

**Rochford District Council**

**CORE STRATEGY  
Regulation 26  
Preferred Options Document**

**Sustainability Appraisal and  
Strategic Environmental Assessment**

**Environmental Report**

**Prepared for Rochford District Council  
by  
Essex County Council  
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## 1. INTRODUCTION

Rochford District Council is currently preparing plans that will guide the future development of the District to 2021 and beyond. Proposals for the development and use of land will be set out in the Local Development Framework (LDF). During 2005 the Council sought views on issues of importance and aspirations for the future of the District together with views on the future development of the area. Following this consultation stage was the publication of an Issues and Options Document highlighting an overall vision for the future of the District and different strategic options for a number of specific topic areas. The Rochford Draft Core Strategy DPD Regulation 26 Document, at the Preferred Options stage, now builds on that work by setting out the preferred of options for the future of the District on which views are invited.

As part of the process of undertaking this stage of the LDF, the Council commissioned Essex County Council to undertake a Sustainability Appraisal (SA) integrating the requirements of the Strategic Environmental Assessment (SEA) Directive. The purpose of this SA/SEA Appraisal is to promote sustainable development through better integration of sustainability into consideration of strategies for the future of Rochford District. The appraisal assesses the options put forward in the Preferred Options Document against sustainability objectives.

The requirement for SEA/SA emanates from high level international and national commitment to sustainable development. The most commonly used definition of sustainable development was drawn up by the World Commission on Environment and Development in 1987:

“development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

This report is the Environmental Report for the appraisal and presents the results of the appraisal. It is structured as follows:

- Section 2** - presents the background to the Rochford LDF Core Strategy;
- Section 3** - presents the background to Sustainability Appraisal/Sustainable Environmental Assessment;
- Section 4** - presents the appraisal methodology and objectives;
- Section 5** - presents the results of the Appraisal for individual Issues and Options;
- Section 6** - presents an assessment of potential cumulative effects;
- Section 7** - presents an assessment of likely significant effects on the environment;
- Section 8** - presents the conclusions and recommendations of the Appraisal.

The Environmental Report is supported by two separate annexes that set out background material in terms of Baseline Monitoring Information and a Review of Plans and Programmes.

A Non-Technical Summary of the appraisal is also available.

The purpose of undertaking the appraisal at this stage of the process is to identify potential impacts arising from the preferred options in order to assist the future stages of preparation of the LDF Core Strategy.

## **2. ROCHFORD DISTRICT COUNCIL LOCAL DEVELOPMENT FRAMEWORK: CORE STRATEGY**

The Planning and Compulsory Purchase Act (2004) introduced changes to the planning system to promote a proactive and positive approach to managing development. A fundamental element of the new system is the production of a Local Development Framework (LDF) to set out local planning strategy and policies for each local planning authority. Local Development Frameworks comprise Local Development Documents, which include Development Plan Documents, that are part of the statutory development plan, and Supplementary Planning Documents, which expand on policies set out in a development plan document or provide additional detail.

The Core Strategy Development Plan Document is a key component of the LDF. The purpose of the Core Strategy is to set out the key elements of the planning framework for the area. It should comprise a spatial vision and strategic objectives for the area; a spatial strategy and core policies to achieve that vision; and a monitoring and implementation framework with clear objectives for achieving delivery. It should also set out broad locations for delivering the housing and other strategic development needs such as employment, retail, leisure, community, essential public services and transport development. The time horizon of the core strategy should be for a period of at least 10 years from the date of adoption. The LDF Core Strategy should provide an integrated approach to the implementation of the spatial aspects of other strategies by taking account of their principles and characteristics, and their implications for the development and use of land.

Preparation of the LDF Core Strategy follows a number of stages. The publication of the Preferred Options Document represents the third consultation stage in the process. Following the previous consultation stage, on Issues and Options, the Preferred Options Document sets out the options which Rochford District Council has decided should be included in the Core Strategy. The next stage of the process will be the preparation of the Submission Document, which will also be subject to a period of consultation prior to an Independent Examination.

Each stage in preparation of the Core Strategy has to be subject to a formal strategic environmental assessment to comply with European Union Directive 2001/42/EC. The purpose of sustainability appraisal is to appraise the social, environmental and economic effects of the strategies and policies in a local development document at each stage of the plan preparation process, to ensure that decisions accord with sustainable development principles.

### 3. SUSTAINABILITY APPRAISAL/STRATEGIC ENVIRONMENTAL ASSESSMENT

The requirement for Sustainability Appraisal/Strategic Environmental Assessment (SA/SEA) emanates from a high level international and national commitment to sustainable development which has been incorporated into European Community Directives and national laws, guidance, advice and policy. The most commonly used definition of sustainable development was drawn up by the World Commission on Environment and Development in 1987:

“development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

In 2005 the UK Government published a new Sustainable Development Strategy, which sets out the UK sustainable development principles that form the basis for policy in the UK. The Strategy states that “for a policy to be sustainable it must respect all five of these principles, though we recognise that some policies, while underpinned by all five, will place more emphasis on certain principles than others” (HM Government, 2005, 17). The principles are,

- Living within the environmental limits,
- Ensuring a strong healthy and just society,
- Achieving a sustainable economy,
- Promoting good governance, and
- Using sound science responsibly.

The European Directive on SEA (2001/42/EC) was adopted by the European Union in July 2001. The Directive was introduced to ensure that the environmental impacts of certain plans and programmes are recognised and assessed before plan implementation. It was transposed into English law in 2004 by the adoption of ‘The Environmental Assessment of Plans and Programmes Regulations, 2004 (SI 2004 No. 1633 Environmental Protection)’. When preparing local development documents local planning authorities must comply with these Regulations as well as the Regulations under Part 2 of the Planning and Compensation Act, 2004

A Strategic Environmental Assessment (SEA) has been defined as,

‘The formalised, systematic and comprehensive process of evaluating the environmental impacts of a policy, plan or programme and its alternatives, including the preparation of a written report on the findings of that evaluation, and using the findings in publicly accountable decision making.’ (Therivel et al, 1992)

SEA is a process for predicting the significant environmental impacts of specific plans and programmes, and taking them into account. The EU Directive (2001) states that information should be provided on “the likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic, material assets including architectural and archaeological heritage, landscape and the interrelationship between the above factors” (Annex 1(f)).

Sustainability Appraisal (SA) is a process for understanding whether policies, strategies or plans promote sustainable development, and for improving those policies, etc., to deliver more sustainable outcomes. Government guidance is that Sustainability Appraisal is a

systematic and iterative appraisal process, incorporating the requirements of the Strategic Environmental Assessment Directive. Local planning authorities must demonstrate how they are meeting the requirements of sustainability appraisal and strategic environmental assessment, including providing the relevant technical information in line with the stages of preparation of a development plan document.

The main purpose of SA for local planning documents is to appraise the social, environmental and economic effects of plan strategies and policies, from the outset of the preparation process, so that decisions can be made that accord with the objectives of sustainable development. To be effective, sustainability appraisal should be fully integrated into the plan-making process from the outset and should provide input at each stage when decisions are taken. Regard should be had to the specific objectives and principles of sustainable development, with the potential direct, indirect and cumulative impacts of different policy options being identified and appraised. This is in order to integrate sustainable development objectives in the formulation of policy and to inform decisions on which options should be promoted in local development documents. The appraisal should also be used to develop the arrangements for monitoring the implementation of the plan.

Against this background, the LDF Core Strategy requires an appraisal that incorporates the dual statutory requirement of both Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) and reflects the two distinct requirements of both approaches, that is,

- Sustainable Environmental Assessment is led by baseline information and focuses primarily on environmental effects;
- Sustainability Appraisal is objectives led and examines all the sustainability-related impacts of plans whether they are social, environmental or economic in origin.

Despite these differences it is possible to meet both requirements through a single appraisal process. This is the approach that has been adopted in preparation of this appraisal of the Preferred Options Document for the Rochford LDF Core Strategy. Throughout the remainder of this document where reference is made to sustainability appraisal (SA) it should be taken to include the requirements of the SEA Directive (2001/42/EC) as incorporated into English Law by virtue of the Environmental Assessment of Plans and Programme Regulations (2004).

## **4. METHODOLOGY**

This section of the report sets out the methodology which has been adopted for conducting the SA/SEA of the Rochford District Council LDF Core Strategy. The methodology adopted for this appraisal of the Rochford District Council LDF Core Strategy seeks to meet the requirements of both SA and SEA for the environmental assessment of plans. It has been prepared in accordance with the following documents,

- the European Directive 2001/42/EC (EC, 2001)
- A Practical Guide to the Strategic Environmental Assessment Directive (ODPM, 2005)
- Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks (ODPM, 2005).

The purpose of conducting the SA/SEA is to promote sustainable development through better integration of sustainability considerations into the Rochford LDF Core Strategy. Through an iterative process between policy development and SA/SEA the results of the sustainability appraisal should contribute to the reasoned justification of policies. Thus, the SA/SEA will play an important role in demonstrating the soundness of the Core Strategy, by ensuring that it reflects sustainable development objectives.

The Core Strategy is developed through a number of stages and there is a requirement for a SA/SEA to be conducted at each stage. The purpose of undertaking the appraisal at this stage of the process is to identify potential impacts arising from each of the Preferred Options. It will be for the District Council to evaluate the Preferred Options in light of this appraisal, the consultation responses and other relevant information.

The remainder of this section of the Report sets out details of the stages of the appraisal process and of the key components of the process.

### **A. Stages of the Appraisal Process**

The SA/SEA of the Rochford District Council LDF Core Strategy Preferred Options document has been conducted through a three stage process:

#### **1. Preparation of a Scoping Report**

The purpose of the Scoping Report is to ensure a focused yet comprehensive SA/SEA that addresses all the matters relevant to preparation of the Core Strategy. The Scoping Report is designed to draw upon the widest possible input at an early stage in the process by,

- establishing the baseline social, economic and natural environments (see Annex 1);
- reviewing relevant plans and programmes of relevance to the appraisal (see Annex 2);
- identifying key issues of significance;
- setting a framework and objectives for the SA/SEA appraisal (see below).

The Scoping Report provides the source information that is accessed during the conduct of the appraisal. It is subject to a 5-week consultation with 3 statutory consultees – the Environment Agency, Natural England, and English Heritage. The responses from the statutory consultees are incorporated into the subsequent appraisal. Relevant content of the Scoping Report is included in this Environmental Report and its two Annexes.

## **2. Appraisal of the Document**

The appraisal of the Preferred Options document appraises the options against the sustainability objectives identified in the Scoping Report, supported by a range of more specific questions (see below). The bulk of this report sets out the appraisal of each of the Preferred Options against each of the sustainability objectives (see Section 5). The appraisal is conducted with reference to statements in the Preferred Options Document itself together with relevant baseline information (Annex 1) and policy guidance and advice (Annex 2). The appraisal identifies the impact of the preferred options on the sustainability objectives (see Section 5); and potential cumulative and significant effects (see Sections 6 and 7).

## **3. Preparation of the Environmental Report**

The Environmental Report is this document. It represents the full report of the SA/SEA appraisal of the Preferred Options document. The report presents background information on the Core Strategy (see Section 2) and the SA/SEA process (see Section 3); the methodology for conduct of the appraisal (this Section 4); the full appraisal and its outcomes (see Sections 5, 6 and 7); and the conclusions and recommendations of the appraisal (see Section 8).

The Environmental Report is supported by two separate Annexes that set out background material,

Annex 1 - Baseline Monitoring Information;  
Annex 2 - Review of Plans and Programmes.

A Non-Technical Summary, highlighting key matters arising from the appraisal, is also available.

### **B. Key Components of the Appraisal Process**

There are three key components that inform the appraisal process,

#### **1. Baseline Information**

The baseline information for the SA/SEA of the Preferred Options document has been collated from a wide range of sources (see Annex 1). The information provides the basis for assessing the potential impact of the options and will aid development of suitable alternatives and/or appropriate mitigation measures, together with future monitoring data. It aims to highlight the current relevant data for Rochford District Council area; regional and national level data to compare local performance; established trends; identified targets; and existing environmental and sustainability concerns and problems.

#### **2. Review of Plans & Programmes**

The review of plans and programmes has considered a full range of planning policy and guidance documents, together with a broad range of documents that address sustainability objectives and issues of environmental protection (see Annex 2). The plans and programmes inform,



- formulation of the sustainability objectives;
- the higher level context for preparation of the Core Strategy;
- identification of cumulative effects between the Core Strategy and other policies.

### **3. SEA Objectives and Sustainability Framework**

The SA/SEA of the Preferred Options document has adopted an objectives based approach. The use of sustainability objectives to appraise a plan or programme is a recognised methodology. It allows individual issues and options or policies and proposals of a plan or programme to be appraised separately against each objective. In this way beneficial or adverse impacts may be readily identified and reported and similarly, it can then become apparent which area(s) of good sustainability practice the overall strategy may need to focus on. It also allows for alternatives and/or mitigation measures to be identified and subsequently appraised in similar fashion.

The sustainability objectives have been derived from the review of plans and programmes and a strategic analysis of the baseline information. This means that the objectives are based on policy advice and guidance and related to the assessment of the current state of the District's environment. The appraisal is then able to evaluate the nature and degree of impact and whether significant effects are likely to emerge from the suggested preferred options.

The sustainability objectives identified for the appraisal of the Rochford District Council Core Strategy Preferred Options document are tabulated in Figure 2 below. The table presents each sustainability objective, together with its source and the sustainability issues to which it relates (derived from Annex 1(f) of the European SEA Directive, 2001/42/EC). Also listed are the key questions applied to each objective during the appraisal process and which inform the comments made in the appraisal.

The appraisal Objective 1 ('to ensure the delivery of high quality sustainable communities where people will want to live and work') is regarded as an overarching objective. It is not used in the appraisal of individual issues and options. Rather, the degree to which preferred options, taken as a whole, contribute positively or negatively to sustainability is used as the indicator of whether or not the overarching SEA objective will be delivered successfully.

The selected sustainability objectives represent a balance of social, economic and environmental objectives. An assessment of the internal compatibility of these objectives has been undertaken to identify any potential tensions between them. Figure 1 presents the outcome of the assessment which showed no incompatibility between any of the sustainability objectives. The vast majority of the objectives are compatible or very compatible with all other objectives. A few of the objectives have no impact on some other objectives but this does not disqualify them from inclusion because overall they remain compatible with the overarching objective.

Figure 1: Compatibility Assessment of the Sustainability Objectives

Sustainability Objectives	1												
	2	VC											
	3	VC	C										
	4	VC	VC	C									
	5	VC	NI	C	C								
	6	VC	C	C	VC	VC							
	7	VC	C	C	C	VC	C						
	8	VC	VC	C	VC	C	VC	VC					
	9	VC	VC	NI	VC	C	VC	C	VC				
	10	VC	VC	VC	VC	C	C	C	VC	VC			
	11	VC	NI	C	C	VC	VC	VC	C	C	C		
	12	VC	NI	C	C	VC	C	C	C	C	VC	VC	
	13	VC	C	VC	VC	VC	C	C	VC	C	VC	VC	VC
	1	2	3	4	5	6	7	8	9	10	11	12	13
Sustainability Objectives													

Key

- VC Very Compatible
- C Compatible
- N No Impact
- I Incompatible
- VI Very Incompatible
- U Uncertain

The appraisal assessed the impact of the preferred options against each of the sustainability objectives 2 to 13, taking into account relevant policy guidance and baseline information, in order to inform:

- extent to which the option may contribute to achieving the sustainability objectives;
- any change in the degree of impact over time - the appraisal looks at 3 periods,
  - Short Term - Present day to 2011
  - Medium Term - 2011-2016
  - Longer Term - 2016 and beyond.
- measures that could improve contribution of the option to sustainability;
- any linkage with, or impact on, other options or matters that could have broader sustainability implications and may be defined within one of 3 types of effect,
  - Secondary effect – not a direct result of the option or issue, but may occur away from the original effect or as a result of a complex pathway,
  - Cumulative effect – whereby several options and issues each have separately insignificant effects but together have a significant effect, or where several individual effects have a combined effect,
  - Synergistic effect – effects that interact to produce a total effect greater than the sum of the individual effects;
- any other factors to consider during future work on the LDF.

**Figure 1: Rochford District Council Core Strategy - Sustainability Framework**

Sustainability Objective	Source	Annex 1(f) SEA Directive Requirements	Key Questions
1) To ensure the delivery of high quality sustainable communities where people will want to live and work.	<ul style="list-style-type: none"> <li>• Sustainable Communities Plan (ODPM, 2005)</li> </ul>	<ul style="list-style-type: none"> <li>• Population</li> <li>• Human Health</li> <li>• Fauna/Flora/Soil</li> <li>• Water</li> <li>• Air</li> <li>• Climatic factors</li> <li>• Cultural Heritage – architectural and archaeological</li> <li>• Landscape</li> </ul>	<ul style="list-style-type: none"> <li>• See below and text.</li> </ul>
2) To create safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	<ul style="list-style-type: none"> <li>• Planning Policy Statement 1 – Delivering Sustainable Development (ODPM, 2005)</li> </ul>	<ul style="list-style-type: none"> <li>• Population</li> <li>• Human Health</li> </ul>	<ul style="list-style-type: none"> <li>• Will it ensure the delivery of high quality and inclusive design?</li> <li>• Will the policy ensure an intervention in the causes of criminal events; reducing risk and potential seriousness?</li> </ul>
3) To provide everybody with the opportunity to live in a decent home.	<ul style="list-style-type: none"> <li>• Planning Policy Statement 3 – Housing (ODPM, 2000)</li> </ul>	<ul style="list-style-type: none"> <li>• Population</li> <li>• Human Health</li> <li>• Material Assets</li> </ul>	<ul style="list-style-type: none"> <li>• Will it increase the range and affordability of housing for all social groups?</li> <li>• Will it reduce the number of unfit homes?</li> <li>• Does it promote high quality design?</li> <li>• Is there sustainable access to key services?</li> <li>• Does it meet the residents' needs in terms of sheltered and lifetime homes or those that can easily be adapted so?</li> </ul>
4) To promote town centre vitality and viability	<ul style="list-style-type: none"> <li>• Planning Policy Statement 6 – Town Centres (ODPM, 2005)</li> </ul>	<ul style="list-style-type: none"> <li>• Population</li> </ul>	<ul style="list-style-type: none"> <li>• Does it promote and enhance existing centres by focusing development in such centres?</li> <li>• Does it enhance consumer choice through the provision of a range of shopping, leisure and local services to meet the needs of the entire community?</li> <li>• Does it promote mixed use and high density development in urban centres?</li> <li>• Does it secure more opportunities for residents to work in the district?</li> </ul>

5) To achieve sustainable levels of prosperity and economic growth.	<ul style="list-style-type: none"> <li>• Planning Policy Statement 1 – Delivering Sustainable Development (ODPM, 2005)</li> </ul>	<ul style="list-style-type: none"> <li>• Population</li> </ul>	<ul style="list-style-type: none"> <li>• Will it improve business development?</li> <li>• Does it secure opportunities for residents to work in the borough?</li> <li>• Does it promote a wide variety of jobs across all sectors?</li> </ul>
6) To improve the education and skills of the population.	<ul style="list-style-type: none"> <li>• Rochford District Council – Community Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Population</li> </ul>	<ul style="list-style-type: none"> <li>• Will the policies and options proposed seek to enhance the qualifications and skills of the local community?</li> </ul>
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	<ul style="list-style-type: none"> <li>• Planning Policy Guidance 13 - Transport (ODPM, 1999)</li> </ul>	<ul style="list-style-type: none"> <li>• Population</li> <li>• Climatic Factors</li> <li>• Air</li> <li>• Human Health</li> </ul>	<ul style="list-style-type: none"> <li>• Will it increase the availability of sustainable transport modes?</li> <li>• Will it seek to encourage people to use alternative modes of transportation other than the private car?</li> <li>• Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?</li> <li>• Will it reduce the need to travel?</li> <li>• Does it seek to ensure that developments that encourage a large volume of people or transport movements are located in sustainable accessible locations?</li> <li>• Does it secure more opportunities for residents to work in the district?</li> </ul>
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	<ul style="list-style-type: none"> <li>• Planning Policy Statement 9 – Biological and Geological Conservation (ODPM, 2005)</li> </ul>	<ul style="list-style-type: none"> <li>• Fauna/Flora</li> <li>• Cultural Heritage</li> <li>• Water</li> <li>• Landscape</li> </ul>	<ul style="list-style-type: none"> <li>• Will it conserve and enhance natural/semi natural habitats?</li> <li>• Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?</li> <li>• Will it maintain and enhance sites designated for their nature conservation interest?</li> <li>• Will it conserve and enhance sites of geological significance?</li> </ul>
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	<ul style="list-style-type: none"> <li>• Planning Policy Guidance 15 – Planning and Historic Environment (ODPM, 1994)</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural Heritage – archaeological and architectural</li> <li>• Landscape</li> <li>• Population</li> <li>• Human Health</li> <li>• Cultural Heritage</li> </ul>	<ul style="list-style-type: none"> <li>• Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?</li> </ul>

		<ul style="list-style-type: none"> <li>• Flora/Fauna</li> <li>• Soil</li> </ul>	
10) To maintain and enhance the quality of landscapes and townscapes.	<ul style="list-style-type: none"> <li>• Office of the Deputy Prime Minister (2005) Sustainable Communities Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural Heritage – archaeological and architectural</li> <li>• Landscape</li> <li>• Fauna/Flora</li> </ul>	<ul style="list-style-type: none"> <li>• Does it seek to enhance the range and quality of the public realm and open spaces?</li> <li>• Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?</li> <li>• Will it reduce the amount of derelict, degraded and underused land?</li> <li>• Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?</li> <li>• Will it improve the landscape?</li> </ul>
11) To improve water quality and reduce the risk of flooding.	<ul style="list-style-type: none"> <li>• EU Water Framework Directive (2000/60/EC)</li> <li>• Planning Policy Statement 25 – Development and Flood Risk (CLG, 2006)</li> </ul>	<ul style="list-style-type: none"> <li>• Water</li> <li>• Human Health</li> </ul>	<ul style="list-style-type: none"> <li>• Will it improve the quality of inland water?</li> <li>• Will it improve the quality of coastal waters?</li> <li>• Will development increase the risk of flooding?</li> <li>• Will suitable and effective mitigation against flooding be integrated into development?</li> <li>• Does the development seek to incorporate good design in regards to water conservation and quality?</li> </ul>
12) To improve air quality.	<ul style="list-style-type: none"> <li>• EU Air Quality Framework Directive (1996/62/EC)</li> </ul>	<ul style="list-style-type: none"> <li>• Air</li> <li>• Human Health</li> </ul>	<ul style="list-style-type: none"> <li>• Will it improve air quality?</li> <li>• Will it direct transport movements away from AQMAs and/or potentially significant junctions?</li> </ul>
13) To reduce contributions to climatic change.	<ul style="list-style-type: none"> <li>• Planning Policy Guidance 22 - Renewable Energy (ODPM, 1993)</li> </ul>	<ul style="list-style-type: none"> <li>• Climatic Factors</li> <li>• Air</li> <li>• Water</li> </ul>	<ul style="list-style-type: none"> <li>• Will it reduce emissions of greenhouse gases by reducing energy consumption?</li> <li>• Will lead to an increased proportion of energy needs being met from renewable sources?</li> </ul>

## 5. APPRAISAL OF PREFERRED OPTIONS

The Preferred Options document for the Rochford District Council LDF Core Strategy invites views on the options that the Council considers are realistic to shape the development of the district in the period until 2021 and beyond. The Council has previously consulted on a wider range of options during earlier stages of the process. Rochford District Council has set out the preferred options under 13 headings in Section 4 of the Council's Preferred Options document. The Council's preferred option in each case is shown bold in a box.

The appraisal, set out in the remainder of this section, follows the structure of the preferred options to set out the appraisal findings. An appraisal has been undertaken of each bulleted option identified within each preferred options box for each heading in the Council's consultation document. This means that a total of 39 separate appraisals have been undertaken and are presented on the following pages. The appraisals have each been given a reference number which identifies the heading and the bulleted option.

The text of each bulleted option is set out at the beginning of each individual appraisal to identify the option subject to appraisal. The findings for each issue/option are presented in tabular format, with the sustainability objectives being listed for each individual appraisal alongside comment on the potential sustainability impact of the issue/option.

Following the individual appraisals a summary of the findings is presented in an appraisal matrix for each individual appraisal. The matrix classifies the appraised impact of each preferred option by each sustainability objective and for three time periods. The three time periods are:

- Short term - present to 2011
- Medium term - 2011 to 2016
- Long term - 2016 and beyond

The appraisal matrix is colour coded to show a scale of 6 impacts, as follows:

Colour	Impact
	Major Positive
	Positive
	No Impact
	Uncertain
	Negative
	Major Negative

## 1. The Green Belt and Strategic Buffers between Settlements

Two Preferred Options have been appraised - 1A: Strategic Buffers between Settlements; and 1B: Green Belt.

### Preferred Option 1A - Strategic Buffers between Settlements

The Council considers that strategic buffers will be defined and protected by policy and included broadly on the Core Strategy Key Diagram. They will then be included in detail on the Proposals Maps. Their precise boundaries will be determined during the Allocations DPD process. The policy will include the following strategic buffers:

- Great Wakering & North Shoebury (the area around the boundary with Southend-on-Sea Borough Council)
- Hockley & Rayleigh
- Hullbridge & Rayleigh
- Rawreth & Rayleigh
- Rayleigh & Eastwood (the area around the boundary with Southend-on-Sea Borough Council)
- Rayleigh & Thundersley (the area around the boundary with Castle Point Borough Council)
- Rochford / Ashingdon & Hawkwell / Hockley

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Current baseline evidence suggests that the incidences of crime within Rochford District are significantly lower than other areas and national averages. Strategic buffers between settlements are unlikely to adversely impact on this performance.
3) To provide everybody with the opportunity to live in a decent home.	The 2004 District Housing Demand/Supply Analysis found that there was a shortfall of 1558 affordable dwellings across the district. The identification of strategic buffers would limit opportunities to identify potential housing development sites on the edge of settlements in close proximity to the local services and facilities available in adjacent settlements. The scale of impact would depend on the extent to which sufficient development sites to meet housing provisions were available within the settlements. Nevertheless, the impact of strategic buffers is likely to increase in the longer term if development opportunities reduce within settlements.
4) To promote town centre vitality and viability	By seeking to prevent urban sprawl and coalescence of existing settlements, strategic buffers would encourage the concentration of development within existing settlements. This would assist the promotion of town centre vitality and viability by increasing consumer numbers and encouraging mixed use and more intensive development within the centres.

5) To achieve sustainable levels of prosperity and economic growth.	By seeking to prevent urban sprawl and coalescence, strategic buffers would encourage the concentration of development within existing settlements. This would assist the achievement of sustainable levels of prosperity and economic growth by encouraging mixed use and more intensive development within the settlements. However, the identification of strategic buffers could limit the ability of the District to attract new businesses, or for existing businesses to expand, if sites and premises of suitable size and location were not available within settlements. The impact of strategic buffers is likely to increase in the longer term if development opportunities reduce within settlements.
6) To improve the education and skills of the population.	Strategic buffers are likely to have no impact on educational and skill attainment within Rochford District. However, there could be a longer term impact if more limited development opportunities within settlements reduce opportunities for economic growth.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Strategic buffers would contribute positively to promotion of sustainable transport by encouraging development within existing settlements. The concentration of development is likely to increase the feasibility of enhancing existing passenger transport services and enabling non-car based access to local jobs and facilities. However, being located adjacent to the main settlements within Rochford District, the strategic buffers would limit opportunities for urban extensions in close proximity to local services. This could divert development to locations at greater distance from the main settlements where the opportunities to promote sustainable transport choices were limited. The medium and long term impact of strategic buffers on sustainable transport choices is therefore uncertain, if development opportunities reduce within settlements.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Strategic buffers, would assist the conservation and enhancement of the biological and geological diversity of Rochford District. By limiting further development in the narrow gaps between settlements the buffers would maintain the open character of these areas and allow their continued use as wildlife corridors. This should have a positive impact on the international and national biodiversity designations within and adjoining the District and also on other designated Wildlife Sites and Local Nature Reserves.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Rochford District contains a broad range of cultural assets, including 331 listed buildings and 1,126 archaeological records. That part of the heritage within identified strategic buffers would be afforded additional protection for its maintenance and enhancement. The strategic buffers could also maintain and enhance the separate identity of settlements which they abut. However, by encouraging concentration and intensification of further development in existing settlements, the strategic buffers could have an adverse impact on heritage and assets within the settlements.



10) To maintain and enhance the quality of landscapes and townscapes.	The strategic buffers could maintain and enhance the separate identity of settlements which they abut by offering additional protection to the landscape character in the narrow gaps between settlements. Any benefit would be maximised by other policies to enhance and effectively manage the urban fringe. Strategic buffers would encourage the reuse of previously developed land within settlements. However, by encouraging concentration and intensification of further development in existing settlements, the strategic buffers could have an adverse impact on townscape within the settlements.
11) To improve water quality and reduce the risk of flooding.	Strategic buffers, by discouraging further development within their areas, are unlikely to have an adverse impact on water quality or flood risk.
12) To improve air quality.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. Strategic buffers, through support for further development within existing settlements, could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. However, if the strategic buffers limited economic opportunity within settlements and/or resulted in development at greater distance from settlements, increased car traffic would have an adverse impact on air quality.
13) To reduce contributions to climatic change.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. Strategic buffers, through support for further development within existing settlements, could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. However, if the strategic buffers limited economic opportunity within settlements and/or resulted in development at greater distance from settlements, increased car traffic would have an adverse impact on air quality. The strategic buffers are unlikely to impact on the proportion of energy use from renewable sources but could limit opportunities for siting renewable energy projects.

**Preferred Option 1B – Green Belt**

The Council proposes to continue its restrictive suite of policies for development within the green belt, in line with national guidance. The general extent of the green belt will be shown on the Core Strategy Key Diagram and in detail on the Proposals Maps. The policies affecting development control decisions on applications within the green belt will be laid out in the Development Control Policies DPD. However, there will be some relaxation for major developed sites, green tourism and renewable energy proposals in the green belt.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Current baseline evidence suggests that the incidences of crime within Rochford District are significantly lower than other areas and national averages. The Green Belt is unlikely to adversely impact on this performance.
3) To provide everybody with the opportunity to live in a decent home.	The 2004 District Housing Demand/Supply Analysis found that there was a shortfall of 1558 affordable dwellings across the district. The Green Belt would limit opportunities to identify potential housing development sites on the edge of settlements in close proximity to local services and facilities. The scale of impact would depend on the extent to which sufficient development sites to meet housing provisions were available within the settlements. Nevertheless, the impact of the Green Belt is likely to increase in the longer term if development opportunities reduce within settlements.
4) To promote town centre vitality and viability	By seeking to prevent urban sprawl and coalescence of existing settlements, the Green Belt would encourage the concentration of development within existing settlements. This would assist the promotion of town centre vitality and viability by increasing consumer numbers and encouraging mixed use and more intensive development within the centres.
5) To achieve sustainable levels of prosperity and economic growth.	By seeking to prevent urban sprawl and coalescence of existing settlements, the Green Belt would encourage the concentration of development within existing settlements. This would assist the achievement of sustainable levels of prosperity and economic growth by encouraging mixed use and more intensive development within the settlements. However, the Green Belt could limit the ability of the District to attract new businesses, or for existing businesses to expand, if sites and premises of suitable size and location were not available within settlements. The impact of the Green Belt is likely to increase in the longer term if development opportunities reduce within settlements.
6) To improve the education and skills of the population.	The Green Belt is likely to have no impact on educational and skill attainment within Rochford District. However, there could be a longer term impact if more limited development opportunities within settlements reduce opportunities for economic growth.

<p>7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.</p>	<p>The Green Belt would contribute positively to promotion of sustainable transport by encouraging development within existing settlements. The concentration of development is likely to increase the feasibility of enhancing existing passenger transport services and enabling non-car based access to local jobs and facilities. However, the Green Belt would limit opportunities for urban extensions in close proximity to local centres of population, jobs and services. This could encourage longer distance travel, especially by car, to access jobs and services in other centres. The medium and long term impact of the Green Belt on sustainable transport choices is therefore uncertain, if development opportunities reduce within settlements.</p>
<p>8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.</p>	<p>The Green Belt would assist the conservation and enhancement of the biological and geological diversity of Rochford District. By limiting further development beyond existing settlements the Green Belt would maintain the open character of these areas and allow their continued use as wildlife areas and corridors. This should have a positive impact on the international and national biodiversity designations within and adjoining the District and also on other designated Wildlife Sites and Local Nature Reserves. However, the proposal for some relaxation of Green Belt policy for major developed sites, green tourism and renewable energy proposals has a potentially adverse impact by introducing more development and activity into Green Belt areas. Further appraisal of the potential impact of the proposed relaxation of policy would be required when further details become available.</p>
<p>9) To maintain and enhance the cultural heritage and assets within the District of Rochford.</p>	<p>Rochford District contains a broad range of cultural assets, including 331 listed buildings and 1,126 archaeological records. That part of the heritage within the Green Belt would be afforded additional protection for its maintenance and enhancement. The Green Belt would also maintain and enhance the separate identity of existing settlements. However, by encouraging concentration and intensification of further development in existing settlements, the Green Belt could have an adverse impact on heritage and assets within the settlements.</p>

10) To maintain and enhance the quality of landscapes and townscapes.	The Green Belt could maintain and enhance the separate identity of existing settlements by offering additional protection to the landscape character between settlements. Any benefit would be maximised by other policies to enhance and effectively manage the urban fringe. The Green Belt would encourage reuse of previously developed land within settlements. However, by encouraging concentration and intensification of development in existing settlements, the Green Belt could have an adverse impact on townscape within the settlements. Also, the proposal for some relaxation of Green Belt policy for major developed sites, green tourism and renewable energy proposals has a potentially adverse impact by introducing more development and activity into Green Belt areas. Further appraisal of the potential impact of the proposed relaxation of policy would be required when further details become available.
11) To improve water quality and reduce the risk of flooding.	The Green Belt, by discouraging further development within its area, is unlikely to have an adverse impact on water quality or flood risk.
12) To improve air quality.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. The Green Belt, through support for further development within existing settlements, could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. However, if the Green Belt limited economic opportunity or provision of services within settlements, increased car traffic to jobs and services elsewhere would have an adverse impact on air quality.
13) To reduce contributions to climatic change.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. The Green Belt, through support for further development within existing settlements, could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. However, if the Green Belt limited economic opportunity or provision of services within settlements, increased car traffic to jobs and services elsewhere would have an adverse impact on air quality. The relaxation of Green Belt policy in respect of renewable energy proposals would support an increase in the proportion of energy from renewable sources.

## 2. Protection and Enhancement of the Upper Roach Valley

Three Preferred Options have been appraised - 2A: Increased Informal Countryside Recreation Opportunities; 2B: Cherry Orchard Jubilee Country Park; and 2C: Joint Area Action Plan.

### Preferred Option 2A: Increased Informal Countryside Recreation Opportunities

The Council will include policies providing for the protection and enhancement of the area and increased informal countryside recreation opportunities.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	The protection and enhancement of the Upper Roach Valley, through the provision of informal recreational activity, would contribute positively to the quality of life and delivery of a safe environment.
3) To provide everybody with the opportunity to live in a decent home.	Increased informal countryside recreation opportunities in the Upper Roach Valley will not contribute directly to provision of opportunities to live in decent and affordable homes. However, such provision would assist improvements to the social infrastructure of Rochford District by locating sustainable recreational facilities in close proximity to residents and workers.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	An increase in informal countryside recreation opportunities could give rise to limited job opportunities. Additionally, the existence of the resource could assist promotion of the wider economy by broadening the range of social activities available in the District, thereby improving its attractiveness as a place to live and relax.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Increased informal countryside recreation opportunities would assist promotion of sustainable transport choices by encouraging activities not dependent on car travel and in relatively close proximity to residential areas. However, the existence of sensitive landscape and wildlife areas in the area, together with its location, mean that any increased activity and access would need to be carefully and closely managed. Increased motorised access would have an adverse impact over the longer term and any broadening of access arrangements should focus on sustainable transport choices.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	The Upper Roach Valley has a sensitive and rich biological diversity, including an Area of Ancient Landscape, 7 ancient woodlands and a number of wildlife sites. Increased informal countryside recreation opportunities in the area could assist the

	<p>conservation and enhancement of this biodiversity. However, any increased activity in the area would need to be closely and carefully managed to safeguard that diversity. The potential benefits of this preferred option for recreational activity should be supported by other policies to enhance and effectively manage the biological resource of the area. Further appraisal of the potential impact of the proposed increased informal countryside recreation opportunities in the area would be required when further details of the proposals and associated biodiversity management policies become available.</p>
<p>9) To maintain and enhance the cultural heritage and assets within the District of Rochford.</p>	<p>The Upper Roach Valley contains a range of cultural heritage features, including listed buildings, together with other assets, including the Roach Valley Way. Increased informal countryside recreation opportunities in the area could assist the maintenance and enhancement of these cultural features and assets. However, any increased activity in the area would need to be closely and carefully managed to safeguard them. The potential benefits of this preferred option for recreational activity should be supported by other policies to enhance and effectively manage the cultural resources of the area. Further appraisal of the potential impact of the proposed increased informal countryside recreation opportunities in the area would be required when further details of the proposals and associated heritage management policies become available.</p>
<p>10) To maintain and enhance the quality of landscapes and townscapes.</p>	<p>The combination of biological diversity and cultural assets in the Upper Roach Valley means that the area has a valued but sensitive landscape. Increased informal countryside recreation opportunities in the area could assist the maintenance and enhancement of the landscape quality. However, any increased activity in the area would need to be closely and carefully managed. The potential benefits of this preferred option for recreational activity should be supported by other policies to enhance and effectively manage the landscape quality of the area. Further appraisal of the potential impact of the proposed increased informal countryside recreation opportunities in the area would be required when further details of the proposals and associated landscape management policies become available.</p>

11) To improve water quality and reduce the risk of flooding.	Water quality of watercourses in the Upper Roach Valley is generally classified as only poor or fair by the Environment Agency through much of the lengths of Eastwood Brook; Hawkwell Brook/Roach; and Rayleigh Brook/Nobles Ditch. The protection and enhancement of the Upper Roach Valley, by restricting further development in the area, could assist in limiting further deterioration in water quality. However, increased activity through enhanced informal countryside recreation opportunities in the area would need to be carefully managed and supported by other policies to improve water quality and reduce the risk of flooding.
12) To improve air quality.	Increased informal countryside recreation opportunities could have a positive impact on air quality by encouraging activities not dependent on car travel and in relatively close proximity to residential areas. However, any increased activity and access would need to be carefully and closely managed. Increased motorised access would have an adverse impact on air quality over the longer term and any broadening of access arrangements should focus on sustainable transport choices.
13) To reduce contributions to climatic change.	Increased informal countryside recreation opportunities could have a positive impact on climatic change by encouraging activities not dependent on car travel and in relatively close proximity to residential areas. However, any increased activity and access would need to be carefully and closely managed. Increased motorised access would have an adverse impact on air quality over the longer term and any broadening of access arrangements should focus on sustainable transport choices. The development of some sources of renewable energy within and/or adjacent to the Upper Roach Valley could have an adverse impact on its character and the attractiveness as an area for informal countryside recreation.

**Preferred Option 2B: Cherry Orchard Jubilee Country Park**

The Council will identify land to be included in the Cherry Orchard Jubilee Country Park on the Proposals Map and will include any further proposed extensions beyond its current allocation.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Cherry Orchard Jubilee Park, through the provision of informal recreational activity, could contribute positively to the quality of life and the delivery of a safe environment.
3) To provide everybody with the opportunity to live in a decent home.	Cherry Orchard Jubilee Country Park does not contribute directly to provision of opportunities to live in decent and affordable homes. However, provision of the Country Park, and any extensions, would assist improvements to the social infrastructure of Rochford District by locating sustainable recreational facilities in close proximity to residents and workers.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	The presence, and extension, of Cherry Orchard Jubilee Country Park could give rise to limited local job opportunities. Additionally, the existence of the resource could assist promotion of the wider economy by broadening the range of social activities available in the District, thereby improving its attractiveness as a place to live and relax.
6) To improve the education and skills of the population.	The Countryside Agency identifies Country Parks as having an educational role related to their primary aims of providing countryside based recreational opportunities, protecting vulnerable land, and wildlife conservation centres. Cherry Orchard Jubilee Country Park could perform such a function and thereby assist the broadening of education and skills in Rochford District.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The presence, and extension, of Cherry Orchard Jubilee Country Park would assist promotion of sustainable transport choices by encouraging activities not dependent on car travel and in relatively close proximity to residential areas. However, any increased activity and access would need to be carefully and closely managed. Increased motorised access would have an adverse impact over the longer term and any broadening of access arrangements should focus on sustainable transport choices.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	The Cherry Orchard Jubilee Country Park is situated within the Upper Roach Valley which has a sensitive and rich biological diversity, including an Area of Ancient Landscape, 7 ancient woodlands and a number of wildlife sites. Increased informal



	<p>countryside recreation opportunities in the area could assist the conservation and enhancement of this biodiversity. However, any increased activity in the area would need to be closely and carefully managed to safeguard that diversity. The potential benefits of this preferred option for recreational activity should be supported by other policies to enhance and effectively manage the biological resource of the area. Further appraisal of the potential impact of any increased use and extension of the Country Park would be required when further details of the proposals and associated biodiversity management policies become available.</p>
<p>9) To maintain and enhance the cultural heritage and assets within the District of Rochford.</p>	<p>The Cherry Orchard Jubilee Country Park is situated within the Upper Roach Valley which contains a range of cultural heritage features, including listed buildings, together with other assets, including the Roach Valley Way. Increased informal countryside recreation opportunities in the area could assist the maintenance and enhancement of these cultural features and assets. However, any increased activity in the area would need to be closely and carefully managed to safeguard them. The potential benefits of this preferred option for recreational activity should be supported by other policies to enhance and effectively manage the cultural resources of the area. Further appraisal of the potential impact of any increased use and extension of the Country Park would be required when further details of the proposals and associated heritage management policies become available.</p>
<p>10) To maintain and enhance the quality of landscapes and townscapes.</p>	<p>The combination of biological diversity and cultural assets in the Upper Roach Valley means that the area has a valued but sensitive landscape. Extension of the Cherry Orchard Jubilee Country Park could assist the maintenance and enhancement of the landscape quality. However, any increased activity in the area would need to be closely and carefully managed. The potential benefits of this preferred option for recreational activity should be supported by other policies to enhance and effectively manage the landscape quality of the area. Further appraisal of the potential impact of any increased use and extension of the Country Park would be required when further details of the proposals and associated landscape management policies become available.</p>

11) To improve water quality and reduce the risk of flooding.	Water quality of watercourses in the Upper Roach Valley is generally classified as only poor or fair by the Environment Agency through much of the lengths of Eastwood Brook; Hawkwell Brook/Roach; and Rayleigh Brook/Nobles Ditch. Part of Cherry Orchard Jubilee Park lies within a flood risk zone. Extension of the Country Park, with changed land and water management measures, could assist improvement of water quality and reduced flood risk. However, increased activity within the Country Park would need to be carefully managed and supported by other policies to mitigate potential pollution and runoff risks.
12) To improve air quality.	Increased activity and extension of Cherry Orchard Jubilee Country Park could have a positive impact on air quality by encouraging activities not dependent on car travel and in relatively close proximity to residential areas. However, any increased activity and access would need to be carefully and closely managed. In particular, the proposed increased motorised access would have an adverse impact on air quality over the longer term and any broadening of access arrangements should focus on sustainable transport choices.
13) To reduce contributions to climatic change.	Increased activity and extension of Cherry Orchard Jubilee Country Park could have a positive impact on climate change by encouraging activities not dependent on car travel and in relatively close proximity to residential areas. However, any increased activity and access would need to be carefully and closely managed. Increased motorised access would have an adverse impact on air quality over the longer term and any broadening of access arrangements should focus on sustainable transport choices. The development of some sources of renewable energy within and/or adjacent to the Country Park could have an adverse impact on its character and attractiveness as an area for informal countryside recreation. Nevertheless, the opportunity should be taken to meet the energy needs of the Country Park from renewable sources and incorporate a full range of energy and water conservation measures.

**Preferred Option 2C: Joint Area Action Plan**

The Council will prepare a Joint Area Action Plan covering land to the west of Rochford, which will work to ensure the protection and enhancement of the Upper Roach Valley, whilst enabling employment related development closer to London Southend Airport.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	The preparation of a Joint Area Action Plan could contribute positively to the delivery of a safe environment through provision of an improved range of recreational and employment opportunities.
3) To provide everybody with the opportunity to live in a decent home.	A Joint Area Action Plan, addressing informal recreation and employment issues, would not contribute directly to provision of opportunities to live in decent and affordable homes. However, the Plan would assist improvements to the social and economic infrastructure of Rochford District by locating recreational and employment facilities in close proximity to residents.
4) To promote town centre vitality and viability	A Joint Area Action Plan could assist promotion of town centre vitality and viability by retaining more economic and leisure activities within the District.
5) To achieve sustainable levels of prosperity and economic growth.	The 2001 Census recorded a deficit of 14,900 jobs compared to resident workers in Rochford District. Preparation of a Joint Area Action Plan for employment development in close proximity to London Southend Airport provides the opportunity to create a key local economic generator. This would assist achievement of improved prosperity and economic growth by promoting growth across a range of sectors and businesses that could broaden the economic base of the District. It would contribute similarly over a wider area of Essex Thames Gateway, which is a national and regional priority for social and economic regeneration. Further, the proposed inclusion of policies to protect and enhance the wider area of the Upper Roach Valley in the Joint Action Area Plan could assist promotion of the wider economy by broadening the range of social activities available in the District, thereby improving its attractiveness as a place to live and relax.
6) To improve the education and skills of the population.	The preparation of a Joint Area Action Plan, including promotion of a key employment generator, would assist improvement in education and skills by broadening the economic base of Rochford District.

<p>7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.</p>	<p>London Southend Airport and Rochford Business Park are physically separate from residential areas in Rochford, although they abut residential areas in neighbouring Southend. This could encourage increased car use for travel to work. The Core Strategy and the Joint Area Action Plan will both need to consider how sustainable transport choices may best be promoted for journeys to work at these locations, particularly by residents of both authorities. Likewise, any increase in passenger flights from the Airport should be based on use of sustainable means of transport to and from the Airport. A key aspect of providing employment uses in this area will be minimising motorised traffic travelling into and across the environmentally rich Upper Roach Valley. The protection and enhancement of remaining areas within the Upper Roach Valley would assist promotion of sustainable transport choices by encouraging activities not dependent on car travel and in relatively close proximity to residential areas. Further appraisal of the potential transport impacts will be required as the proposals for the area are further developed in subsequent stages of the Core Strategy and in the Joint Area Action Plan.</p>
<p>8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.</p>	<p>The Upper Roach Valley has a sensitive and rich biological diversity, including an Area of Ancient Landscape, 7 ancient woodlands and a number of wildlife sites. Preparation of a Joint Area Action Plan, by setting out further detailed policy guidance, could assist the conservation and enhancement of this biodiversity – particularly by identifying the balance with employment interests in the area. Any increased activity in the area (either recreational or employment orientated) would need to be closely and carefully managed to safeguard its biodiversity. The Core Strategy and the Joint Area Action Plan would need to clearly identify support policies and other measures to enhance and effectively manage the biological resource of the area. In particular, they should consider runoff/flood management and pollution control measures applying within existing and proposed employment areas. Further appraisal of the potential impacts will be required when details of proposals and associated biodiversity management policies become available during subsequent stages of the Core Strategy and Joint Area Action Plan.</p>

<p>9) To maintain and enhance the cultural heritage and assets within the District of Rochford.</p>	<p>The Upper Roach Valley contains a range of cultural heritage features, including listed buildings, together with other assets, including the Roach Valley Way. Preparation of a Joint Area Action Plan, by setting out further detailed policy guidance, could assist the maintenance and enhancement of these cultural features and assets – particularly by identifying the balance with employment interests in the area. Any increased activity in the area (either recreational or employment orientated) would need to be closely and carefully managed to safeguard them. The Core Strategy and the Joint Area Action Plan would need to clearly identify support policies to enhance and effectively manage the cultural resources of the area. Further appraisal of the potential impacts will be required when further details of the proposals and associated heritage management policies become available during subsequent stages in preparation of the Core Strategy and Joint Area Action Plan.</p>
<p>10) To maintain and enhance the quality of landscapes and townscapes.</p>	<p>The combination of biological diversity and cultural assets in the Upper Roach Valley means that the area has a valued but sensitive landscape. Preparation of a Joint Area Action Plan, by setting out further detailed policy guidance, could assist the maintenance and enhancement of the landscape quality. The opportunity should also be taken to achieve high quality landscaping of the proposed employment areas to enhance their appearance and attractiveness and reflect the natural quality of the Upper Roach Valley. However, any increased activity in the area (either recreational or employment orientated) would need to be closely and carefully managed. The Core Strategy and the Joint Area Action Plan would need to clearly identify support policies to enhance and effectively manage the landscape quality of the area. Further appraisal of the potential impacts of any increased activity would be required when further details of the proposals and associated landscape management policies become available during subsequent stages in preparation of the Core Strategy and Joint Area Action Plan.</p>

<p>11) To improve water quality and reduce the risk of flooding.</p>	<p>Water quality of watercourses in the Upper Roach Valley is generally classified as only poor or fair by the Environment Agency through much of the lengths of Eastwood Brook; Hawkwell Brook/Roach; and Rayleigh Brook/Nobles Ditch. Preparation of a Joint Area Action Plan, by setting out further detailed policy guidance, could assist improvement of water quality and reduced flood risk. In particular, the Joint Area Action Plan should consider runoff/flood management and pollution control measures, given that parts of London Southend Airport and existing employment areas lie within flood risk zones. Further appraisal of the potential impacts of any increased activity would be required when further details of the proposals and associated landscape management policies become available during subsequent stages in preparation of the Core Strategy and Joint Area Action Plan.</p>
<p>12) To improve air quality.</p>	<p>Increased recreational and employment activity in the Upper Roach Valley could encourage additional car journeys for travel to work and leisure purposes. Further increased motorised traffic would also be generated by freight movement for businesses and by increased use of London Southend Airport by land and air. Such increases in traffic would adversely affect air quality. The Core Strategy and the Joint Area Action Plan will both need to consider how sustainable transport choices may best be promoted to assist improvement in air quality. Consideration should also be given to measures to minimise the impact of emissions from businesses in the area. Further appraisal of the potential air quality impacts will be required as the proposals for the area are further developed in subsequent stages of the Core Strategy and in the Joint Area Action Plan.</p>
<p>13) To reduce contributions to climatic change.</p>	<p>Increased motorised access to recreational and employment activities in the Upper Roach Valley would have an adverse impact on air quality over the longer term and any broadening of access arrangements should focus on sustainable transport choices. Any adverse impact from ground based activity would be further increased by increased aircraft movements into and out of London Southend Airport. The opportunity should be taken to meet the energy needs of activities in the area from renewable sources and incorporate a full range of energy and water conservation measures. However, the development of some sources of renewable energy within and/or adjacent to the Upper Roach Valley could have an adverse impact on its character and attractiveness. Further appraisal of the potential climatic change impacts will be required as the proposals for the area are further developed in subsequent stages of the Core Strategy and in the Joint Area Action Plan.</p>

### 3. Protection and Enhancement of Special Landscapes, Habitats and Species

Four Preferred Options have been appraised – 3A: Undeveloped Coast; 3B: Special Landscape Areas; 3C: Historic Landscape and Ancient Woodland; and 3D: Biodiversity.

**Preferred Option 3A: Undeveloped Coast**  
 The Council will develop policies that seek to ensure protection for the undeveloped coast. Any development proposed for the undeveloped coast must require a coastal location.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	Protection of the undeveloped coast would not impact on the delivery of decent homes in Rochford District because sufficient provision can be made elsewhere in the District.
4) To promote town centre vitality and viability	By protecting the undeveloped coast this option would complement location of appropriate uses in town centres, thereby supporting the vitality and viability of those centres.
5) To achieve sustainable levels of prosperity and economic growth.	Protection of the undeveloped coast would not impact on the delivery of economic growth in Rochford District because sufficient provision can be made elsewhere in the District. Additionally, the biodiversity and landscape value of the coastal areas would be maintained by this option and could be the basis for sustainable tourism that would contribute to economic opportunity in the District. However, the proposed policy approach would allow for development that requires a coastal location. Such development could include uses that would contribute to economic growth, but no indication is given of the possible scope or scale of such a relaxation within the overall policy approach. Further appraisal of the potential impact of uses that could be permitted within the undeveloped coast would be required when further details become available.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The undeveloped coast promotes sustainable transport choices for leisure activities within the area. It also prevents dispersed development and assists concentration of population in centres where sustainable transport choices may be provided. Further, by restricting development to that requiring a coastal location, this option would encourage water-borne transport. However, the scale and nature of any landward transport movements arising from any development allowed on the coast by this option are not certain and would require further appraisal.
8) To conserve and enhance the biological and geological diversity of	The tidal waters of the coast of Rochford District are of international and national

<p>the environment as an integral part of social, environmental and economic development.</p>	<p>importance for their biodiversity interest. They are subject to multiple nature conservation designations including Ramsar sites, Special Protection Areas, Special Areas for Conservation, European Marine Site and Sites of Special Scientific Interest. The protection of the undeveloped coast has a positive impact on these designations by limiting development on the coastal margins and retaining a natural environment buffer between populated and developed areas and the nature conservation areas. However, the potential impact of developments requiring a coastal location that may be permitted within this policy option would require further appraisal.</p>
<p>9) To maintain and enhance the cultural heritage and assets within the District of Rochford.</p>	<p>The undeveloped coastal areas of Rochford District contain a range of cultural features and assets that are of value in their own right and which contribute to the character of the area. Protection of the undeveloped coast would positively contribute to the maintenance and enhancement of this cultural heritage.</p>
<p>10) To maintain and enhance the quality of landscapes and townscapes.</p>	<p>The combination of biological diversity, heritage features and relationship of sea and land means that the undeveloped coastal areas of Rochford District have a distinctive and sensitive landscape character. Protection of the undeveloped coast would positively contribute to maintenance and enhancement of the landscape quality, particularly its wide views and open nature. However, the potential impact of developments requiring a coastal location that may be permitted within this policy option could adversely impact on the quality of the landscape and would require further appraisal.</p>
<p>11) To improve water quality and reduce the risk of flooding.</p>	<p>Most of the undeveloped coastal areas of Rochford District, including all the tidal frontages, are within areas at risk of flooding. This option assists achievement of this objective by restricting development at risk of flooding and by enabling a wider range of flood management measures to be pursued, such as managed retreat which also has biodiversity benefits. However, the potential impact of developments requiring a coastal location that may be permitted within this policy option could adversely impact on the risk of flooding and water quality. Further appraisal of these impacts would be required when further details become available.</p>
<p>12) To improve air quality.</p>	<p>Protection of the undeveloped coast could assist improvement to air quality by promoting sustainable transport choices for leisure activities within the area. Further, by restricting development to that requiring a coastal location, this option could encourage water-borne transport. However, higher emissions could result from additional motorised travel into and out of the area, and from the operations of businesses requiring a coastal location. Further appraisal of these potential impacts would be required when further details are available.</p>



13) To reduce contributions to climatic change.	The undeveloped coast of Rochford District is susceptible to the effects of climatic change due to the implications for rising sea levels. This option assists mitigation of the effects of climatic change by restricting development at risk of flooding and by enabling a wider range of flood management measures to be pursued, such as managed retreat which also has biodiversity benefits. Location of some sources of renewable energy within and/or adjacent to the undeveloped coast could have an adverse impact on its character and attractiveness.
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**Preferred Option 3B: Special Landscape Areas**

The Council will develop policies which seek to ensure protection for the three Special Landscape Areas allowing only for development that has location, size, siting, design, materials and landscaping according with the character of the area in which the development is proposed.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	Identification of Special Landscape Areas would not impact on the delivery of decent homes in Rochford District because sufficient provision can be made elsewhere in the District.
4) To promote town centre vitality and viability	By identifying Special Landscape Areas this option would complement location of appropriate uses in town centres, thereby supporting the vitality and viability of those centres.
5) To achieve sustainable levels of prosperity and economic growth.	Identification of Special Landscape Areas would not impact on the delivery of economic growth in Rochford District because sufficient provision can be made elsewhere in the District. Additionally, the biodiversity and landscape value of the Areas would be maintained by this option and could be the basis for sustainable tourism that would contribute to economic opportunity in the District.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The Special Landscape Areas could promote sustainable transport choices for leisure activities within the area. They also prevent dispersed development, thereby assisting concentration of population in centres where sustainable transport choices may be provided. However, the Areas may encourage increased car use, due to lack of adequate sustainable transport choices to and from the area.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	All three areas identified as Special Landscape Areas in Rochford District contain a rich biodiversity. This biodiversity is recognised by national nature conservation designations enclosed within the areas and by adjacent international and national designations. The identification of the Special Landscape Areas has a positive impact on these designations by limiting development in the Areas and retaining a natural environment buffer between populated and developed areas and the nature conservation areas.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	The Special Landscape Areas contain a range of cultural features and assets that are of value in their own right and which contribute to the character of the area. Protection of the Areas would positively contribute to the maintenance and enhancement of this cultural heritage.
10) To maintain and enhance the quality of landscapes and townscapes.	The combination of biological diversity and heritage features at Hockley Woods,

	<p>together with the relationship of sea and land at the Upper Crouch and the Crouch/Roach Marshes means that the Special Landscape Areas of Rochford District have a distinctive and sensitive landscape character. Protection of the Special Landscape Areas would positively contribute to maintenance and enhancement of their specific landscape qualities and characters. However, the landscapes of Rochford District beyond the Special Landscape Areas also have their own distinctive character and quality. Identification of the Special Landscape Areas should not be at the expense of neglecting the maintenance and enhancement of these other landscapes. Further appraisal of this issue will be required in subsequent stages of preparation of the Core Strategy.</p>
11) To improve water quality and reduce the risk of flooding.	<p>Most of the Special Landscape Areas for the Upper Crouch and the Crouch/Roach marshes, including all the tidal frontages, are within areas at risk of flooding. This option assists achievement of this objective by restricting development at risk of flooding and by enabling a wider range of flood management measures to be pursued, such as managed retreat which also has biodiversity benefits. The Special Landscape Area at Hockley Woods lies within the Upper Roach Valley where water quality of watercourses is generally classified as poor or fair by the Environment Agency. This option would assist achievement of this objective if protection of the Hockley Woods Special Landscape Area contributed to improved land and water management measures that addressed water quality and flood risk issues.</p>
12) To improve air quality.	<p>Protection of the Special Landscape Areas could assist improvement to air quality by promoting sustainable transport choices for leisure activities within the Areas. However, higher emissions could result from additional motorised travel from leisure trips into and out of the Areas. The Hockley Woods Area could also suffer the adverse impacts of poor air quality if sustainable transport choices and energy use are not improved in surrounding settlements. Further appraisal of these potential impacts would be required when further details are available.</p>
13) To reduce contributions to climatic change.	<p>The Special Landscape Areas at Upper Crouch and the Crouch/Roach marshes are susceptible to the effects of climatic change due to the implications for rising sea levels. This option assists mitigation of the effects of climatic change by restricting development at risk of flooding and by enabling a wider range of flood management measures to be pursued, such as managed retreat which also has biodiversity benefits. Leisure activities within the Areas could promote sustainable transport choices but higher emissions could result from additional leisure trips by car to and from the Areas. Location of some sources of renewable energy within and/or adjacent to the Special Landscape Areas could have an adverse impact on their character and attractiveness.</p>

**Preferred Option 3C: Historic Landscape and Ancient Woodland**

The Council will develop policies that seek to ensure protection of the Area of Historic Landscape and Ancient Woodlands from development that would adversely affect their historic importance, existing landscape character or physical appearance.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	Not applicable.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	Not applicable.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The Area of Historic Landscape and the Ancient Woodlands could promote sustainable transport choices for leisure activities within the area. However, they may encourage increased car use, due to lack of adequate sustainable transport choices for leisure trips to and from the area.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	The Area of Historic Landscape and the Ancient Woodlands are important because they contain unique natural characteristics and are vital for scientific importance. Areas within both designations are either known to have existed in 1600AD or have features of pre-1600AD origin. All the Areas and Woodland contain a rich biodiversity. However, this option emphasises the aesthetic protection of these resources rather than their habitats and species. Consequently, this policy approach could have an adverse impact on these key biodiversity resources.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	The Area of Historic Landscape and the Ancient Woodlands in Rochford District are a key cultural heritage asset, being known to have existed in 1600AD or have features of pre-1600AD origin. They are of value in their own right and contribute to the character of the area. Protection of these features would contribute positively to the maintenance and enhancement of Rochford District's cultural heritage.
10) To maintain and enhance the quality of landscapes and townscape.	The combination of biological diversity and heritage features in the Area of Historic Landscape and the Ancient Woodlands of Rochford District bestows a distinctive and sensitive landscape character. Protection of these features would positively contribute to maintenance and enhancement of their specific landscape qualities and characters.
11) To improve water quality and reduce the risk of flooding.	The Area of Historic Landscape and the larger Ancient Woodlands lie within the Upper

	Roach Valley where water quality of watercourses is generally classified as poor or fair by the Environment Agency. This option would assist achievement of this objective if protection of the Area of Historic Landscape and the Ancient Woodlands contributed to improved land and water management measures that addressed water quality and flood risk issues.
12) To improve air quality.	The Area of Historic Landscape and the Ancient Woodlands could assist improvement to air quality by promoting sustainable transport choices for travel from neighbouring residential areas and leisure activities within the features. However, higher emissions could result from additional motorised travel from leisure trips into and out of them. Also, the features in the Upper Roach Valley and those otherwise adjacent to Hockley and Hawkwell could suffer the adverse impacts of poor air quality if sustainable transport choices and energy use are not improved in the surrounding settlements. Further appraisal of these potential impacts would be required when further details are available.
13) To reduce contributions to climatic change.	Leisure activities within the Area of Historic Landscape and the Ancient Woodlands could promote sustainable transport choices but higher emissions could result from additional leisure trips by car to and from the features. Location of some sources of renewable energy within and/or adjacent to the features could have an adverse impact on their character and attractiveness.

**Preferred Option 3D: Biodiversity**

The Council will develop policies that seek to ensure protection for Wildlife Sites, Local Nature Reserves and Biodiversity Action Plan species and habitats.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	Not applicable.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	Sustainable tourism, based on the rich biodiversity of Rochford District, could contribute to economic opportunity in the District.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Protection of important biodiversity features within Rochford District could promote sustainable transport choices for leisure activities within the area. However, they may encourage increased car use, due to lack of adequate sustainable transport choices for leisure trips to them.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Rochford District contains a rich biodiversity. This option, by protecting key wildlife sites and local nature reserves, together with other habitats and species of interest, would positively contribute to meeting this objective.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Wildlife sites and local nature reserves, together with other habitats and species, are of value in their own right and contribute to the character of Rochford District. Protection of these features would contribute positively to the maintenance and enhancement of the District's cultural heritage.
10) To maintain and enhance the quality of landscapes and townscapes.	The biological diversity of Rochford District contributes to the range of distinctive and sensitive landscape character within the District. Protection of key features of biodiversity would positively contribute to maintenance and enhancement of their specific landscape qualities and characters.
11) To improve water quality and reduce the risk of flooding.	Water quality is a key indicator of the health of the natural environment. Protection of key aspects of the biodiversity resource of Rochford District would assist achievement of this objective by promoting appropriate land and water management measures, for instance to address water quality in the Upper Roach Valley and managed retreat in the coastal margins.
12) To improve air quality.	Leisure activities related to biodiversity interests could promote sustainable transport choices but higher emissions could result from additional leisure trips by car to and from sites.
13) To reduce contributions to climatic change.	Leisure activities related to biodiversity interests could promote sustainable transport choices but higher emissions could result from additional leisure trips by car to and from the features. Location of some sources of renewable energy within and/or adjacent to the features could have an adverse impact on some species and habitats.

#### 4. Housing Numbers and Phasing

Three Preferred Options have been appraised – 4A: Overall District Housing Provision; 4B: Prioritise Reuse of Previously Developed Land in Urban Areas; and 4C: Phasing of Development.

**Preferred Option 4A: Overall District Housing Provision**  
The Council will ensure that enough land is allocated to accommodate the cascaded figure for homes from the *East of England Plan* for the period 2001 to 2021.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Current baseline evidence suggests that the incidences of crime within Rochford District are significantly lower than other areas and national averages. Accommodation of the housing provisions of the East of England Plan between 2001 and 2021 would assist continuation of current performance.
3) To provide everybody with the opportunity to live in a decent home.	The scale of provision of new homes for Rochford District in the East of England is such that it would meet the anticipated housing requirements of the existing and future population of the District. There is therefore the opportunity for everyone to live in a decent home, provided that the housing provision policies are supported by appropriate policies to ensure a range and affordability of housing to meet the needs of all social groups. Similarly, with the support of other appropriate policies, the provision of new housing could assist promotion of high quality design and provision of lifetime homes. The degree to which new housing provisions would reduce the number of unfit homes or enable sustainable access to key services would depend on the policies adopted for distribution of the provision within the District. Further appraisal of these issues would be required when that information becomes available.
4) To promote town centre vitality and viability	New housing provision in the District is likely to generate increased consumer expenditure. As a consequence, there is the possibility to enhance consumer choice and expand provision of shopping, leisure and other services within the District. With the support of other policies to focus development in existing town centres mixed use and higher density developments could be promoted within the centres, which could generate additional employment opportunities. By these means additional housing provision in the District would assist promotion town centre vitality and viability. However, the degree to which new housing provision would promote town centres would depend on the distribution of the provision within the District and its accessibility to the town centres.
5) To achieve sustainable levels of prosperity and economic growth.	The 2001 Census recorded a net out-commuting flow of 14,900 from Rochford District, with only 36% of workers living in the District also having a job there. Due to demographic changes the housing provisions of the East of England Plan are not

	<p>expected to cause a further increase in the number of workers living in the District. The additional demand for local services and increased consumer expenditure as a result of the additional housing provisions is likely to give a little assistance to local business development and job opportunities in some sectors but probably without significantly influencing economic growth prospects.</p>
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	<p>Additional housing provision presents the opportunity to promote more sustainable transport choices. It would assist maintenance and promotion of passenger transport, by increasing potential ridership levels, and use and provision of walking and cycling routes, by locating homes in close proximity to shops and other facilities. This would help reduce the need to travel, particularly by car, as well as reducing social exclusion by providing suitable access for all social groups to a range of jobs and services. The degree to which new housing provision would promote sustainable travel will depend on the distribution of the provision within the District. Sites within or adjacent to the larger settlements in the District would have the greatest prospect of supporting this sustainability objective.</p>
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	<p>Rochford District has a rich biological diversity with designated areas including 2 Ramsar sites, which are also SPAs, 3 SSSIs and 59 County Wildlife Sites. The provision of additional housing within the District could have an adverse impact on these designated areas and other areas which contribute to the environmental quality of the District. The degree and nature of any adverse impacts would depend on the policies adopted for distribution of the provision within the District. Further appraisal of these issues would be required when that information becomes available.</p>
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	<p>Within Rochford District there are 331 Listed Buildings and 1126 archaeological records, including 5 Scheduled Ancient Monuments. There are also 10 Conservation Areas with the largest being Rochford town centre. The provision of additional housing within the District could have an adverse impact on these designated areas and sites which contribute to the environmental quality of the District. The degree and nature of any adverse impacts would depend on the policies adopted for distribution of the provision within the District. Further appraisal of these issues would be required when that information becomes available.</p>



10) To maintain and enhance the quality of landscapes and townscapes.	Additional housing provision could assist enhancement of townscapes by promoting high quality design and new open spaces, particularly if located on derelict, degraded and underused land. There could be an adverse impact on the landscape and the urban fringe, but this would be dependent on the scale and location of any development sites on the edge or beyond settlements. Further appraisal of any impact would be required when that information becomes available.
11) To improve water quality and reduce the risk of flooding.	Watercourses in Rochford District have a low water quality, with only 2 out of 6 stretches being generally compliant with their targets. The District is also subject to risk of freshwater flooding along the watercourses and also, potentially, to seawater flooding, although current seawater flood defences are within design standards. Additional housing provision could have an adverse impact on both water quality and the risk of flooding in the District. The degree and nature of any adverse impacts would depend on the policies adopted for distribution of the provision within the District. Further appraisal of these issues would be required when that information becomes available. Nevertheless, additional housing provision in the District would need to be supported by policies and measures to enhance water quality and reduce the risk of flooding, particularly through increased run-off.
12) To improve air quality.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. If the additional housing provision was located within the existing larger settlements, it could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. However, if the additional housing provisions were more widely distributed through the District, increased car traffic would have an adverse impact on air quality.
13) To reduce contributions to climatic change.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. If the additional housing provision was located within the existing larger settlements, it could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. However, if the additional housing provisions were more widely distributed through the District, increased car traffic would have an adverse impact on air quality. Nevertheless, the provision of additional housing provides the opportunity for those houses to incorporate renewable energy sources into their design, thereby assisting measures to reduce climatic change.

**Preferred Option 4B: Prioritise Reuse of Previously Developed Land in Urban Areas**

The Council will prioritise the reuse of previously developed land in urban areas, on bigger sites, but will resist the intensification of smaller sites, by setting local densities in line with the guidance in *Planning Policy Statement 3 - Housing*.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Current baseline evidence suggests that the incidences of crime within Rochford District are significantly lower than other areas and national averages. The reuse of previously developed land in urban areas, on bigger sites, could contribute positively to delivery of safe environments.
3) To provide everybody with the opportunity to live in a decent home.	Prioritising the reuse of previously developed land in urban areas, on bigger sites, could promote high quality design, provision of lifetime homes, and sustainable access to key services within the urban areas, whilst contributing to reduced numbers of unfit homes (where they exist on sites to be redeveloped). This preferred option would also contribute to meeting the overall housing provision for the District but its ability to meet the housing needs for all social groups would depend on support from other policies to ensure a suitable range and affordability of new housing.
4) To promote town centre vitality and viability	This preferred option by focussing new housing provision on sites within urban areas would assist promotion of town centre vitality and viability by encouraging the use of local retail and other facilities. It could also promote mixed use and higher density development within town centres. However, it could limit town centre development if larger previously developed sites adjacent to town centres are used to solely to accommodate housing provision, rather than mixed uses that would support and enhance the role of the town centre.
5) To achieve sustainable levels of prosperity and economic growth.	By focusing new housing provision on sites within urban areas this preferred option would encourage use of local retail and other facilities, thereby assisting local business development and job opportunities. However, the reuse for housing of previously developed land formerly supporting businesses and jobs could limit local economic growth if such sites were still suitable for business use. In addition, where use of previously developed land involves relocation of bad neighbour uses other policies should support identification of appropriate sites for such uses to ensure their continued contribution to the economy of the District in a sustainable manner.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	By focusing new housing provision on sites within urban areas this preferred option would enable new housing to be well related to retail and service provision, thereby encouraging more sustainable transport choices and reducing the need to travel.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	The provision of new housing within existing urban areas would assist conservation and enhancement of the extensive designated and other areas of biological and geological diversity within and adjacent to Rochford District. However, there may be a local impact within built-up areas through loss of green spaces and re-naturalising

	vacant sites. In addition, other policies and measures would need to ensure proper and adequate treatment of any contaminated or potentially polluting material present on previously used sites.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	The residential development of previously developed land, particularly where vacant or degraded, could assist enhancement of the settings for cultural features and assets in the urban areas. However, the specific impact of development on any previously developed land would depend on the scale and nature of the site and the proposed development and their relationship to surrounding features. In addition, there could be an adverse impact on specific historical and archaeological features situated on the proposed development sites. Appropriate supporting policies could mitigate any adverse impacts.
10) To maintain and enhance the quality of landscapes and townscapes.	The residential development of previously developed land would reduce the amount of derelict, degraded and underused land in urban areas. It could also enhance townscapes and the range and quality of open spaces by promoting high quality design. By focussing development in urban areas this option would limit impact of development on rural landscapes but would not contribute to improvement of those landscapes or, more specifically, the rural fringe.
11) To improve water quality and reduce the risk of flooding.	Watercourses in Rochford District have a low water quality, with only 2 out of 6 stretches being generally compliant with their targets. The District is also subject to risk of freshwater flooding along the watercourses and also, potentially, to seawater flooding, although current seawater flood defences are within design standards. Additional housing provision on previously developed land within urban areas could have an adverse impact on both water quality and the risk of flooding in the District. The degree and nature of any adverse impacts would depend on the scale and nature of specific development sites. Further appraisal of these issues would be required when that information becomes available. Nevertheless, the use of previously developed land for additional housing provision would need to be supported by policies and measures to enhance water quality, avoid contamination from site remediation works, and reduce the risk of flooding, particularly through increased run-off.

<p>12) To improve air quality.</p>	<p>In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. Use of previously developed land within the urban areas for additional housing provision could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions.</p>
<p>13) To reduce contributions to climatic change.</p>	<p>In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. Use of previously developed land within the urban areas for additional housing provision could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. Nevertheless, the provision of additional housing provides the opportunity for those houses to incorporate renewable energy sources into their design, thereby assisting measures to reduce climatic change.</p>

**Preferred Option 4C: Phasing of Development**

A timescale will be specified detailing the expected phasing of development, which will be at a slightly increasing rate from 2009 – 2021.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	The phasing of development would assist provision of housing at the planned rates to ensure a continuous supply of house types and affordability throughout the plan period. It would also help facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services. Where development is particularly dependent on specific infrastructure or services the phasing of development should reflect the relationship in order to avoid adverse impacts on sustainability objectives.
4) To promote town centre vitality and viability	The phasing of development would help facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services which would assist promotion of town centre vitality and viability.
5) To achieve sustainable levels of prosperity and economic growth.	The phasing of housing developments would facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services which would assist promotion of sustainable levels of prosperity and economic growth.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The phasing of development would help facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services and assist reduction in the need to travel. The provision of sustainable transport choices should be available from first occupation of homes to establish behaviour patterns, and should develop at the pace of housing growth.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Measures to address biodiversity issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Measures to address cultural heritage and assets issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
10) To maintain and enhance the quality of landscapes and townscapes.	Measures to address landscape and townscape issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
11) To improve water quality and reduce the risk of flooding.	Measures to address water quality and flooding issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.

12) To improve air quality.	Measures to address air quality issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
13) To reduce contributions to climatic change.	Measures to address climatic change issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.

## 5. General Development Locations

Three Preferred Options have been appraised – 5A: Settlement Hierarchy; 5B: Phasing of Development; and 5C: Distribution of Housing Provision

**Preferred Option 5A: Settlement Hierarchy**  
The Council will set out a policy detailing a settlement hierarchy split into three tiers based on services and sustainability.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Current baseline evidence suggests that the incidences of crime within Rochford District are significantly lower than other areas and national averages. Identification of a settlement hierarchy would assist continuation of current performance by focusing development at settlements with a good range of services.
3) To provide everybody with the opportunity to live in a decent home.	Identification of a settlement hierarchy, by focusing development at the larger settlements, would facilitate meeting the anticipated housing requirements of the existing and future population of the District where they arise. There is therefore the opportunity for everyone to live in a decent home, provided that the settlement hierarchy is supported by appropriate policies to ensure a range and affordability of housing to meet the needs of all social groups, promotion of high quality design and provision of lifetime homes. The settlement hierarchy would enable sustainable access to key services and could reduce the number of unfit homes, insofar as they are located in the larger settlements.
4) To promote town centre vitality and viability	Identification of a settlement hierarchy, by focusing development at the larger settlements, would generate increased consumer expenditure at those centres. Consequently, those centres could enhance consumer choice and expand provision of shopping, leisure and other services. With the support of other policies to focus development in existing town centres mixed use and higher density developments could be promoted within the centres, which could generate additional employment opportunities. Town centre vitality and viability would be promoted, with the degree of benefit to each centre depending on the distribution of development within the District and its accessibility to the town centres.

5) To achieve sustainable levels of prosperity and economic growth.	The 2001 Census recorded a net out-commuting flow of 14,900 from Rochford District, with only 36% of workers living in the District also having a job there. Identification of a settlement hierarchy, by concentrating development into the larger centres of the District, could assist local business development and job opportunities by increasing the ability to provide a broader range of local services and facilities. In addition, by assisting the improved availability of services and facilities locally, the settlement hierarchy could help improve the attractiveness of the District to other businesses and contribute to improved economic growth prospects.
6) To improve the education and skills of the population.	Identification of a settlement hierarchy, by concentrating development into the larger centres, could assist broadening of education provision and job opportunity.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Identification of a settlement hierarchy, by concentrating development into the larger centres, would positively support the promotion of more sustainable transport choices. It would assist maintenance and promotion of passenger transport, by increasing potential ridership levels, and use and provision of walking and cycling routes, by locating homes in close proximity to shops and other facilities. This would help reduce the need to travel, particularly by car, as well as reducing social exclusion by providing suitable access for all social groups to a range of jobs and services. Sites within or adjacent to the larger settlements in the District would have the greatest prospect of supporting this sustainability objective.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Rochford District has a rich biological diversity with designated areas including 2 Ramsar sites, which are also SPAs, 3 SSSIs and 59 County Wildlife Sites. The identification of a settlement hierarchy, by concentrating development into the larger centres, would generally steer development away from close proximity with these designations. This would have a positive impact on conserving and enhancing the biodiversity of the District. However, there may be impacts on local biodiversity within built-up areas, through loss of green spaces and re-naturalising vacant sites, and on the edge of settlements. Further appraisal of these issues would be required when that information becomes available.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Within Rochford District there are 331 Listed Buildings and 1126 archaeological records, including 5 Scheduled Ancient Monuments. There are also 10 Conservation Areas with the largest being Rochford town centre. A settlement hierarchy focusing on the larger centres could have an adverse impact on these designated areas and sites, which contribute to the environmental quality of the District. The degree and nature of any adverse impacts would depend on the location of development and the scope of policies applying to the cultural heritage. Further appraisal of these issues would be required when that information becomes available.



10) To maintain and enhance the quality of landscapes and townscapes.	Identification of a settlement hierarchy could assist enhancement of townscapes by promoting high quality design, new open spaces and routes, and reuse of derelict, degraded and underused land. There could be an adverse impact on the landscape and the urban fringe, but this would be dependent on the scale and location of any development sites on the edge or beyond settlements. Further appraisal of any impact would be required when that information becomes available.
11) To improve water quality and reduce the risk of flooding.	Watercourses in Rochford District have a low water quality, with only 2 out of 6 stretches being generally compliant with their targets. The District is also subject to risk of freshwater flooding along the watercourses and also, potentially, to seawater flooding, although current seawater flood defences are within design standards. Generally, the larger settlements of the District lie outside flood risk areas. However, concentration of development at the larger settlements could have an adverse impact on both water quality and the risk of flooding in the District. The degree and nature of any adverse impacts would depend on the location of new development and the scope of policies and measures to address water quality and flooding issues, particularly through increased run-off. Further appraisal of these issues would be required when that information becomes available.
12) To improve air quality.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. Identification of a settlement hierarchy, by concentrating development in the larger settlements, could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions.
13) To reduce contributions to climatic change.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. Identification of a settlement hierarchy, by concentrating development in the larger settlements, could have a positive impact on climatic change by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. Further, concentration of development in the larger centres would provide the wider opportunity for new development to incorporate renewable energy sources into their design, thereby assisting measures to reduce climatic change.

**Preferred Option 5B: Phasing of Development**

The Council will set out a policy detailing a timescale for the expected phasing of development.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	The phasing of development would assist provision of housing at the planned rates to ensure a continuous supply of house types and affordability throughout the plan period. It would also help facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services. Where development is particularly dependent on specific infrastructure or services the phasing of development should reflect the relationship in order to avoid adverse impacts on sustainability objectives.
4) To promote town centre vitality and viability	The phasing of development would help facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services which would assist promotion of town centre vitality and viability.
5) To achieve sustainable levels of prosperity and economic growth.	The phasing of housing developments would facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services which would assist promotion of sustainable levels of prosperity and economic growth.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The phasing of development would help facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services and assist reduction in the need to travel. The provision of sustainable transport choices should be available from first occupation of homes to establish behaviour patterns, and should develop at the pace of housing growth.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Measures to address biodiversity issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Measures to address cultural heritage and assets issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
10) To maintain and enhance the quality of landscapes and townscapes.	Measures to address landscape and townscape issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
11) To improve water quality and reduce the risk of flooding.	Measures to address water quality and flooding issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.

12) To improve air quality.	Measures to address air quality issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
13) To reduce contributions to climatic change.	Measures to address climatic change issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.

**Preferred Option 5C: Distribution of Housing Provision**

The Council will set out a policy allocating the total number of housing units to the top (90%) and second tier (10%) settlements, to gain a smaller number of large sites which will deliver the greatest amount of infrastructure improvements. The split (with approximate numbers) will be as follows:

HOUSING	UNITS
Completions 2001-2006	900
Rochford / Ashingdon	1000
Hockley / Hawkwell	400
Rayleigh	1800
Smaller settlements	500
<b>TOTAL</b>	<b>4600</b>

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Current baseline evidence suggests that the incidences of crime within Rochford District are significantly lower than other areas and national averages. Concentration of housing provision at the larger settlements would assist continuation of current performance by focusing development at settlements with a good range of services.
3) To provide everybody with the opportunity to live in a decent home.	Concentration of housing provision at the larger settlements would facilitate meeting the anticipated housing requirements of the existing and future population of the District where they arise. There is therefore the opportunity for everyone to live in a decent home, provided that the housing provisions are supported by appropriate policies to ensure a range and affordability of housing to meet the needs of all social groups, promotion of high quality design and provision of lifetime homes. Focussing housing provision at the larger settlements would enable sustainable access to key services and could reduce the number of unfit homes, insofar as they are located in the larger settlements.
4) To promote town centre vitality and viability	Concentration of housing provision at the larger settlements would generate increased consumer expenditure at those centres. Consequently, those centres could enhance consumer choice and expand provision of shopping, leisure and other services. With the support of other policies to focus development in existing town centres mixed use and higher density developments could be promoted within the centres, which could generate additional employment opportunities. Town centre vitality and viability would be promoted, with the degree of benefit to each centre related to the scale of housing provision and its accessibility to the town centres.

5) To achieve sustainable levels of prosperity and economic growth.	The 2001 Census recorded a net out-commuting flow of 14,900 from Rochford District, with only 36% of workers living in the District also having a job there. Concentration of housing provision at the larger settlements could assist local business development and job opportunities by increasing the ability to provide a broader range of local services and facilities. In addition, by assisting the improved availability of services and facilities, and concentrating the location of resident workers at the larger settlements, the distribution of housing provision could help improve the attractiveness of the District to other businesses and contribute to improved economic growth prospects.
6) To improve the education and skills of the population.	The distribution of housing provision, by concentrating development at the larger centres, could assist broadening of education provision and job opportunity.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The distribution of housing provision, by concentrating development at the larger centres, would positively support the promotion of more sustainable transport choices. It would assist maintenance and promotion of passenger transport, by increasing potential ridership levels, and use and provision of walking and cycling routes, by locating homes in close proximity to shops and other facilities. This would help reduce the need to travel, particularly by car, as well as reducing social exclusion by providing suitable access for all social groups to a range of jobs and services.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Rochford District has a rich biological diversity with designated areas including 2 Ramsar sites, which are also SPAs, 3 SSSIs and 59 County Wildlife Sites. The distribution of housing provision, by concentrating development at the larger centres, would generally steer development away from close proximity with these designations. This would have a positive impact on conserving and enhancing the biodiversity of the District. However, there may be impacts on local biodiversity within built-up areas, through loss of green spaces and re-naturalising vacant sites, and on the edge of settlements. Further appraisal of these issues would be required when that information becomes available.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Within Rochford District there are 331 Listed Buildings and 1126 archaeological records, including 5 Scheduled Ancient Monuments. There are also 10 Conservation Areas with the largest being Rochford town centre. The distribution of housing provision, focussing on the larger centres, could have an adverse impact on these designated areas and sites, which contribute to the environmental quality of the District. The degree and nature of any adverse impacts would depend on the location of development and the scope of policies applying to the cultural heritage. Further appraisal of these issues would be required when that information becomes available.

10) To maintain and enhance the quality of landscapes and townscapes.	The distribution of housing provision, focussing on the larger centres, could assist enhancement of townscapes by promoting high quality design, new open spaces and routes, and reuse of derelict, degraded and underused land. There could be an adverse impact on the landscape and the urban fringe, but this would be dependent on the scale and location of any development sites on the edge or beyond settlements. Further appraisal of any impact would be required when that information becomes available.
11) To improve water quality and reduce the risk of flooding.	Watercourses in Rochford District have a low water quality, with only 2 out of 6 stretches being generally compliant with their targets. The District is also subject to risk of freshwater flooding along the watercourses and also, potentially, to seawater flooding, although current seawater flood defences are within design standards. Generally, the larger settlements of the District lie outside flood risk areas. However, the distribution of housing provision, focussing on the larger centres, could have an adverse impact on both water quality and the risk of flooding in the District. The degree and nature of any adverse impacts would depend on the location of new development and the scope of policies and measures to address water quality and flooding issues, particularly through increased run-off. Further appraisal of these issues would be required when that information becomes available.
12) To improve air quality.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. The distribution of housing provision, by concentrating development at the larger settlements, could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions.
13) To reduce contributions to climatic change.	In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. The distribution of housing provision, by concentrating development at the larger settlements, could have a positive impact on climatic change by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. Further, concentration of development in the larger centres would provide the wider opportunity for new development to incorporate renewable energy sources into their design, thereby assisting measures to reduce climatic change.

## 6. Affordable Housing

Four Preferred Options have been appraised – 6A: Affordable Housing Target; 6B: Affordable Housing within Sites; 6C: Rural Exceptions Sites; and 6D: Gypsy and Traveller Needs

### Preferred Option 6A: Affordable Housing Target

The Council will have a policy ensuring that the level of affordable housing will be set at 30% on all developments of 25 or more units, unless such a site is considered to be a *rural exception* site.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	An adequate range and affordability of housing to meet local housing needs would assist the achievement of an increase in quality of life and community cohesion within Rochford District.
3) To provide everybody with the opportunity to live in a decent home.	The Rochford Housing Needs Survey estimates that 393 affordable housing units need to be available each year to meet requirements. Currently only about a quarter of the required units become available through re-lets of the existing stock. Between 2001 and 2006, of the 817 total dwelling completions in the District only 57, or 8.3%, were new affordable homes. Within these totals, there were 473 new homes completed on sites of 25 or more dwellings, of which only 32, or 6.8%, were affordable. Recent experience of delivering new affordable homes in the District has therefore been at a significantly lower absolute level than that required to meet local needs and at a significantly lower proportional level than that required to achieve the target set in this option. The proposed site threshold of 25 dwellings is also above the national indicative minimum site size threshold of 15 dwellings. Against this background this preferred option could have an adverse impact on opportunities for everybody to live in a decent home because it may not sufficiently increase the range and affordability of housing for all social groups.
4) To promote town centre vitality and viability	The impact of this preferred option on town centre vitality and viability is uncertain because the location and form of developments of 25 dwellings or more is not specified. Further appraisal will be required when this information becomes available.
5) To achieve sustainable levels of prosperity and economic growth.	A lack of adequate provision of affordable housing is likely to limit the range of workers available to contribute to the local economy. This could have an adverse impact on economic growth by deterring establishment of new businesses in the District and by restricting the further growth of existing local businesses due to absence of a suitable range of workers.
6) To improve the education and skills of the population.	Not applicable.

7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The impact of this preferred option on sustainable transport choices is uncertain because the location and form of developments of 25 dwellings or more is not specified. Further appraisal will be required when this information becomes available.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	The impact of this preferred option on biological and geological diversity is uncertain because the location and form of developments of 25 dwellings or more is not specified. Further appraisal will be required when this information becomes available.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	The impact of this preferred option on cultural heritage and assets is uncertain because the location and form of developments of 25 dwellings or more is not specified. Further appraisal will be required when this information becomes available.
10) To maintain and enhance the quality of landscapes and townscapes.	The impact of this preferred option on landscapes and townscapes is uncertain because the location and form of developments of 25 dwellings or more is not specified. Further appraisal will be required when this information becomes available.
11) To improve water quality and reduce the risk of flooding.	The impact of this preferred option on water quality and risk of flooding is uncertain because the location and form of developments of 25 dwellings or more is not specified. Further appraisal will be required when this information becomes available.
12) To improve air quality.	The impact of this preferred option on air quality is uncertain because the location and form of developments of 25 dwellings or more is not specified. Further appraisal will be required when this information becomes available.
13) To reduce contributions to climatic change.	The impact of this preferred option on climatic change is uncertain because the location and form of developments of 25 dwellings or more is not specified. Further appraisal will be required when this information becomes available.



**Preferred Option 6B: Affordable Housing within Sites**

Affordable housing must be spread throughout the new housing developments.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	The spreading of affordable housing throughout new housing developments would assist quality of life and community cohesion.
3) To provide everybody with the opportunity to live in a decent home.	The spreading of affordable housing throughout new housing developments would assist promotion of high quality design, sustainable access to key services and provision of lifetime homes, thereby providing the opportunity for everybody to live in a decent home.
4) To promote town centre vitality and viability	The impact of this preferred option on town centre vitality and viability is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
5) To achieve sustainable levels of prosperity and economic growth.	The impact of this preferred option on economic growth is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The impact of this preferred option on sustainable transport choices is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	The impact of this preferred option on biological and geological diversity is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	The impact of this preferred option on cultural heritage and assets is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
10) To maintain and enhance the quality of landscapes and townscapes.	The impact of this preferred option on landscapes and townscapes is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
11) To improve water quality and reduce the risk of flooding.	The impact of this preferred option on water quality and risk of flooding is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
12) To improve air quality.	The impact of this preferred option on air quality is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
13) To reduce contributions to climatic change.	The impact of this preferred option on climatic change is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.

**Preferred Option 6C: Rural Exceptions Sites**

On *rural exceptions sites* all units provided will be required to be affordable. On all sites affordable units will be required to remain affordable in perpetuity.

SEA Objective	Comment
<b>1) To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	The provision of rural exception sites would assist quality of life and community cohesion in those villages in which they were allocated.
3) To provide everybody with the opportunity to live in a decent home.	The provision of rural exception sites, requiring homes to remain affordable in perpetuity, would increase the range and affordability of housing for all social groups in those villages in which they were allocated. This would assist providing the opportunity for everybody to live in a decent home.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	Affordable homes on rural exception sites would assist people to live and work locally, and thereby support the village and rural economy.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Rural exception sites would increase the population of rural areas, leading to increased need to travel to larger centres for services and facilities, probably by car. The number of homes provided at any one location under this option is unlikely to generate provision of new sustainable transport choices but could offer support for existing choices.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	The impact of this preferred option on biological and geological diversity is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	The impact of this preferred option on cultural heritage and assets is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
10) To maintain and enhance the quality of landscapes and townscapes.	The impact of this preferred option on landscapes and townscapes is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
11) To improve water quality and reduce the risk of flooding.	The impact of this preferred option on water quality and risk of flooding is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
12) To improve air quality.	The specific impact of this preferred option on air quality is uncertain because the location and form of development is not specified, although need for travel, especially by car is likely to increase. Further appraisal will be required when this information becomes available.

13) To reduce contributions to climatic change.

The impact of this preferred option on climatic change is uncertain because the location and form of development is not specified, although need for travel, especially by car is likely to increase. However, the development of such sites could incorporate renewable energy sources. Further appraisal will be required when this information becomes available.

**Preferred Option 6D: Gypsy and Traveller Needs**

All Gypsy and Traveller needs will be accommodated as part of the mainstream housing site allocations.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	The successful implementation this option should result in improved community integration and cohesion.
3) To provide everybody with the opportunity to live in a decent home.	The accommodation of Gypsy and Traveller housing needs would assist in providing everybody with the opportunity to live in a decent home. It would also assist sustainable access to key services and reduce the number of unfit homes, as well as promote quality design.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	Accommodation of Gypsy and Traveller housing needs could give some assistance to economic growth by providing greater security and permanence of living arrangements.
6) To improve the education and skills of the population.	Accommodation of Gypsy and Traveller housing needs could give some assistance to improvement of their education and skills by providing greater security and permanence of living arrangements, but is unlikely to have an impact on the general population.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The impact of this preferred option on sustainable transport choices is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	The impact of this preferred option on biological and geological diversity is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	The impact of this preferred option on cultural heritage and assets is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
10) To maintain and enhance the quality of landscapes and townscapes.	The impact of this preferred option on landscapes and townscapes is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
11) To improve water quality and reduce the risk of flooding.	The impact of this preferred option on water quality and risk of flooding is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
12) To improve air quality.	The specific impact of this preferred option on air quality is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.
13) To reduce contributions to climatic change.	The impact of this preferred option on climatic change is uncertain because the location and form of development is not specified. Further appraisal will be required when this information becomes available.

## 7. Employment

Three Preferred Options have been appraised – 7A: Overall District Jobs Provision; 7B: Joint Area Action Plan for land West of Rochford; and 7C: Phasing of Development

### Preferred Option 7A: Overall District Jobs Provision

The Council will allocate a total number of jobs to be created in the district, using the *East of England Plan* cascaded figure, and taking account of the Regional Employment Strategy.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Current baseline evidence suggests that the incidences of crime within Rochford District are significantly lower than other areas and national averages. Accommodation of the job provisions of the East of England Plan between 2001 and 2021 would assist continuation of current performance.
3) To provide everybody with the opportunity to live in a decent home.	By accommodating the job provisions of the East of England Plan this option would encourage economic growth that would assist provision of opportunities for residents to live in decent and affordable homes.
4) To promote town centre vitality and viability	New jobs provision, by encouraging economic growth, would generate increased expenditure by consumers and businesses in the District. As a consequence, there is the possibility to enhance consumer choice and expand provision of shopping, leisure and other services within the District. With the support of other policies to focus development in existing town centres mixed use and higher density developments could be promoted within the centres, which could generate additional employment opportunities. However, the degree to which new jobs provision would promote town centres would depend on the distribution of development within the District and its accessibility to the town centres.
5) To achieve sustainable levels of prosperity and economic growth.	The 2001 Census recorded a net out-commuting flow of 14,900 from Rochford District, with only 36% of workers living in the District also having a job there. New jobs provision, together with demographic changes, would lead to improvement in this situation between 2001 and 2021. An improved balance between jobs and workers in the District would have a positive impact on this objective. The additional demand for local services and increased consumer expenditure as a result of the new jobs provisions would give assistance to existing local business development and job opportunities. By enhancing local services and facilities this process is likely to further improve the attractiveness of the District and attract new businesses and economic growth.

6) To improve the education and skills of the population.	New jobs provision would have a positive impact on this objective through increased job opportunities encouraging provision and take-up of improved education and skills development in the District.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The 2001 Census recorded a net out-commuting flow of 14,900 from Rochford District, with only 36% of workers living in the District also having a job there. The majority of those travelling to jobs outside Rochford District do so by car, although there is a significant use of train services to jobs in London. Additional jobs provision within Rochford District presents the opportunity to promote more sustainable transport choices by establishing a closer relationship between jobs and workers in the District. It would assist maintenance and promotion of passenger transport, by increasing potential ridership levels, and use and provision of walking and cycling routes, by locating jobs in close proximity to homes, shops and other facilities. This would help reduce the need to travel, particularly by car, as well as reducing social exclusion by providing suitable access for all social groups to a range of jobs and services. The degree to which new jobs provision would promote sustainable travel will depend on the distribution of the provision within the District. Sites within or adjacent to the larger settlements in the District would have the greatest prospect of supporting this sustainability objective.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Rochford District has a rich biological diversity with designated areas including 2 Ramsar sites, which are also SPAs, 3 SSSIs and 59 County Wildlife Sites. The provision of additional jobs within the District could have an adverse impact on these designated areas and other areas which contribute to the environmental quality of the District. The degree and nature of any adverse impacts would depend on the policies adopted for distribution of the jobs provision within the District. Further appraisal of these issues would be required when that information becomes available.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Within Rochford District there are 331 Listed Buildings and 1126 archaeological records, including 5 Scheduled Ancient Monuments. There are also 10 Conservation Areas with the largest being Rochford town centre. The provision of additional jobs within the District could have an adverse impact on designated areas and sites that contribute to the environmental quality of the District. The degree and nature of any adverse impacts would depend on the policies adopted for distribution of the provision within the District. Further appraisal of these issues would be required when that information becomes available.
10) To maintain and enhance the quality of landscapes and townscapes.	Additional jobs provision could assist enhancement of townscapes by promoting high quality design, particularly if located on derelict, degraded and underused land. There could be an adverse impact on the landscape and the urban fringe, dependent on the scale and location of any employment sites on the edge or beyond settlements. Further appraisal of any impact would be required when that information becomes available.

<p>11) To improve water quality and reduce the risk of flooding.</p>	<p>Watercourses in Rochford District have a low water quality, with only 2 out of 6 stretches being generally compliant with their targets. The District is also subject to risk of freshwater flooding along the watercourses and also, potentially, to seawater flooding, although current seawater flood defences are within design standards. Two existing major employment areas south of Rochford town are partially within flood risk zones. Additional jobs provision could have an adverse impact on both water quality and the risk of flooding in the District. The degree and nature of any adverse impacts would depend on the policies adopted for distribution of the provision within the District. Further appraisal of these issues would be required when that information becomes available. Nevertheless, additional jobs provision in the District would need to be supported by policies and measures to enhance water quality and reduce the risk of flooding, particularly through increased run-off.</p>
<p>12) To improve air quality.</p>	<p>The 2001 Census recorded a net out-commuting flow of 14,900 from Rochford District, with only 36% of workers living in the District also having a job there. The majority of those travelling to jobs outside Rochford District do so by car, although there is a significant use of train services to jobs in London. In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. Additional jobs provision within Rochford District presents the opportunity to improve air quality by establishing a closer relationship between jobs and workers in the District, which would help lower emissions by reducing the need to travel, particularly by car. The degree to which new jobs provision would promote sustainable travel will depend on the distribution of the provision within the District. Sites within or adjacent to the larger settlements in the District would have the greatest prospect of supporting this sustainability objective.</p>
<p>13) To reduce contributions to climatic change.</p>	<p>In relation to air quality, 7 potentially significant junctions have been identified within Rochford District – 3 at key junctions giving access to the strategic road network, 2 in Rayleigh Town Centre, and 2 at Rochford. If the additional jobs provision was located within the larger settlements, it could have a positive impact on air quality by assisting promotion of sustainable transport choices and therefore contributing to lower emissions. The provision of additional jobs also provides the opportunity for business premises to incorporate renewable energy sources into their design, thereby assisting measures to reduce climatic change.</p>

**Preferred Option 7B: Joint Area Action Plan for land West of Rochford**

The Council will prepare a Joint Area Action Plan, which will cover land to the west of Rochford, including the significant existing and possible employment uses in this area.

<b>SEA Objective</b>	<b>Comment</b>
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	The preparation of a Joint Area Action Plan could contribute positively to the delivery of a safe environment through provision of an improved range of recreational and employment opportunities.
3) To provide everybody with the opportunity to live in a decent home.	A Joint Area Action Plan, addressing informal recreation and employment issues, would not contribute directly to provision of opportunities to live in decent and affordable homes. However, the Plan would assist improvements to the social and economic infrastructure of Rochford District by locating recreational and employment facilities in close proximity to residents.
4) To promote town centre vitality and viability	A Joint Area Action Plan could assist promotion of town centre vitality and viability by retaining more economic and leisure activities within the District.
5) To achieve sustainable levels of prosperity and economic growth.	The 2001 Census recorded a deficit of 14,900 jobs compared to resident workers in Rochford District. Preparation of a Joint Area Action Plan for employment development in close proximity to London Southend Airport provides the opportunity to create a key local economic generator. This would assist achievement of improved prosperity and economic growth by promoting growth across a range of sectors and businesses that could broaden the economic base of the District. It would contribute similarly over a wider area of Essex Thames Gateway, which is a national and regional priority for social and economic regeneration. Further, the proposed inclusion of policies to protect and enhance the wider area of the Upper Roach Valley in the Joint Action Area Plan could assist promotion of the wider economy by broadening the range of social activities available in the District, thereby improving its attractiveness as a place to live and relax.
6) To improve the education and skills of the population.	The preparation of a Joint Area Action Plan, including promotion of a key employment generator would assist improvement in education and skills by broadening the economic base of Rochford District.



<p>7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.</p>	<p>London Southend Airport and Rochford Business Park are physically separate from residential areas in Rochford, although they abut residential areas in neighbouring Southend. This could encourage increased car use for travel to work. The Core Strategy and the Joint Area Action Plan will both need to consider how sustainable transport choices may best be promoted for journeys to work at these locations, particularly by residents of both authorities. Likewise, any increase in passenger flights from the Airport should be based on use of sustainable means of transport to and from the Airport. A key aspect of providing employment uses in this area will be minimising motorised traffic travelling into and across the environmentally rich Upper Roach Valley. The protection and enhancement of remaining areas within the Upper Roach Valley would assist promotion of sustainable transport choices by encouraging activities not dependent on car travel and in relatively close proximity to residential areas. Further appraisal of the potential transport impacts will be required as the proposals for the area are further developed in subsequent stages of the Core Strategy and in the Joint Area Action Plan.</p>
<p>8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.</p>	<p>The Upper Roach Valley has a sensitive and rich biological diversity, including an Area of Ancient Landscape, 7 ancient woodlands and a number of wildlife sites. Preparation of a Joint Area Action Plan, by setting out further detailed policy guidance, could assist the conservation and enhancement of this biodiversity – particularly by identifying the balance with employment interests in the area. Any increased activity in the area (either recreational or employment orientated) would need to be closely and carefully managed to safeguard its biodiversity. The Core Strategy and the Joint Area Action Plan would need to clearly identify support policies and other measures to enhance and effectively manage the biological resource of the area. In particular they should consider runoff/flood management and pollution control measures applying within existing and proposed employment areas. Further appraisal of the potential impacts will be required when details of proposals and associated biodiversity management policies become available during subsequent stages of the Core Strategy and Joint Area Action Plan.</p>

<p>9) To maintain and enhance the cultural heritage and assets within the District of Rochford.</p>	<p>The Upper Roach Valley contains a range of cultural heritage features, including listed buildings, together with other assets, including the Roach Valley Way. Preparation of a Joint Area Action Plan, by setting out further detailed policy guidance, could assist the maintenance and enhancement of these cultural features and assets – particularly by identifying the balance with employment interests in the area. Any increased activity in the area (either recreational or employment orientated) would need to be closely and carefully managed to safeguard them. The Core Strategy and the Joint Area Action Plan would need to clearly identify support policies to enhance and effectively manage the cultural resources of the area. Further appraisal of the potential impacts will be required when further details of the proposals and associated heritage management policies become available during subsequent stages in preparation of the Core Strategy and Joint Area Action Plan.</p>
<p>10) To maintain and enhance the quality of landscapes and townscapes.</p>	<p>The combination of biological diversity and cultural assets in the Upper Roach Valley means that the area has a valued but sensitive landscape. Preparation of a Joint Area Action Plan, by setting out further detailed policy guidance, could assist the maintenance and enhancement of the landscape quality. The opportunity should also be taken to achieve high quality landscaping of the proposed employment areas to enhance their appearance and attractiveness and reflect the natural quality of the Upper Roach Valley. However, any increased activity in the area (either recreational or employment orientated) would need to be closely and carefully managed. The Core Strategy and the Joint Area Action Plan would need to clearly identify support policies to enhance and effectively manage the landscape quality of the area. Further appraisal of the potential impacts of any increased activity would be required when further details of the proposals and associated landscape management policies become available during subsequent stages in preparation of the Core Strategy and Joint Area Action Plan.</p>

<p>11) To improve water quality and reduce the risk of flooding.</p>	<p>Water quality of watercourses in the Upper Roach Valley is generally classified as only poor or fair by the Environment Agency through much of the lengths of Eastwood Brook; Hawkwell Brook/Roach; and Rayleigh Brook/Nobles Ditch. Preparation of a Joint Area Action Plan, by setting out further detailed policy guidance, could assist improvement of water quality and reduced flood risk. In particular, the Joint Area Action Plan should consider runoff/flood management and pollution control measures, given that parts of London Southend Airport and existing employment areas lie within flood risk zones. Further appraisal of the potential impacts of any increased activity would be required when further details of the proposals and associated landscape management policies become available during subsequent stages in preparation of the Core Strategy and Joint Area Action Plan.</p>
<p>12) To improve air quality.</p>	<p>Increased recreational and employment activity in the Upper Roach Valley could encourage additional car journeys for travel to work and leisure purposes. Further increased motorised traffic would also be generated by freight movement for businesses and by increased use of London Southend Airport by land and air. Such increases in traffic would adversely affect air quality. The Core Strategy and the Joint Area Action Plan will both need to consider how sustainable transport choices may best be promoted to assist improvement in air quality. Consideration should also be given to measures to minimise the impact of emissions from businesses in the area. Further appraisal of the potential air quality impacts will be required as the proposals for the area are further developed in subsequent stages of the Core Strategy and in the Joint Area Action Plan.</p>
<p>13) To reduce contributions to climatic change.</p>	<p>Increased motorised access to recreational and employment activities in the Upper Roach Valley would have an adverse impact on air quality over the longer term and any broadening of access arrangements should focus on sustainable transport choices. Any adverse impact from ground based activity would be further increased by increased aircraft movements into and out of London Southend Airport. The opportunity should be taken to meet the energy needs of activities in the area from renewable sources and incorporate a full range of energy and water conservation measures. However, the development of some sources of renewable energy within and/or adjacent to the Upper Roach Valley could have an adverse impact on its character and attractiveness. Further appraisal of the potential climatic change impacts will be required as the proposals for the area are further developed in subsequent stages of the Core Strategy and in the Joint Area Action Plan.</p>

**Preferred Option 7C: Phasing of Development**

The Council will programme employment development in advance of new housing, wherever possible.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	The phasing of development would assist provision of housing at the planned rates to ensure a continuous supply of house types and affordability throughout the plan period. It would also help facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services. Where development is particularly dependent on specific infrastructure or services the phasing of development should reflect the relationship in order to avoid adverse impacts on sustainability objectives.
4) To promote town centre vitality and viability	The phasing of development would help facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services which would assist promotion of town centre vitality and viability.
5) To achieve sustainable levels of prosperity and economic growth.	The phasing of housing developments would facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services which would assist promotion of sustainable levels of prosperity and economic growth.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The phasing of development would help facilitate a sustainable relationship between provision of homes, jobs, infrastructure and services and assist reduction in the need to travel. The provision of sustainable transport choices should be available from first occupation of homes to establish behaviour patterns, and should develop at the pace of housing growth.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Measures to address biodiversity issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Measures to address cultural heritage and assets issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
10) To maintain and enhance the quality of landscapes and townscapes.	Measures to address landscape and townscape issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
11) To improve water quality and reduce the risk of flooding.	Measures to address water quality and flooding issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.

12) To improve air quality.	Measures to address air quality issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.
13) To reduce contributions to climatic change.	Measures to address climatic change issues should be phased in a suitable manner and sufficiently forward timescale in relation to the programme of development to avoid adverse impacts.

## 8. Good Design and Design Statements

Four Preferred Options have been appraised – 8A: Design Briefs; 8B: Lifetime Housing Standard; 8C: Code for Sustainable Homes; and 8D: Health Impact Assessment.

**Preferred Option 8A: Design Briefs**  
A detailed Design Brief will be required in advance of the submission of all major planning applications.

SEA Objective	Comment
<b>1) To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Detailed design briefs for all major planning applications would positively assist achievement of this objective by ensuring high quality design, maximising natural surveillance, and including visually open, direct, and well used vehicular and pedestrian routes.
3) To provide everybody with the opportunity to live in a decent home.	Detailed design briefs for all major planning applications would have a positive impact on this objective by ensuring that the design of new residential development respected the local character, was of high quality and enabled sustainable access to key services.
4) To promote town centre vitality and viability	Town centre vitality and viability would be promoted through a requirement for detailed design briefs for all major planning applications. By considering high quality design of buildings and spaces from the outset design briefs provide the opportunity to improve the environment of town centres for the benefit of both visitors and businesses.
5) To achieve sustainable levels of prosperity and economic growth.	Detailed design briefs for all major planning applications could have a positive impact on achievement of this objective by promoting high quality design within business and employment areas and for other developments through the District, thereby improving the attractiveness of the District as a place to invest, work and visit.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Detailed design briefs for all major planning applications could positively assist promotion of more sustainable transport choices by ensuring high quality design that includes visually open, direct, and well used vehicular and pedestrian routes that enable sustainable access to jobs and services.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Rochford District has a rich and sensitive biodiversity resource that detailed design briefs could enhance through promoting high quality design and natural landscaping initiatives.

9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Detailed design briefs for all major planning applications would positively support this objective by ensuring high quality design of new development respected the character and setting of the District's valued built heritage.
10) To maintain and enhance the quality of landscapes and townscapes.	Rochford District has a varied and valued landscape character that detailed design briefs could enhance by respecting key features and elements of the landscape within new developments on the urban edge and elsewhere in the countryside. By considering high quality design of buildings and spaces from the outset design briefs provide the opportunity to improve townscapes and the range of public spaces.
11) To improve water quality and reduce the risk of flooding.	Detailed design briefs could assist achievement of this objective by considering how the design of the development could address water quality and flood risk issues, especially as a result of increased runoff.
12) To improve air quality.	Detailed design briefs could assist achievement of this objective by considering how the design of the development could address air quality issues.
13) To reduce contributions to climatic change.	Detailed design briefs could assist achievement of this objective by considering how the design of the development could incorporate water energy conservation and efficiency measures, including use of renewable energy sources.

**Preferred Option 8B: Lifetime Housing Standard**

The Council will include a policy requiring 25% of all units provided to meet a lifetime housing standard.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	The 2001 Census recorded that 23% of the population of Rochford District was aged 60 years or over. This proportion is expected to increase in the future. Additionally, at 2001 about 1-in-3 households in the District had one or more people with a limiting long-term illness. A requirement to meet a lifetime housing standard would positively contribute to achieving this objective by providing the opportunity for people to live in a decent home, whatever their health circumstances. Lifetime housing standards in new development, by incorporation into the original design, will be easier to implement than adaptation of existing homes.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	Not applicable.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Not applicable.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Not applicable.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	A requirement to meet a lifetime housing standard in new development would contribute to maintenance of cultural heritage and assets by providing an alternative to adaptation of historic structures that may damage their integrity.
10) To maintain and enhance the quality of landscapes and townscapes.	Not applicable.
11) To improve water quality and reduce the risk of flooding.	Not applicable.
12) To improve air quality.	Not applicable.
13) To reduce contributions to climatic change.	Not applicable.



**Preferred Option 8C: Code for Sustainable Homes**

The Council will require compliance with the minimum standards, as set out in the Code for Sustainable Homes.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	The Code for Sustainable Homes seeks to promote more efficient use of energy, water and materials in homes and to safeguard occupants' health and well being. Requiring compliance with the Code would assist achievement of this objective by ensuring that homes are built to improved standards.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	Not applicable.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Not applicable.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Requiring compliance with the Code for Sustainable Homes, which seeks to promote more efficient use of energy, water and materials, could contribute to achievement of this objective by reducing natural resource use.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Requiring compliance with the Code for Sustainable Homes, which seeks to promote more efficient use of energy, water and materials, could have an adverse impact on this objective by promoting adaptation of historic structures that may damage their integrity.
10) To maintain and enhance the quality of landscapes and townscapes.	Requiring compliance with the Code for Sustainable Homes, which seeks to promote more efficient use of energy, water and materials, could contribute to achievement of this objective by reducing natural resource use, although there could be an adverse impact on the quality of some landscapes and townscapes.
11) To improve water quality and reduce the risk of flooding.	Requiring compliance with the Code for Sustainable Homes, which seeks to promote more efficient use of water, could contribute to achievement of this objective by reducing natural resource use.
12) To improve air quality.	Requiring compliance with the Code for Sustainable Homes, which requires minimum standards to be set for carbon dioxide emissions, would contribute to achievement of this objective.
13) To reduce contributions to climatic change.	Requiring compliance with the Code for Sustainable Homes, which requires minimum standards to be set for carbon dioxide emissions and seeks to promote more efficient use of energy, water and materials, would contribute to achievement of this objective by reducing natural resource use and emissions.

**Preferred Option 8D: Health Impact Assessment.**

The Council will prepare a policy requiring all new major development proposals to be accompanied by the Health Impact Assessment.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	The Health Impact Assessment would assist identification of potential risks and thereby contribute to creating safe environments and improving the quality of life.
3) To provide everybody with the opportunity to live in a decent home.	The Health Impact Assessment would assist identification of unfit homes and needs for sheltered and lifetime homes.
4) To promote town centre vitality and viability	The Health Impact Assessment would assist identification of potential risks and thereby contribute to creating safe environments in town centres that would promote their attractiveness as a destination, particularly for retail and leisure activities.
5) To achieve sustainable levels of prosperity and economic growth.	The Health Impact Assessment would assist identification of potential risks and thereby contribute to creating safe environments for accommodation of economic growth.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The Health Impact Assessment would assist identification of potential risks and thereby contribute to creating safe environments that would encourage use and promotion of more sustainable transport choices.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Not applicable.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Not applicable.
10) To maintain and enhance the quality of landscapes and townscapes.	Not applicable.
11) To improve water quality and reduce the risk of flooding.	The Health Impact Assessment would assist identification of potential risks and thereby contribute to improving water quality and reducing the risk of flooding.
12) To improve air quality.	The Health Impact Assessment would assist identification of potential risks and thereby contribute to improving air quality.
13) To reduce contributions to climatic change.	The Health Impact Assessment would assist identification of potential risks and thereby contribute to reducing climatic change.

## 9. Character of Place and the Historic Environment

Two Preferred Options have been appraised – 9A: District Identity and Local Character; and 9B: Local List of Buildings.

**Preferred Option 9A: District Identity and Local Character**  
The Council will provide policies to ensure the protection of the district's identity and ensuring that new development respects the local character.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Protection of the district's identity and character would assist this objective by encouraging high quality design and generating local distinctiveness.
3) To provide everybody with the opportunity to live in a decent home.	Protection of the district's identity and character would assist this objective by encouraging high quality design and generating local distinctiveness.
4) To promote town centre vitality and viability	Protection of the district's identity and character would assist this objective by encouraging high quality design and generating local distinctiveness that would encourage businesses and visitors to town centres.
5) To achieve sustainable levels of prosperity and economic growth.	Protection of the district's identity and character would assist this objective by encouraging high quality design and generating local distinctiveness that would increase the attractiveness of the District for businesses and visitors.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Promotion of more sustainable transport choices could assist protection of the district's identity and character by encouraging alternatives to use of the car.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Rochford District contains a rich and sensitive biodiversity that contributes to the sense of place that this option seeks to protect.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Rochford District contains a valued range of cultural heritage and assets that contributes to the sense of place that this option seeks to protect.
10) To maintain and enhance the quality of landscapes and townscapes.	Rochford District contains a varied and valued landscape character and a range of townscapes that contribute to the sense of place that this option seeks to protect.
11) To improve water quality and reduce the risk of flooding.	Not applicable.
12) To improve air quality.	Not applicable.
13) To reduce contributions to climatic change.	Protection of the district's identity and character could have an adverse impact on development of some sources of renewable energy

**Preferred Option 9B: Local List of Buildings**

The Council will prepare a Local List and a policy to give protection to buildings that demonstrate local, historic or architectural importance that would otherwise not be protected in their own right.

<b>SEA Objective</b>	<b>Comment</b>
<b>1) To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable
3) To provide everybody with the opportunity to live in a decent home.	Not applicable
4) To promote town centre vitality and viability	A Local List, giving protection to locally important buildings, would assist this objective by encouraging high quality design and generating local distinctiveness that would encourage businesses and visitors to town centres.
5) To achieve sustainable levels of prosperity and economic growth.	A Local List, giving protection to locally important buildings, would assist this objective by encouraging high quality design and generating local distinctiveness that would increase the attractiveness of the District for businesses and visitors.
6) To improve the education and skills of the population.	Not applicable
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Not applicable
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Not applicable
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	A Local List would positively contribute to this objective by giving protection to locally important buildings that contribute to the cultural heritage of the District.
10) To maintain and enhance the quality of landscapes and townscapes.	A Local List would positively contribute to this objective by giving protection to locally important buildings that contribute to the landscapes and townscapes of the District.
11) To improve water quality and reduce the risk of flooding.	Not applicable
12) To improve air quality.	Not applicable
13) To reduce contributions to climatic change.	Not applicable

## 10. Landscaping

One Preferred Option has been appraised – 10A: Landscaping Details with Planning Applications.

### Preferred Option 10A: Landscaping Details with Planning Applications.

Push landscaping details to the fore of the planning application process and making them a prerequisite for determination for certain application types.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	High quality design and landscaping are key elements in producing safe environments that positively contribute to quality of life and community cohesion. This option would have a positive impact on this objective.
3) To provide everybody with the opportunity to live in a decent home.	An option that seeks to integrate landscaping details into the design and permission process from the outset should positively contribute to promoting high quality housing design. To the extent that the proposed process increases costs of development there could be an adverse impact on the affordability of new homes.
4) To promote town centre vitality and viability	The integration of landscaping details into development schemes would allow early and full consideration of how schemes could contribute to landscape improvements to the public realm within town centres. By creating added interest and focal points such detailing could promote the vitality and viability of the centres.
5) To achieve sustainable levels of prosperity and economic growth.	Early and full consideration of landscaping details in development schemes would improve the attractiveness of the District to residents, investors and visitors. This could stimulate economic growth by generating a preference for shopping and doing business in Rochford District rather than in other centres.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Effective landscaping of the public realm and open spaces within developments can produce safe, pleasant and easy routes for movement within and between areas. By enabling and encouraging residents to use sustainable choices of transport, rather than the car, there would be a positive impact on this objective.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Actively incorporating landscaping into projects from the outset enables planting schemes to positively contribute to this objective by reflecting local environmental character and enhancing existing biodiversity resources through use of native species.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Actively incorporating landscaping schemes into projects from the outset enables them to positively contribute to this objective by reflecting the character of heritage and cultural assets in the vicinity.

10) To maintain and enhance the quality of landscapes and townscapes.	Actively incorporating landscaping schemes into projects from the outset enables them to positively contribute to this objective by reflecting the character of landscapes and townscapes in the vicinity. By this means developments on the edge of settlements should better blend with the surrounding landscape whilst developments within urban areas should enhance the range and quality of the public realm and create effective spaces and routes.
11) To improve water quality and reduce the risk of flooding.	Early consideration of landscaping details in development projects can positively assist sustainable solutions to water quality and flood risk issues. Effective landscaping of green spaces can reduce the amount of surface water runoff in the built environment, as can the introduction of Sustainable Urban Drainage Systems.
12) To improve air quality.	Effective landscaping of the public realm and open spaces within developments can produce safe, pleasant and easy routes for movement within and between areas. By enabling and encouraging residents to use sustainable choices of transport, rather than the car, there would be a positive impact on this objective.
13) To reduce contributions to climatic change.	Effective landscaping of the public realm and open spaces within developments can produce safe, pleasant and easy routes for movement within and between areas. By enabling and encouraging residents to use sustainable choices of transport, rather than the car, there would be a positive impact on this objective.

## 11. Energy and Water Conservation and Renewable Energy

Six Preferred Options have been appraised – 11A: Transport; 11B: Code for Sustainable Homes; 11C: Carbon-neutral development; 11D: Water and Energy Conservation; 11E: Renewable Energy and 11F: Energy Efficient Buildings.

<p><b>Preferred Option 11A: Transport</b> The Council will produce development control policies that reduce the need to travel and encourage the use of energy efficient transport.</p>
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SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	Development control policies to encourage sustainable travel and transport would assist provision of sustainable access to key services, provided the overall development strategy was designed to promote and support such initiatives through its approach to the location and distribution of future housing provision.
4) To promote town centre vitality and viability	Development control policies to encourage sustainable travel and transport would promote town centres, provided the overall development strategy was designed to promote and support such initiatives and provided clear guidance on the role and purpose of each town centre.
5) To achieve sustainable levels of prosperity and economic growth.	Development control policies to encourage sustainable travel and transport would promote economic growth, provided the overall development strategy was designed to promote and support such initiatives and provided clear guidance on business types and locations.
6) To improve the education and skills of the population.	Development control policies to encourage sustainable travel and transport would assist achievement of this objective by enabling access to education and jobs by all members of the community.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Development control policies to encourage sustainable travel and transport would positively assist achievement of this objective provided the overall development strategy was designed to promote and support such initiatives.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Development control policies to encourage sustainable travel and transport would positively assist achievement of this objective by reducing emissions from car use.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Development control policies to encourage sustainable travel and transport would positively assist achievement of this objective by reducing volume of car use and emissions arising from it.

10) To maintain and enhance the quality of landscapes and townscapes.	Development control policies to encourage sustainable travel and transport would positively assist achievement of this objective by reducing volume of car use and emissions arising from it.
11) To improve water quality and reduce the risk of flooding.	Not applicable.
12) To improve air quality.	Development control policies to encourage sustainable travel and transport would positively assist achievement of this objective by reducing emissions from car use.
13) To reduce contributions to climatic change.	Development control policies to encourage sustainable travel and transport would positively assist achievement of this objective by reducing emissions from car use.



**Preferred Option 11B: Code for Sustainable Homes**

The Council will produce a policy requiring all new homes to be compliant with the minimum standards of the Code for Sustainable Homes.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	The Code for Sustainable Homes seeks to promote more efficient use of energy, water and materials in homes and to safeguard occupants' health and well being. Requiring compliance with the Code would assist achievement of this objective by ensuring that homes are built to improved standards.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	Not applicable.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Not applicable.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Requiring compliance with the Code for Sustainable Homes, which seeks to promote more efficient use of energy, water and materials, could contribute to achievement of this objective by reducing natural resource use.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Requiring compliance with the Code for Sustainable Homes, which seeks to promote more efficient use of energy, water and materials, could have an adverse impact on this objective by promoting adaptation of historic structures that may damage their integrity.
10) To maintain and enhance the quality of landscapes and townscapes.	Requiring compliance with the Code for Sustainable Homes, which seeks to promote more efficient use of energy, water and materials, could contribute to achievement of this objective by reducing natural resource use, although there could be an adverse impact on the quality of some landscapes and townscapes.
11) To improve water quality and reduce the risk of flooding.	Requiring compliance with the Code for Sustainable Homes, which seeks to promote more efficient use of water, could contribute to achievement of this objective by reducing natural resource use.
12) To improve air quality.	Requiring compliance with the Code for Sustainable Homes, which requires minimum standards to be set for carbon dioxide emissions, would contribute to achievement of this objective.
13) To reduce contributions to climatic change.	Requiring compliance with the Code for Sustainable Homes, which requires minimum standards to be set for carbon dioxide emissions and seeks to promote more efficient use of energy, water and materials, would contribute to achievement of this objective by reducing natural resource use and emissions.

**Preferred Option 11C: Carbon-neutral**

The Council will produce policies to ensure that all new development in the district is carbon neutral.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable
3) To provide everybody with the opportunity to live in a decent home.	Carbon-neutral homes, through their lower running costs, adaptability to future needs and promotion of high quality design, would assist with achievement of this objective.
4) To promote town centre vitality and viability	Carbon-neutral development may not be technically viable for small retail or office developments without support from other off-site renewable energy sources. This option could therefore adversely impact on the maintenance and promotion of town centre vitality and viability.
5) To achieve sustainable levels of prosperity and economic growth.	Carbon-neutral development would contribute to achieving sustainable levels of economic growth through lower running costs and reduced environmental impact. However, it may not be technically viable for small business units to meet such a standard without support from other off-site renewable energy sources. An inability of small businesses to locate in appropriate premises could lead to inefficiencies and limit opportunities for economic growth.
6) To improve the education and skills of the population.	Not applicable
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Not applicable
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Carbon-neutral development, by promoting more efficient use of energy, water and materials, could contribute to achievement of this objective by reducing natural resource use. The offsetting of carbon use to achieve neutrality would further assist by encouraging planting schemes and the development of woodland management plans.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Carbon-neutral development could have an adverse impact on the cultural heritage and assets due to new development compromising the integrity of historic structures and features. Adverse impacts could be mitigated by use of appropriate policies setting out design and visual criteria.

10) To maintain and enhance the quality of landscapes and townscapes.	Carbon-neutral development, by promoting more efficient use of energy, water and materials, could contribute to achievement of this objective by reducing natural resource use. The offsetting of carbon use to achieve neutrality would further assist by encouraging planting schemes and the development of woodland management plans. However, there could be adverse impacts on landscapes, due to use of some renewable energy sources, and on townscapes, due to the integrity of structures and features being compromised. Adverse impacts could be mitigated by use of appropriate policies setting out design and visual criteria.
11) To improve water quality and reduce the risk of flooding.	Carbon-neutral development would not have a direct local impact on this objective. However, the use of offsetting, by encouraging planting schemes and the development of woodland management plans, could reduce surface water runoff and the risk of flooding.
12) To improve air quality.	Carbon-neutral development would have a positive impact on air quality by reducing emissions from the burning of fossil fuels.
13) To reduce contributions to climatic change.	Carbon-neutral development would have a positive impact on air quality by reducing emissions from the burning of fossil fuels.

**Preferred Option 11D: Water and Energy Conservation**

The Council will produce policies that require all new homes to have water and energy conservation measures.

<b>SEA Objective</b>	<b>Comment</b>
<b>1) To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	A requirement for new homes to have water and energy conservation measures would lower running costs and assist provision of decent homes.
4) To promote town centre vitality and viability	Not applicable.
5) To achieve sustainable levels of prosperity and economic growth.	Not applicable.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Not applicable.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	A requirement for new homes to have water and energy conservation measures could contribute to achievement of this objective by reducing natural resource use.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	A requirement for new homes to have water and energy conservation measures could have an adverse impact on the cultural heritage and assets due to new development compromising the integrity of historic structures and features. Adverse impacts could be mitigated by use of appropriate policies setting out design and visual criteria.
10) To maintain and enhance the quality of landscapes and townscapes.	A requirement for new homes to have water and energy conservation measures, could contribute to achievement of this objective by reducing natural resource use. However, there could be adverse impacts on landscapes, due to use of some renewable energy sources, and on townscapes, due to the integrity of structures and features being compromised. Adverse impacts could be mitigated by use of appropriate policies setting out design and visual criteria.
11) To improve water quality and reduce the risk of flooding.	A requirement for new homes to have water and energy conservation measures, would not have a direct local impact on this objective.
12) To improve air quality.	A requirement for new homes to have water and energy conservation measures would have a positive impact on air quality by reducing emissions from the burning of fossil fuels.
13) To reduce contributions to climatic change.	A requirement for new homes to have water and energy conservation measures would have a positive impact on air quality by reducing emissions from the burning of fossil fuels.

**Preferred Option 11E: Renewable Energy**  
The Council will produce policies covering small and large-scale renewable schemes.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	The capital cost of home-based initiatives could impact on the affordability of homes but running costs are likely to be lower.
4) To promote town centre vitality and viability	The capital cost of individual site-based initiatives could impact on the viability of development schemes and therefore the vitality and viability of town centres. But running costs are likely to be lower and district-based initiatives may improve project viability.
5) To achieve sustainable levels of prosperity and economic growth.	The capital cost of individual site-based initiatives could impact on the viability of development schemes and therefore the prospects for economic growth. But running costs are likely to be lower and district-based initiatives may improve project viability.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Not applicable.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Localised renewable energy initiatives would have a generally positive impact on biological and geological diversity but some larger scale initiatives may have an adverse impact upon designated areas, habitats and species. The specific impacts will require further appraisal once the nature of the proposed policies is known and the type, scale and location of facilities are identified.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Renewable energy initiatives could have an adverse impact on the cultural heritage and assets of Rochford District if they require adaptations and/or sites that affect the structural integrity of historic buildings and features or their setting.
10) To maintain and enhance the quality of landscapes and townscapes.	Renewable energy initiatives could have an adverse impact on the landscapes and townscapes of Rochford District if they require adaptations and/or sites that affect the integrity of buildings and features or their visual settings.
11) To improve water quality and reduce the risk of flooding.	Not applicable.
12) To improve air quality.	Renewable energy initiatives would assist achievement of this objective by reducing emissions.
13) To reduce contributions to climatic change.	Renewable energy initiatives would assist achievement of this objective by reducing emissions.

**Preferred Option 11F: Energy Efficient Buildings**

The Council will produce a policy ensuring that new development promotes the development of environmentally efficient buildings and the use of energy efficient heating, lighting, cooling, ventilation and other powered systems, together with water conservation measures.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	Development of environmentally efficient buildings with energy efficient systems and water conservation measures would lower running costs and assist provision of decent homes.
4) To promote town centre vitality and viability	Development of environmentally efficient buildings with energy efficient systems and water conservation measures would lower running costs. However, improvements should be technically viable for small retail or office developments in order to avoid adverse impact on the maintenance and promotion of town centre vitality and viability.
5) To achieve sustainable levels of prosperity and economic growth.	Development of environmentally efficient buildings with energy efficient systems and water conservation measures would lower running costs. However, improvements should be technically viable for small business units to avoid adverse impact through their inability to locate in appropriate premises leading to inefficiencies and limiting opportunities for economic growth.
6) To improve the education and skills of the population.	Not applicable.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Not applicable.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Development of environmentally efficient buildings with energy efficient systems and water conservation measures could contribute to achievement of this objective by reducing natural resource use.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Development of environmentally efficient buildings with energy efficient systems and water conservation measures could have an adverse impact on the cultural heritage and assets due to new development compromising the integrity of historic structures and features. Adverse impacts could be mitigated by use of appropriate policies setting out design and visual criteria.

10) To maintain and enhance the quality of landscapes and townscapes.	Development of environmentally efficient buildings with energy efficient systems and water conservation measures could contribute to achievement of this objective by reducing natural resource use. However, there could be adverse impacts on landscapes, due to use of some renewable energy sources, and on townscapes, due to the integrity of structures and features being compromised. Adverse impacts could be mitigated by use of appropriate policies setting out design and visual criteria.
11) To improve water quality and reduce the risk of flooding.	Development of environmentally efficient buildings with energy efficient systems and water conservation measures would not have a direct local impact on this objective.
12) To improve air quality.	Development of environmentally efficient buildings with energy efficient systems and water conservation measures would have a positive impact on air quality by reducing emissions from the burning of fossil fuels.
13) To reduce contributions to climatic change.	Development of environmentally efficient buildings with energy efficient systems and water conservation measures would have a positive impact on air quality by reducing emissions from the burning of fossil fuels.

## 12. Compulsory Purchase and Planning Obligations

Two Preferred Options have been appraised – 12A: Compulsory Purchase Powers; and 12B: Planning Obligations.

<p><b>Preferred Option 12A: Compulsory Purchase Powers</b> Set the framework to ensure that employment, residential, recreational and environmental enhancements for the district can be brought forward using compulsory purchase powers.</p>
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SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
3) To provide everybody with the opportunity to live in a decent home.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
4) To promote town centre vitality and viability	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
5) To achieve sustainable levels of prosperity and economic growth.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
6) To improve the education and skills of the population.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.



9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
10) To maintain and enhance the quality of landscapes and townscapes.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
11) To improve water quality and reduce the risk of flooding.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
12) To improve air quality.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.
13) To reduce contributions to climatic change.	Appropriate use of compulsory purchase powers to support achievement of a fully integrated project that also allowed for mitigation of adverse impacts and maintenance and protection of environmental quality would facilitate progress towards achievement of this sustainability objective.

**Preferred Option 12B: Planning Obligations.**

Produce a strategic policy detailing the working of Planning Obligations in the Rochford District, from which the detail of the relevant Local Development Document can be delivered.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
3) To provide everybody with the opportunity to live in a decent home.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
4) To promote town centre vitality and viability	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
5) To achieve sustainable levels of prosperity and economic growth.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
6) To improve the education and skills of the population.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.

10) To maintain and enhance the quality of landscapes and townscapes.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
11) To improve water quality and reduce the risk of flooding.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
12) To improve air quality.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.
13) To reduce contributions to climatic change.	Appropriate contributions from new development towards the cost of infrastructure, services and facilities required to support the development, together with mitigation of adverse impacts, would facilitate progress towards meeting this sustainability objective.

### 13. Leisure, Tourism and Community Facilities

Two Preferred Options have been appraised – 13A: Community, Leisure and Tourism; and 13B: Healthcare Facilities.

**Preferred Option 13A: Community, Leisure and Tourism**  
The Council will provide a policy dealing with community, leisure and tourism proposals, which will provide clarity for developments.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	The provision of a range of community and leisure facilities to meet the range of interests of the community would have a positive impact in terms of creating safe environments and community cohesion.
3) To provide everybody with the opportunity to live in a decent home.	The provision of a range of community and leisure facilities would assist provision of access to key services and support provision of a decent residential environment.
4) To promote town centre vitality and viability	Location of community, leisure and tourism facilities (including hotels) within town centres would assist promotion of the vitality and viability of the town centres by expanding their range of facilities and the period during which they would be in active use.
5) To achieve sustainable levels of prosperity and economic growth.	The provision of community, leisure and tourism facilities would increase the availability of jobs within Rochford District, thus directly supporting economic growth. Also, by increasing the available facilities, it would increase the attractiveness of the District as a place to live and thereby support initiatives to encourage new businesses and jobs.
6) To improve the education and skills of the population.	By increasing the number and range of jobs in the District provision of community, leisure and tourism facilities would encourage broadening and improvement of the skills base of the District.
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	Currently, community and leisure facilities in the District are concentrated at the urban areas, with facilities being of a lower level and generally of a poorer quality in the rural areas. The degree to which future provision of such facilities would promote sustainable transport choices will depend on their type and their location, which should be related to their frequency of use and catchment area. Further appraisal will be required when further details become available.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	The impact of community, leisure and tourism facilities on the biological and geological diversity of Rochford District will be related to the location of the facilities. Further appraisal will be required when further details become available. High visitor numbers and/or the inappropriate use of, and access to, natural assets could have an adverse impact by causing damage to their amenity and function.

9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	The impact of community, leisure and tourism facilities on the cultural heritage and assets of Rochford District will be related to the location of the facilities. Further appraisal will be required when further details become available. High visitor numbers and/or the inappropriate use of, and access to, the heritage assets could have an adverse impact by causing damage to their amenity and function.
10) To maintain and enhance the quality of landscapes and townscapes.	The impact of community, leisure and tourism facilities on the landscapes and townscapes of Rochford District will be related to the location of the facilities. Further appraisal will be required when further details become available. High visitor numbers and/or the inappropriate use of, and access to, sensitive areas could have an adverse impact by causing damage to their amenity and function.
11) To improve water quality and reduce the risk of flooding.	The impact of community, leisure and tourism facilities on water quality and flood risk in Rochford District will be related to the location of the facilities. Further appraisal will be required when further details become available. High visitor numbers and/or the inappropriate use of, and access to, sensitive areas could have an adverse impact by causing damage to their amenity and function.
12) To improve air quality.	The degree to which future provision of community, leisure and tourism facilities would improve air quality will depend on their type and their location, which should be related to their frequency of use and catchment area. Further appraisal will be required when further details become available.
13) To reduce contributions to climatic change.	The degree to which future provision of community, leisure and tourism facilities would assist this objective will depend on their type and their location, which should be related to their frequency of use and catchment area. Any facilities should incorporate sustainable building practices, use of renewable energy sources and energy and water efficiency measures. Further appraisal will be required when further details become available.

**Preferred Option 13B: Healthcare Facilities**

The Council will provide a policy dealing with healthcare facilities in the district.

SEA Objective	Comment
1) <b>To ensure the delivery of high quality sustainable communities where people will want to live and work.</b>	
2) Create Safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion.	Not applicable.
3) To provide everybody with the opportunity to live in a decent home.	The provision of local healthcare services well located in relation to the population of the District would enable sustainable access to a key service. Where, due to the cost of local provision, specialist services and equipment remain located outside the District they should be provided at centres that are readily accessible by suitable sustainable transport choices, in order that residents of the District may secure easy and sustainable access.
4) To promote town centre vitality and viability	Not applicable
5) To achieve sustainable levels of prosperity and economic growth.	Not applicable
6) To improve the education and skills of the population.	Not applicable
7) To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling.	The provision of local healthcare services well located in relation to the population of the District would enable sustainable access to a key service. Where, due to the cost of local provision, specialist services and equipment remain located outside the District they should be provided at centres that are readily accessible by suitable sustainable transport choices, in order that residents of the District may secure easy and sustainable access.
8) To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development.	Not applicable
9) To maintain and enhance the cultural heritage and assets within the District of Rochford.	Not applicable
10) To maintain and enhance the quality of landscapes and townscapes.	Not applicable
11) To improve water quality and reduce the risk of flooding.	Not applicable
12) To improve air quality.	Not applicable
13) To reduce contributions to climatic change.	Not applicable

**APPRAISAL MATRIX (see key on page 12 and page 98)**

1A: Strategic Buffers between Settlements													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

1B: Green Belt													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

2A: Increased Informal Countryside Recreation Opportunities													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

2B: Cherry Orchard Jubilee Country Park													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

2C: Joint Area Action Plan													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

3A: Undeveloped Coast													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

3B: Special Landscape Areas													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

3C: Historic Landscape and Ancient Woodland													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

3D: Biodiversity													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

4A: Overall District Housing Provision													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

4B: Prioritise Reuse of Previously Developed Land in Urban Areas													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

4C: Phasing of Development													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

5A: Settlement Hierarchy													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

5B: Phasing of Development													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												



5C: Distribution of Housing Provision													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

6A: Affordable Housing Target													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

6B: Affordable Housing within Sites													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

6C: Rural Exceptions Sites													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

6D: Gypsy and Traveller Needs													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

7A: Overall District Jobs Provision													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

7B: Joint Area Action Plan for land West of Rochford													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

7C: Phasing of Development													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

8A: Design Briefs													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

8B: Lifetime Housing Standard													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

8C: Code for Sustainable Homes													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

8D: Health Impact Assessment.													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

9A: District Identity and Local Character													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

9B: Local List of Buildings													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

10A: Landscaping Details with Planning Applications.													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

11A: Transport													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

11B: Code for Sustainable Homes													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

11C: Carbon-neutral													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

11D: Water and Energy Conservation													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

11E: Renewable Energy													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

11F: Energy Efficient Buildings													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

12A: Compulsory Purchase Powers													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

12B: Planning Obligations.													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

13A: Community, Leisure and Tourism													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

13B: Healthcare Facilities													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Short	n.a.												
Medium	n.a.												
Long	n.a.												

Colour	Impact
	Major Positive
	Positive
	No Impact
	Uncertain
	Negative
	Major Negative

## 6. CUMULATIVE EFFECTS

The SEA Directive and Regulations require that an assessment is made of the likely cumulative impacts of the Core Strategy. This also includes assessment of potential secondary impacts and synergistic effects.

The preferred options for the Core Strategy, as currently presented, are likely to give rise to cumulative, secondary and synergistic effects. Many of these effects reflect national and regional trends and will only be effectively addressed by changes in policy and behavioural change which extend beyond the remit of the Core Strategy. Nevertheless, potential cumulative adverse effects could arise from the current expression of the preferred options for the Core Strategy due to:

- Lack of affordable housing;
- Lack of retail and other services and facilities in town centres;
- Lack of economic opportunity for existing and new businesses;
- Loss of biodiversity;
- Loss of Greenfield sites;
- Loss of landscape and townscape character;
- Increased risk of flooding;
- Increased emissions from transport;
- Increased climate change effects;
- Poorer water quality.

The further preparation of the Core Strategy provides scope for the strategy, and its supporting policies, to be further elaborated to mitigate and reduce potential impacts. The greater the alignment between the preferred strategy and the range of detailed policies then the greater prospect of reducing the adverse impacts.

## 7. SIGNIFICANT EFFECTS

The SEA Directive and Regulations require that an assessment is made of the likely significant effects on the environment.

The appraisal of the options set out in the Preferred Options document has not identified large scale significant adverse effects beyond those impacts identified in the appraisal. However, the potential impact of many of the preferred options is uncertain due to a lack of elaboration of the options and their relationship to each other and the spatial vision. The absence of detailed supporting information means that it has not been possible to fully assess the potential impacts (positive or adverse) of options related to the scale, location and function of new development in the District. In particular, many of the preferred options specify only that a policy will be prepared without providing any indication of the detailed content of that policy. Additionally, the identified preferred options do not include coverage of some key policy areas necessary to deliver the spatial vision for the district, for example, town centres and retailing, economic development and transport.

The key areas with potential for likely significant effects are:

- air quality;
- water quality;
- protection of biodiversity;
- changes to landscape character;
- affordable housing provision;
- economic development;
- transport choices.

The further preparation of the Core Strategy provides scope for the strategy, and its supporting policies, to be further elaborated to mitigate and reduce potential impacts. The greater the alignment between the preferred strategy and the range of detailed policies then the greater prospect of reducing the adverse impacts.

Presentation of the next stage in preparation of the Core Strategy should also be accompanied by,

- A Draft Monitoring Framework that includes proposed indicators, particularly for the potential significant effects;
- A Draft Implementation Framework that includes a list of necessary infrastructure and service provision and mitigation measures to facilitate implementation of the strategy, together with their delivery timescales.

Further, in October 2005 the European Court of Justice concluded that Article 6(3) of the Habitats Directive provides that any plan or project not directly connected with or necessary to the management of a European site (a SAC, SPA or Ramsar site) but likely to have a significant effect thereon, either individually or in combination with other plans or projects, must be subject to appropriate assessment of its implications for the site in view of the site's conservation objectives. Within Rochford District Foulness and the Crouch and Roach Estuaries are designated as Ramsar sites and Special Protection Areas (SPAs), and included within the Essex Estuaries candidate Special Area for Conservation (cSAC) and European Marine Site (EMS). It is therefore advised that a screening and scoping opinion be sought in respect of the need for appropriate assessment under the Habitats Directive of possible effects on nearby European sites.

## 8. CONCLUSIONS AND RECOMMENDATIONS

The Preferred Options document sets out a range of options for consultation purposes prior to preparation of the further stages of the Core Strategy.

The appraisal of the options set out in the Preferred Options document has not identified large scale significant adverse effects beyond those impacts identified in the appraisal. The key areas with potential for likely significant effects are,

- air quality;
- water quality;
- protection of biodiversity;
- changes to landscape character;
- affordable housing provision;
- economic development;
- transport choices.

In addition, there is potential for cumulative adverse effects to arise due to,

- Lack of affordable housing;
- Lack of retail and other services and facilities in town centres;
- Lack of economic opportunity for existing and new businesses;
- Loss of biodiversity;
- Loss of Greenfield sites;
- Loss of landscape and townscape character;
- Increased risk of flooding;
- Increased emissions from transport;
- Increased climate change effects;
- Poorer water quality.

However, the potential impact of many of the preferred options is uncertain due to a lack of elaboration of the options and their relationship to each other and the spatial vision. The absence of detailed supporting information means that it has not been possible to fully assess the potential impacts (positive or adverse) of options related to the scale, location and function of new development in the District. In particular, many of the preferred options specify only that a policy will be prepared without providing any indication of the detailed content of that policy. Additionally, the identified preferred options do not include coverage of some key policy areas necessary to deliver the spatial vision for the district, for example, town centres and retailing, economic development and transport.

The further preparation of the Core Strategy provides scope for the strategy, and its supporting policies, to be further elaborated to mitigate and reduce potential impacts. The greater the alignment between the preferred strategy and the range of detailed policies then the greater prospect of reducing adverse impacts and promoting positive impacts.

The District Council, in considering the responses to the consultation on the Preferred Options Document and preparing the next stage of the Core Strategy, is recommended to give further consideration to,

- the alignment between the spatial strategy for the District and the associated topic-based policies;
- the alignment between the settlement strategy and the economic and transport strategy for the District;
- further appraisal of the range of development locations in the light of the scale and distribution of development commitments and potential further urban capacity;
- undertaking an Employment Land Review and appraisal of employment locations;
- seeking a screening and scoping opinion on the need for appropriate assessment of possible effects on nearby European sites under the Habitats Directive;
- discussion with transport and service authorities and operators to define infrastructure and services required to support the spatial strategy;
- the alignment between the spatial strategy and the requirements for its implementation in a sustainable manner;

Presentation of the next stage in preparation of the Core Strategy should also be accompanied by,

- A Draft Monitoring Framework that includes proposed indicators, particularly for the potential significant effects;
- A Draft Implementation Framework that includes a list of necessary infrastructure and service provision and mitigation measures to facilitate implementation of the strategy, together with their delivery timescales.