

[REDACTED]

7th July 2011

Our ref 010036/[REDACTED]

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

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

I write on behalf of the consortium of landowners who control land which falls within the 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 East Ashingdon, which is identified in the report as falling within location 6.

Whilst we agree with some of Enfusion's assessment of the 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 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

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**Consultation Response to SA Addendum – Proposed Amendments  
Submitted by Capita Symonds on behalf of the [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 improvements to the King Edmund Secondary School.	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 has been 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. Development at this location may 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 shops and services on Ashingdon Road. Good access to bus services on Ashingdon Road. This site can incorporate a new access and bus turning circle for the King Edmund Secondary School, improving accessibility.	+
<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>	<p>The Crouch and Roach Farmland Landscape Character (LCA) area lies to the east of Ashingdon, and is a more sensitive LCA than for locations to the south and west of Rochford.</p> <p>An assessment of landscape and townscape impact has been undertaken and it concluded that the development represents an opportunity to improve the urban edge with a carefully designed and well landscaped development.</p>	2 +
<b>9. Climate change &amp; energy</b>		
<b>10. Water</b>	No significant effects identified.	0
<b>11. Land &amp; Soil</b>	Located on Grade 2/3 Agricultural land. [It should be noted that this site has the lowest agricultural land classification of all the sites in Rochford/Ashingdon, with the exception of North Ashingdon which was ruled out for accessibility and other reasons.]	-
<b>12. Air Quality</b>	<p><del>May further exacerbate Air Quality issues in Rochford Town Centre, as some traffic will need to travel through the Town Centre,</del> 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.</p> <p>An Air Quality Report has been undertaken for this site and it reveals that the existing local air quality can generally be described as good and the potential air quality impacts resulting from the development were rated as negligible.</p>	2 0
<b>13. Sustainable Design &amp; Construction</b>		

**Summary:** This site has the potential to bring positive effects, particularly in terms of the improvements to the King Edmund Secondary School. No significant constraints were identified at this location. It is reasonably well located, close to shops, the secondary school, services and transport (bus) services in Ashingdon.