayleigh Conservation Area Appraisal and Management Plan with the town centre being divided into appropriate Character Areas based on those in the Management Plan (Figure 11) and specific policies which respond to the character of those individual areas should development proposals come forward (Policies 4 – 8).

- Some of the options proposed for the development of potential opportunity sites in the town centre are too drastic.

The potential opportunity sites identified in the 2009 Issues and Options Document and the different levels of intervention proposed have been reconsidered through the development of the Plan. Only one site (on the western site of the High Street, opposite Eastwood Road) has been identified in the Proposed Pre-Submission Document as a potential opportunity site. However, this would not prevent the redevelopment of other areas in the town centre. Policies 5 – 8 would permit development within the town centre, based on its contribution to the character of the particular area in which it is proposed. For example, any proposals along Websters Way would need to comply with the criteria within Policy 8 (Character Area D: Websters Way).

- 5.3 A summary of the issues raised at the Issues and Options stage, together with initial officer comments on these, is detailed in Appendix 2.
- 5.4 Officer's also gave a presentation to the Rayleigh Methodist Ladies Club on 21 April 2010 to explain the purpose and content of the Issues and Options Document, and how to be involved in the preparation of the Rayleigh Centre Area Action Plan.

6 Proposed Pre-Submission Document

- 6.1 Given the delay between consultation on the Issues and Options Document and the preparation of the Proposed Pre-Submission Document, and the subsequent material

changes that have taken place in the meantime (different economic climate and the emergence of new priorities, for example the retention of the Police Station), it was considered appropriate to consult on the emerging framework in light of these prior to informal pre-submission consultation.

- 6.2 With the assistance of consultants Allies and Morrison Urban Practitioners (AMUP), Rochford District Council undertook an additional stage of consultation on the Rayleigh Centre Area Action Plan, which involved an unmanned public exhibition held at Rayleigh Library between 15 and 29 January 2013 (Figure 2).
- 6.3 A meeting was held with Rayleigh Town Council on 18 February 2013 to discuss the Rayleigh Area Action Plan Proposed pre-Submission Document. This meeting included members of the consultants AMUP, employed by the Council to produce the Rayleigh Area Action Plan Proposed pre-Submission Document and Town Councillors. This gave the Town Council an opportunity to question the consultants directly and to develop their understanding of the goals of the Rayleigh Area Action Plan and the issues it sought to resolve. The meeting also provided an opportunity to allay any concerns held by the Town Councillors regarding the plan. The results of the meeting were then fed back by members at Rayleigh Town Council's full council meeting.
- 6.4 A further meeting on the Rayleigh Area Action Plan Proposed pre-Submission Document was held in the Council Chamber on 13 March 2013. This gave the District Councillors an opportunity to discuss the comments relating to the Area Action Plan and to input their ideas into the plan making process.
- 6.5 A number of those on the Council's mailing list, including specific and general consultation bodies, parish/town councils, Ward Members and those who had previously commented on the Issues and Options Document were directly informed of the exhibition and invited to participate (a total of 189 individuals and organisations). An article highlighting the forthcoming consultation on the Rayleigh Centre Area Action Plan also featured in the Council's free newsletter, Rochford District Matters, which was sent to all households in the District (Spring 2013).
- 6.6 The poster provided the background to the preparation of the Rayleigh Centre Area Action Plan and the emerging framework for the final stage of the document. Interested parties could provide comments on the questionnaire accompanying the exhibition.



Figure 2 – Unmanned exhibition in the foyer of Rayleigh library

6.7 Key messages that emerged from the informal consultation can be summarised as follows:

- Most of those that responded agreed that the planning policy framework should seek to strengthen Rayleigh's role as the District's principal town centre, and that retail uses should be focussed on High Street.
- There was resistance to a retail-led redevelopment of Websters Way car park and the construction of a multi-storey car park, which was considered likely to cause visual harm, have a negative impact on openness and cause security problems.
- A number of those that responded suggested that any large-scale development, if it does take place, should be for a leisure use, such as a cinema, swimming pool or another sports facility.
- It was highlighted that the Council's recent Retail and Leisure Study demonstrated that there is no need for additional convenience retail in Rayleigh and that any allocation should be for comparison retail only.
- There was support for measures that would encourage and support small, independent shops and more market traders.
- Some of those that responded expressed their concern over the impact that more economic activity in the evening might have on crime rates and the fear of crime.
- Although there was strong support for enhancements that would help to promote the town's strong group of historic assets, there was opposition to Rayleigh Mount being used as a through route between High Street and the rail station.

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- There was some support for the reduction in size of the taxi rank on High Street and its potential relocation, although some felt that the taxi rank's current location is appropriate and that it may need to accommodate more taxis in the future.
 - There were mixed views over whether High Street should be pedestrianised and if traffic calming should take place or not, though it was generally agreed that traffic flow should be improved if new development does take place.
 - Many considered that there was a need to ensure that the town centre would have enough car parking to allow it to compete with other destinations, especially out-of-town shopping centres.
 - It was suggested that the planning policy framework should promote bus travel as a way of increasing the number of shoppers whilst avoiding extra pressure on car parks.
- 6.8 The comments received from the exhibition, in addition to comments received at the Issues and Options stage, were used to inform the preparation of the Proposed Pre-Submission Document.
- 6.9 The Rayleigh Centre Area Action Plan Proposed Submission Document was prepared by consultants AMUP taking into account comments received at previous stages and was subject to an eight-week informal consultation period between 13 June and 8 August 2013.
- 6.10 The Council consulted the community and other stakeholders through the actions set out in Table 4 below.

Table 4 – Consultation Methods at the Proposed Pre-Submission Stage

Consultation Method	Details
Consultation letters to stakeholders	<p>Letters and emails were sent to key stakeholders, including all relevant bodies listed within the Town and Country Planning (Local Planning) (England) Regulations 2012.</p> <p>Those on the Council's Local Development Framework mailing list – which comprises specific and general consultation bodies along with groups and organisations who may have interest in the development of the District, and members of the public who participated during previous consultation stages – were written to informing them of the consultation period and encouraging them to submit views. Groups written to inviting comment included those representing sections of the society who have traditionally been underrepresented in the planning process. Mindful that the over-reliance on electronic communication may exclude some sections of society, the opportunity to comment via written correspondence was also made available.</p> <p>In total 221 letters and emails were sent to individuals and organisations</p>

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Consultation Method	Details
	<p>informing them of the proposed pre-submission consultation and their opportunity to comment at this stage.</p> <p>A list of the specific and general consultation bodies consulted is provided in Appendix 1.</p>
Drop-in events	<p>Two drop-in events were held during the consultation. One event was held in the High Street on market day on 26 June 2013, and another event was held in the evening of 3 July 2013 at Rayleigh Civic Suite. Residents, businesses and other interested parties could view the draft proposals for the town centre and ask officers questions about these. These events sought to raise awareness of the plans and encourage participation in shaping the proposals.</p>
Meeting with Town Council	<p>A meeting with Rayleigh Town Council was held on 18 February 2013 with Planning Officers and members of the consultants AMUP present, so that Councillors could discuss issues that had been raised during earlier consultation as well as any issues of their own which they wished to address.</p> <p>The topics discussed at the meeting were fed back at Rayleigh Town Council's full council meeting.</p>
Meeting with members	<p>A meeting was held with District Councillors on 13 March 2013. In addition to Councillors, members of the planning policy team were present as were members of AMUP, the consultants employed by the council to produce the AAPs.</p> <p>This meeting provided the opportunity for members to raise any issues they may have had with the Consultants regarding the Plan. It also allowed them to contribute ideas on how the plan should progress in future.</p>
Questionnaire	<p>A questionnaire was prepared as part of this informal consultation to focus respondents on the key issues and questions the Council would like them to consider for the Proposed Pre-Submission Document.</p> <p>The questionnaire was available on the Council's website and in paper format on request. Paper copies of the questionnaire and Proposed Pre-Submission Document were handed out to residents, businesses and other interested parties during the drop-in events.</p>
Rochford District Matters	<p>An article highlighting the consultation was contained within the Council's free newsletter which is sent to all households in the District (Summer 2013).</p>
Press release	<p>Press coverage in local media.</p>

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- 6.11 Officers also met with representatives of the National Trust Rayleigh Mount Local Committee during the consultation on 29 July 2013 to discuss their concerns in relation to the proposals for access to Rayleigh Mount.
- 6.12 221 letters / emails were sent out inviting comments on the proposed pre-submission document. A total of 40 questionnaires were completed. The tables below set out the numerical breakdown of Proposed Pre-Submission consultation responses.

Q1 What kind of shops would you like to see in Rayleigh town centre?

	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Priority 6
Class A1	28	3	0	0	0	0
Class A2	1	10	4	5	4	0
Class A3-A5	0	6	8	6	1	0
Class B1-B2	0	0	0	0	5	0
Class C3	1	0	3	2	3	10
Class D1-D2	3	3	11	6	3	0
Class Sui Generis	0	1	0	6	5	11
No response	7	17	14	15	19	19

Others?
Heritage Centre
Deli
Sheltered accommodation. Toilets and signage
Shoe shops, speed control, free car parks
No more late night venues
Shoe shop, electrical shops
Butchers, Fishmonger
Butchers, Pharmacy, Ladies / Gents outfitters
Short stay parking, heritage shops in Bellingham Lane area
Mix of shops not all cafes and hairdressers as now

Q2 Where do you think the core High Street area (or primary shopping frontage) of Rayleigh should be located?

	Start			End
Berry Arcade	28		Crown Hill	3
NatWest Bank	2		Eastwood Road	8
Town Clock	6		Library	14
Taxi rank	2		Post Office	12
<i>No response</i>	2			3

Q3 Where do you think the periphery High street area (or secondary shopping frontage) of Rayleigh should be located?

	Start			End
Holy Trinity Church	14		Crown Hill	3
Berry Arcade	11		Post Office	5
Church Street	3		Eastwood Road	7
Windmill	8		Rayleigh Clinic	21
<i>No response</i>	<i>4</i>			<i>4</i>

Q4 Are you happy with the existing layout / condition of the High Street?

Yes	19
No	20
<i>No response</i>	<i>1</i>

Q5 Would you like to see the following improvements on the High Street (Figure 9 in the document provides an artist's impression of the potential for environmental improvements to the High Street area outside the Library)?

	Yes	No	No response
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Widened pavements	17	3	0
Rationalised taxi rank	14	4	2
Bus stops retained	18	2	0
Traffic management regime unchanged	14	6	0
Improved pedestrian crossings	10	10	0

Q6 Do you agree with the different character areas identified in the Rayleigh Area Action Plan (please refer to figure 11 in the document)?

	Yes	No	No response
Central High Street	32	3	5
High Street North / Bellingham Lane	27	5	8
High Street South / Eastwood Road	25	6	9
Websters Way	27	6	7

Q7 Do you think there should not be more than two immediately adjacent non A1 (non retail) uses of the same kind on the High Street?

Yes	31
No	7
No response	2

6.13 A summary of the issues raised at the proposed pre-submission stage, together with initial officer comments on these, is detailed in Appendix 3.

7 Main Issues Raised at the Proposed Pre-Submission Stage and How They Have Been Addressed

7.1 There were a number of issues raised during the consultation on the Proposed Pre-Submission Document. These have been addressed as follows:

- The Plan includes an older iteration of the boundary for the Conservation Area

The Conservation Area boundary on the Proposals Map (Figure 10) has been amended in the Pre-Submission Document to include the most recent amendment to the boundary. This includes an extension eastward incorporating the eastern

side of Webster's Way, Webster's Way Car Park and King George's Playing Field, northwards towards Brooklands Public Gardens, and westwards incorporating part of the south side of Crown Hill.

However, the Conservation Area boundary identified in Figure 11 has not been amended as the character areas are based on those identified in the 2007 Conservation Area Appraisal, before the amendment to the boundary. Instead a caveat has been included to clarify why the boundaries in Figure 10 and 11 are different.

- Concerns were raised in relation to the proposal to encourage public routes through Rayleigh Mount.

Following discussions with the Rayleigh Mount Local Committee the proposal for public routes through the Mount have been removed from the AAP framework plan (Figure 5) and the movement framework (Figure 6). Reference to this route has also been removed where it is mentioned elsewhere in the Plan. As such the Plan no longer proposes to encourage the use of this Scheduled Ancient Monument as a visitor route to the town.

- Essex County Council requested that the AAP refer to the need to mitigate the predicted future effects of climate change.

The Rayleigh Centre Area Action Plan sits below the Core Strategy within the Council's Local Development Framework. The Core Strategy sets out the Council's policies regarding climate change adaptation and mitigation. As such the Rayleigh AAP does not need to repeat policies and requirements already set out in the Core Strategy.

8 Pre-Submission Document

- 8.1 The Pre-Submission Document sets out the proposed policies for managing and directing development in Rayleigh town centre, taking into account the feedback from previous consultations. This document was published for a six-week consultation period between 22 January and 5 March 2014.
- 8.2 The Council consulted the community and other stakeholders through the actions set out in Table 5 below.

Table 5 – Consultation Methods at the Pre-Submission Stage

Consultation Method	Details
Consultation letters to stakeholders	Letters and emails were sent to key stakeholders, including all relevant bodies listed within the Town and Country Planning (Local Planning) (England) Regulations 2012.

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Consultation Method	Details
	<p>Those on the Council's Local Development Framework mailing list – which comprises specific and general consultation bodies along with groups and organisations who may have interest in the development of the District, and members of the public who have requested to be kept updated with opportunities to participate – were written to informing them of the consultation period and encouraging them to submit views. Groups written to inviting comment included those representing sections of the society who have traditionally been underrepresented in the planning process. Mindful that the over-reliance on electronic communication may exclude some sections of society, the opportunity to comment via written correspondence was also made available.</p> <p>In total 6226 letters and emails were sent to individuals and organisations informing them of the pre-submission consultation and their opportunity to comment at this stage.</p> <p>A list of the specific and general consultation bodies consulted is provided in Appendix 1.</p>
Online consultation system	The Council utilised its online consultation system for consultation on the Submission Document. The system allows respondents to submit and view comments online. A link to the system was placed on the Council's website.
Notices	A notice was placed in local newspapers.
Press release	Press coverage in local media.

8.3 A total of 25 representations were made at the Pre-Submission stage by 11 different respondents. Table 6 provides a numerical break down of representations by subject.

Table 6 – Numerical Breakdown of Pre-Submission Consultation Responses

Section Name	Respondents	Objectors	Support	Object	Comment	Representations
Rayleigh Centre Area Action Plan Submission Document	11	5	8	17	0	25
1. Introduction	4	0	4	0	0	4

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2. Rayleigh in context	2	1	1	2	0	3
3. A framework for a better Rayleigh	4	2	2	2	0	4
Figure 7	1	1	0	1	0	1
Figure 8	3	3	0	4	0	4
Figure 9	1	1	0	2	0	2
Table 1	2	2	0	3	0	3
4. Proposals plan, shopping frontages and sites	3	2	1	2	0	3
Policy 4 – Rayleigh's Character Areas	1	1	0	1	0	1

- 8.4 A summary of the issues raised by specific and general consultation bodies at the pre-submission stage, together with initial officer comments on these, is detailed in Appendix 4 Issues raised by other respondents during the consultation are set out in Appendix 5.
- 8.5 In addition to such representations, a number of comments were also submitted which were not on the official form and/or did not refer to either soundness or legal compliance from specific and general consultation bodies (Anglian Water, Environment Agency, English Heritage, Highways Agency and James Duddridge MP) and one resident. These representations have not been included in Table 5 above but a summary of their responses to the consultation and officer's initial responses to these have been included within Appendix 4 and 5 respectively. The full representations are available to view separately in Appendix 6.
- 8.6 A proposed schedule of changes was subsequently drawn up taking into account these representations (Appendix 8).

9 Main Issues Raised at the Pre-Submission Stage and How They Have Been Addressed

- 9.1 The themes addressed within the Pre-Submission Stage Document elicited a response from a wide range of stakeholders, including members of the public and specific consultation bodies.
- 9.2 There were several important issues raised during the consultation. These have been addressed as follows:

- 9.3 Guard railings were sited as being important safety features particularly in areas where the pavements are narrow.

The AAP acknowledges this and proposes several sites where pavements should be widened.

- 9.4 Rayleigh Town Council commented that the shared space shown in Figure 8 would have a negative impact on traffic flow and would be potentially dangerous to pedestrians.

Figure 8 in the AAP puts forward potential framework for improvements. It goes on to state that any aspects of the framework which were adopted would be subject to refinement through cooperation with the Highways authority. This would prevent any dangerous or inappropriate development of highways and pedestrian areas.

- 9.5 Rayleigh Town Council commented that because of the potential implementation costs of the Plan the RDC should ensure that delivery partners are signed up to support the plan.

It is not realistic to secure cooperation from partners prior to actual production of a plan. However developer contributions will come forward as part of the planning application process.

- 9.6 Rayleigh Town Council commented that the money that may be spent implementing the AAP could be put to alternative uses.

Rochford District Council is committed through the Adopted Core Strategy to produce AAPs for each of the main centres in the District. Much of the funding for the AAP will naturally come forward as part of developer contributions, which would not be forthcoming if the Council were not proposing an area action plan.

- 9.7 Respondents commented that Figure 8 showed too many pedestrian crossings and that these will inhibit the flow of traffic.

The AAP confirms that the Council will cooperate with Essex County Council Highways to ensure that any of the concepts shown in figure 8 which are brought forward will not have a detrimental impact on the appropriate and safe movement of traffic through the town centre.

- 9.8 Respondents commented that the traffic plan shown in Table 1 is not well thought out and that alternative improvements could include the synchronisation of lights at junctions; replacement of zebra crossings with light controlled crossings; and creating a bypass to the West and East of the High Street.

The AAP identifies similar issues as those that were raised by the respondent. It supports the improvements to junctions and pedestrian crossings although it does not seek to be overly restrictive regarding what features can be implemented.

The Sustainability Appraisal of options found that measures which sought to work within the existing network and provide improvements to pedestrian crossings, roundabouts and junctions had the greatest potential benefits compared to the others.

Public consultation on the Initial Options for the AAP indicated that the public did not support a plan that would extensively alter the existing layout of Rayleigh and which would be likely to redirect transport issues to other areas of the AAP area. Instead options which worked within the existing transport framework were better supported.

- 9.9 Some respondents commented that they would prefer to see the taxi rank remain unaltered.

The AAP does not propose the total removal of the taxi rank from the High Street. It also proposes improvements to the connectivity between the High Street and Websters Way.

- 9.10 Respondents commented that the AAP should seek to improve the accessibility and safety of the town centre for disabled and elderly people.

The AAP seeks to ensure that Rayleigh is accessible and safe for all members of the public including the elderly and disabled. Therefore it is reasonable that this goal should be stated more specifically within the document.

- 9.11 Some respondents commented that there had been no consultation of the public and that the views of residents had not been taken into account.

RDC has carried out extensive consultation with the community including place check events, public consultations on the key stages of the AAP's development and public exhibitions. Full details of the consultation process are set out in this document.

10 Essex County Council Highways Issues and How They Have Been Addressed

- 10.1 During the compilation of the Consultation Report it became apparent that several issues which had been raised by ECC Highways during the earlier Proposed Pre-Submission stage had not been carried forward into the subsequent stages of the consultation process to the satisfaction of Essex County Council.

- 10.2 Consequently the Council sought to rectify this issue by working with the ECC Highways Team to evaluate and consider their recommendations prior to the submission of the Rayleigh Centre Area Action Plan. The Council then produced a table of modifications to the Plan based on the outcome of discussions with the ECC Highways Team.

- 10.3 ECC Highways raises several issues which were addressed in the following way.

- 10.4 ECC Highways indicated that they wished to be involved in developing a joint understanding of the highway and transport implications of the Plan. They were interested in reviewing the technical feasibility of the highways and transport proposals.

- 10.5 To address this issue the Council contacted ECC Highways to discuss any issues they had regarding the AAP. Several telephone discussions took place and a meeting was held on 2 April 2014. ECC Highways also provided a note explaining their main concerns.

10.6 The issues raised have been addressed as follows:

10.7 Options for rationalising the taxi rank were broadly welcomed although a reduction in the number of taxi parking spaces was not strongly supported as ECC Highways regard taxis as a sustainable form of transport.

Throughout the stages of consultation on the RayAAP RDC encountered mixed views regarding reducing the size of the taxi rank. RDC concluded that the more appropriate option was to rationalise the taxi rank, thus addressing issues of pedestrian movement and retaining the taxi services.

Further cooperation with ECC Highways was also agreed to take place prior to any rationalisation of the taxi rank.

10.8 It was suggested that proposed changes to traffic circulation including full or partial circulation and the reintroduction of two way traffic in all areas, would not be advisable without a traffic modelling (S Paramics) exercise. Modifications affecting to the traffic flow in the Centre was also sited as having the potential to redirect traffic to other areas outside of the AAP

Following discussions with ECC Highways RDC concluded that there was potential for including soft measures to improve the effectiveness of major crossing points within Rayleigh Centre. The proposed measures are therefore less likely to cause traffic to be redirected.

In future RDC is committed through the RayAAP to taking account of the results of further transport modelling work as it arises.

10.9 ECC Highways commented that signal improvements would be preferable to alterations to the local junction layout. Additionally they cite the strategic nature of the A129 as a major carrier of road traffic and conclude that the Highway Authority would be unlikely to support for measures that would reduce speed or traffic flows.

10.10 In order to address these issues the Council produced a Schedule of Modifications to the Rayleigh Centre Area Action Plan that reflected the outcomes of its further consultation with ECC Highways.

10.11 The Schedule of Modifications was then sent to the Portfolio Holder of Planning for approval before the Area Action Plan was submitted to the Planning Inspectorate.

11 Duty to Co-operate

11.1 Section 110 of the Localism Act sets out the duty to co-operate, which relates to sustainable development or use of land that would have a significant impact on at least two local planning areas or on a planning matter that falls within the remit of a county council. It requires councils to set out planning policies to address such issues, and consider joint approaches to plan making. It also requires councils to engage constructively, actively and on an on-going basis with other councils and public bodies in plan preparation.

- 11.2 The Core Strategy was produced in compliance with the now defunct Regional Spatial Strategy – the East of England Plan – which was approved by local authorities in the region.
- 11.3 Neighbouring authorities and Essex County Council were notified directly of the emerging Rayleigh Centre Area Action Plan should they have any concerns with regard to strategic cross-boundary planning issues, although they had not identified any concerns in the past. No neighbouring authorities identified any issues of cross boundary concern.
- 11.4 Highways are the principal strategic issue facing the District. Essex County Council is the highways authority for the District, and the Council has engaged with the highways authority throughout the preparation of both the Core Strategy and the Allocations Document.
- 11.5 Discussions with the highways authority during the preparation of the Rayleigh Centre Area Action Plan have considered the cumulative, and individual, impact of the developments across Rochford District on the highway network. A statement which sets out the approach to highways in the preparation of the three town centre Area Action Plans is included within the evidence base¹.

12 Summary and Overview

- 12.1 Rochford District Council is committed to preparing Area Action Plans for all of its main centres, including Rochford, Rayleigh and Hockley. It is the intention of the Council that any development proposed in the town centre over the plan period responds positively to the heritage and character of the area.
- 12.2 It is envisaged that under the guidance of the Area Action Plan, Rayleigh will benefit from a greater diversity of town centre uses which compliment the retail core; enhancements to the historic core and public realm; improved accessibility between key destinations and attractors including between the train station, town centre and local green space; protection of local employment opportunities in the primary and secondary shopping areas; and promotion of redeveloping unused, underused, infill or unattractive sites.
- 12.3 The Council has consulted widely with members of the public, organisations and specific and general consultation bodies, and on several occasions the Council awareness raising events and library exhibitions.
- 12.4 Consultation on the Area Action Plan also sought the views of the public at an early stage. This allowed the Council to ensure that the views of the public were considered and assessed before documents were produced.

¹ 'Overview of the approach to Rochford's three Area Action Plans' available from http://www.rochford.gov.uk/sites/rochford.gov.uk/files/documents/files/evidence_base_happoverview.pdf

Appendix 1 – Specific and General Consultation Bodies

The following organisations were consulted on the Rayleigh Area Action Plan Submission Document.

Althorne Parish Council

Anglian Water Services Ltd

Arriva Southern Counties

Ashingdon Parish Council

Barling Magna Parish Council

Basildon Borough Council

Burnham on Crouch Town Council

c2c Rail & National Express East Anglia

Campaign to Protect Rural Essex

Canewdon Parish Council

Castle Point Borough Council

Chelmsford Borough Council

CPREssex

Crouch Harbour Authority

Croud Ace

Defence Estates

Department for Communities and Local Government

Disability Essex

DTZ Piedad Consulting

East of England Local Government Association

East of England Regional Animal Health Office

English Heritage

Environment Agency

Essex & Suffolk Water

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Essex Autistic Society

Essex Bridleways Association

Essex Chambers of Commerce

Essex County Council

Essex County Council (Highways)

Essex County Council (Schools Service)

Essex County Council Public Rights of Way

Essex Libraries

Essex no 1 Circuit of Jehovah's Witnesses

Essex Police

Essex Police Headquarters

Essex Wildlife Trust

Essex Wildlife Trust Rochford & Southend Area

Essex Youth Service

Estuary Housing Association

Federation of Small Businesses

First Essex Buses

Foulness Parish Council

Great Wakering Parish Council

Grove Park Residents Association

Hawkwell Parish Council

Hawkwell Residents Association

Health & Safety Executive

Highways Agency

Hockley Chamber of Trade

Hockley Parish Council

Hockley Residents Association

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Home Builders Federation
Homes & Communities Agency
Hullbridge Parish Council
Leigh Town Council
Little Burstead Parish Council
London Gypsy and Traveller Unit
London Southend Airport
Marine Management Organisation
Mobile Operators Association
National Federation of Gypsy Liaison Groups
National Grid Gas
National Wind Power
Natural England
Network Rail
NHS South East Essex
NHS South Essex
Noak Bridge Parish Council
North Fambridge Parish Council
Paglesham Parish Council
Purleigh Parish Council
Ramsden Bellhouse Parish Council
Ramsden Crays Parish Council
Rawreth Parish Council
Rayleigh Chamber of Trade
Rayleigh Mount Local Committee
Rayleigh Town Council
Renewable UK

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Roach Fairways and Conservation Committee

Rochford & District Chamber of Trade & Commerce

Rochford & Rayleigh CAB

Rochford Chamber of Trade

Rochford District Access Committee

Rochford District Council

Rochford District Residents

Rochford Hundred Amenity Society

Rochford Hundred Golf Club

Rochford Parish Council

Rochford Police Station

Runwell Parish Council

Sanctuary housing association

SE Essex Organic Gardeners

SEETEC

South East Essex Friends of the Earth

South East Essex Green Party

South East Local Enterprise Partnership

South Essex Natural History Society

South Essex NHS Trust

South Woodham Ferrers Town Council

Southend & Rochford Community Command

Southend-on-Sea Borough Council

Southminster Parish Council

Sport England (East Region)

St Peter & Paul Parish Church

Stambridge Parish Council

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Stow Maries Parish Council

Sustrans

Sutton Parish Council

Swan Housing Association

The National Federation of Gypsy Liaison Groups

The National Trust

The National Trust Rayleigh Mount Local Committee

The Planning Inspectorate

The Society for the Protection of Ancient Buildings

The Theatres Trust

The Woodland Trust

Traveller Law Reform Project

Treasurer Crouch Harbour Authority

West Rochford Action Group

Woodham Ferrers & Bicknacre Parish Council

Woodland Trust

Appendix 2 – Issues Raised during Consultation on the Issues and Options Document

Issue Raised	Initial Officer Comments
Introduction	
The proposals do not propose any substantial issues for Anglian Water.	Noted.
The Environment Agency commented that Rayleigh town centre is in Flood Zone 1.	Noted.
The Coal Authority did not have any specific comments to make.	Noted.
The Highways Agency had no comments to make.	Noted.
The document should consider the links between Holy Trinity church and the rest of the town centre (paragraph 1.3.2).	Holy Trinity Church is an important landmark in the town. The next iteration of the document will consider in detail the movement issues around the town for both vehicles and pedestrians.
Essex County Council suggested amendments to paragraph 1.3.3 and noted that the aspirational illustrations are welcomed but there is a need to ensure that they are appropriate for Rayleigh.	Noted. These will be considered in the next stage of the Plan.
The east of Websters Way along Eastwood Road is an area peripheral to the core area and also south of Eastwood Road towards the Police Station and beyond (paragraph 1.3.4). Car park exits do not encourage movement towards these areas.	The primary and secondary shopping frontages and the movement issues around the town centre will be reviewed during the preparation of the next stage of the Plan.
The entrance and exit to Castle Road car park could be reversed to encourage more use of the upper High Road area.	Suggestion noted.
There is a lack of cafes and restaurants, as well as bars and night life (paragraph 1.3.5).	Noted.

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Issue Raised	Initial Officer Comments
Any changes should not affect the individuality of the High Street.	The attractive and distinctive character of Rayleigh is recognised in the Plan. The town centre is within a Conservation Area, and as such any new development within the town would need to be respectful to the character of Rayleigh and take into account the recommendations within the Rayleigh Conservation Area Appraisal and Management Plan.
The market should be moved to the centre of the High Street either side of the road. Taxis could be relocated on market days e.g. to Websters Way.	The weekly market was relocated from the car park at the top of the High Street to the taxi rank in the High Street in January 2012.
The rear of the shops in Websters Way could be better utilised.	The Plan recognises the importance of Websters Way as a key route through the town. The options for Websters Way will be considered further in the next stage of the Plan.
Sport England suggests that future iterations of the document should be more specific as to what aspects of leisure services should be provided or enhanced in the area.	It is considered important not to restrict the type of leisure uses that may be attracted to the town. As such, it is not considered appropriate to set out the leisure services to be provided or enhanced. This will be determined on a case-by-case basis.
EEDA highlighted that AAPs should help deliver and provide the spatial framework for sustainable economic development and regeneration, and the Regional Economic Strategy.	Noted.
The Issues	
Rayleigh Lanes should be included as an unattractive site (paragraph 2.2.5).	Other potential opportunity sites that have been suggested, such as Rayleigh Lanes, will be considered in the development of the Plan.
General agreement with paragraph 2.2.6.	Noted.

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Issue Raised	Initial Officer Comments
The taxi rank is too large and could be relocated to Websters Way car park. The market could move there as it is currently not integral to the current core area and there could be more market days.	The options for the taxi rank in the High Street will be considered further in the development of the Plan. The weekly market was relocated from the car park at the top of the High Street to the taxi rank in the High Street in January 2012.
There should not be pedestrianisation (paragraph 2.2.7). Anti-social behaviour was cited.	The potential implications of pedestrianisation for the town will be considered further in the next iteration.
Essex County Council suggested amendments to paragraph 2.2.7.	Noted. These will be considered in the next stage of the Plan.
More on-street free parking around the High Street is needed.	The provision of parking in the town centre and wider traffic management issues will be considered in more detail in the development of the Plan.
Cycling should be encouraged with the provision of safe cycle racks and cycle lanes.	The Plan seeks to encourage walking and cycling within the town centre.
Essex County Council recommended that an additional section is added into 'Heritage and Conservation' to specifically address the archaeological element of the historic environment. They also suggested amendments to paragraphs 2.3.2, 2.3.3, 2.3.4, 2.3.5 and 2.3.11, and questioned whether the Urban Place Supplement is going to be adopted.	Noted. These will be considered in the next stage of the Plan.
Rayleigh Town Council supported paragraph 2.3.5 and suggested that a multi-storey could be more appropriate in Castle Road. They expressed concern regarding the impact on the openness of Websters Way.	Suggestion noted. The potential to provide a multi-storey car park within the AAP area will be considered further in the development of the Plan.
Essex County Council suggested amending paragraph 2.4.1, refining paragraph 2.4.8 and they questioned the purpose of Figure 22. Essex County Council also suggested amendments to paragraph 2.5.6 and 2.5.13.	Noted. These will be considered in the next stage of the Plan.

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Issue Raised	Initial Officer Comments
EEDA supported paragraph 2.5.11. They welcome the Employment Land Review (2008) and its recommendations referred to in paragraph 2.5.12. They also ask the Council to consider how this allocation relates to the delivery of the Council's wider employment aspirations.	Support noted. This will be considered in the next stage of the Plan.
Rayleigh Town Council suggested that RDC should take note of paragraphs 2.5.12 -2.6.2 and endorse the recommendations.	The next iteration of the Plan will consider further the recommendations in the Employment Land Study and Retail and Leisure Study.
The East of England Local Government Association note that the AAP should consider how new housing might impact on issues such as transport and public access to the town centre, and how it could also support the town's retail and leisure sectors. They also suggest that residential development above local shops could provide opportunities for affordable and market homes.	The provision of housing within the town centre will be considered throughout the development of the Plan. Careful consideration will be given to the potential impact on highways, accessibility and affordable housing provision.
Rayleigh Lanes should be demolished and replaced.	Other potential opportunity sites that have been suggested, such as Rayleigh Lanes, will be considered in the development of the Plan.
The East of England Local Government Association highlight that any changes to existing parking arrangements need to be accompanied by improvements to public transport and walking etc.	Comment noted.
Websters Way should be one way.	The transport and highway options for this location will be considered further in the next iteration of the Plan.
There should be a mini roundabout at the top of the High Street, and there should be no right turn at the junction of Eastwood Road and the High Street would also reduce delays and congestion.	The transport and highway options for this location will be considered further in the next iteration of the Plan.
Rayleigh Town Council agreed that there should be two lanes at the Half Moon pub.	Support noted. The transport and highway options for this location will be considered further in the next iteration of the Plan.

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Issue Raised	Initial Officer Comments
Essex County Council commented that paragraphs 2.7.8 to 2.7.12 do not address the requirements for Blue Badge disabled people's parking spaces and suggested that paragraph 2.7.23 should be deleted and rewritten.	Comment noted.
Rayleigh Town Council questioned whether a new licence has been permitted for the market (paragraph 2.7.10).	The weekly market was relocated from the car park at the top of the High Street to the taxi rank in the High Street in January 2012.
Increasing residential development throughout the District and decreasing car parking in Rayleigh would encourage people to shop elsewhere (paragraph 2.7.12).	The Plan does not seek to reduce car parking provision in the town centre, instead it proposes options to increase provision, including through increasing surface car parking (a high intervention option) and the development of a multi-storey car park (a higher intervention option).
Low access buses are needed for services 20 and 25 and the bus service is expensive, slow and irregular (paragraph 2.7.13).	Comment noted.
Dedicated cycle lanes are not needed as cyclists can use the roads (paragraph 2.7.20). Lack of space was cited as it was emphasised that any space is needed for parking.	The Plan does not propose to create dedicated lanes for cyclists.
Rayleigh Town Council (paragraph 2.7.21) commented that they endorse the recommendations with regards to Boots Lagoon - that the taxi rank should be relocated.	The potential relocation of the taxi rank will be considered further in the next iteration of the Plan.
Bellingham Lane to Holy Trinity Church could be pedestrianised with retracting bollards.	The potential implications of pedestrianisation for the town will be considered further in the next iteration.

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Issue Raised	Initial Officer Comments
Sport England supports the identification of King George's Playing Field within Figure 30 and the identification of green links to this within Figure 35. They highlight that accessibility to this community playing field is important and should be encouraged/improved. They recognise that the AAP outlines the key role that the town centre plays in providing for local people's everyday needs and recommend the identification of the contribution sport facilities can make towards this.	The Plan seeks to improve connectivity between this open space and the High Street.
Essex County Council suggested that it is not clear how Figure 35 fits into document and the options, and the 'gateways' identified in Figure 35 do not correlate with the Nodes/Gateways identified elsewhere in the document.	Comment noted.
Question 1 – Do you agree with the issues identified?	
Generally there was agreement with the issues identified.	Noted.
The town centre has become pedestrian-focussed whereas it is important for people to access it by car, which needs to be accommodated.	The Plan considers several levels of intervention for the High Street, including pedestrianisation. The potential implications of pedestrianisation for the town will be considered further in the next iteration.
Essex County Council commented that whilst cycling and public transport are discussed as key issues they do not appear in the summaries, which suggests that they are less important than those summarised. They should be referred to in a new paragraph.	Suggestion noted. This will be considered further in the development of the Plan.
Websters Way should be used as a service road.	Although Websters Way is recognised as providing an important secondary function to the town centre in terms of providing servicing for those businesses in the High Street, it is also an important highway route for traffic through the town.

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Issue Raised	Initial Officer Comments
The town's heritage and important buildings should be promoted.	The Plan recognises the importance of the town's heritage and its contribution to its character.
Traffic flow should be improved.	The options for improving traffic flow through the town centre will be considered further in the next iteration of the Plan.
The pedestrian environment should be improved.	The Plan seeks to improve the public realm and sets out a number of options for improving the pedestrian environment, including full or part pedestrianisation of the High Street.
Question 1 – Are there any other issues that we should be considering?	
Consideration must be given to residents living in the town centre when any improvements are made, and anti-social behaviour especially at night needs to be considered, both in the High Street and Websters Way car park. Problems of underage drinking noise, and litter (particularly mornings at the weekend) were also highlighted. More bins were suggested.	Noted. The Plan will take into consideration the potential impact of any proposals on residential amenity as part of the preparation of the next iteration.
It was commented that the taxi rank at Boots Lagoon should be relocated.	The options for the taxi rank in the High Street will be considered further in the development of the Plan.
If the High Street is pedestrianised then new routes would be required.	Noted. The potential implications of pedestrianisation for the town will be considered further in the next iteration.
There is potential to redevelop sites for residential uses.	The Plan identifies potential sites to be developed and different levels of intervention within these sites, including for residential development.
Essex County Council also noted that (with reference to point 5) pavement parking and shared surfaces raise safety concerns for certain sectors of the community. As such, it was suggested that future iterations of the document should include measures to secure the safety of all visitors.	The options for the town centre in terms of highways and the public realm will be considered further in conjunction with the Highway Authority as part of the preparation of the next iteration of the Plan.

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Issue Raised	Initial Officer Comments
Question 2 – Do you agree with the vision and objectives established for Rayleigh Town Centre?	
General support for the vision and objectives	Support noted.
The second green link to the south (Figure 35) may not be successful and it was questioned as to how many people visit the mount for leisure.	The Concept Plan illustrates the vision and objectives for the town centre, including the two green links connecting the Mount and King Georges Playing Field. The green links across the town will be considered further in the development of the Plan.
Essex County Council also suggested amendments to this section.	Noted. These will be considered in the next stage of the Plan.
Question 3 – Do you agree with our interpretation of Government best practice principles in terms of how they might be applied in Rayleigh Town Centre?	
Comments generally agreed with the interpretation set out in Table 1.	Noted.
Conservation Areas need to be preserved.	The Plan recognises the importance of the town's heritage and its contribution to its character.
More independent shops and a greater variety of cafes and restaurants are needed.	The precise boundary of the primary and secondary shopping frontage areas and the appropriate mix of uses within these areas will be determined in the next stage of the Plan.
Essex County Council made a comment concerning the application of legibility to Rayleigh in Table 1.	Noted. This will be considered in the next stage of the Plan.
The Options	

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Issue Raised	Initial Officer Comments
Essex County Council highlighted that the introduction of new/mixed uses within Rayleigh and particularly the option levels 2 and 3 at the Police Station/Somerfield, Rayleigh Mount and the Mill, Rayleigh Lanes and Websters Way sites will need to consider the potential survival of extensive urban archaeological deposits, particularly in the area of Rayleigh Mount and Mill and the impacts that any future development would have upon this resource.	Noted.
Question 4 – Which of the options outlined above do you prefer?	
Support for both the high and higher options.	Support noted.
Rayleigh Town Council agree with the higher option for issue 1 (but High Street coned off, not kerb stones removed and area paved), and the medium options for issues 2 and 3. They also agree with the medium option for issue 4, agree with parts of all the options for issue 5 (except a multi-storey car park) and prefer the low option for issue 6.	Noted. The potential to provide a multi-storey car park within the AAP area will be considered further in the development of the Plan.
Question 4 – Are there any other options that should be considered?	
The market could be relocated to the car park next to the Mill.	The weekly market was relocated from the car park at the top of the High Street to the taxi rank in the High Street in January 2012.
Concern regarding the traffic speed along the High Road and it was suggested that traffic calming measures are required to reduce speeds and improve safety. The High Street area should be limited to 20mph but traffic calming measures would not be appropriate.	The options for the town centre in terms of highways and the public realm will be considered further in conjunction with the Highway Authority as part of the preparation of the next iteration of the Plan.
The pedestrian crossing by the Paul Pry pub along the High Road was highlighted as ineffective. Drivers are unaware of pedestrians waiting to cross and do not stop. It should be a signalised crossing.	Noted. However, this crossing is outside the AAP area.

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Issue Raised	Initial Officer Comments
Essex County Council raised concerns regarding the potential shared space scheme.	The options for the town centre in terms of highways and the public realm will be considered further in conjunction with the Highway Authority as part of the preparation of the next iteration of the Plan.
The Component Options	
Essex County Council commented on the photographs on pages 42 and 49 and referred to the increased risk of accident/collision for the visually impaired and those using mobility aids. The impact on accessibility and inclusivity for all sectors of the community needs to be carefully considered.	Noted.
Graffiti is an issue.	Noted, however, this is not a planning issue.
Question 5 – Should we promote a shop front improvement scheme and encourage facade treatments, or should redevelopment be promoted?	
General support expressed for shop front improvements and redevelopment.	Support noted.
Sites such as the old Tesco building would benefit from redevelopment.	This building has been identified in the Plan as a potential site for redevelopment, with different levels of intervention proposed.
<p>Listed Buildings and Conservation Area shop fronts should remain untouched, but more modern buildings should be redeveloped in line with the historic buildings.</p> <p>Shop front improvement would retain Rayleigh's character whereas full redevelopment would impact on this.</p> <p>For correctly placed buildings façades could be improved, and if not, they should be replaced with a more appropriately sited building.</p>	Any redevelopment within the town centre would need to take into consideration the recommendations within the Rayleigh Conservation Area Appraisal and Management Plan.

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Issue Raised	Initial Officer Comments
The East of England Local Government Association commented that the appropriate redevelopment of brownfield sites would be consistent with regional policy and plans to combine office space with other town centre uses would be supported (paragraph 4.2.5).	Noted.
Question 6 – Should new development be encouraged in the town centre to provide opportunities for new retail, leisure and other uses?	
Generally this question was supported.	Support noted.
Units should be sized to encourage large chainstores to attract more custom.	The opportunity sites identified in the Plan will be considered further as part of the development of the proposals.
There should be free parking at the Station on weekends.	Comment noted, however, parking charges are not a planning issue.
New development should compliment existing historical assets.	Any redevelopment within the town centre would need to take into consideration the recommendations within the Rayleigh Conservation Area Appraisal and Management Plan.
There are too many charity and pound shops, hairdressers and opticians, and as such a greater mix of retail options should be encouraged.	The Plan seeks to encourage a predominance of retail uses within the town centre supported by complementary uses. All of the businesses referred to are within class A1 (retail) use as defined by the Use Class Order. As such the Council has limited control over the type of shops locating within the town centre, if they are within the same use class.
Question 7 – Should the Council review its planning policies and use of Local Development Orders to encourage a greater mix of uses, even if only on a temporary basis?	
General agreement with the question.	Noted.
The Council should encourage a high level of occupancy throughout all areas of the High Street from any mix of retail, cultural or leisure.	This is reflected in the draft vision for Rayleigh town centre as set out in the Plan.

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Issue Raised	Initial Officer Comments
Rayleigh Town Council commented that they must be strongly involved in planning issues and their opinions taken into account.	Noted.
Concern expressed that it is not a large area and a good mix is necessary to attract customers but diversifying too far will water down all options and make it less attractive.	The Council will consider the alignment of the primary and secondary shopping frontage areas within the town centre, and the mix of uses promoted within both of these areas, as part of the development of the Plan.
Question 8 – Should the Market be relocated into a more centrally accessible location, such as the High Street?	
Support in general for the relocation of the market to a more central location.	Support noted.
If the High Street was pedestrianised then the market could be located there or the car park next to the Mill.	The potential implications of pedestrianisation for the town will be considered further in the next iteration.
This option would need to be looked at first to ensure there is not a negative impact on other stores along the High Street.	The weekly market was relocated from the car park at the top of the High Street to the taxi rank in the High Street in January 2012.
The market should remain where it is with more signage.	The weekly market was relocated from the car park at the top of the High Street to the taxi rank in the High Street in January 2012.
Question 9 – Which of the options illustrated on page 46 do you prefer?	
General support for option 3, although there was some support for option 2.	Noted.
Residential development is not supported.	The Plan seeks to encourage a range of uses within the town centre, including residential development, as set out in the vision and objectives.
Any cladding to the Police Station should be in keeping with other historical assets.	Any redevelopment within the town centre would need to take into consideration the recommendations within the Rayleigh Conservation Area Appraisal and Management Plan.

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Issue Raised	Initial Officer Comments
New civic buildings will reinvigorate Rayleigh provided the layout and aesthetics are done well.	The Plan seeks to encourage the development of community, leisure and cultural facilities, within the town centre.
A new town centre food store is not needed.	The options for Websters Way car park, including the potential to develop a multi-storey car park and a food store, will be considered further in the development of the Plan.
Option 3 is too expensive.	Comment noted.
Cosmetic enhancement (option 1) is not good enough in this part of the town.	Noted. The options for this part of the town will be reconsidered as part of the development of the Plan.
Question 10 – Which of the options illustrated on page 49 do you prefer?	
Preference for both option 1 and option 2, although the second option received slightly more support.	Noted.
<p>The taxi rank should be relocated. It could be relocated to the service area near Barclays bank.</p> <p>Taxi parking should not be removed entirely as it is particularly beneficial for elderly or infirm shoppers.</p> <p>On-street taxi parking could be permitted during evenings to support bars and restaurant trade.</p>	The potential relocation of the taxi rank will be considered further in the next iteration of the Plan.
The Theatres Trust support the creation of new access routes in Issue 3 as detailed in paragraph 4.2.17, regarding the cluster of leisure and cultural uses around Rayleigh Mount, and they support the creation of new courtyard shopping areas which would provide better connectivity with the High Street.	Support noted.
Question 11 – Which of the options illustrated on page 52 do you prefer?	

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Issue Raised	Initial Officer Comments
Option 2 was the preferred option for this area.	Noted.
This option would redevelop unused land.	Noted.
Concern was expressed regarding safety at night and anti-social behaviour.	The Plan will take into consideration the potential impact of any proposals on residential amenity as part of the preparation of the next iteration.
Essex County Council suggested amendments to option 2 bullet point 2.	Noted. This will be considered in the next stage of the Plan.
Proposed development (Option 3) is too large and could detract from the attractiveness of the Windmill and Mount.	The options for this part of the town centre will be considered further in the development of the Plan.
Footpath improvements around the Mount would not increase public use.	Improved access to the Mount has the potential to encourage people to visit this historic site.
Improvements to Websters Way would have a better cost-benefit.	Comment noted.
Essex County Council commented with reference to bullet point 1 that it should be noted that the delivery of other improvements could be delayed by procedures to formalise routes involving third-party land, such as through pub gardens etc.	Noted. This will be considered in the next stage of the Plan.
Question 12 – Which of the options illustrated on page 56 do you prefer?	
General support for option 3.	Support noted.
Additional parking could be created by extending existing Websters Way car park in the direction of Eastwood Road with relocation of the Health Centre and other occupants to the refurbished Police Station.	This has been considered during the preparation of the Plan, and has featured as a potential option for Websters Way (Option 1) alongside the option for a multi-storey car park and retail development (Option 2).
The former Tesco building needs improving.	This particular unit has been identified in the Plan as in need of improvement, and has featured in Options 1 – 3 (page 56).

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Issue Raised	Initial Officer Comments
The capacity of Websters Way to accommodate traffic should be improved.	The provision of parking in the town centre and wider traffic management issues will be considered in more detail in the development of the Plan.
Rayleigh Lanes could be the best location for a multi-storey car park or good quality office space.	The potential to provide a multi-storey car park within the AAP area will be considered further in the development of the Plan.
Question 13 – Which of the options illustrated on page 59 do you prefer?	
Option 2 was generally the preferred option.	Noted.
Question 14 – Which of the options illustrated on page 61 do you prefer?	
Option 2 was generally the preferred option.	Noted.
A multi-storey car park would impact on the openness of the area.	The potential to provide a multi-storey car park within the AAP area will be considered further in the development of the Plan.
The town has good parking facilities. Removing car parking would have a severe impact on the town.	The Plan seeks to improve car parking provision within the town centre, and suggestions two potential options to achieve this; the development of a multi-storey car park or increased surface car parking.
Guard railing and street furniture should be organised, but not just removed.	Comment noted.
Arriva would support improvements to the bus/rail interchange at Rayleigh Station. It was commented that this would assist in attracting new users to the services (paragraph 4.2.35).	Support noted.
Circulation Options	
Essex County Council proposed amendments to paragraph 4.3.4.	Noted. These will be considered in the next stage of the Plan.

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Issue Raised	Initial Officer Comments
The Environment Agency commented that there are a number of the options detailed in the AAP which give consideration to tree planting and landscaping as ways of enhancing the appearance of the town centre area. They support opportunities for improving green corridors along footpaths and cycle paths as this offers a real chance to improve these corridors for wildlife migration. Opportunities for planting native tree species along new corridors should be pursued in order to improve biodiversity.	Support noted.
Arriva highlighted that if the current road network is to be retained, they would fully support measures to improve traffic flows at both ends of Websters Way (paragraph 3.4.11).	Noted.
The High Street from Bellingham Lane to Church Street should not be pedestrianised as it would reduce accessibility for disabled people to local services/facilities and reduce 'kerbside' parking and unloading facilities for goods vehicles.	The potential implications of pedestrianisation for the town will be considered further in the next iteration.
Pedestrianisation would have negative implications for businesses which would suffer due to a loss of passing trade.	The potential implications of pedestrianisation for the town will be considered further in the next iteration.
Arriva would support the Council's view that a routing via Bellingham Lane and London Hill would not be suitable for buses (paragraph 4.3.14). They suggest that the junctions at the High Street and Crown Hill and the High Street and Eastwood Road would both need to be upgraded to allow for the additional two way traffic. They would also need to ensure that replacement bus stops for buses displaced from the High Street are located close to the High Street/Eastwood Road junction to ensure that users have an attractive pick up point for the High Street.	Comment noted. The options for the High Street will be considered further in the development of the Plan.

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Issue Raised	Initial Officer Comments
Arriva would support the retention of bus access to a partially pedestrianised High Street. They comment that this would ensure that bus passengers retain an attractive pick up point in the town centre (paragraph 4.3.17). Arriva would also support paragraph 4.3.18 and can confirm that services would become less attractive and potentially less reliable if a diversion away from the High Street was required.	Comment noted. The options for the High Street will be considered further in the development of the Plan.
Arriva would agree with the comment (paragraph 4.3.21) that this option could allow better access for bus passengers to the High Street and would make understanding of where to catch a bus easier. They suggest that if the town centre is more attractive as a result of this Plan, buses would be more able to play a part in bringing in more visitors to the town under this option.	Comment noted. The options for the High Street will be considered further in the development of the Plan.
Rayleigh Town Council expressed a preference for the option outlined in paragraph 4.3.28.	Noted.
The assertions in paragraphs 4.3.19 and 4.3.20 are incorrect; traffic from Hockley Road wishing to access Websters way car park etc. / servicing vehicles would still favour Websters Way.	Comment noted.
Question 15 – Which of the circulation options do you prefer?	
Rayleigh Town Council preferred the option outlined in paragraph 4.3.28.	Noted.
Support pedestrianisation of the High Street.	Support noted. The potential implications of pedestrianisation for the town will be considered further in the next iteration.
The current system should be retained with improvement to the Boots Lagoon.	The options for the High Street, including the taxi rank, will be considered further in the development of the Plan.

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Issue Raised	Initial Officer Comments
Arriva supports option 1 provided that measures are taken to improve the junctions at either end of Websters Way plus the two roundabouts at the southern end of the High Street to improve traffic flows.	Support noted. The highway options for the town centre and wider traffic management issues will be considered in more detail in the development of the Plan.
The High Street could be made two-way.	The options for the High Street will be considered further in the development of the Plan.
There should not be more traffic lights in the town; the traffic lights at the top of the High Street could be replaced with a mini roundabout.	The highway options for the town centre and wider traffic management issues will be considered in more detail in the development of the Plan.
Question 15 – We believe there is a merit in maintaining the movement network but improving the quality of this, providing a more attractive series of spaces in the heart of the town. Do you agree?	
Specific attention should be given to the Church Street/High Street/Bull Lane/Hockley Road junction as it is considered that the present traffic light arrangement does not allow effective merging of traffic from Church Street and causes tail-backs at busy times.	The highway options for the town centre and wider traffic management issues will be considered in more detail in the development of the Plan.
Arriva would support this option.	Support noted.
A shared space scheme could work, whereas pedestrianisation of the High Street would not.	The potential implications of pedestrianisation for the town will be considered further in the next iteration.
Concern was expressed regarding over-development.	The options for the potential opportunity identified will be considered in the development of the Plan.
Websters Way could be diverted to run between the car park and King George's Playing field.	The highway options for the town centre and wider traffic management issues will be considered in more detail in the development of the Plan.
Spatial Options	

Issue Raised	Initial Officer Comments
Rayleigh Town Council expressed a preference for a combination of medium and high options from page 70 - 77.	Noted.
Support for the higher options at paragraph 4.4.5.	Noted.
Moving Forward	
There should be more quality shops attracted to Rayleigh.	The Plan seeks to encourage a predominance of retail uses within the town centre with appropriate town centre uses to support the retail uses, including cafes, restaurants and leisure facilities.
A cafe style atmosphere should be created.	
Youths should be prevented from congregating in the High Street.	The Plan will take into consideration the potential impact of any proposals on residential amenity as part of the preparation of the next iteration.

Appendix 3 – Issues Raised during Proposed Pre-Submission Consultation

The following specific and general consultation bodies responded to the consultation on the Rayleigh Area Action Plan Proposed Pre-Submission Document.

English Heritage Environment Agency Essex County Council National Trust Rayleigh Mount Local Committee
Rayleigh Town Council

It should also be noted that as of 1 January 2012, the Coal Authority's response to any development plan consultations for the District is 'No observation'.

In addition to the questionnaire responses, the following issues were raised during consultation on the Proposed Pre-Submission Document.

	Issues Raised	Initial Officer Comments
1	Q3. 1) From Eastwood Road T-junction with High Street to Castle Road T-junction with High Street/ land with former Crown Post Office building (i.e. not as far south as the Paul Pry pub) 2) Along Bellingham Lane (partly both sides) 3) Along High Street from T-junction opposite Church gate, south to Millennium Clock.	Comments noted.
2	Q6. Websters Way cannot be treated differently to the other areas.	The character areas set out in the Plan are based on those identified in the Conservation Area Appraisal for the town centre, and are considered to reflect the differing character areas throughout the Conservation Area. The policies in the Plan recognise this difference in character and have been tailored to each area, as appropriate.

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	Issues Raised	Initial Officer Comments
3	Q7. The statutory Use Classes Classification should be used. The changing of different classes of shop is demand-led. Preserving the town centre depends on multiple stores remaining static.	The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. In several cases changes from one use class to a similar use class is considered permitted development and does not require permission from the council. The AAP does set several requirements regarding changes from A1 to non-A1 use classes in Rayleigh's primary and secondary shopping frontages. .
4	If landlords charged reasonable rates, more diverse businesses would be attracted.	This is not a planning issue. However, the Council has no power to interfere with private sector rents.
5	The Council wants to re-vitalise the town centre, but it supported Tesco (London Road) and Sainsbury (Eastwood Road) against resident opposition.	The Council would always like to see A1 use to go into the town centre. However, each case has its own merits, and moreover, from the comments received in the previous consultation, the majority of the residents object to a food store (A1) to go to the opportunity area proposed in the Rayleigh Area Action Plan.
6	There are too many night clubs etc. and anti-social behaviour on a Saturday night.	Comment noted. However, this is not a planning issue.
7	More shortstay parking - maybe some visitor orientated shops (e.g. antiques) in the Bellingham Lane area to reinforce the heritage theme.	Comment noted.
8	The town centre provides goods and services at a reasonable price in a fairly compact space and pleasant surroundings.	Comment noted.

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	Issues Raised	Initial Officer Comments
9	Q2. The key shop in the town centre is the Co-Op but it is isolated from the High Street. More shops should be encouraged in this area.	Although the Co-Op is not proposed to be included within the primary shopping area within the Plan, the Council would support retail development in this location.
10	Q3. There is a need for a key shop on the north side of the High Street, between Crown Hill and Bellingham Lane.	Comment noted.
11	Q4. Not in favour of 'de-cluttering'; bins, benches, notice boards are useful.	Comment noted.
12	The impact of car parking charges on the town centre is not addressed in the Plan or questionnaire. This is something the Council can control, although it may not be a planning issue. Free parking on Saturday afternoons should be advertised.	Car parking charges are not a planning issue.
13	The graffiti problem needs to be addressed.	Comment noted. However, this is not a planning issue.
14	The park gates should be closed at night.	Comment noted. However, this is not a planning issue.
15	The Rayleigh Mount Committee commented that Figure 5 still indicates a new/improved route along Francis Walk and into Rayleigh Mount. It has previously been pointed out that this entrance is not open to the public. The National Trust will not permit this entrance point to Rayleigh Mount to become available for use by the general public. Therefore this proposed route is unviable, and should be deleted from the Rayleigh Area Action Plan (Figure 5).	The proposed public route through Rayleigh Mount will be removed from Figure 5, following a meeting with representatives of the Committee on 29 July 2013.

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	Issues Raised	Initial Officer Comments
16	The Rayleigh Mount Committee commented that there are some limitations to the proposed route indicated in Figure 6, for example the Mount has set opening hours and may be closed at other times, and there are steps at the Castle Drive entrance to the Mount, making it unsuitable for wheelchairs or prams.	The proposed public route through Rayleigh Mount will be removed from Figure 6, following a meeting with representatives of the Committee on 29 July 2013.
17	The Rayleigh Mount Committee commented that improved pedestrian signage at the railway station indicating the route to Rayleigh Mount would be welcomed (Policy 4, item 4). The sign from the High Street should be replaced with one that reads “Rayleigh Mount and Windmill”, as the current one is misleading. The street name plate for Bellingham Lane should be either repainted or replaced.	Comments noted.
18	The Rayleigh Mount Committee commented that there should be a clear view of the windmill from Bellingham Lane (Policy 6, items 5 and 6).	Comment noted.
19	The Environment Agency did not raise any soundness issues to the document and advised that they will not be submitting any further comments.	Noted.
20	Moving the Wednesday market to the High Street has been a success. This could be developed further.	Comment noted.

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
21	There could be more incentive for businesses to use the Bellingham Lane end of Berry's Arcade.	<p>Comment noted. The Rayleigh Area Action Plan Issues and Options Document identified deferent levels of intervention for the town centre as a whole. Based on the results of the consultation period between 5 November 2009 and 30 January 2010 the less interventionist option was pursued. However the AAP does propose improvements to the public realm around Bellingham Lane as well as the sensitive use of architectural style where new development takes place.</p> <p>The Council envisages that the improvements mentioned above will have a positive effect on this area of Rayleigh and will encourage a greater use of this area.</p>
22	There are too many restaurants, takeaways, hairdressers and charity shops.	<p>Noted. One of the aims of the Area Action Plan is to encourage an appropriate mix of uses within the town centre. The AAP will set the relevant percentages for A1 (retail) and non-A1 uses in the primary and secondary shopping frontages.</p> <p>Although the Council is able to determine the use class of a particular premises it is not able to dictate the exact type of shop or service operating within that use class.</p>
23	The southern end of the High Street needs improvement.	Noted. The South of the High street is identified as Character Area C and several improvements are proposed for this area.
24	The hanging baskets and planted flower beds are a lovely feature of the town.	Comment noted.
25	Essex County Council would wish to review, with the District Council, the technical feasibility of the highways and transport proposals.	Comment noted. The Council will arrange to review the proposals with Essex County Council.
26	Essex County Council commented that the proposed traffic circulation changes, including full or partial circulation, as well	Comment noted. Rochford District Council will hold discussions with ECC and consult them regarding any viability modelling that may be necessary.

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
	as the reintroduction of two way traffic in all areas, would require modelling to determine their viability.	
27	Essex County Council commented that the impact on traffic flows or capacity would need to be carefully considered. Bus operators would need to be consulted early on. Increasing the number of informal pedestrian crossings could increase congestion.	<p>The assessment of the options for the AAP area indicated that the options which sought full or partial pedestrianisation of the High Street would only shift current transport issues to other parts of the AAP area. The option that sought to work within the existing network and provide improvements to pedestrian crossings at roundabouts and improved capacity at junctions was considered to have the potential for the greatest benefits compared to the others. These options were also subject to the SA process.</p> <p>The Council seeks to ensure that changes to the transport and pedestrian infrastructure do not have unforeseen or detrimental effects on the AAP area. The Council will hold further discussions with the County Council.</p>
28	Essex County Council commented that the Plan proposes to reduce the number of taxis and consolidate the rank into one area. The potential impact of the proposal should be studied further.	Comment noted. The Council will meet with members of Essex County Council Highways to discuss this proposal in further detail.
29	Essex County Council commented that the proposed provision of cycle racks and parking facilities is welcomed. The Plan should include enhanced directional signage for routes and should consider cycle storage as part of the role of cycle/bus interchanges.	<p>Noted. Improved signage in the AAP area is already proposed and this can include reference to cycle and pedestrian only features.</p> <p>As to the inclusion of cycle storage units, this may not be appropriate as they would detract from the character of the Conservation Area. Further assessment of such features may be appropriate at the planning applications stage.</p>
30	Essex County Council commented that reference should also be made to the County Council's previous response on the Issues and Options document in October 2011.	<p>The direction of the plan has changed in response to comments received from Essex County Council and other respondents. Where applicable issues raised in the 2011 Issues and Options Document have been addressed in this iteration.</p> <p>Comments raised will also be taken into account in the preparation of the submission version of the AAP.</p>

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
31	<p>Essex County Council commented that the below ground historic environment assets are not identified in the Plan.</p> <p>Consequently, the following specific amendments should be made to the Plan to ensure that this element of the historic environment is appropriately represented within the document,</p> <ul style="list-style-type: none"> Page 4, Section 1.5, Paragraph 2: the following sentence should be added, 'The area covered by the Action Area Plan contains the full extent of the medieval town of Rayleigh.' Page 16, Section 3.1, Paragraph 4: the following sentence should be added as the second sentence of the paragraph, 'Archaeological deposits relating to the development of the medieval and post medieval town are likely to survive.' Page 32, Policy 4: to ensure that archaeological deposits are appropriately considered, add a fifth principle to read, 'Any new proposals must ensure appropriate consideration of below ground archaeological deposits.' <p>The caption to the photograph on page 26 should be amended to read 'Rayleigh Mount'.</p>	<p>Comment noted. The AAP largely proposes surface level changes to the town centre and some alterations to the existing road surface which is not likely to have a significant impact on below ground archaeological assets. However any potential impacts that the AAP may have on below ground archaeological deposits will be addressed at the appropriate stage of the development management process.</p> <p>Comment noted.</p> <p>Comment noted. This will be considered in the production of the next iteration of the AAP.</p> <p>Comment noted. This does not need to be specifically mentioned in the AAP because any potential impacts on below ground archaeology will be dealt with at the appropriate point in the planning application stage.</p> <p>Noted. This correction will be made in the next iteration of the AAP.</p>

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
32	Essex County Council commented that the Plan makes no reference to the importance of all development proposals considering the impacts of climate change. An additional fifth paragraph could be inserted at Page 16, Section 3.1, to read, 'Building resilience against a changing climate – Rayleigh, despite having good transport networks and a small scale enterprise economy, will, like many other Towns, be vulnerable to unavoidable climate change and extreme weather events in the future. To ensure the resilience of Rayleigh in the long-term development proposals will be required to take account of the expected changes in local climate conditions, throughout the proposed lifetime of the development, by allowing future adaptation or flexibility. In accord with the Core Strategy, all new developments should reduce predicted CO2 emissions using a combination of building performance improvements, small scale on-site renewable energy and/or efficient supply of heat, cooling and power.'	The Rayleigh Area Action Plan sits below the Core Strategy within the Council's Local Development Framework. The Core Strategy sets out the Council's policies regarding climate change adaptation and mitigation. As such the Rayleigh AAP does not need to repeat policies and requirements already set out in the Core Strategy.
33	Essex County Council commented that it is unclear whether a Sustainability Appraisal has been undertaken for the informal consultation document.	A Sustainability Appraisal (SA) has not been undertaken for the informal consultation document. However, a SA will be taken for the pre-submission document and published in accordance with the regulations.
34	The old Conservation Area boundary has been used.	Comment noted. Figure 10 will be amended to show the current Conservation Area boundary for the town.
35	The Plan makes no reference to the market.	Comment noted.
36	New paving and resurfacing of the High Street is careful of tree roots, drainage and adequate water for the trees.	Comment noted.

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
37	The residential nature of Crown Hill and London Hill should be retained.	Comment noted.
38	The first picture on page 37 is actually the top of Crown Hill, not Eastwood Road.	Comment noted. This will be amended in the pre-submission document.
39	The primary shopping area should include Eastwood Road.	Following discussions with consultants, Allies and Morrison Urban Practitioners, it was determined that this road performs a secondary function in terms of supporting the uses within the core area around the High Street. Eastwood Road will therefore not be included within the primary shopping area in the pre-submission document.
40	Support the policies relating to the character areas within Rayleigh.	Support noted.
41	English Heritage has no objection to consolidating and strengthening the primary retail core along High Street but suggests that the 2008 retail study should be updated to ensure it remains valid.	Comment noted. The Retail and Leisure Study will be updated during the preparation of the Core Strategy Review.
42	English Heritage commented that specific sites should be identified where redevelopment could provide additional townscape enhancements as well as intensified retail and other mixed use opportunities.	Some specific sites have been identified for redevelopment in the issues and options of the plan, however, the circumstances changed with the potential sites, and they are no longer available.
43	English Heritage commented that existing and new retail users should be encouraged to explore options for double fronting their units onto both the High Street and Bellingham Lane.	Suggestion noted.
44	English Heritage commented that opportunities for improved	Comment noted. An improved route between Webster's Way car park and the

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
	connectivity could be explored between Bellingham Lane and the High Street, and Webster's Way car park and the High Street.	High Street has been identified in Figure 6.
45	English Heritage welcomes the suggested enhancement of the central High Street area; the need for such a large taxi rank in this location must be questioned.	Support noted.
46	English Heritage suggests that, in addition to Table 1, the northern end of the High Street, including removing on-street parking and widening the pavement, and green space outside the Mill could be enhanced. The car park outside the windmill could be reduced.	Comment noted. These issues will be considered as part of the next stage of the plan.
47	English Heritage commented that the other issues addressed in the Conservation Area Appraisal should be incorporated in the Plan.	The AAP takes account of the issues raised within the Conservation Area Appraisal but its main focus is on the future development of the town centre. The Conservation Area Appraisal will be consulted as part of the planning application process when relevant applications are made regarding the town centre.
48	Rayleigh Town Council commented that they are not mentioned anywhere in this report.	Comment noted.
49	Rayleigh Town Council suggested that the Council should consider updating the Rayleigh Conservation Area Appraisal & Management Plan, Retail & Leisure Study and Employment Land Study to determine if they are still current and relevant.	The Rayleigh Area Action Plan has been prepared in conjunction with consultants Allies and Morrison Urban Practitioners (AMUP) and property specialists Alan Baxter Associates. However, the Retail & Leisure Study and Employment Land Study will be reviewed as part of the review of the Core Strategy.
50	Rayleigh Town Council commented that most of the potential improvements, developments and changes that are proposed	Comment noted.

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
	or are considerations, are reasonable and support in favour of these should and will be carefully considered by Rayleigh Town Council at the appropriate time.	
51	Rayleigh Town Council commented that one of the most important factors when considering future developments, should be whether the existing Historic features alongside the 'Market Town' look and feel will be retained and/or enhanced and it is pleasing to see that reference to these factors is made several times in the report.	Comment noted.
52	Rayleigh Town Council supports the retention of A1 Retail use within the High Street & surrounding areas, however, the creation of additional A1 retail space, should be carefully considered in order to prevent a number of new or existing units being left un-occupied as there are already several un-occupied units currently.	Support noted.
53	Rayleigh Town Council commented that aesthetic improvements to the area including, additional tree planting, new paving, new and improved street furniture, cladding to existing building etc. would be welcome and generally supported. As would practical improvements such as new or improved bus stops, street crossings and signage.	Noted.
54	Rayleigh Town Council are keen to retain and expand the current weekly market and would generally support improvements that would encourage this.	Noted.
55	Rayleigh Town Council are very pleased to see plans for a multi-storey car park and large retail unit in Websters Way, have essentially been scrapped, which they believe is the	Noted.

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
	right decision and one that the residents of Rayleigh will also support.	

Appendix 4 – Issues Raised by Specific and General Consultation Bodies during Pre-Submission Consultation

The following specific and general consultation bodies responded to the pre-submission consultation on the Rayleigh Area Action Plan.

Chelmsford City Council	English heritage	Essex County Council	Castle Point Borough Council	Canewdon Parish Council
Rayleigh Town Council	National Trust Rayleigh Mount Local Committee			

* Several of the specific and general consultation bodies provided a response to the consultation but they were not input into the online consultation system as they were not provided on the official form and/or did not refer to either soundness or legal compliance. However, a summary of responses and officer's initial response to these has been included below. The full representations from these consultees are available in Appendix 6.

It should also be noted that as of 1 January 2012, the Coal Authority's response to any development plan consultations for the District is 'No observation'.

	Issues Raised	Initial Officer Comments
Introduction		
1	Chelmsford City Council have no comments to make on the Plan.	Noted.
2	Castle Point Borough Council commented that they had no concerns regarding the Rayleigh Area Action Plan Pre-Submission Consultation Document.	Comment noted.

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
3	Canewdon Parish Council commented that they supported the AAP but had reservations over the financial viability of the plan.	Comment noted. The financial viability of the Plan is dealt with in paragraph 6.2 of the Document. The Council has taken into account national and local trends in the property market as well as viability advice to ensure that the plan is based on commercial realism.
4	Respondents commented that the guard railings in some areas of the town centre are necessary to prevent pedestrians from straying onto the roads particularly in areas where the pavements are narrow and traffic volume is substantial.	Comment Noted. The AAP acknowledges that the pavements in some areas are narrow and identifies several areas where they should be widened or added where no pavement exists.
Rayleigh In Context		
5	Rayleigh Town Council commented that section 2.8 makes reference to a 65 bay car park adjacent to the Council Civic Suite in the East of the town and that this should state that it is in the north of the high street.	Comment noted. The correction will state that the Car park is to the 'North East'.
A framework for a better Rayleigh		
8	Rayleigh Town Council commented that in section 3.1 the words "This open space should be safeguarded through the efficient use of previously developed sites within the settlement's existing boundaries." Refer to Rayleigh as a settlement. Everywhere else in the document it is referred to as a town. Please replace "settlement" with "town"	Comment noted.

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	Issues Raised	Initial Officer Comments
Figure 7		
9	The National Trust Rayleigh Mount Local Committee commented that figure 7 when compared to figure 8, shows the horse trough flower planter while figure 8 does not. They questioned whether this indicated a plan to remove the planter.	Commented noted. There AAP does not seek to manage the development of Rayleigh at this level of detail. Rather it seeks to provide a policy framework for the future development of Rayleigh. At this point there is no intention to remove the horse trough planter. Figure 8 will be amended to show the relevant flower beds and planters.
Figure 8		
10	Rayleigh Town Council commented that the shared space shown in figure 8 will inhibit traffic flow and will be dangerous and should be removed.	Figure 8 in the AAP puts forward a potential framework for improvements. It goes on to state that any aspects of the framework which were adopted would be subject to refinement through cooperation with the Highway Authority. This would prevent any dangerous or inappropriate development of highways and pedestrian areas.
11	The National Trust Rayleigh Mount Local Committee commented that Figure 8 does not show the flower beds at the base of the trees in the High Street neither does it show the horse trough planter next to the martyrs' memorial.	At this time there is no intention to remove the flower beds or planter. Figure 8 will be amended to show the relevant flower beds.

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

	Issues Raised	Initial Officer Comments
Figure 9		
12	<p>Rayleigh Town Council commented that they were concerned about the extent to which figure 9 shows the highway being narrowed. They have concerns that this will hinder traffic flow.</p> <p>The Town Council also commented that the artists impression shown in figure 9 does not accurately reflect the features shown in figure 8.</p>	<p>Comments noted. It should be noted that figure 9 is an artist's impression of what the High Street could look like rather than any sort of fixed plan.</p> <p>It is true that the Council is proposing the possible widening of the pavements as part of the Rayleigh AAP. The Council will cooperate with Essex Highways to ensure that any changes to the pedestrian and highways networks are appropriate and do not have a negative impact on traffic flow.</p>
Table 1		
13	<p>Rayleigh Town Council Commented that given the potential costs of implementing the AAP, the Council should have delivery partners already signed up to support the plan.</p>	<p>It is unrealistic to expect development partners to commit to a plan before it has been produced.</p> <p>Developer contributions will also come forward as part of the planning application process.</p>
	<p>Rayleigh Town Council commented that the money that may be spent implementing the AAP could be put to alternative uses.</p>	<p>Rochford District Council is committed through the Adopted Core Strategy to produce AAPs for each of the main centres in the District. Much of the funding for the AAP will naturally come forward as part of developer contributions, which would not be forthcoming if the Council were not proposing an area action plan.</p>

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	Issues Raised	Initial Officer Comments
Proposals plan, shopping frontages and sites		
14	Rayleigh Town Council commented that the wording in Section 4.2 'however there are uses of which the provision of additional units in Hockley centre...' is incorrect and should be corrected.	Comment noted. Minor amendment to be made.
Policy 4 Rayleigh's Character Areas		
15	Rayleigh Town Council commented that the AAP's proposals to remove street clutter while also providing new pedestrian signage and enhanced cycle parking facilities are contradictory.	The removal of 'street clutter' does not mean that street furniture and signage will be removed from the High Street entirely. Improved signage and other features can be provided in such a way that it is not overly intrusive or detrimental to the character area.

Representations received but not input into the online consultation system as they were not provided on the official form and/or did not refer to either soundness or legal compliance:

	Issues Raised	Initial Officer Comments
	*Basildon Borough commented that they have no comments to make regarding the Rayleigh Area Action Plan.	Comment noted.
	*The Marine management Organisation commented that they had no concerns relating to the AAP.	Comment noted.
	*Natural England Commented that they had no concerns regarding the AAP.	Comment noted.

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	Issues Raised	Initial Officer Comments
	*The Coal Authority commented that they had no concerns regarding the AAP.	Comment noted.

Appendix 5 – Issues Raised during Pre-Submission Consultation

Issues Raised	Initial Officer Comments
A framework for a better Rayleigh	
Respondents commented that there were no problems regarding traffic flow between Crown Hill and Bellingham Lane.	Comment noted.
Respondents commented that the pavement along Websters Way is too narrow and in one section there is no pavement at all.	Comment noted. The AAP identifies this issue and concludes that the absence of a footway should to be resolved.
Figure 7	
The National Trust Rayleigh Mount Local Committee commented that figure 7 when compared to figure 8, shows the horse trough flower planter while figure 8 does not. They questioned whether this indicated a plan to remove the planter.	Commented noted. There AAP does not seek to manage the development of Rayleigh at this level of detail. Rather it seeks to provide a policy framework for the future development of Rayleigh. At this point there is no intention to remove the horse trough planter. Figure 8 will be amended to show the relevant flower beds and planters.
Figure 8	
A respondent commented that figure 8 includes too many pedestrian crossing points and that these will slow the flow of traffic.	Comment noted. The AAP confirms that the Council will cooperate with Essex Highways to ensure that any of the concepts shown in figure 8 which are brought forward will not have a detrimental impact on the appropriate and safe movement of traffic through the town centre.
Table 1	
A respondent commented that the traffic plan shown in Table 1 is not well thought out. Suggested improvements included;	The Council's consultant, Alliance and Morrison Urban Practitioners (AMUP) drew up the proposals set out in Table 1. The Council is also cooperating with Essex County Council Highways in assessing and implementing any upgrades to the local highways network.

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Issues Raised	Initial Officer Comments
<ul style="list-style-type: none">• Synchronising lights at junctions• Replacing zebra crossings with light controlled crossings• Creating a bypass to the West and East of the High Street.	<p>The AAP identifies similar issues as those that were raised by the respondent. It supports improvements to junctions and pedestrian crossings although it does not seek to be overly restrictive regarding what features can be implemented.</p> <p>The Sustainability Appraisal of options found that measures which sought to work within the existing network and provide improvements to pedestrian crossings, roundabouts and junctions had the greatest potential benefits compared to the others.</p> <p>Public consultation on the Initial Options for the AAP indicated that the public did not support a plan that would extensively alter the existing layout of Rayleigh and which would be likely to move transport issues to other areas of the AAP area. Instead options which worked within the existing transport framework were better supported.</p>

Representations received but not input into the online consultation system as they were not provided on the official form and/or did not refer to either soundness or legal compliance:

Issues Raised	Initial Officer Comments
Respondents commented that they would prefer the majority of the taxi rank to remain in the high street given that they feel this is where the taxis are most used.	The AAP does not propose the total removal of the taxi rank from the High Street. It also proposes improvements to the connectivity between the High Street and Websters Way.
Respondents commented that they supported the Council's efforts to enhance Websters Way	Noted. The AAP proposes various improvements including improving the connectivity between Websters Way and the High Street as well as supporting the improvement of the existing building backs to bring the area into greater use.

Rochford District Council – Local Development Framework Rayleigh Area Action Plan: Consultation Statement

Issues Raised	Initial Officer Comments
<p>Respondents commented that the AAP should deal with issues and include features that make the area more accessible and safer for disabled people, particularly by introducing disabled parking spaces in the High Street Area.</p>	<p>Noted. The AAP seeks to ensure that Rayleigh is accessible and safe for all members of the public including the elderly and disabled. Therefore it is reasonable that this goal should be stated more specifically within the document.</p>
<p>Respondents commented that they were opposed to parking charges in the AAP area on the grounds that it would serve to discourage shoppers from visiting the town.</p>	<p>Comment noted. This is not a planning issue.</p>
<p>Respondents commented that there ad been no consultation of the public and that the views of residents had not been taken into account.</p>	<p>Rochford District Council has carried out extensive consultation with the community including place check events, public consultations on the key stages of the AAP's development and public exhibitions.</p> <p>Full details of the consultation process are set out in the Rayleigh Area Action Plan Consultation Statement.</p>
<p>Respondents commented that junctions could be widened and speed restrictions could be implemented to better facilitate traffic movement.</p>	<p>Comment noted. The viability of such changes will be discussed with ECC Highways.</p>
<p>Respondents commented that the police station and row of buildings on the east of the High Street could be demolished and replaced with purpose built facilities.</p>	<p>This AAP does not propose this level of intervention on the High Street. Previous consultation on the Issues and Options Document concluded that there was little support for the kind of policies that would see the wholesale demolition of parts of the town centre.</p> <p>Furthermore the Council does not own the buildings mentioned and as such their demolition would present a serious challenge in terms of land assembly and viability.</p>

Appendix 6 – Representations received but not input into the online consultation system as they were not provided on the official form and/or did not refer to either soundness or legal compliance


RECEIVED

24.02.2014

Support Services

Basildon Council

BASILDON • BILLERICAY • WICKFORD


Senior Planning Officer
Rochford District Council
Council Offices
South Street, Rochford
SS4 1BW

Date Thursday, 20 February 2014
Please ask for Matthew Winslow
Department Planning Services
Tel. No 01268 294450
E-Mail 
Ref 14/MJW/DTC/ROCH/1

Dear 

CONSULTATION RESPONSE TO RAYLEIGH AREA ACTION PLAN

I am writing in respect of Rochford District Council's Rayleigh Area Action Plan Pre-Submission document consultation.

Officers have reviewed the content of the Area Action Plan and discussed its strategic implications on the Basildon Borough with the Cabinet Member for Planning and can confirm that on this occasion, Basildon Borough Council has no comments to make.

I trust this response is of assistance to the District Council, but should you have any further questions, please do not hesitate to contact me.

Yours sincerely,



Matthew Winslow
Planning Policy Manager

Louis Drive Estate Residents Association

Secretary

Mrs. B. Oliver,

[Redacted]

Tel: [Redacted]

Email: [Redacted]

Chairman

Mrs B Dafer

[Redacted]

Tel: [Redacted]

Treasurer

Mr P Osborne

[Redacted]

Tel: [Redacted]

Planning Policy Team,
Rochford District Council,
South Street,
Rochford,
Essex.
SS4 1BW

Dear Sir

Rayleigh Area Action Plan Submission Document

With reference to the above this association would like to make the following observations on behalf of the residents (236 households)

1. We feel that it is important to keep the majority of the taxi ranks within the High street, with regard to less able people who may find it more difficult to walk too far. Also tucked away would they be less likely to be used?
2. If it is seen as important to move the taxi rank does the Rochford District Council see the Webster's Way area as being as busy as the High street? Is this feasible? If this area does not become a busy area and the taxi rank is still moved could they become targets for violence and assault, although we would welcome development to bring life to Websters Way area.
3. In all the report we have not seen a mention of disabled parking, is it still the intention to locate these in the High street area?
4. Although on principle we are not against development in the centre of Rayleigh we would not like to see two way traffic returning to the High Street, or making it into a pedestrianised area, these options we feel would not help in the regeneration of the area.
5. Rayleigh town centre is the largest shopping destination in the Rochford District (page 16 of document) and RDC are anxious to sustain this, why then have they decided to increase charges for parking and also bring in charging on Saturday afternoon (as reported) when many adjacent towns are allowing free parking all day. Is this going to encourage shoppers and increase the regeneration of the town?

Yours Sincerely

[Redacted Signature]

B J Oliver
Hon. Sec.



Marine Management Organisation

Lancaster House
Hampshire Court
Newcastle upon Tyne
NE4 7YH

T +44 (0)300 123 1032
F +44 (0)191 3796 2689
www.marinemanagement.org.uk

By email:
planning.policy@rochford.gov.uk

Our reference: 468

19 February 2014

Dear Sir/Madam,

Re: Rayleigh Area Action Plan

Thank you for inviting the Marine Management Organisation (MMO) to comment on the above consultation. The MMO has reviewed the document and whilst we have no specific comments to make we would like to draw your attention to the remit of our organisation as you may wish to be aware of this in relation to the consultation.

As the marine planning authority for England the MMO is responsible for preparing marine plans for English inshore and offshore waters. At its landward extent, a marine plan will apply up to the mean high water springs mark, which includes the tidal extent of any rivers. As marine plan boundaries extend up to the level of the mean high water spring mark there will be an overlap with terrestrial plans which generally extend to the mean low water springs mark. In our duty to take all reasonable steps to ensure compatibility with existing development plans, which apply down to the low water mark, we are seeking to identify the 'marine relevance' of applicable plan policies. The MMO began planning for the east area in April 2011. The next round of planning, in the south plan area, began in 2013. Until such time as a marine plan is in place for south east plan area we advise local councils to refer to the Marine Policy Statement for guidance on any planning activity that includes a section of coastline or tidal river. All public authorities taking authorisation or enforcement decisions that affect or might affect the UK marine area must do so in accordance with the UK Marine Policy Statement unless relevant considerations indicate otherwise. The Marine Policy Statement will also guide the development of Marine Plans across the UK. More information can be found at <http://www.defra.gov.uk/news/2011/03/18/marine-policy-statement/>

The MMO is responsible for issuing marine licences under the Marine and Coastal Access Act 2009. We also issue consents under the Electricity Act 1989 (as amended) for offshore generating stations between 1 and 100 megawatts and are a Statutory Consultee to the Planning Inspectorate for relevant Planning Act developments (Nationally Significant Infrastructure Projects). A marine licence may be needed for activities involving a deposit or removal of a substance or object below the mean high water springs mark or in any tidal river to the extent of the tidal influence. Any works may also require consideration under The Marine Works (Environmental Impact Assessment) Regulations 2007 (as amended)



INVESTORS
IN PEOPLE

and early consultation with the MMO is advised. We would suggest that reference to this be made within planning documents to ensure that necessary regulatory requirements are covered. We would encourage applicants to engage early with the MMO alongside any application for planning consent to ensure that the consenting process is as efficient as possible.

If you have any questions or need any further information please just let me know. More information on the role of the MMO can be found on our website
www.marinemanagement.org.uk

Yours sincerely



Angela Atkinson
Strategic Intelligence Officer

E stakeholder@marinemanagement.org.uk

14-2-14.

Your Reference KAYAA P220114

Planning Policy Team,
Rochford District Council,
Council Offices,
South Street,
Rochford,
Essex,
SS4 1BW.

RECEIVED

18 02. 2014

Support Services

Dear Sir/Madam,

Re Rayleigh Green Action Plan Submission Document - invitation to respond to pre-submission consultation

Thank you for sending me plans for proposed alterations to Rayleigh. I respond as a mobility-impaired 70 year old resident of 57 years' duration; I am also a carer to my 46 year old severely disabled son who has spent his whole life in Rayleigh.

My points and observations are mainly in connection with the problems faced by those shoppers who are elderly, disabled and mobility/visually impaired, of whom there are a huge amount in Rayleigh.

PEDESTRIANISATION - This in itself squeezes disabled people further & further away from the shops they need to access. If you can only walk a few yards, then increasing the width of paving between on-street parking spaces and shops is going to prevent some people getting from vehicle to shop.

TAXIS - There are currently just 2 disabled parking spaces in the Boat's Baycar. We have never been able to access either with the result that people like my son have needed to take taxis to, for example, Bonlays Bank as he couldn't walk any further. Therefore, taxis must be retained in this area, and there must be more disabled parking as well.

I understand that the main taxi rank is to be in Webster's Way, which again, is of no use at all to those who can't walk that far.

SHARED SPACES

This has to be the most potentially dangerous concept ever yet implemented. Again, only beginning to be suitable for use by young, fit, healthy pedestrians who are still blessed with all their faculties of sight, mobility, and who are also astute, aware and with quick reactions.

It can never be safe for vehicles and pedestrians to use the same space - even if drivers slow up sufficiently, it is easy for somebody to underestimate if they are instantly on their feet, and what about those who can't see?

The only safe way for pedestrians to cross traffic is by the use of traffic lights with audible signals for the visually impaired - then the traffic has to stop, and pedestrians know it is safe to cross.

There are currently 2 very dangerous pedestrian crossings in Rayleigh - one where Eastwood Road joins Webster's Way, and the other at the top of Crown Hill - both are sited inches from major road junctions and mini-roundabouts, and both require the pedestrian to look in several directions simultaneously, and trust that vehicles will stop or even see them.

To place a shared space at the top of Crown Hill would be a recipe for fatalities.

Since the existing road layout was foisted upon us, where it is impossible to see to the right on any of the mini-roundabouts, there is one gridlock after another. I would imagine that to introduce even more situations such as shared spaces, where nobody seems to know who takes precedence, chaos will become even worse.

DECIPIED KERBS

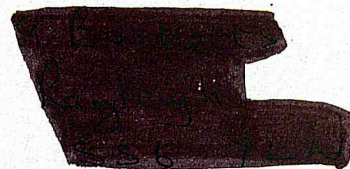
If there are to be any dropped kerbs installed, please ensure that there is one either side of the road matching each other as this is not currently the case. My mother was almost blind in her later life, and after walking down one dropped kerb only to find that there was a steep kerb immediately opposite.

Thank you.

Yours faithfully,



MRS JACQUELINE BANKS.
C.C.



RECEIVED

26.02.2016

Support Services

To Rochford District Council

Re. Rayleigh Area Action Plan.

I make the following points:

1. Replace poor quality paving.

Obviously necessary. NB new paving will only be as good as the UNDERLYING SURFACE.

2. High Street Central Area "Removal of formal pedestrian crossings and replace with a greater number of informal crossing points"

Who will have RIGHT OF WAY - pedestrians or vehicles? Will there be notices to inform pedestrians and vehicle drivers?

[recently a car stopped to allow two OAPs (my husband and I) to cross the top of Crown Hill on the crossing. The female car driver held a phone to her right ear, and held a cigarette in her left hand - would she have stopped at an "informal crossing" ?]

Shared Space - Southend B.C. had to

re-introduce a crossing at the shared space
on Eastern Esplanade.


The shared space by Victoria Station, Southend,
is used by pedestrians, and buses & taxis
only going in ONE DIRECTION - no other
traffic.

3. Re. hot food take-a-ways,

pubs, bars and clubs

There seem to be sufficient for the size
of Rayleigh. More could lead to
un-ruly behaviour, and deter
potential customers wishing to eat
at the various restaurants in the
High Street.

I hope my points will be considered
I have no means of knowing whether or not
the document is "legally compliant or sound."


MRS. D. BERNAN

24. 2. 2014

Kay Tinson

From: Gabrielle Yeadell [REDACTED]
Sent: 13 February 2014 16:54
To: Local Plans (Planning Policy)
Subject: Rayleigh Area Action Plan Submission document - ref. RAYAAP220114

Dear Mr Hollingworth

Thank you for 22.1.14 invitation to comment on the above. My view corresponds to that of other Hockley people who had the letter.

Rayleigh and Rochford AAPs only arose after Hockley people's anger at Hockley AAP became apparent. Always questionable, it now seems evident HAAP's purpose is Hockley centre should serve as shopping hub for the 'South Essex Coastal Towns' conurbation, outlined in Development Management documents of 2010 and 2013 - not to benefit Hockley.

So having read both Rayleigh and Rochford AAP documents, they seem just window dressing and no comment is needed from us. As noted at HAAP exam. October 2013, when Inspector asked why it was in Hockley, not larger Rochford or Rayleigh centres, he was told by RDC that Rochford was historic (so perhaps to be protected from same fate planned for Hockley). Thanks for that.

Yours sincerely
G Yeadell

Kay Tinson

From: Gabrielle Yeadell [REDACTED]
Sent: 13 February 2014 17:02
To: Local Plans (Planning Policy)
Subject: Rayleigh AAP submission RAYAAP 220114

Dear Mr Hollingworth

I should have added to my last email, that under Development Management Submission 'SECTs', Hawkwell and Ashingdon are to suffer the same fate as Hockley, as a conurbation.

Yours sincerely
G Yeadell

Date: 26 February 2014
Our ref: 7825/110550
Your ref: Rayleigh AAP

Samuel Hollingworth
Planning Policy Team Leader
Rochford District Council

BY EMAIL ONLY



ENGLAND

Customer Services
Hornbeam House
Crewe Business Park
Electra Way
Crewe
Cheshire
CW1 6JC

T 0300 060 3900

Dear Mr Hollingworth,

Planning Consultation: Rayleigh Area Action Plan Submission Document – invitation to respond to pre-submission consultation

Thank you for your consultation on the above document which was received by Natural England on 16 January 2014

Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.

The approach and methodology used is in line with relevant legislation and is in line with approaches adopted by other Local Planning Authorities, together with Appropriate legislation having been identified

We would be happy to comment further should the need arise but if in the meantime you have any queries please do not hesitate to contact us.

For any queries relating to the specific advice in this letter only please contact David Hammond on 0300 060 1373. For any new consultations, or to provide further information on this consultation please send your correspondences to consultations@naturalengland.org.uk.

We really value your feedback to help us improve the service we offer. We have attached a feedback form to this letter and welcome any comments you might have about our service.

Yours sincerely

David Hammond
Lead Advisor
Land Use Ops Team

Kay Tinson

From: [REDACTED]
Sent: 22 January 2014 18:31
To: Local Plans (Planning Policy)
Subject: Rayleigh action plan

Follow Up Flag: Follow up
Flag Status: Flagged

Sir

Its to late to send out Emails about your plans now years after you started your action plan, as you seem to have got away with it, you have not listened, to any residents views or taken notice there opinions typical of all bureaucrats.

R Jones

(In reply to Para 7.)

26. 2. 2014.

RECEIVED

03. 03. 2014

Support Services

01268-743339

Re: Rayleigh Action Plan
Submission Document.

In reply to your communication in respect of the above, I wish to offer the following observations and suggestions.

Having studied the proposals, suggestions and photographs in the plan, which is well produced, my comments are as follows:-

1. The High Street from Crown Hill to Holy Trinity Church is better served by allowing it to remain a One Way System exactly as at the present time. To change this facility would not ease the occasional congestion but is likely to create the adverse affect.
2. Bellingham Lane might be better served if a speed restriction were imposed below the current level.

3.

3. Wicklers Way

There appears to be little to gain from altering the appearance of the High Street premises which open out in Wicklers Way to their rear.

All these undertakings require ~~road~~ access in order to carry on their day-to-day business, which is a major contribution to the towns commerce.

4.

High Street (from Eastwood Road to Castle Road)

(a) The 'Bell-mouth' at the junction of Eastwood Road and the High Street could be widened in the left-hand carriageway allowing vehicles turning left into the High Street easier access and safety.

(b) Should it be that the buildings from Eastwood Road to the Police Station have to remain, for historic or other legal considerations, then (a) could not be carried out.

(c) The Police Station & adjacent properties on the High Street up to Castle Road.

These premises could all be replaced with modern purpose built facilities with residential accommodation above.

(C)cont.

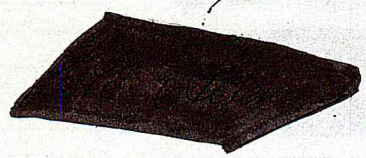
In respect of the Police Station it should be possible for this establishment to relocate at the Fire Station at the Rayleigh Weir as a shared accommodation with the Fire & Rescue Service.

The building in question is quite large and there exists plenty of surrounding land to house both Services and their respective vehicles and appliances.

I trust my humble submissions will be helpful.

With all good wishes in your endeavours.

Yours sincerely



RECEIVED

03.03.2014

Support Services

**Rochford District Council Submission Document
Representation Form**

Name of the Document to which this representation relates:

Rayleigh Area Action Plan
Submission Document

Please return to Rochford District Council by 5.00 pm on 5 March 2014

Post: Planning Policy Team, Rochford District Council, South Street, Rochford, Essex SS4 1BW

Email: planning.policy@rochford.gov.uk

Fax: 01702 318181

This form has two parts:

Part A – Personal Details

Part B – Your representation(s). Please fill in a separate sheet for each representation you wish to make.

Part A**1. Personal Details*****2. Agent's Details (if applicable)**

*If an agent is appointed, please complete only the Title, Name and Organisation boxes below but complete the full contact details of the agent in 2.

Title	<input type="text" value="MR."/>	<input type="text"/>
First Name	<input type="text" value="RONALD"/>	<input type="text"/>
Last Name	<input type="text" value="ALLEN"/>	<input type="text"/>
Organisation (where relevant)	<input type="text" value="/"/>	<input type="text"/>
Address Line 1	<input type="text" value="REDACTED"/>	<input type="text"/>
Line 2	<input type="text" value="REDACTED"/>	<input type="text"/>
Line 3	<input type="text" value="REDACTED"/>	<input type="text"/>
Line 4	<input type="text"/>	<input type="text"/>
Post Code	<input type="text" value="REDACTED"/>	<input type="text"/>
Phone Number	<input type="text" value="REDACTED"/>	<input type="text"/>
Email Address (where relevant)	<input type="text" value="/"/>	<input type="text"/>

Part B – Please use a separate sheet for each representation

3. To which part of the document does this representation relate?

Paragraph Policy Key Diagram

4. Do you: ☐ Support ☐ Object

5. Do you consider the document is:

5(1) Legally Compliant

(If your representation is due to the way in which the Council has prepared and published the document)

☐ Yes

☐ No

5(2) Sound

(If it is the actual content on which you wish to object/support. See guidance notes for further assistance)

☐ Yes

☐ No

If you have entered No to 5(2), please continue to Q6. In all other circumstances, please go to Q7.

6. Do you consider the document is *unsound* because it is *not*:

6(1) Positively Prepared

(The plan should be prepared based on a strategy which seeks to meet objectively assessed development and infrastructure requirements, including unmet requirements from neighbouring authorities where it is reasonable to do so and consistent with achieving sustainable development)

☐

6(2) Justified

(The plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence)

☐

6(3) Effective

(The plan should be deliverable over its period and based on effective joint working on cross-boundary strategic priorities)

☐

6(4) Consistent with National Policy

(The plan should enable the delivery of sustainable development in accordance with the policies in the Framework)

☐

7. Please give details of why you consider the Plan is not legally compliant or is unsound. Please be as precise as possible. If you wish to support the legal compliance or soundness of the Plan, please also use this box to set out your comments.

See attached

(Continue on a separate sheet if necessary)

8. Please set out what change(s) you consider necessary to make the Plan legally compliant or sound, having regard to the test you have identified at 5 above where this relates to soundness. You will need to say why this change will make the Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

(Continue on a separate sheet if necessary)

Note: Your representation should cover succinctly all the information, evidence and supporting information necessary to support/justify the representation and the suggested change, as there will not normally be a subsequent opportunity to make further representations based on the original representation at publication stage.

After this stage, further submissions will be only at the request of the Inspector, based on the matters and issues he/she identifies for examination.

9. If your representation is seeking a change, do you consider it necessary to participate at the oral part of the examination?

- ☐ No, I do not wish to participate at the oral examination
- ☐ Yes, I wish to participate at the oral examination

10. If you wish to participate at the oral part of the examination, please outline why you consider this to be necessary:

11. Do you wish to be notified when this document is:

- ☐ Submitted for independent examination
- ☐ The Inspectors Report is published
- ☐ Adopted

Please Note

The Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate at the oral part of the examination.

Signature: _____ Date: _____

1st January 2012

Dear Heads of Planning Policy

Future Planning Policy Consultations with The Coal Authority for Local Authorities not on the Defined Coalfield in England

As you will be aware the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008, Regulation 2 (2) (d) lists The Coal Authority as a Specific Consultation Body across the whole of England.

In the interests of efficient use of resources as your administrative area lies wholly outside of the current defined coalfield, it is not necessary to specifically consult The Coal Authority on your emerging planning policy documents.

Please accept and retain this letter as the formal consultation response of "No Observations" from The Coal Authority for the purposes of meeting your procedural consultation requirements. Please note that from the date of this letter we will not respond individually to any development plan consultations that you may send in the future.

I would be grateful if you could update your consultation database accordingly.

Yours faithfully



Miss Rachael A. Bust *B.Sc.(Hons), MA, M.Sc., LL.M., AMIEnvSci., MInstLM, MRTPI*
Chief Planner / Principal Manager

ECC Highways Transport Issues Note

Hi Luke,

Things seem to be working at the moment, but you never know what's going to happen.

I spoke to Mark regarding the RAAP and our response is that as Highway Authority, we are supportive of the need to add value to the town centre. Our primary focus will be to ensure that proposals do not negatively impact upon highway capacity and circulation, and are keen to work with you in developing these proposals.

For information I made some previous comments to our Spatial Planning department in relation to a previous RAAP consultation, which are shown below.

"In terms of my comments, it is encouraging to note that the Plan acknowledges the existing trade that already exists with the town centre. My concerns arise mainly from the suggestion to alter the traffic flow movement as well as changes to the taxi rank, which I would need to hear further information as to what the benefits are before a fuller judgement can be made. Key areas of feedback are:

Taxi Rank Layout

Firstly it would appear that the recommendation is for a reduction in the number of taxis as well as the consolidation into one area. Whilst the possibility of a relocation of and production of an enhanced taxi rank could be looked into further, any reduction would meet opposition from taxi operators and potentially local traders. In addition the provision of taxis is regarded as sustainable and to this end the greater the number of taxi users the less the pressure placed on the town centre carparks. I understand that Tim Olley has investigated issues surrounding this previously, and that Passenger Transport have already provided comments in this respect.

Traffic Circulation

The proposed traffic circulation changes including full or partial circulation, as well as the reintroduction of two way traffic in all areas, would need to be treated with caution. A full traffic modelling (S Paramics) exercise would need to be undertaken however these can provide lengthy and costly, and when compared with other town centre schemes, can prove too costly to implement the engineering required when compared with the benefits of the scheme. As referred to in the Sustainability Appraisal, configuration changes have the potential to shift traffic elsewhere, which is could be suggested has the potential to cause opposition from local residents.

The Plan highlights congestion at junction as a cause for concern. With the above in mind it would most likely be more effective to consider signal upgrades been considered and local junction changes. In addition the A129 is a major strategic carrier of road traffic and for this reason, it is unlikely the Highway Authority will be able to provide its support when either traffic flows or capacity are reduced. Reference is also made to traffic speeds, however it is unlikely due to the

strategic nature of the A129 that any form of vertical deflection would be considered. Bus operators would need to be consulted with at an early stage to avoid conflicts with bus routes and possible removal of affected routes by commercial operators.

Reference to increasing the number of informal pedestrian crossings needs to be treated with caution. It is unlikely this would work on the A129 due to the volumes of traffic and the consequent congestion. Improved traffic signal crossings would direct pedestrians and general motor traffic more efficiently and minimise conflicts.

Sustainability

Investigations to improve local bus services would be considered, including enhancing links with the local rail station. Whilst cycling is considered and the recommendation to provide racks, the cycling element should be considered further to include enhanced directional signage for routes to enhance permeability of the town centre, and to consider cycle storage as part of the role of cycle/bus interchanges, and rail albeit further afield. Whilst reference is made to improving links, liaison would need to occur with the Cycling Officer to determine the most suitable routes, as well as the opportunity to capture feedback from the existing cycle user groups."

Please do not hesitate to contact me to discuss this further.

Many thanks,

Tony

Appendix 7 – Regulation 19 Notice

ROCHFORD DISTRICT COUNCIL

NOTICE OF THE PUBLICATION OF THE RAYLEIGH AREA ACTION PLAN (SUBMISSION DOCUMENT)

Planning and Compulsory Purchase Act 2004 Town and County Planning (Local Planning) Regulations 2012: Regulation 19

Rochford District Council has prepared a Rayleigh Area Action Plan Submission Document as part of its Local Development Framework which it proposes to submit to the Secretary of State under Regulation 22 of the above Regulations.

The Rayleigh Area Action Plan Submission Document and accompanying documents have been published in order for representations to be made prior to the submission of the Rayleigh Area Action Plan to the Secretary of State for examination.

The Plan provides the detailed planning policies and allocation of land for Rayleigh town centre. The area covered by the plan is Rayleigh town centre.

Representations can be made during the publication period which begins at noon on 22 January 2014 and ends at 5.00pm on 5 March 2014. Only representations received during this time will be considered. Late responses will not be accepted. Consultation representations will only be regarded as duly made if supplied on the representation form or made directly via the online consultation system.

The Plan, alongside a statement setting out how representations can be made, is available online via www.rochford.gov.uk; at Rochford Council Offices; and in the District's libraries.

Appendix 8: Proposed Changes to the Rayleigh Centre Area Action Plan Following Pre-Submission Consultation

The changes below are expressed either in the conventional form of strikethrough for deletions and underlining for additions of text, or by specifying the change in words in *italics*.

The below proposed minor amendments relate to changes to the Rayleigh Area Action Plan Submission Document (November 2013).

The page numbers and paragraph numbering below refer to the Rayleigh Area Action Plan Submission Document (November 2013), and do not take account of the deletion or addition of text.

Page	Policy/ Paragraph	Main Modifications
Document Title	Change name of document	Change name of document to Rayleigh <u>Centre</u> Area Action Plan
16	Paragraph 6 Section 2.8	<p>Insert additional paragraph after paragraph 6 of 2.8 as follows</p> <p><u>The development of the AAP offers an excellent opportunity to enhance the accessibility of the town centre for the elderly and those with disabilities. Such improvements can be achieved by the removal of street clutter along main routes of pedestrian movement, the inclusion of appropriately designed crossing facilities and there is also potential to provide additional disabled only spaces. Dropped curbs can be designed sympathetically so as not to impeded people with vision or mobility issues. Design and access statements provided as part of the planning applications stage will be required to demonstrate appropriate consideration for the movement issues affecting the elderly and those with disabilities</u></p>

Rochford District Council – RayAAP: Modifications following consultation

Page	Policy/ Paragraph	Main Modifications
16	Paragraph 3 Section 2.8	<p>Amend paragraph 3 of 2.8 as follows</p> <p>There is also evidence of queuing into the Websters Way car park and at the junctions of the High Street with Eastwood Road and with Crown Hill. The latter being on the main route towards the station and heavily trafficked.</p> <p>A range of short and long term parking is provided in and near to the town centre. The railway station has approximately 610 long-stay parking spaces spread over two connected car parking areas, and a 38 space short-stay car park adjacent to the station building. There are a number of short (less than four hours) and mixed-stay car parks spread around the town core, of which the most substantial and anecdotally well used is the Websters Way car park with 347 spaces. Castle Road Car Park (behind the Somerfield store) has 148 mixed-stay spaces. At the Windmill and The Mill Arts and Events Centre there is a 53 space short-stay car park and another 68 space mixed-stay car park. To the North East of the town adjacent to the Council Civic Suite is a 65 space mixed-stay car park.</p>
20	Section 3.1 Paragraph 5	<p>Amend paragraph as follows;</p> <p>A high quality natural environment – Rayleigh benefits from being surrounded by the Metropolitan Green Belt, which prevents urban sprawl, but also allows local people access to significant areas of high quality, open space. This open space should be safeguarded through the efficient use of previously developed sites within the <u>town's</u> settlement's existing boundaries.</p>
24	Section 3.4 Paragraph 2	<p>Delete text and replace as follows;</p> <p>In terms of delivering public realm improvements to the town centre, the Rayleigh Framework identifies the opportunity for improvements to the central section of High Street, which is currently dominated by the taxi rank. The <u>Council recognises that the local</u> taxi services provide shoppers with <u>an important a</u> local service, but there is an opportunity to deliver greater pedestrian priority in this central and high profile location <u>as well as recognising the role of the taxi rank</u>. Figure 7 provides an overview of the</p>

Rochford District Council – RayAAP: Modifications following consultation

Page	Policy/ Paragraph	Main Modifications
		existing conditions in this central area and Figure 8 puts forward a potential framework for improvements <u>identifies sites that would benefit from potential rationalisation</u> . The ideas put forward would, subject to funding being identified, need to be developed and refined with the Highway Authority, local traders and other stakeholders. However, they provide a framework for a major initial phase of environmental improvements – with the potential to continue further improvements of this type within adjacent areas.
26	Figure 8	Replace Figure 8 with modified version of Figure 7 (see Appendix 1)
Page 28	Table 1	Amend Table 1 as shown in Appendix 2
34	Section 4.2 Paragraph 10	Amend Paragraph as follow; However there are uses of which the provision of additional units in <u>Rayleigh</u> centre would not be considered to positively contribute to the overall offer of the centre. Such uses include hot food takeaways (A5 uses), planning applications for which will not generally be supported.

RayAAP: Schedule of Modifications Appendix 1

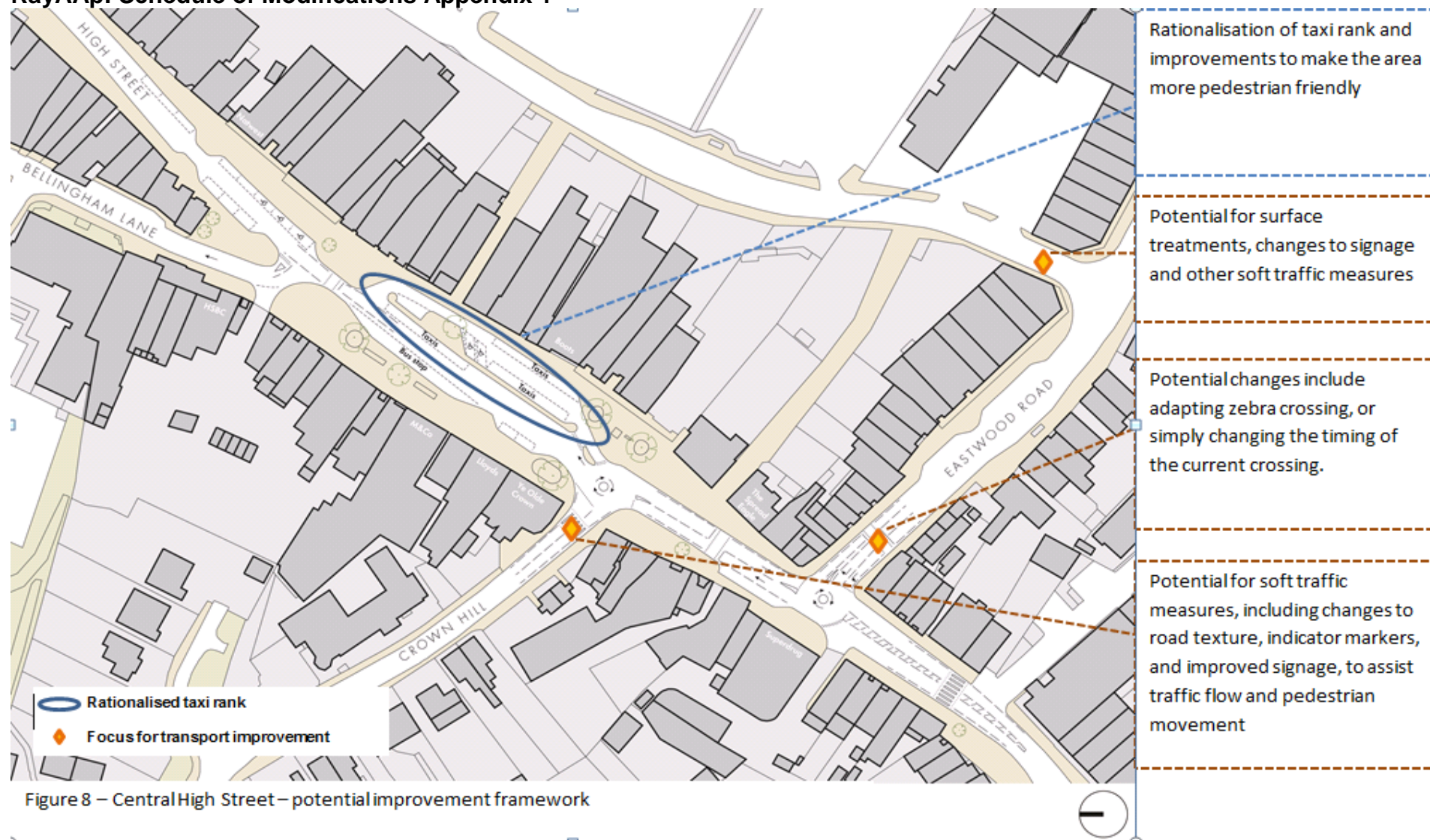


Figure 8 – Central High Street – potential improvement framework

RayAAP: Appendix 2

Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
<u>High Street – Central Area (Boots Lagoon and Crown Hill junction) High Street Taxi Rank & Market Area</u>	ECC	Rochford District Council / developers	£1,000,000 - £1,250,000 £300,000 - £1,250,000	Pooled financial contributions / ECC budget	Consolidation <u>Rationalisation</u> of taxi stand to one row only (accommodating up to 8 vehicles) to allow improved pedestrian environment and to achieve a more versatile use of the taxi rank and market area. for widened footways. Removal of formal pedestrian crossings and replacement with a greater number of informal crossing points along key desire lines. The creation of a notional central reserve to aid informal crossings, visually narrowing the carriageway to slow traffic. Shared space treatment of junction with Crown Hill. Footway repaving, Landscaping and lighting enhancement. Low impact measures at key junctions and crossing points aimed at improving existing functionality (including low impact surface treatments and signage improvements). <u>Following identification of a range</u>	<p>A significant proportion of public space in the core of town centre is allocated as carriageway for a taxi standing area. Space is required for occasional market use. Pedestrian crossing opportunities are limited by taxi parking / circulation space and configuration of junctions. Formal signalised and zebra crossings are offset from key desire lines requiring extensive guardrailling. The arrangement of formal crossings causes localised congestion, queuing and speeding. Taxi parking and circulation space is not well integrated with the rest of the high street and at present it conflicts with the needs of the local market and pedestrian movement. While acknowledging the role played by the taxi services in the town centre there is the potential to rationalise the taxi parking with the market.</p> <p><u>At present the existing junctions do not function optimally. Traffic flow is often impeded at these points while pedestrian safety is a concern in some areas. The town centre functions as a major traffic thoroughfare in the District. Low impact enhancements can ensure that pedestrians are still able to use these crossings safely while also ensuring that traffic flow is not adversely affected.</u></p>

Rochford District Council – RayAAP: Modifications following consultation

Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
					<u>of options and their costs for Rayleigh centre through earlier iterations of the Plan, the Local Highways Panel has agreed to fund further transport modelling work. This will identify precise measures from the framework for improvements this Plan provides, along with the specific costs of such improvements from the range of costs identified here.</u>	
<u>High Street South 1 Zebra Crossing at the top of Crown Hill</u>	ECC	Rochford District Council / developers	£500,000 – £3,000,000	Pooled financial contributions / ECC budget	The extension of the High Street improvement scheme to incorporate areas to the south including the junction with Eastwood Road. There is potential for the inclusion of soft measures to improve the effectiveness of key crossing points, subject to further investigation of traffic and pedestrian movements. Rochford District Council will work in conjunction with Essex County Council to assess appropriate measures to be taken.	Formal crossings are offset from key desire lines requiring extensive guardrailing. The arrangement of formal crossings causes localised congestion, queuing and speeding. At present the existing junctions do not function optimally. Traffic flow is often impeded at these points while pedestrian safety is a concern in some areas. The town centre functions as a major traffic thoroughfare in the District. Low impact enhancements can ensure that pedestrians are still able to use these crossings safely while also ensuring that traffic flow is not adversely affected.

Rochford District Council – RayAAP: Modifications following consultation

Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
					<p>Following identification of a range of options and their costs for Rayleigh centre through earlier iterations of the Plan, the Local Highways Panel has agreed to fund further transport modelling work. This will identify precise measures from the framework for improvements this Plan provides, along with the specific costs of such improvements. Whilst the potential costs of these range of improvements have the potential to total up to £3,000,000, it could be that the most effective measures will cost considerably less.</p>	
<u>High Street – South 2 Pelican Crossing before the junction of Bellingham</u>	ECC	Rochford District Council / developers		Pooled financial contributions / ECC budget	<p>The extension of High Street improvement scheme to incorporate areas further south including the junction with Castle Road.</p> <p>There is potential for the inclusion</p>	<p>Formal crossings are offset from key desire lines requiring extensive guardrailing. The arrangement of formal crossings causes localised congestion, queuing and speeding. At present the existing junctions do not function optimally. Traffic flow is often impeded at these points while pedestrian safety is a concern in some areas. The town centre functions as a major traffic thoroughfare in the District. Low impact</p>

Rochford District Council – RayAAP: Modifications following consultation

Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
<u>Lane and the High Street</u>					<p>of soft measures to improve the effectiveness of key crossing points, subject to further investigation of traffic and pedestrian movements. Rochford District Council will work in conjunction with Essex County Council to assess appropriate measures to be taken.</p> <p><u>Following identification of a range of options and their costs for Rayleigh centre through earlier iterations of the Plan, the Local Highways Panel has agreed to fund further transport modelling work. This will identify precise measures from the framework for improvements this Plan provides, along with the specific costs of such improvements. Whilst the potential costs of these range of improvements have the potential to total up to £3,000,000, it could be that the most effective measures will cost considerably less.</u></p>	<u>enhancements can ensure that pedestrians are still able to use these crossings safely while also ensuring that traffic flow is not adversely affected.</u>

Rochford District Council – RayAAP: Modifications following consultation

Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
High Street – North Pelican Crossing of, Eastwood Road, before the High Road and Eastwood Road roundabout; and Pelican Crossing of High Road to the north east of the High Road and Eastwood Road roundabout.	ECC	Rochford District Council / developers		Pooled financial contributions / ECC budget	<p>There is potential for the inclusion of soft measures to improve the effectiveness of key crossing points, subject to further investigation of traffic and pedestrian movements. Rochford District Council will work in conjunction with Essex County Council to assess appropriate measures to be taken.</p> <p><u>Following identification of a range of options and their costs for Rayleigh centre through earlier iterations of the Plan, the Local Highways Panel has agreed to fund further transport modelling work. This will identify precise measures from the framework for improvements this Plan provides, along with the specific costs of such improvements. Whilst the potential costs of these range of improvements have the potential to total up to £3,000,000, it could</u></p>	<p>Formal crossings are offset from key desire lines requiring extensive guardrailing. The arrangement of formal crossings causes localised congestion, queuing and speeding.</p> <p><u>At present the existing junctions do not function optimally. Traffic flow is often impeded at these points while pedestrian safety is a concern in some areas. The town centre functions as a major traffic thoroughfare in the District. Low impact enhancements can ensure that pedestrians are still able to use these crossings safely while also ensuring that traffic flow is not adversely affected.</u></p>

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Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
					be that the most effective measures will cost considerably less.	
Eastwood Road Zebra Crossing, High Street to the North of the Police Station	ECC	Rochford District Council / developers		Pooled financial contributions / ECC budget	<p>The extension of the High Street improvement scheme along Eastwood Road, including the junction with Websters Way.</p> <p>There is potential for the inclusion of soft measures to improve the effectiveness of key crossing points, subject to further investigation of traffic and pedestrian movements. Rochford District Council will work in conjunction with Essex County Council to assess appropriate measures to be taken.</p> <p>Following identification of a range of options and their costs for Rayleigh centre through earlier iterations of the Plan, the Local Highways Panel has agreed to fund further transport modelling work. This will identify precise measures</p>	<p>Formal crossings are offset from key desire lines requiring extensive guardrailing. The arrangement of formal crossings causes localised congestion, queuing and speeding. At present the existing junctions do not function optimally. Traffic flow is often impeded at these points while pedestrian safety is a concern in some areas. The town centre functions as a major traffic thoroughfare in the District. Low impact enhancements can ensure that pedestrians are still able to use these crossings safely while also ensuring that traffic flow is not adversely affected.</p>

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Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
					from the framework for improvements this Plan provides, along with the specific costs of such improvements. Whilst the potential costs of these range of improvements have the potential to total up to £3,000,000, it could be that the most effective measures will cost considerably less.	
<u>Zebra Crossing of Websters Way at Eastwood Road junction</u>	<u>ECC</u>	<u>Rochford District Council / developers</u>		<u>Pooled financial contributions / ECC budget</u>	<p>The extension of the High Street improvement scheme along Eastwood Road, including the junction with Websters Way.</p> <p>There is potential for the inclusion of soft measures to improve the effectiveness of key crossing points, subject to further investigation of traffic and pedestrian movements. Rochford District Council will work in conjunction with Essex County Council to assess appropriate measures to be taken.</p> <p><u>Following identification of a range</u></p>	<p>At present the existing junctions do not function optimally. Traffic flow is often impeded at these points while pedestrian safety is a concern in some areas. The town centre functions as a major traffic thoroughfare in the District. Low impact enhancements can ensure that pedestrians are still able to use these crossings safely while also ensuring that traffic flow is not adversely affected.</p> <p><u>Soft measures involve significantly less material disruption to the structure of existing roads.</u></p> <p><u>The extent of the measures to be applied to the area will be determined in relation to further investigation of pedestrian and motorist behaviours and with the assistance of Essex County Council.</u></p>

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Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
					<p><u>of options and their costs for Rayleigh centre through earlier iterations of the Plan, the Local Highways Panel has agreed to fund further transport modelling work. This will identify precise measures from the framework for improvements this Plan provides, along with the specific costs of such improvements.</u> Whilst the potential costs of these range of improvements have the potential to total up to £3,000,000, it could be that the most effective measures will cost considerably less.</p>	
New and enhanced pedestrian / cycle links	ECC	Rochford District Council / developers	£150,000 - £200,000	Pooled financial contributions / ECC budget	The enhancement of pedestrian and cycle links across the town centre, for example improved mid-block links between High Street and Websters Way, between Eastwood Road and Castle Road car park, and to the station via Crown Hill and Rayleigh Mount.	To improve environmental quality and safety, and encourage walking and cycling for local journeys around the town.