

**Rochford District Council – Allocations Development Plan Document:  
Discussion and Consultation Document Sustainability Appraisal Report**

**East Ashingdon – Option EA1**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure with the capacity to provide the required facilities including play space and public open space, as well as improved access to, and land to be set aside for the expansion of King Edmund School to meet ongoing and future needs. In terms of the required youth and community facilities for this general location, these could be incorporated into the neighbouring school and may take the form of financial contributions. Alternatively, and potentially more appropriately given the site constraints for this general location and the need to avoid the unnecessary loss of Green Belt land, this could take the form of offsite financial contributions for new facilities in the vicinity.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is enclosed by existing residential development to the west, a secondary school to the south, a road to the north and farm buildings to the east. This option is in close proximity to the existing residential development and would enable the provision of a new access road to King Edmund School as well as land for future expansion, in accordance with the Core Strategy Submission Document. This option would also provide a range of facilities for the local community, or contribute to the provision elsewhere in the vicinity, and would therefore promote the regeneration and enhancement of existing communities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of services including schools (it is adjacent to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the west of the site, which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are also existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It would ensure equal opportunities and that all sections of the community are catered for.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA1 East Ashingdon
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which can be accessed on foot to the west or a wider range of services situated in Rochford town centre to the south (accessible through walking, cycling or via the bus route along Ashingdon Road). Essential services may therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided either within this general location or elsewhere in the vicinity. Community facilities may include a financial contribution towards the provision of additional adult education courses at King Edmund School, or for offsite provision in the vicinity which could enhance the qualifications and skills of the local community and on a wider scale.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside youth and community facilities, play space and public open space and opportunities to improve access to public transport provision and local services.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This development would enable the delivery of access improvements to, and land set aside for the expansion of, King Edmund School as required in the Core Strategy Submission Document, which is likely to have a positive impact on the surrounding residential area. This option would have good relationship with the existing residential development. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space will be provided within this option, however, it does not relate well to the proposed Sustrans route or Greenways. Nevertheless there is an existing cycle route along Ashingdon Road running south towards Rochford town centre. There is also a playing field to the north along Ashingdon Road, and Clements Hall Leisure Centre in Hawkwell which is accessible via the existing bus service along Ashingdon Road/Rectory Road and would provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. These have the potential to improve health and reduce health inequalities. This site is not within 60m of the high voltage powerlines situated to the east.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space to be incorporated into this development would promote informal recreation. Clements Hall Leisure Centre and the playing field to the north along Ashingdon Road are also accessible from this site and would also promote informal recreation and encourage healthy, active lifestyles. This option relates well to the existing cycle route along Ashingdon Road running south, although it does not have the potential to connect to the proposed Sustrans route or Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	The proposed Sustrans route and Greenways are not accessible from this option. There is, however, an existing cycle route along Ashingdon Road running south, which has the potential to benefit from enhancement.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	The Golden Cross parade of shops is situated to the west of this option, which provides sustainable access to a range of services including a supermarket. This option is adjacent to King Edmund School and there are several primary schools located further along the Ashingdon Road. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road.
	Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).	

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
	<b>Economy &amp; Employment</b>		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	Ashingdon is primarily served by the services in the neighbouring town centre of Rochford situated to the south of this general location, and so does not seek to focus development within this centre.
		Will it improve business development?	No impact.
		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?	This option would enhance consumer choice through the provision of public open space, play space, and youth and community facilities to meet the needs of the entire community. Local services are situated to the west and are accessible from this site. A range of other local services including community and health facilities are located in Rochford town centre and are accessible via the existing public transport network.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rochford town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	The provision of youth and community facilities in this general location (albeit in the form of financial contributions) may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
	<b>Accessibility</b>		
5	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	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ashingdon Road. It does not, however, have potential to connect to the proposed Sustrans route or Greenway.
Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?		The location of this site to the east of Ashingdon is close to local services (for example Golden Cross Parade) although other services in Rochford town centre and the train station is situated further away to the south. There is an existing cycle route nearby and opportunities to encourage walking and cycling, although this general location does not have a good relationship with the proposed Sustrans route or any Greenways. The site can link to Brays Lane and the wider highway network, and there is potential to improve public transport links in the locality.	
Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?		This option is in proximity to a range of services including schools (it is adjacent to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the west of the site. Other local services situated in Rochford town centre and Clements Hall Leisure Centre in Hawkwell can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network.	
Will it reduce the need to travel?		There are a range of local services in proximity to this option. Other local services are located further along Ashingdon Road and in Rochford town centre to the south. Therefore the location of this option may not reduce the need to travel for some services such as health facilities. However, there is an existing bus route to the west of the site which can provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.	
Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?		This option is situated to the east of Ashingdon where there are some local services nearby, and there is an existing public transport route providing access to Rochford town centre as well as other local services along Ashingdon Road. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.	

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the west of the site, which are within walking distance. There is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located further along Ashingdon Road or those in the centre of Rochford to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The east of Ashingdon has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in proximity to the District's estuaries, salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance. This option is grade 2 agricultural land, (SEA Baseline Information Profile), however, the enclosure of the site suggests that this field is not used for agricultural purposes – it is currently used as grazing land for horses – and may therefore have greater biodiversity value. The Ecological Survey undertaken as part of a planning application for this site (which also included land to the north of Brays Lane) concluded that whilst much of the application site was considered to be an unsuitable habitat for reptiles, there are some small areas such as the hedgerows bounding the site which provide a suitable habitat. Similarly the ditch on site may provide a suitable habitat for Great Crested Newts (which are both UK and European protected species). There is also potential for the trees and hedgerows to be used by nesting birds, and some trees also have the potential to provide a suitable habitat for roosting bats. The impact of any development on local biodiversity needs to be carefully considered and it is imperative to ensure habitat connectivity. The impact on habitats should be mitigated against, as appropriate.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)... ?</b>	<b>Option EA1 East Ashingdon</b>
		Will it maintain and enhance sites designated for their nature conservation interest?	This site is not situated within any nature conservation designations.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 2 agricultural land (SEA Baseline Information Profile), and includes the provision of public open space and the existing hedgerows along Brays Lane may be retained, as far as practicable, which would facilitate species movement and colonisation. There is potential for new habitat creation in this area.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 13 which is characterised by a gently undulating landform and arable fields north of the Roach and east of Rochford and Ashingdon (Rochford District Historic Environment Characterisation Project). The historic settlement and overall structure of fields, tracks and roads survives well. Limited investigations have resulted in low level of recorded historic assets which probably does not reflect the true situation. There is potential for extensive archaeological deposits in this zone. The coherence of the dispersed settlement and structure of historic landscape together with potential buried deposits would suffer if significant change occurred. There are no Listed Buildings in close proximity to the site, however, there are some Listed Buildings in the vicinity of Doggetts Farmhouse situated to the south east of the site. The potential impact on any archaeological deposits would need to be considered with any development.
		Will it support locally-based cultural resources and activities?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile), however, this site is used as paddocks rather than for growing food. The location of this site to the south of Brays Lane would be able to create a defensible Green Belt boundary and thus have less of an impact on the integrity of the Green Belt on a wider scale, as opposed to EA2 and EA3 which extend to the north of Brays Lane.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This option, however, as opposed to EA3 is 4ha. Nevertheless a defensible Green Belt boundary is still paramount. This site is bounded by residential development to the west, farm buildings to the east, King Edmund School to the south and Brays Lane to the north. This option would ensure that a robust and defensible Green Belt boundary could be maintained in this locality.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works and within the foul sewerage network to accommodate the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	The site has the capacity to include Sustainable Drainage Systems (SUDs), however, it is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it reduce the risk of flooding?	The site is not in proximity to an area at risk of flooding. A range of SUDs are available which can be used to manage excess surface water.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided within the development and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
<b>Land &amp; Soil Water</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has a larger site area than EA2 but a smaller area than EA3, which would result in an efficient use of land in accordance with the NPPF.
		Will soil quality be preserved?	The potential impact of development on soil quality is unknown. The option is grade 2 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile) although the fields are used as paddocks rather than for growing food, and would therefore not lead to a loss of the best and most versatile agricultural land.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA1 East Ashingdon</b>
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are some local services located to the west of this option along Ashingdon Road, and there is an existing bus route nearby which can provide sustainable access to Rochford town centre to the south for those without access to private transport. Although there are limited opportunities to reduce the need to travel to these local services, public transport is available which can have a positive impact on air quality. There are also as opportunities to encourage walking and cycling.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

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**East Ashingdon – Option EA2**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA2 East Ashingdon</b>
	<b>Balanced Communities Sustainable Design &amp; Construction</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure with the capacity to provide the required facilities including play space and public open space to meet ongoing and future needs. Improved access to, and land to be set aside for the expansion of King Edmund School, however, would not be possible with this option due to its location to the north of Brays Lane. In terms of the required youth and community facilities for this general location, these could be incorporated into the King Edmund School and may take the form of financial contributions. Alternatively, and potentially more appropriately given the site constraints for this general location and the need to avoid the unnecessary loss of Green Belt land, this could take the form of offsite financial contributions for new facilities in the vicinity.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is enclosed by existing residential development to the west, Brays Lane to the south, and a dwelling to the east. This option is in close proximity to the existing residential development, but due to its location to the north of Brays Lane, it would not enable the provision of a new access road to King Edmund School as well as land for future expansion, in accordance with the Core Strategy Submission Document. This option, however, would provide a range of facilities for the local community, or contribute to the provision elsewhere in the vicinity, and would therefore promote the regeneration and enhancement of existing communities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA2 East Ashingdon
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of services including schools (it is close to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the south west of the site, which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are also existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It would ensure equal opportunities and that all sections of the community are catered for.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which can be accessed on foot to the south west or a wider range of services situated in Rochford town centre to the south (accessible through walking, cycling or via the bus route along Ashingdon Road). Essential services may therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided either within this general location or elsewhere in the vicinity. Community facilities may include a financial contribution towards the provision of additional adult education courses at King Edmund School, or for offsite provision in the vicinity which could enhance the qualifications and skills of the local community and on a wider scale.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside youth and community facilities, play space and public open space and opportunities to improve access to public transport provision and local services.

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	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This development would not enable the delivery of access improvements to, or provide land to be set aside for the expansion of, King Edmund School as required in the Core Strategy Submission Document. This option would have good relationship with the existing residential development. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space will be provided within this option, however, it does not relate well to the proposed Sustrans route or Greenways. Nevertheless there is an existing cycle route along Ashingdon Road running south towards Rochford town centre. There is also a playing field to the north along Ashingdon Road, and Clements Hall Leisure Centre in Hawkwell which is accessible via the existing bus service along Ashingdon Road/Rectory Road and would provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. These have the potential to improve health and reduce health inequalities. This site is not within 60m of the high voltage powerlines situated to the east.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space to be incorporated into this development would promote informal recreation. Clements Hall Leisure Centre and the playing field to the north along Ashingdon Road are also accessible from this site and would also promote informal recreation and encourage healthy, active lifestyles. This option relates well to the existing cycle route along Ashingdon Road running south, although it does not have the potential to connect to the proposed Sustrans route or Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	The proposed Sustrans route and Greenways are not accessible from this option. There is, however, an existing cycle route along Ashingdon Road running south, which has the potential to benefit from enhancement.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA2 East Ashingdon</b>
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	The Golden Cross parade of shops is situated to the south west of this option, which provides sustainable access to a range of services including a supermarket. This option is adjacent to King Edmund School and there are several primary schools located further along the Ashingdon Road. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA2 East Ashingdon
	<b>Economy &amp; Employment</b>		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	Ashingdon is primarily served by the services in the neighbouring town centre of Rochford situated to the south of this general location, and so does not seek to focus development within this centre.
		Will it improve business development?	No impact.
		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?	This option would enhance consumer choice through the provision of public open space, play space, and youth and community facilities to meet the needs of the entire community. Local services are situated to the south west and are accessible from this site. A range of other local services including community and health facilities are located in Rochford town centre and are accessible via the existing public transport network.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rochford town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	The provision of youth and community facilities in this general location (albeit in the form of financial contributions) may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA2 East Ashingdon</b>
	<b>Accessibility</b>		
5	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	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ashingdon Road. It does not, however, have potential to connect to the proposed Sustrans route or Greenway.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The location of this site to the east of Ashingdon is close to local services (for example Golden Cross Parade) although other services in Rochford town centre and the train station is situated further away to the south. There is an existing cycle route nearby and opportunities to encourage walking and cycling, although this general location does not have a good relationship with the proposed Sustrans route or any Greenways. The site can link to Brays Lane and the wider highway network, and there is potential to improve public transport links in the locality.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is in proximity to a range of services including schools (it is adjacent to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the west of the site. Other local services situated in Rochford town centre and Clements Hall Leisure Centre in Hawkwell can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network.
		Will it reduce the need to travel?	There are a range of local services in proximity to this option. Other local services are located further along Ashingdon Road and in Rochford town centre to the south. Therefore the location of this option may not reduce the need to travel for some services such as health facilities. However, there is an existing bus route to the west of the site which can provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA2 East Ashingdon
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the east of Ashingdon where there are some local services nearby, and there is an existing public transport route providing access to Rochford town centre as well as other local services along Ashingdon Road. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the west of the site, which are within walking distance. There is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located further along Ashingdon Road or those in the centre of Rochford to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The east of Ashingdon has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA2 East Ashingdon</b>
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in proximity to the District's estuaries, salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance. This option is grade 2 agricultural land (SEA Baseline Information Profile). The Ecological Survey undertaken as part of a planning application for this site (which also included land to the north and south of Brays Lane) concluded that whilst much of the application site was considered to be an unsuitable habitat for reptiles, there are some small areas such as the hedgerows bounding the site which provide a suitable habitat. Similarly the ditch on site may provide a suitable habitat for Great Crested Newts (which are both UK and European protected species). There is also potential for the trees and hedgerows to be used by nesting birds, and some trees also have the potential to provide a suitable habitat for roosting bats. The impact of any development on local biodiversity needs to be carefully considered and it is imperative to ensure habitat connectivity. The impact on habitats should be mitigated against, as appropriate.
		Will it maintain and enhance sites designated for their nature conservation interest?	This site is not situated within any nature conservation designations.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA2 East Ashingdon
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 2 agricultural land (SEA Baseline Information Profile), and includes the provision of public open space and the existing hedgerows along Brays Lane may be retained, as far as practicable, which would facilitate species movement and colonisation. There is potential for new habitat creation in this area.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 13 which is characterised by a gently undulating landform and arable fields north of the Roach and east of Rochford and Ashingdon (Rochford District Historic Environment Characterisation Project). The historic settlement and overall structure of fields, tracks and roads survives well. Limited investigations have resulted in low level of recorded historic assets which probably does not reflect the true situation. There is potential for extensive archaeological deposits in this zone. The coherence of the dispersed settlement and structure of historic landscape together with potential buried deposits would suffer if significant change occurred. There are no Listed Buildings in close proximity to the site, however, there are some Listed Buildings in the vicinity of Doggetts Farmhouse situated further to the south east of the site. The potential impact on any archaeological deposits would need to be considered with any development.
		Will it support locally-based cultural resources and activities?	No impact.
<b>Landscape &amp; Townscape</b>			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA2 East Ashingdon
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile). The location of this site to the north of Brays Lane would be able to create a less defensible Green Belt boundary as opposed to EA1 and would therefore have a greater impact on the integrity of the Green Belt on a wider scale.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This option, however, has a smaller area than the other two options at 3ha. Nevertheless a defensible Green Belt boundary is still paramount. This site is bounded by residential development to the west, a dwelling to the east, and Brays Lane to the south. This option would be less able to ensure that a robust and defensible Green Belt boundary could be maintained in this locality.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA2 East Ashingdon
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works and within the foul sewerage network to accommodate the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	The site has the capacity to include Sustainable Drainage Systems (SUDs), however, it is uncertain whether the size of the site would have an impact on the viability of some measures.
		Will it reduce the risk of flooding?	The site is not in proximity to an area at risk of flooding. A range of SUDs are available which can be used to manage excess surface water.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided within the development and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA2 East Ashingdon</b>
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has a smaller area than EA1 and EA3, which would result in a more efficient use of land.
		Will soil quality be preserved?	The potential impact of development on soil quality is unknown. The option is grade 2 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile), although the fields in the southern part of the site) are used as paddocks rather than for growing food and would therefore lead to a loss of high quality (although not the best) agricultural land.
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are some local services located to the west of this option along Ashingdon Road, and there is an existing bus route nearby which can provide sustainable access to Rochford town centre to the south for those without access to private transport. Although there are limited opportunities to reduce the need to travel to these local services, public transport is available which can have a positive impact on air quality. There are also as opportunities to encourage walking and cycling.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA2 East Ashingdon</b>
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

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**East Ashingdon – Option EA3**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA3 East Ashingdon</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure with the capacity to provide the required facilities including play space and public open space, as well as improved access to, and land to be set aside for the expansion of King Edmund School to meet ongoing and future needs. In terms of the required youth and community facilities for this general location, these could be incorporated into the neighbouring school and may take the form of financial contributions. Alternatively, and potentially more appropriately given the site constraints for this general location and the need to avoid the unnecessary loss of Green Belt land, this could take the form of offsite financial contributions for new facilities in the vicinity. This option identifies two sites to the north and south of Brays Lane which are both bounded by residential development to the west and dwellings/farm buildings to the east.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The site to the south of Brays Lane is enclosed by existing residential development to the west, a secondary school to the south, a road to the north and farm buildings to the east. This option is in close proximity to the existing residential development and would enable the provision of a new access road to King Edmund School as well as land for future expansion, in accordance with the Core Strategy Submission Document. The site to the north of Brays Lane is enclosed by existing residential development to the west, Brays Lane to the south, and a dwelling to the east. This option is in close proximity to the existing residential development. It would provide a range of facilities for the local community, or contribute to the provision elsewhere in the vicinity, and would therefore promote the regeneration and enhancement of existing communities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA3 East Ashingdon
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of services including schools (it is close to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the south west of this option, which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are also existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It would ensure equal opportunities and that all sections of the community are catered for.
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which can be accessed on foot to the south west or a wider range of services situated in Rochford town centre to the south (accessible through walking, cycling or via the bus route along Ashingdon Road). Essential services may therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided either within this general location or elsewhere in the vicinity. Community facilities may include a financial contribution towards the provision of additional adult education courses at King Edmund School, or for offsite provision in the vicinity which could enhance the qualifications and skills of the local community and on a wider scale.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside youth and community facilities, play space and public open space and opportunities to improve access to public transport provision and local services.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA3 East Ashingdon
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This development would enable the delivery of access improvements to, and land set aside for the expansion of, King Edmund School as required in the Core Strategy Submission Document, which is likely to have a positive impact on the surrounding residential area. This option would have good relationship with the existing residential development. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space will be provided within this option, however, it does not relate well to the proposed Sustrans route or Greenways. Nevertheless there is an existing cycle route along Ashingdon Road running south towards Rochford town centre. There is also a playing field to the north along Ashingdon Road, and Clements Hall Leisure Centre in Hawkwell which is accessible via the existing bus service along Ashingdon Road/Rectory Road and would provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. These have the potential to improve health and reduce health inequalities. This site is not within 60m of the high voltage powerlines situated to the east.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space to be incorporated into this development would promote informal recreation. Clements Hall Leisure Centre and the playing field to the north along Ashingdon Road are also accessible from this site and would also promote informal recreation and encourage healthy, active lifestyles. This option relates well to the existing cycle route along Ashingdon Road running south, although it does not have the potential to connect to the proposed Sustrans route or Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	The proposed Sustrans route and Greenways are not accessible from this option. There is, however, an existing cycle route along Ashingdon Road running south, which has the potential to benefit from enhancement.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA3 East Ashingdon
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	The Golden Cross parade of shops is situated to the west of this option, which provides sustainable access to a range of services including a supermarket. This option is adjacent to King Edmund School and there are several primary schools located further along the Ashingdon Road. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA3 East Ashingdon
	<b>Economy &amp; Employment</b>		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	Ashingdon is primarily served by the services in the neighbouring town centre of Rochford situated to the south of this general location, and so does not seek to focus development within this centre.
		Will it improve business development?	No impact.
		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?	This option would enhance consumer choice through the provision of public open space, play space, and youth and community facilities to meet the needs of the entire community. Local services are situated to the west and are accessible from this site. A range of other local services including community and health facilities are located in Rochford town centre and are accessible via the existing public transport network.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rochford town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	The provision of youth and community facilities in this general location (albeit in the form of financial contributions) may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA3 East Ashingdon
	<b>Accessibility</b>		
5	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	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ashingdon Road. It does not, however, have potential to connect to the proposed Sustrans route or Greenway.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The location of this option to the east of Ashingdon is close to local services (for example Golden Cross Parade) although other services in Rochford town centre and the train station is situated further away to the south. There is an existing cycle route nearby and opportunities to encourage walking and cycling, although this general location does not have a good relationship with the proposed Sustrans route or any Greenways. The site can link to Brays Lane and the wider highway network, and there is potential to improve public transport links in the locality.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is in proximity to a range of services including schools (it is adjacent to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the west of the site. Other local services situated in Rochford town centre and Clements Hall Leisure Centre in Hawkwell can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network.
		Will it reduce the need to travel?	There are a range of local services in proximity to this option. Other local services are located further along Ashingdon Road and in Rochford town centre to the south. Therefore the location of this option may not reduce the need to travel for some services such as health facilities. However, there is an existing bus route to the west of the site which can provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA3 East Ashingdon
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the east of Ashingdon where there are some local services nearby, and there is an existing public transport route providing access to Rochford town centre as well as other local services along Ashingdon Road. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the west of the site, which are within walking distance. There is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located further along Ashingdon Road or those in the centre of Rochford to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The east of Ashingdon has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA3 East Ashingdon</b>
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in proximity to the District's estuaries, salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not located in immediate proximity to any areas designated for their ecological importance. This option is grade 2 agricultural land (SEA Baseline Information Profile), however, the enclosure of the southern part of the site suggests that this field is not used for agricultural purposes – it is currently used as grazing land for horses – and may therefore have greater biodiversity value. The Ecological Survey undertaken as part of a planning application for this site (which included land to the north and south of Brays Lane) concluded that whilst much of the application site was considered to be an unsuitable habitat for reptiles, there are some small areas such as the hedgerows bounding the site which provide a suitable habitat. Similarly the ditch on site may provide a suitable habitat for Great Crested Newts (which are both UK and European protected species). There is also potential for the trees and hedgerows to be used by nesting birds, and some trees also have the potential to provide a suitable habitat for roosting bats. The impact of any development on local biodiversity needs to be carefully considered and it is imperative to ensure habitat connectivity. The impact on habitats should be mitigated against, as appropriate.
		Will it maintain and enhance sites designated for their nature conservation interest?	This site is not situated within any nature conservation designations.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA3 East Ashingdon
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 2 agricultural land (SEA Baseline Information Profile), and includes the provision of public open space and the existing hedgerows along Brays Lane may be retained, as far as practicable, which would facilitate species movement and colonisation. There is potential for new habitat creation in this area.
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 13 which is characterised by a gently undulating landform and arable fields north of the Roach and east of Rochford and Ashingdon (Rochford District Historic Environment Characterisation Project). The historic settlement and overall structure of fields, tracks and roads survives well. Limited investigations have resulted in low level of recorded historic assets which probably does not reflect the true situation. There is potential for extensive archaeological deposits in this zone. The coherence of the dispersed settlement and structure of historic landscape together with potential buried deposits would suffer if significant change occurred. There are no Listed Buildings in close proximity to this option, however, there are some Listed Buildings in the vicinity of Doggetts Farmhouse situated further to the south east of this option. The potential impact on any archaeological deposits would need to be considered with any development.
		Will it support locally-based cultural resources and activities?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA3 East Ashingdon
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile). The location of one of the sites to the south of Brays Lane would be able to create a defensible Green Belt boundary and thus have less of an impact on the integrity of the Green Belt on a wider scale. The extension of this option to the north of Brays Lane would create a less defensible Green Belt boundary in the locality, as opposed to EA1, and would therefore have a greater impact on the integrity of the Green Belt on a wider scale.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This option is larger than the other two options at 7ha. The site to the south of Bray's Lane is bounded by residential development to the east and west, King Edmund School to the south and a Brays Lane to the north and would thus ensure a robust and defensible Green Belt boundary could be maintained in this locality. The site to the north of Brays Lane is bounded by residential development to the west, a dwelling to the east and Brays Lane to the south and would thus provide a less defensible Green Belt boundary compared to option EA1. The extent of this option to the north of Brays Lane, however, may not make the efficient use of land in the locality and unnecessarily encroach into undeveloped Green Belt land which may undermine the openness of the Green Belt on a wider scale. Further to this, the potential provision of financial contributions towards youth and community facilities at the neighbouring school or offsite in the vicinity, and the relatively small quantum of housing required for this location, would suggest that this option proposes an unnecessarily excessive amount of Green Belt to be reallocated.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA3 East Ashingdon</b>
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This option has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This option is not within an area at risk of flooding.
<b>Water</b>			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	This option has the capacity to include Sustainable Drainage Systems (SUDs), although the severance of the sites may make the incorporation of SUDs to help mitigate any impact unviable. Grey water recycling and other water conservation measures may also be included at the design stage.
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works and within the foul sewerage network to accommodate the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This option has the capacity to incorporate SUDs to help mitigate any impact of development on surface water, however, the severance of the sites within this option may make the incorporation of SUDs unviable.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option EA3 East Ashingdon
		Will it reduce the risk of flooding?	This option is not in proximity to an area at risk of flooding. A range of SUDs are available which can be used to manage excess surface water.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided within the development and SUDs (depending on the viability) can be used to manage excess surface water. This also has the potential to create new habitats.
<b>Land &amp; Soil</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has the largest area of the three options. Development would therefore be less dense and would not ensure the efficient use of land.
		Will soil quality be preserved?	The potential impact of development on soil quality is unknown. The option is grade 2 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile) and would therefore lead to a loss of high quality (although not the best) agricultural land.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option EA3 East Ashingdon</b>
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are some local services located to the west of this option along Ashingdon Road, and there is an existing bus route nearby which can provide sustainable access to Rochford town centre to the south for those without access to private transport. Although there are limited opportunities to reduce the need to travel to these local services, public transport is available which can have a positive impact on air quality. There are also as opportunities to encourage walking and cycling.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.