

[REDACTED]

7th July 2011

Our ref 047662 [REDACTED]

[REDACTED] - By post and by email  
(programme.officer@rochford.gov.uk)  
Programme Officer  
Rochford District Council  
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Dear Lissa

**Review of Sustainability Appraisal Report - Technical Addendum June 2011**

I write on behalf of our clients [REDACTED] which falls within the South-East Ashingdon broad location.

We have reviewed the Addendum to the Technical Report to the Sustainability Appraisal, having particular regard to our clients land at South-East Ashingdon, which is identified in the report as falling within location 5.

Whilst we agree with some of Enfusion's assessment of the South-East Ashingdon broad location, we do feel that it fails to fully acknowledge all of the potential benefits of development in this broad location. In light of this, an updated version of the assessment of South-East Ashingdon broad location has been prepared, having regard to the way in which Enfusion has assessed each location. This revised assessment provides a more balanced and fairer assessment of the location. A copy of this is enclosed for information.

In summary, therefore, it is respectfully requested that the Addendum document is updated in accordance with the suggested changes.

Should you require any further information, please do not hesitate to contact me.

Yours sincerely

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Consultation Response to SA Addendum – Proposed Amendments  
Submitted by Capita Symonds on behalf of [REDACTED]**

**Table 3.1 Housing Development options for Rochford District (page 9/15 to 10/15)**

Location 5 (South East Ashingdon) and Location 6 (East Ashingdon) were selected as they are well located in relation to the built up area and in particular the King Edmund Secondary School, which amongst accessibility benefits also means that there are opportunities for important, required improvements to the school to accompany additional development in these locations to the benefit of the wider community. The improvements relate to a new school access and also the provision of reserve land for the school. Locations 5 would also allow for a significant amount of development to be accommodated in a manner which does not entail development projecting out into the open countryside.

**Location 6: East Ashingdon (page A1-10)**

<b>SA Objective</b>	<b>Commentary</b>	<b>Score</b>
<b>1. Balanced communities</b>	No significant effects identified. The development will contribute towards community provision through Section 106 contributions including affordable housing and education.	0 +
<b>2. Healthy and safe communities</b>	No significant effects identified. The Development will be designed in accordance with Secure by Design principles.  The development will be carefully designed to minimise amenity impacts on existing residents living in the vicinity of the site.	0 +
<b>3. Housing</b>		
<b>4. Economy &amp; employment</b>	No significant effects identified. The development will provide employment during the design and construction stage. The site may also provide opportunities for some commercial or sporting activity, benefiting the local economy and generating some local employment. Development at this location will also contribute to regeneration/economic development at Rochford town centre.	0 ++
<b>5. Accessibility</b>	Well located in relation to King Edmund Secondary School and reasonable access to Rochford town centre for services and employment. The site can provide direct pedestrian access to the King Edmund School. It can also provide safe pedestrian links between the school and the centre of Rochford and the Stambridge Road areas. Close proximity to shops and services on Ashingdon Road.	+

<b>6. Biodiversity</b>	No significant effects identified.	0
<b>7. Cultural Heritage</b>	No significant effects identified.	0
<b>8. Landscape and Townscape</b>	Whilst it is within the Crouch and Roach Farmland landscape Character Area (LCA) are (a more sensitive landscape area than Essex Coastal Towns Landscape Character Area) this location is better connected to the existing urban form than all other locations considered in the District. It will have minimal effect on the green belt as there is already development of the North, south and west, therefore the effect on landscape is considered to be a major positive.	2 +
<b>9. Climate change &amp; energy</b>		
<b>10. Water</b>	No significant effects identified. It is relevant to note that the mains sewer runs through the site.	0
<b>11. Land &amp; Soil</b>	Located on Grade 2 Agricultural land.	-
<b>12. Air Quality</b>	May further exacerbate Air Quality issues in Rochford Town Centre, as some traffic will need to travel through the Town Centre, however this is less of an issue for this location, as north and west-bound traffic won't need to travel through Rochford Town Centre.	?
<b>13. Sustainable Design &amp; Construction</b>		

**Summary:** Positive effects were identified for accessibility and major positive effects for landscape (due to the location's good relationship with the existing urban form and lack of obvious incursion into the greenbelt). There is some potential to exacerbate air quality issues in Rochford Town Centre, however there are alternative routes to the west and north, so this is less likely than for locations further south.