

**Mr M Fox**  
**c/o Kerry Freeman (Programme Officer)**  
**By email only**

Ask for: Samuel Hollingworth  
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My Ref:  
Your Ref:

Date: 11 December 2013

Dear Mr Fox,

### **Council's Response to Inspector's Initial Comments**

Thank you for your letter dated 27 November.

#### **The plan period**

Although the vision and objectives of the plan refer to 2025, the Plan as currently drafted does not explicitly state that this is the end of the plan period. As such, we suggest it would be appropriate to make a minor modification to the first paragraph of section 1.1 (page 6) to clarify that the plan period will run until 2025:

*Rochford District Council is committed to preparing Area Action Plans (AAP) for its three main centres of Rayleigh, Rochford and Hockley. The AAPs will form part of the statutory development plan for Rochford District. This document focuses on guiding the development of Rochford town centre during the plan period to 2025, and also considers its immediate surroundings.*

#### **Housing provision**

The plan provides a framework for development in Rochford town centre and identifies four potential opportunity sites during the plan period. Policies 6 – 9 generally seek to set a framework which will guide any redevelopment of existing sites during the plan period if and when proposals come forward. With the exception of the four identified opportunity sites, the plan does not seek to identify specific sites as none are considered available at this moment, but we are mindful that this could change during the plan period. Policies 6 -

9 seek to account for a situation in which additional sites within the centre do become available for redevelopment. We suggest that as a modification to the Plan, potential residential capacities of the four proposed opportunity sites be stated in the Plan. We will seek to provide you with figures for these shortly.

### **Retail provision**

The 2008 Retail and Leisure Study is the most up to date retail study for Rochford District. The Plan was produced having regard to national and local trends in the property market, as well as high-level viability advice. With regards to your specific questions on retail capacity, we are currently liaising with our consultants, AMUP, and we will endeavour to give you a detailed response shortly.

Yours faithfully,

**Samuel Hollingworth**  
**Planning Policy Team Leader**