

# **Hockley Area Action Plan Exhibition 2012**

## **Consultation results summary**

### **Introduction**

In August 2012, a public exhibition was staged on the Hockley Area Action Plan. This formed part of informal community involvement in the production of the Plan, and took place following consultation on options in 2010, and prior to formal pre-submission consultation.

The questionnaire included specific questions, as well as a section for general comments.

A copy of the questionnaire is provided as Appendix 1.

57 questionnaires were submitted. 49 included general comments. Not all questions were answered in all questionnaires submitted, hence figures quoted later in this report will not always total 57.

### **Hockley Area Action Plan: Issues and Responses Table**

Issue raised	Officer's response
<p>The Council is not taking the comments of the residents into account.</p>	<p>The Council is committed to ensuring community involvement in the planning process, as set out in our Statement of Community Involvement. To this end we have carried out a number of community focused consultations on the direction the Hockley Area Action Plan should take.</p> <p>As a consequence the HAAP has evolved to take into account the views of Hockley's residents. For example the options suggested in the recent exhibition involve significantly less intervention than had been suggested in the past in previous consultations. There is also a greater emphasis on the retention of leisure use in the centre.</p> <p>Nevertheless the Council accepts that the opinions of residents will vary as indeed they did in response to this consultation. As such the Council accepts that the plan will not be able to satisfy the wishes of everyone. It will, however, strive to balance competing views, as well as ensuring future development is sustainable.</p>
<p>There should be no development in Hockley</p>	<p>The Council recognises the concerns of residents regarding the development of Hockley particularly with regards to the need for additional housing in the centre. However there is an objectively assessed housing need in the District as a whole. The Council is required to meet this demand by allocating land for development.</p> <p>The only alternative to providing housing in and around the District's residential centres would be to release additional large</p>

	<p>areas of Green Belt land for development. This would be harmful to the primarily rural character of the district and would lead to development in locations less, for example with less access to existing transport infrastructure and services.</p>
<p>Hockley is a village and its character should be maintained.</p>	<p>The Council accepts the importance of maintaining the village character of Hockley, and this is a key part of the Hockley Area Action Plan.</p>
<p>The highways and other infrastructure should to be improved. Particularly if Hockley is required to accommodate any additional housing.</p>	<p>Highways and infrastructure improvements would be integral parts of any development in Hockley. The extent of the improvements would be dependent on the nature of the rest of the development.</p>
<p>Parking provision is limited at present and needs to be improved.</p>	<p>The Council recognises the need for additional parking provision in Hockley. We will endeavour to meet this need whilst also seeking to avoid causing an undue increase in the amount of traffic entering the area. We need to be mindful that, in addition to requests for additional parking, it is clear from community involvement that people in Hockley are concerned about the levels of traffic moving through the centre.</p>
<p>Pedestrian crossings in Hockley need to be safer. The use of controlled traffic lights would be welcome.</p> <p>The crossing on Spa Road is particularly dangerous when vehicles are unloading goods for the Sainsbury's.</p>	<p>Suggestion noted. We are looking at potential highway improvements for Hockley centre, and in particular at the Spa Road / Main Road junction. However, we are mindful that previous public consultations have indicated that traffic lights are not popular.</p>

<p>The council should encourage public transport and other forms of travel that do not depend on private car ownership.</p>	<p>The train station is a valuable asset to Hockley and has an important role to play in any further development of the area. Any proposal for Hockley will create a greater amount of connectivity between the train station and the rest of the town centre.</p> <p>The Council will seek to encourage the integration of sustainable alternative modes of transport into infrastructure in and around Hockley.</p> <p>Planning obligations can also be imposed which require developers to provide cycle paths.</p>
<p>The areas of natural beauty and value such as Hockley Woods should be protected from development.</p>	<p>The Council is committed to the protection and enhancement of the District's areas of natural heritage and biodiversity. Ensuring The reuse of appropriate brownfield land and the regeneration of town centres ensure that such areas can be protected.</p>
<p>Affordable housing is needed. (There is a lack of certainty as to where to focus housing development).</p>	<p>The Council will seek to ensure the provision of high quality homes for all residents of the District. A range of housing, both affordable and market, will be provided to ensure that Rochford District and Hockley's needs are met.</p>
<p>The footpaths along Spa road and under the railway bridge need to be improved.</p>	<p>Suggestion noted. It is important the plan identifies the priorities for improving the environment in Hockley centre, including footpaths.</p>
<p>The through flow of traffic is very high. Therefore measures to reduce or mitigate this factor are needed before additional housing is considered.</p>	<p>Comment noted. Improvements to the existing infrastructure will be required along side any housing development.</p>
<p>Existing shops and services should be retained as opposed to allowing larger shopping blocks.</p>	<p>Suggestion noted. We can control this by the setting a maximum floor areas for units.</p>
<p>There should be investment in boutique shops that are not</p>	<p>Suggestion noted. The plan cannot control the type of retail that</p>

found in the other settlements.	comes into Hockley, but the plan can create the right conditions for such uses, such as ensuring a high quality environment, and that the retail units are of an appropriate size.
There should not be a town square or public open space.	Comment noted. The provision of public space for community use is crucial in ensuring that residents of Hockley live in an attractive and pleasant environment. Public open space also serves the vital role of providing multi purpose amenity space which can be made available for sporting and other community activities.
The Sainsbury's store is in a bad location and should be moved.	Comment noted. Producing an Area Action Plan for Hockley ensures that the future development of such uses is planned in a holistic manner.
Any new development should be of high architectural quality. This is essential in ensuring that the character of the town is retained.	Comment noted. The Essex Design Guide can address this issue satisfactorily. The Hockley Area Action Plan will ensure that any development which takes place is not only of a high architectural standard but also is in keeping with the style and character of the village.
The Plan is not radical enough. The whole area is should be redeveloped with the South of Spa Road given over to 2 story retail use.	Comment noted. Previous consultations with residents from Hockley have shown that opinion favoured a more conservative approach to redeveloping the town centre. Consequently the original, higher intervention, proposal was revised for this round of consultation.
The Eldon Way and Foundry sites should be used to accommodate housing demand.	Comment noted. Brownfield land in the centre of Hockley is considered an appropriate place for housing. However, it is also important that a range of other uses be provided and the number of dwellings provided must be appropriate.
All of the properties along Spa Road should be demolished and replaced.	Comment noted, but it is not considered to be a realistic to demolish all properties along Spa Road. Furthermore, we are mindful from previous consultation that many residents favour a

	lower level of intervention in the centre of Hockley.
No retail should be developed on Eldon Way	<p>Comment noted. The Council is conscious of the negative impact that a disproportionate scale of retail development could have on Hockley.</p> <p>One of the most significant reasons for redeveloping the town centre is to ensure that retail expenditure is not drawn away from Hockley by other retail centres, which would potentially result in the collapse of Hockley's local retail economy.</p> <p>The Council seeks to ensure that Hockley retains a sustainable balance of housing, retail and community facilities. As such it will be necessary to include some retail development in Eldon Way as part of a holistic plan to ensure the long term economic and social sustainability of Hockley.</p>
The whole exhibition is a 'smoke screen' for the redevelopment of Eldon Way.	The exhibition suggested that parts of Eldon Way be allowed to be redeveloped, but other parts retained (for example, the leisure uses). It is important to note that the Council are not the landowner of Eldon Way. As the Local Planning Authority, we can manage development through the production of policy documents (such as the Hockley Area Action Plan), but we cannot insist on development taking place, nor can we insist on the type of development for which landowners seek to obtain planning permission.
Spa Road should prioritise retail & leisure uses.	Suggestion noted.
How is the development going to be funded?	It is important to note that the Council do not own land along Spa Road or on Eldon Way / Foundry. As the Local Planning Authority, we can manage development through the production of policy documents (such as the Hockley Area Action Plan), but

	we cannot insist on development taking place, The plan can however be used to direct future private and public investment. In addition, property consultants are assisting in the production of the plan to ensure that any proposals are likely to be attractive to private funding.
Local employment should be encouraged to prevent jobs moving out of the village.	Suggestion noted. One of the primary goals of the HAAP is to ensure that Hockley's local economy is strengthened and maintained so that retail expenditure and employment opportunities are not lost to other retail centres.
The Spa Road Junction is a priority for infrastructure improvement.	Suggestion noted. The need for improvement to the Spa Road junction has also been identified by the Council and will be pursued in conjunction with other infrastructure improvements and as part of the redevelopment of the village centre.
There is a strong objection from one member of the public towards the possible redevelopment of the site occupied by Potters T Seemore Glass. This would mean the loss of car parking facilities and storage for the shop.	Suggestion noted.
The number of hot food takeaways in Hockley should be reduced.	Suggestion noted. The Council can restrict the number of hot food takeaways from being opened in the area by placing a limit on that particular use class. It is important that there is an appropriate balance of different uses in Hockley centre.
Protect Hockley Woods.	Comment noted. The Council is committed to protecting the valuable natural features within the District and seeks to do this by concentrating development in sustainable locations where the impact on the open rural character of the District is minimised.
Development in Eldon way is a positive move and will enhance the employment in the area.	Comment noted.
The Exhibition is too vague and this makes it hard to support a particular option.	The exhibition sought to obtain further views before a detailed proposal was produced. Opportunities to comment on more

	detailed plans will be forthcoming in the next round of public consultations.
There should be more detail in the proposal regarding the exact number of homes that are needed.	This would depend on which option is chosen.
Eldon Way leisure uses should be protected. They should not be allowed to move to Southend Airports retail site.	Comment noted. The Council has noted the support for the retention of leisure uses in Eldon Way and it is suggested that the Hockley Area Action Plan incorporates measures to ensure their retention.
One resident commented that: it would have been better to extend the housing development leading up to the station and not to have offices there. There should be infrastructure improvements to Spa Road (Great Eastern Road could carry this traffic). The idea of a 'super clinic' is potentially valuable but there is a chance it will be used by people from outside of the area which would have a negative impact on the traffic in the area.	Comment noted. The precise location of housing within the plan for Hockley is yet to be determined. Infrastructure improvements to Spa Road will be incorporated into the plan for Hockley as this road functions as one of Hockley's primary thoroughfares.  Improvements to public services including medical services will be based on a Health Care Impact Assessment carried out as part of the planning proposal.
Strong objection from one resident to development on Plumberow Avenue. An increase in traffic in that area would be hazardous to pedestrians, particularly the children from the local schools. There has been no public consultation that they are aware of. Furthermore they were unaware of any plans for housing in the Town.	Comment noted. The site in question is already allocated for residential land use. Therefore if an applicant were to submit an application to develop the site, the council could not refuse it in principal. However this does not mean that the site will be included as part of the Area Action Plan for Hockley if a more suitable location is identified for the relevant housing.  The Council is committed to ensuring that any development that would lead to an increase in traffic activity would include robust improvements to transportation infrastructure that would ensure the safety of pedestrians.
The Council should have communicated with the public	Comment noted. While the Council strives to inform all residents



<p>through the Hockley Residents Association. This would have prevented rumours.</p>	<p>of it activities in their local area and throughout the district as a whole it is not possible to speak to each resident individually or to post notification letters to ever household in the area. Nevertheless the Council regularly updates it's website with relevant information as well as maintaining a mailing list which is easy to subscribe to. We also keep residents informed through our own in house newspaper, Rochford Matters, which is sent to every household in the district.</p> <p>It should be noted that it would not be appropriate for communications to residents to be directed through a single third party organisation. Nevertheless the Council have worked with the Hockley Residents Association in the past in respect of community involvement, and will be happy to explore opportunities in the future.</p>
<p>There should be more emphasis on youth facilities. There should be no night clubs though.</p>	<p>Suggestion noted. The Hockley Area Action Plan is looking at the provision of community facilities in the centre. A night club is not being proposed, and it is not considered appropriate for Hockley centre.</p>
<p>Sustrans would like to encourage walking and cycling routes to be integrated into the town to encourage people to adopt alternative modes of transport.</p> <p>These routes would need to be of high quality in terms of their design and attractiveness. They would also need to be wide enough accommodate both pedestrians and cyclists.</p> <p>They also suggest that planning concessions would be</p>	<p>Suggestion noted. Improvements to low carbon and green modes of transport can be beneficial to Hockley both in terms of improving the health of residents and more significantly by reducing the impact of traffic on Hockley.</p>

required to fund these routes.	
The village needs a butcher/ greengrocer	Suggestion noted. The Council can regulate the use classes within Hockley in order to encourage appropriate and necessary development in the centre. The Council can regulate the proportion of units that are used for retail in the centre, but it cannot control precisely what they sell.
A one way system is not desirable.	Comment noted. We are looking at possible highway improvements with Essex County Council.
There is a concern that redevelopment will lead to higher rents and will drive out smaller businesses who cannot afford them, causing the village to be left open to predatory development.	Comment noted. It is important that conditions are in place to ensure that development is viable. Property consultants are involved in the production of the plan to ensure proposals are viable.
The area does not need any more large food retailers.	Comment noted. We recognise that a large retail development in Hockley would be inappropriate and will establish restrictions to manage the size of any retail development. The development should be large enough to attract retail expenditure into the village but should not be so large as to diminish the retail expenditure going into smaller businesses in the area.
If there is a large amount of housing planned for the area then will there also be more community facilities such as schools and doctors surgeries?	<p>Comment noted. The impact on community facilities generated by any additional housing development in Hockley will be taken into careful consideration prior to any development.</p> <p>A Health Care Impact Assessment will be undertaken at the planning application stage to ensure that appropriate facilities are included in the development.</p>

## Analysis of responses to specific questions

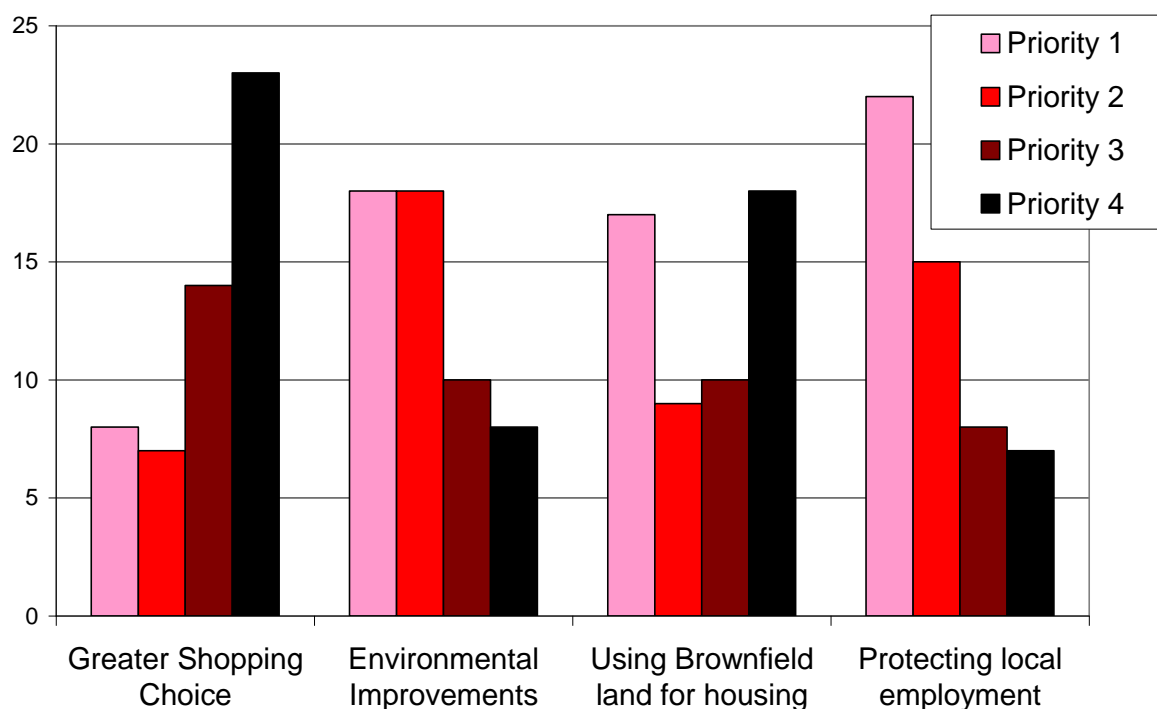
**Question 1 “Do you agree with the priorities identified for Hockley which the framework seeks to directly address. Please rank your four responses in order of priority”**

The number of people ranking the various potential objectives as their first, second, third or fourth priority were as follows:

	Priority 1	Priority 2	Priority 3	Priority 4
Greater Shopping Choice	8	7	14	23
Environmental Improvements	18	18	10	8
Using Brownfield land for housing	17	9	10	18
Protecting local employment	22	15	8	7

*Table 1 – Responses to Question 1*

Figure 1 illustrates how each of the objectives were ranked by respondents.



*Figure 1 – Ranking of objectives*

Figure 2 below illustrates the same results, but in a different manner to above, to illustrate which objectives are focussed against which priority rating.

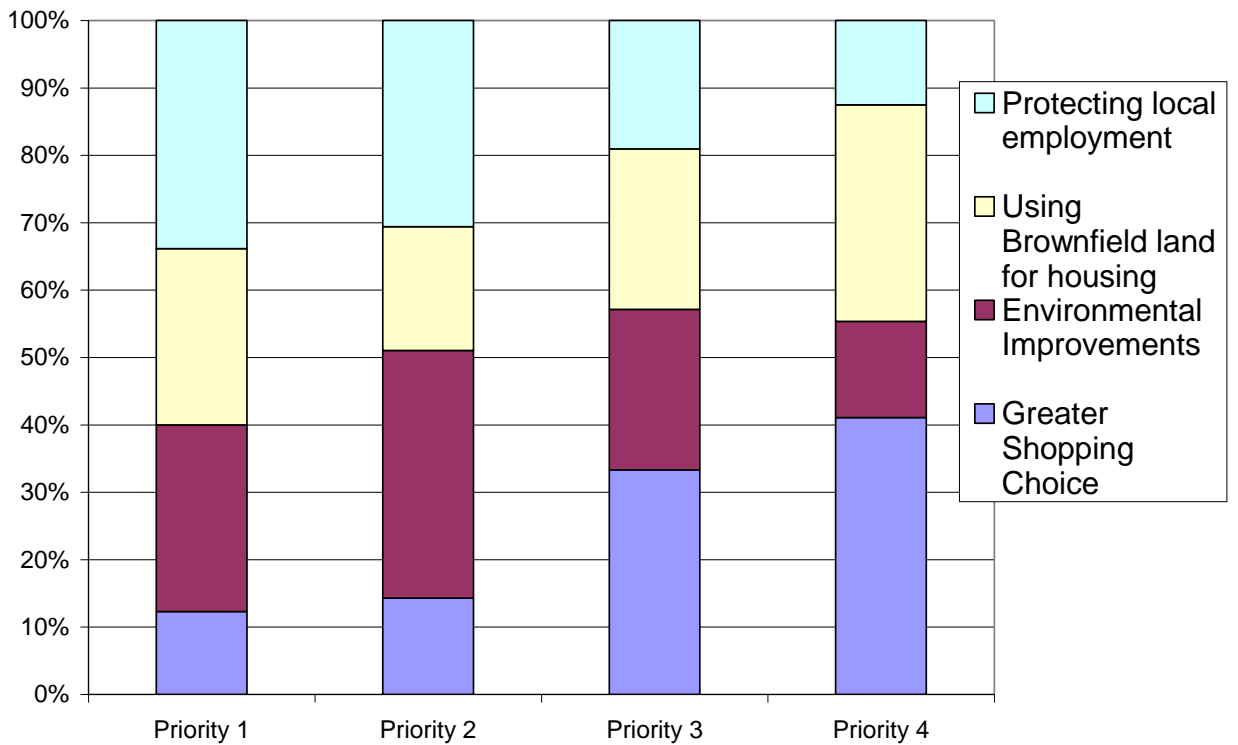


Figure 2 – Prioritisation of objectives in Question 1 by respondents

Figure 3 illustrates the proportion of objectives rated as the number one priority by respondents.

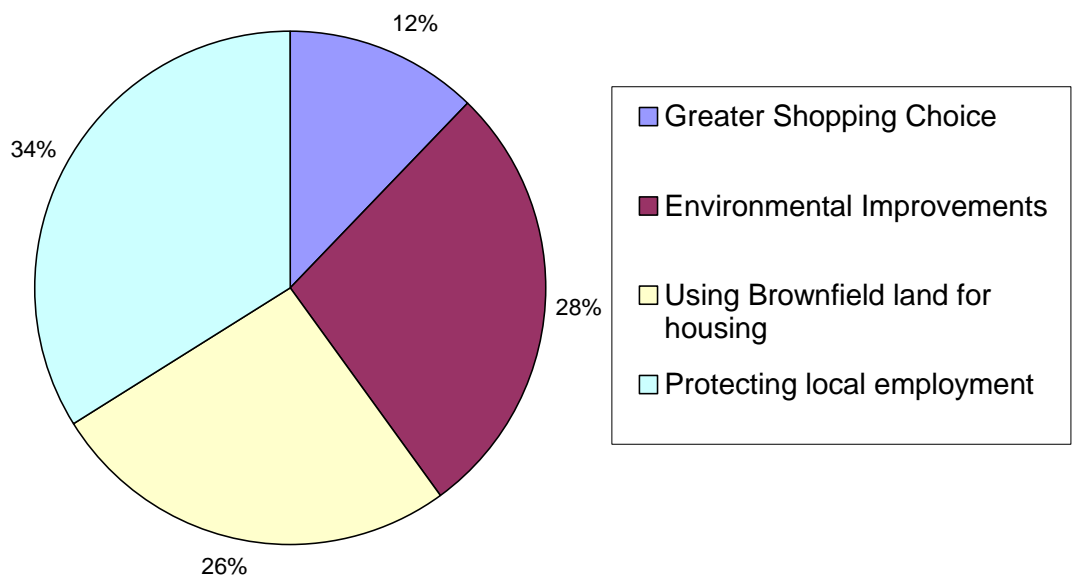


Figure 3 – Proportion of objectives in Question 1 rated as Priority 1

From the data in Table 1, illustrated in Figures 1, 2 and 3, there is no one objective that is clearly considered a priority ahead of the others. However, ensuring a greater shopping choice was a lower priority than environmental improvements, using brownfield land for housing, and protecting local employment. Greater shopping choice was fewest respondents' number one priority, and most often rated as respondents' lowest priority.

Protecting local employment was more respondents' number one priority than any other objective.

**Question 2 “Do you agree with the principal components of the emerging framework for Hockley. Please rank your six responses in order of priority.”**

The number of people ranking the potential components of the Plan against each degree of priority was as follows:

	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Priority 6
Spa Road focus	8	8	12	8	6	10
Foodstore	2	3	2	6	8	24
Public open space	9	15	3	7	11	10
Improved parking	15	6	11	7	6	6
Improvements at the Spa Road/Main Road junction	14	5	5	10	5	13
Retention and enhancement of leisure uses	13	10	8	6	10	8

*Table 2 – Response to Question 2*

The way in which each of the potential components was prioritised by respondents is illustrated below in Figure 4, with the proportion of respondents ranking each component as priority 1,2,3,4,5 and 6 shown.

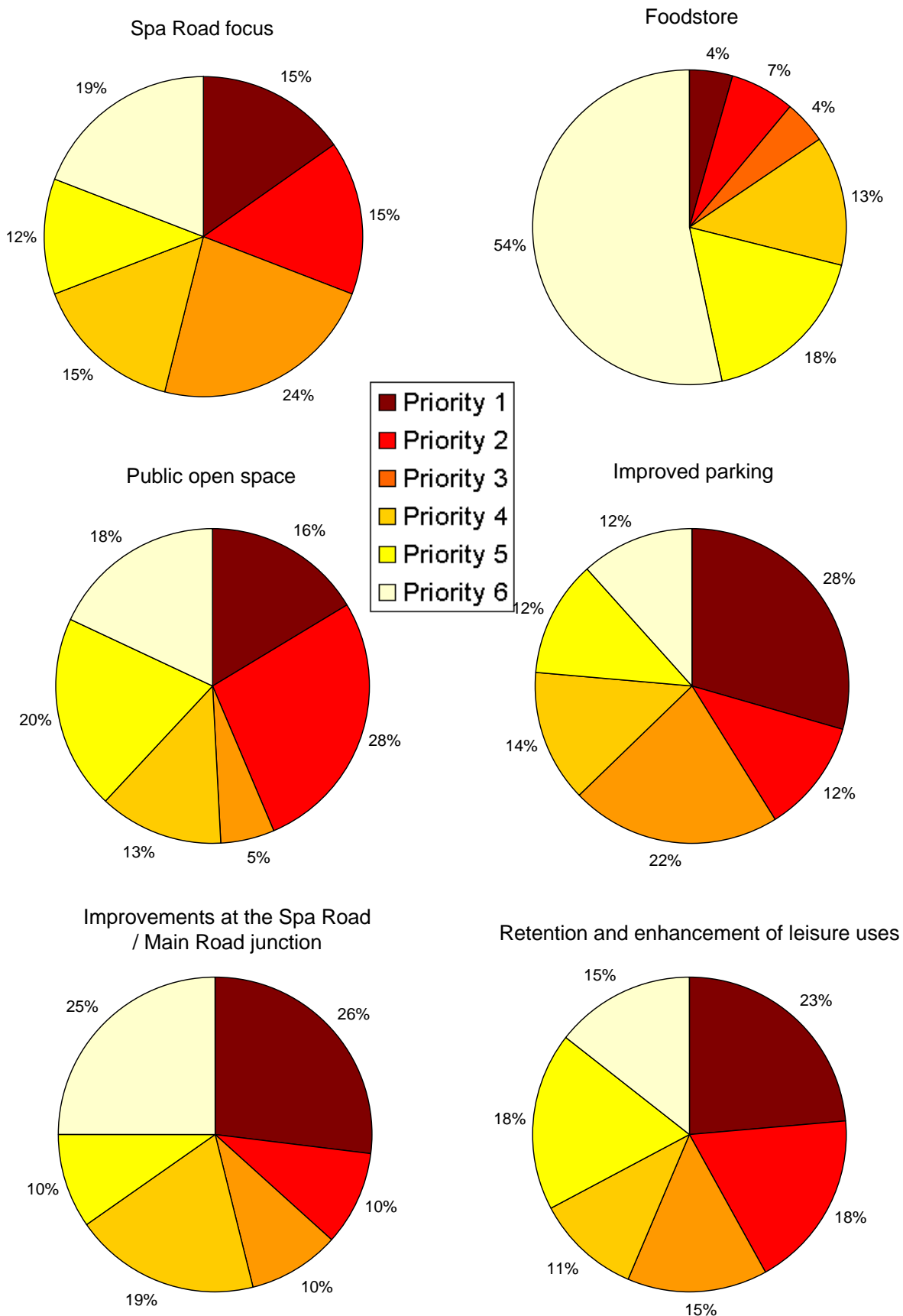
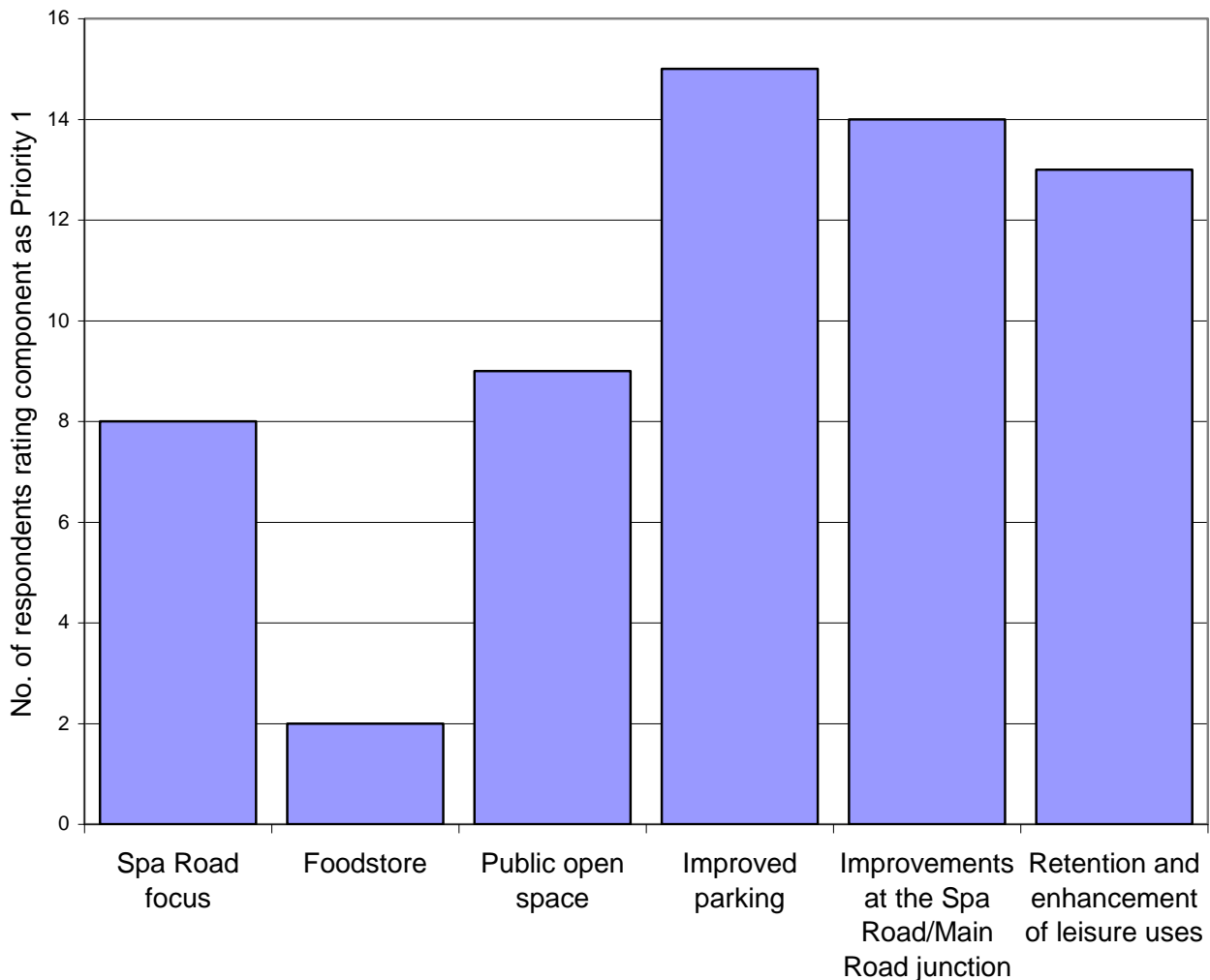


Figure 4 – Prioritisation of Plan components in Question 2

The graph below (Figure 5) illustrates the number of times each of the components was ranked as priority 1 by respondents.



*Figure 5 – Components of Plan ranked as Priority 1*

Figures 4 and 5 show that there was no single component of the Plan that was generally considered by respondents to be the highest priority. Public open space, improved parking, improvements to the Spa Road / Main Road junction, and retention and enhancement of leisure uses were all generally considered a higher priority. A foodstore was considered a high priority by only a small number of respondents, and was generally not seen as being a high priority for the Plan.

**Question 3 - Do you agree with the other components of the emerging framework for Hockley?**

Respondents were asked for their views on other components of the emerging Framework, and the results are show below in Table 3.

	Strongly support	Support	Neither support or object	Object	Strongly Object
Linkage to the station	11	14	16	2	6
Replacement health centre	11	12	11	6	10
Retained leisure uses	26	9	13	0	3
Consolidated employment focus at the Foundry	11	19	11	1	5
Some housing in Eldon Way area	5	8	11	5	18
New housing on north side of railway	2	10	12	3	21
Other mixed use infill development opportunities across the centre	2	12	15	8	11

*Table 3 – Response to Question 3*



The level of support / objection to these various components is illustrated in Figure 6 below

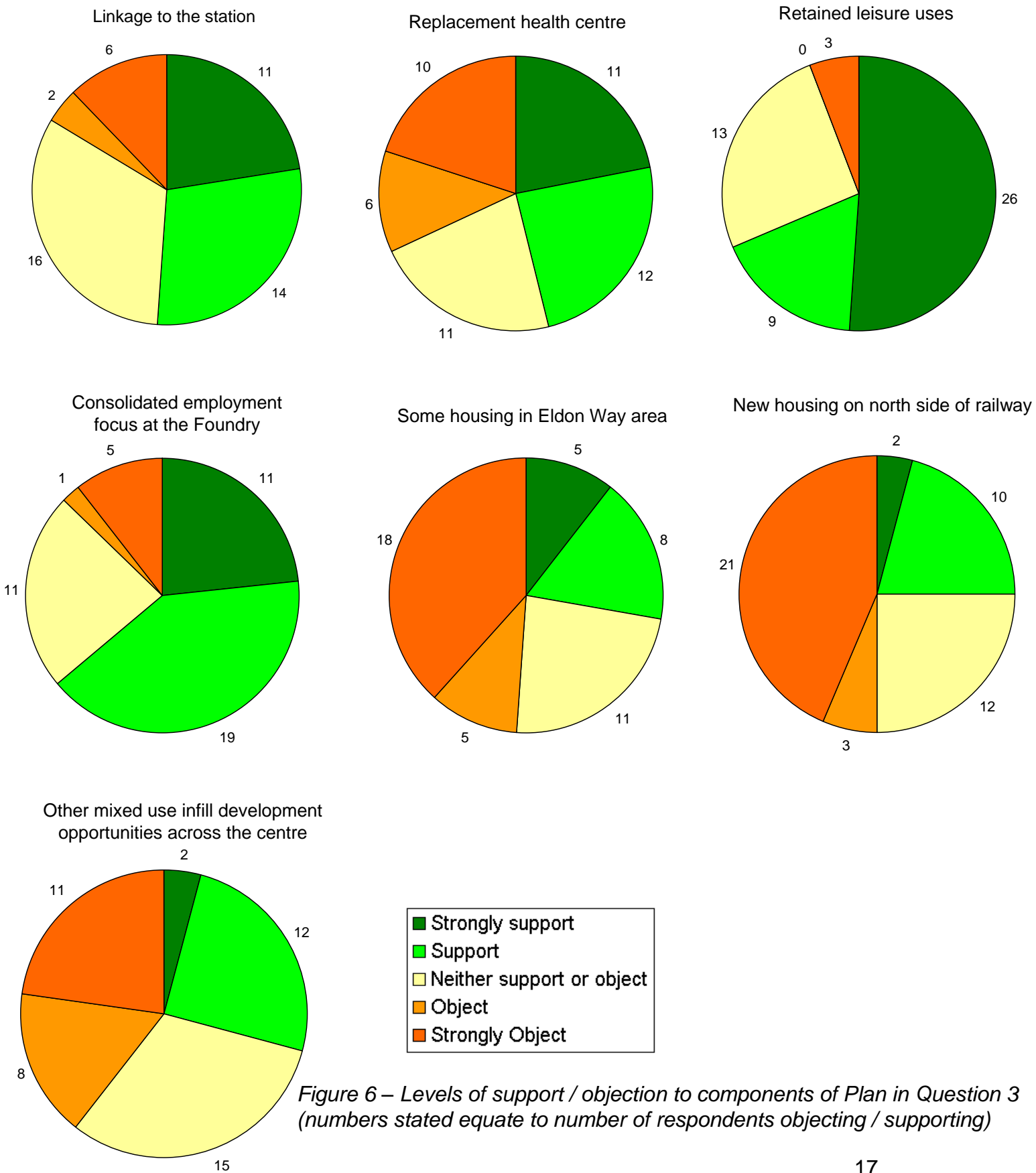


Figure 6 – Levels of support / objection to components of Plan in Question 3 (numbers stated equate to number of respondents objecting / supporting)

The responses to Question 3 indicate that there is support for retaining leisure uses, consolidating employment uses at the Foundry, and providing linkages to the station. Most respondents objected to additional housing in Hockley centre, in particular on the north side of the railway line which was objected / strongly objected to by half of respondents. Nearly half of respondents objected or strongly objected to some housing on Eldon Way.

## **Next Steps**

Once the evidence from this report has been reviewed by the Council it will be used as evidence in the production of the pre-submission document version of the Hockley Area Action Plan.

Local Planning Authorities are required to publish drafts of their Development Plan Documents such as the Hockley Area Action Plan, to gather representations prior to the final submission to the Secretary of State.

This document analyses and evaluates the responses to an additional stage of public consultation. The pre-submission document will have regard to the findings of consultation contained within this consultation summary (in addition to the results of previous community involvement).

The pre-submission document must then be agreed by Council. Following the documents approval we will publish the final submission document for another public consultation. After this the HAAP will be submitted to the Secretary of State, together with results of the consultation. An examination will take place, conducted by an Inspector on behalf of the Government. The examination will consider whether the final HAAP is 'sound' and legally compliant; if found to be both, the Council may adopt the plan.