

Appendix 7 – Additional Employment Land Options

West of Rayleigh – Option E13

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
	Balanced Communities		
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?	Development of this site for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The designation of this site would ensure the retention of local employment opportunities, and given the size of the site, its accessibility to strategic transport routes and proximity to the largest settlement in the District, this option has the potential to ensure the regeneration and enhancement of existing communities. However, it would only be able to accommodate around 15% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District. Its isolation from the existing residential development of Rayleigh may result in local employment opportunities offered by the site being less accessible than other options, although there is an existing bus route along London Road which may be improved to ensure sustainable access to this option. However, whilst this isolation from the existing residential area would ensure that the employment site does not become a 'bad neighbour' to any surrounding uses, the relationship between this option and residential options for the general location 'North of London Road' would need to be taken into consideration. Options NLR3 and NLR5 in particular, which propose direct links onto London Road, would be well related to this option. The cumulative impact on the highway network would need to be carefully considered in this general location.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The location of the site may mean that people who do not own a car may find it less accessible than those with a car; options to address this by improving/enhancing public transport to the site would need to be considered. However, the relationship between this option and the residential options for the north of London Road general location has the potential to enhance equal opportunities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of some local employment opportunities, whereas other options have a greater capacity to retain more employment opportunities to the west of the District.
		Will income and quality-of-life disparities be reduced?	No impact.
Healthy & Safe Communities			
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?	Design of the employment site will be determined through the development management process.
		Will it improve health and reduce health inequalities?	This option is situated further away from the primary school located along Little Wheatley Chase as opposed to E14. The employment designation within this option therefore does not have the potential to become a 'bad neighbour' which can have an impact on quality of life. However, the relationship between this option and the residential options for the north of London Road general location would need to be considered.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The Core Strategy Sustainability Appraisal recognises that in this general location there would be no significant adverse effects on healthy and safe communities, but opportunities to improve health and wellbeing may be improved through incorporation of green infrastructure (e.g. a Green Grid Greenway).
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This option has the potential to link with Greenway 13.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
Housing			
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
Economy & Employment			
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?	This option is not situated within Rayleigh town centre. It is situated to the west of Rayleigh as recommended in the Employment Land Study 2008 and as specified in the Core Strategy Submission Document.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific. Depending on the amount of land required to accommodate displaced businesses from reallocated employment sites, and the additional land suitable for office use (as recommended in the Employment Land Study 2008) there is potential for this option to accommodate such uses and light industry, with 'heavier' uses (such as B2 uses) allocated to a more remote location to avoid creating a 'bad neighbour' situation (for example Option E18). The size of the site in this option taken forward would depend on the amount of light industry / office uses required for this general location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
		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?	Employment land in this general location would have the potential to assist with wider infrastructure provision and should help reduce social exclusion through increasing employment opportunities close to the District's residential population as identified in the Core Strategy Submission Sustainability Appraisal. The relationship between this option and the residential options for the north of London Road general location would need to be considered.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the de-allocation of existing employment sites for other uses. This option, if allocated, could result in a loss of some local employment. However, it would not result in a loss of employment land as it is not designated as such.
		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 E13 West of Rayleigh
	Accessibility		
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 is potential to improve public transport links along London Road and to link the site with Greenway 13.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option has good links to the strategic road network and is isolated from the existing residential development of Rayleigh to the east. Nevertheless there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure the retention of some local employment opportunities, whereas other options have a greater capacity to retain more employment opportunities to the west of the District. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. The relationship between this option and the residential options for the north of London Road general location could positively impact on social inclusion, although this would depend on the options taken forward.
		Will it reduce the need to travel?	This option is isolated from the existing residential development of Rayleigh and may therefore not reduce the need to travel. This would mean that, as opposed to E14 which extends towards the existing residential area, this option is less likely to become a 'bad neighbour' employment site to any surrounding uses and furthermore there is potential to improve public transport links in the locality. However, the relationship between this option and the residential options for the north of London Road general location would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
		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 west of Rayleigh with good access to the strategic road network. It is isolated from the existing residential development, however, it would seek to encourage development where large volumes of transport movements are located. Although isolated from existing residential development, this option is in proximity to the residential options to the north of London Road.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. This option to the west of Rayleigh has links with the neighbouring economic centres of Basildon and Chelmsford, 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?	This option is well related to Greenway 13.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
	Biodiversity		
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 to the west of Rayleigh is not in proximity to the District's estuaries or 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?	This option would not lead to a loss of biodiversity as this is a brownfield site which is currently in use. There are, however, several ponds on site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. Given the size of the site relative to the amount of land required to compensate for the deallocation of existing employment land in the District, this option would not necessarily preserve other Green Belt land.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		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 is an existing brownfield site which is currently in use.
		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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. There are no Listed buildings in close proximity to this option.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
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?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option would utilise an existing brownfield site to the west of Rayleigh which is not currently designated employment land as opposed to E17 which encompasses greenfield land.
		Will it reduce the amount of derelict, degraded and underused land?	This option would utilise an existing brownfield site to the west of Rayleigh which is not currently designated employment land as opposed to E17 which encompasses greenfield land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>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 option encompasses an existing brownfield site with defined boundaries and would therefore promote a strong and defensible Green Belt boundary in the locality.</p> <p>The relationship between this option and residential options to the north of London Road could have a significant impact on the landscape character to the west of Rayleigh. This would depend on the options taken forward and would need to be carefully considered, although this option, given that it proposes a smaller area on existing previously developed land, would have less of an impact to the south of London Road than the other options.</p>
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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 situated within an area at risk of flooding, although there is an area to the north of London Road which lies within a designated Flood Zone.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
	Water		
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), although 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 to accommodate the proposed employment allocation.
		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?	An area to the north of this option is 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
	Land & Soil		
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 previously developed land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	This option is previously developed land.
		Will it promote the remediation of contaminated land?	This site has the potential to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is previously developed land, however, additional land would need to be provided within the District to compensate for existing employment land to be reallocated. It may not therefore ensure that the best and most versatile agricultural land will be protected.
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	The isolation of this site from the existing residential area of Rayleigh may not reduce the need to travel, but there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location, however, would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could encourage sustainable travel patterns.
		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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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E13 West of Rayleigh
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as the site is previously developed land, however, sustainable design and construction should still be viable and could 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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West of Rayleigh – Option E14

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
	Balanced Communities		
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?	Development of this option for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The designation of this site would ensure the retention of local employment opportunities, and given the size of the site, its accessibility to strategic transport routes and proximity to the largest settlement in the District, this option has the potential to ensure the regeneration and enhancement of existing communities. This option as opposed to other options for employment land to the west of Rayleigh extends towards the existing residential development and primary school located along Little Wheatley Chase. Although this would enhance the accessibility of local employment opportunities and there is an established green buffer to the east, it has the potential to become a 'bad neighbour' to the surrounding residential uses, and may have an impact on the quality of life for the local community. It would, however, be able to accommodate around 23% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District. Furthermore there is an existing bus route along London Road which may be improved to ensure sustainable access to this option. The relationship between this option and residential options for the general location 'North of London Road' would need to be taken into consideration. Options NLR3 and NLR5 in particular, which propose direct links onto London Road, would be well related to this option. The cumulative impact on the highway network would need to be carefully considered in this general location.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The location of the site may mean that people who do not own a car may find it less accessible than those with a car; options to address this by improving/enhancing public transport to the site would need to be considered. However, the relationship between this option and the residential options for the north of London Road general location has the potential to enhance equal opportunities.
		Will it meet the needs of an ageing population?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of some local employment opportunities, whereas other options have a greater capacity to retain more employment opportunities to the west of the District.
		Will income and quality-of-life disparities be reduced?	No impact.
Healthy & Safe Communities			
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?	Design of the employment site will be determined through the development management process.
		Will it improve health and reduce health inequalities?	This option is situated in close proximity to a primary school situated along Little Wheatley Chase. The employment designation within this option has the potential to become a 'bad neighbour' which may have an impact on quality of life in the locality. The relationship between this option and the residential options for the north of London Road general location would also need to be considered.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The Core Strategy Sustainability Appraisal recognises that in this general location there would be no significant adverse effects on healthy and safe communities, but opportunities to improve health and wellbeing may be improved through incorporation of green infrastructure (e.g. a Green Grid Greenway).
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This option has the potential to link with Greenway 13.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
	Housing		
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
	Economy & Employment		
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?	This option is not situated within Rayleigh town centre. It is situated to the west of Rayleigh as recommended in the Employment Land Study 2008 and as specified in the Core Strategy Submission Document.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	Employment land in this general location would have the potential to assist with wider infrastructure provision and should help reduce social exclusion through increasing employment opportunities close to the District's residential population as identified in the Core Strategy Submission Sustainability Appraisal. The relationship between this option and the residential options for the north of London Road general location would need to be considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. This option, if allocated, could result in a loss of some local employment. However, it would not result in a loss of employment land as it is not designated as such.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	Accessibility		
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 is potential to improve public transport links along London Road and to link the site with Greenway 13.
Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?		This option has good links to the strategic road network and is isolated from the existing residential development of Rayleigh to the east. Nevertheless there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.	
Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?		This option would ensure the retention of some local employment opportunities, whereas other options have a greater capacity to retain more employment opportunities to the west of the District. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. The relationship between this option and the residential options for the north of London Road general location could positively impact on social inclusion, although this would depend on the options taken forward.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
		Will it reduce the need to travel?	This option is separated from the existing residential development of Rayleigh by an existing green buffer to the east and the proximity of this option to the existing residential development has the potential to reduce the need to travel. This option is also situated on an existing bus route, and this service has the potential to be improved. However, the relationship between this option and the residential options for the north of London Road general location would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities.
		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 west of Rayleigh with good access to the strategic road network. It would seek to encourage development where large volumes of transport movements are located. Although this option is in proximity to existing residential development, this option is also in proximity to the residential options to the north of London Road.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. This option to the west of Rayleigh has links with the neighbouring economic centres of Basildon and Chelmsford, 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?	This option is well related to Greenway 13.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
	Biodiversity		
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 to the west of Rayleigh is not in proximity to the District's estuaries or 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?	This option would not lead to a loss of biodiversity as this is a brownfield site which is currently in use and also grade 3 agricultural land (SEA Baseline Information Profile). There are, however, several ponds on site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. Given the size of the site relative to the amount of land required to compensate for the deallocation of existing employment land in the District, this option would not necessarily preserve other Green Belt land.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		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?	Part of this option is an existing brownfield site which is currently in use.
		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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. There are no Listed buildings in close proximity to this option.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
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?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option would utilise an existing brownfield site, which is not currently designated employment land, alongside agricultural land (designated Green Belt) to the west of Rayleigh, as opposed to E13 which encompasses just brownfield land.
		Will it reduce the amount of derelict, degraded and underused land?	This option would utilise an existing brownfield site, which is not currently designated employment land, alongside grade 3 agricultural land (SEA Baseline Information Profile) to the west of Rayleigh, as opposed to E13 which encompasses just brownfield land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>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 option encompasses an existing brownfield site and Green Belt land to the east. This option generally follows natural or existing boundaries and would therefore promote a strong and defensible Green Belt boundary in the locality. However, the land to the east which would provide a green buffer is currently designated Green Belt.</p> <p>The relationship between this option and residential options to the north of London Road could have a significant impact on the landscape character to the west of Rayleigh. This would depend on the options taken forward and would need to be carefully considered, although this option would have a greater impact to the south of London Road than Option E13.</p>
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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 situated within an area at risk of flooding, although there is an area to the north of London Road which lies within a flood zone.
Water			
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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed employment allocation.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	An area to the north of this option is 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
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?	Part of this option is previously developed land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	Part of this option is previously developed land. The rest is grade 3 agricultural land (SEA Baseline Information Profile) which is currently designated Green Belt. The impact on soil quality is unknown.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
		Will it promote the remediation of contaminated land?	Part of this site has the potential to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option encompasses previously developed land and grade 3 agricultural land (SEA Baseline Information Profile), however, additional land would need to be provided within the District to compensate for existing employment land to be reallocated. It may not therefore ensure that the best and most versatile agricultural land will be protected.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	The location of this site may not reduce the need to travel. However, there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location, however, would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could encourage sustainable travel patterns.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as part of this option is previously developed land, however, sustainable design and construction should still be viable and could 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E14 West of Rayleigh
		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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West of Rayleigh – Option E15

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
	Balanced Communities		
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?	Development of this option for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The designation of this site would ensure the retention of local employment opportunities, and given the size of the site, its accessibility to strategic transport routes and proximity to the largest settlement in the District, this option has the potential to ensure the regeneration and enhancement of existing communities. This option would be able to accommodate around 22% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District. Its isolation from the existing residential development of Rayleigh may impact on the accessibility of local employment opportunities, although there is an existing bus route along London Road which may be improved to ensure sustainable access to this option. However, whilst this isolation from the existing residential area would ensure that the employment site does not become a 'bad neighbour' to any surrounding uses, the relationship between this option and residential options for the general location 'North of London Road' would need to be taken into consideration. Options NLR3 and NLR5 in particular, which propose direct links onto London Road, would be well related to this option. The cumulative impact on the highway network would need to be carefully considered in this general location.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The location of the site may mean that people who do not own a car may find it less accessible than those with a car; options to address this by improving/enhancing public transport to the site would need to be considered. However, the relationship between this option and the residential options for the north of London Road general location has the potential to enhance equal opportunities.
		Will it meet the needs of an ageing population?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of some local employment opportunities, whereas other options have a greater capacity to retain more employment opportunities to the west of the District.
		Will income and quality-of-life disparities be reduced?	No impact.
Healthy & Safe Communities			
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?	Design of the employment site will be determined through the development management process.
		Will it improve health and reduce health inequalities?	This option is situated further away from the primary school located along Little Wheatley Chase as opposed to E14. The employment designation within this option therefore does not have the potential to become a 'bad neighbour' which can have an impact on quality of life. However, the relationship between this option and the residential options for the north of London Road general location would need to be considered.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The Core Strategy Sustainability Appraisal recognises that in this general location there would be no significant adverse effects on healthy and safe communities, but opportunities to improve health and wellbeing may be improved through incorporation of green infrastructure (e.g. a Green Grid Greenway).
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This option has the potential to link with Greenway 13.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
	Housing		
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
	Economy & Employment		
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?	This option is not situated within Rayleigh town centre. It is situated to the west of Rayleigh as recommended in the Employment Land Study 2008 and as specified in the Core Strategy Submission Document.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	Employment land in this general location would have the potential to assist with wider infrastructure provision and should help reduce social exclusion through increasing employment opportunities close to the District's residential population as identified in the Core Strategy Submission Sustainability Appraisal. The relationship between this option and the residential options for the north of London Road general location would need to be considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. This option, if allocated, could result in a loss of some local employment. However, it would not result in a loss of employment land as it is not designated as such.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	Accessibility		
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 is potential to improve public transport links along London Road and to link the site with Greenway 13.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option has good links to the strategic road network and is isolated from the existing residential development of Rayleigh to the east. Nevertheless there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure the retention of some local employment opportunities, whereas other options have a greater capacity to retain more employment opportunities to the west of the District. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. The relationship between this option and the residential options for the north of London Road general location could positively impact on social inclusion, although this would depend on the options taken forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
		Will it reduce the need to travel?	This option is isolated from the existing residential development of Rayleigh and may therefore not reduce the need to travel. This would mean that, as opposed to E14 which extends towards the existing residential area, this option is less likely to become a 'bad neighbour' employment site to any surrounding uses and furthermore there is potential to improve public transport links in the locality. However, the relationship between this option and the residential options for the north of London Road general location would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities.
		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 west of Rayleigh with good access to the strategic road network. It is isolated from the existing residential development, however, it would seek to encourage development where large volumes of transport movements are located. Although isolated from existing residential development, this option is in proximity to the residential options to the north of London Road.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. This option to the west of Rayleigh has links with the neighbouring economic centres of Basildon and Chelmsford, 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?	This option is well related to Greenway 13.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
	Biodiversity		
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 to the west of Rayleigh is not in proximity to the District's estuaries or 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?	This option would not lead to a loss of biodiversity as this is a brownfield site which is currently in use and grade 3 agricultural land (SEA Baseline Information Profile). There are, however, several ponds on site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. Given the size of the site relative to the amount of land required to compensate for the deallocation of existing employment land in the District, this option would not necessarily preserve other Green Belt land.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		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?	Most of this option is an existing brownfield site which is currently in use.
		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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. There are no Listed Buildings in close proximity to this option.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
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?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option would utilise an existing brownfield site to the west of Rayleigh which is not currently designated employment land, and grade 3 agricultural land (which is designated Green Belt), as opposed to E17 which is situated entirely on greenfield land.
		Will it reduce the amount of derelict, degraded and underused land?	This option would utilise an existing brownfield site, which is not currently designated employment land, alongside grade 3 agricultural land (designated Green Belt) to the west of Rayleigh, as opposed to E13 which encompasses just brownfield land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>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 option generally follows the existing boundary of the employment site, but extends further to the south, but does not follow a natural boundary. This may therefore impact on the strength and defensibility of the Green Belt in this locality.</p> <p>The relationship between this option and residential options to the north of London Road could have a significant impact on the landscape character to the west of Rayleigh. This would depend on the options taken forward and would need to be carefully considered, although this option would have less of an impact to the south of London Road than the Options E14 and E16 for example.</p>
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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 situated within an area at risk of flooding, although there is an area to the north of London Road which lies within a flood zone.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
	Water		
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).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed employment allocation.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	An area to the north of this option is 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
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?	Part of this option is previously developed land.
		Will higher-density development be promoted where appropriate?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
		Will soil quality be preserved?	Part of this option is previously developed land. The rest is grade 3 agricultural land (SEA Baseline Information Profile) which is currently designated Green Belt. The impact on soil quality is unknown.
		Will it promote the remediation of contaminated land?	Part of this site has the potential to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option encompasses previously developed land and grade 3 agricultural land (SEA Baseline Information Profile), however, additional land would need to be provided within the District to compensate for existing employment land to be reallocated. It may not therefore ensure that the best and most versatile agricultural land will be protected.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	The isolation of this site from the existing residential area of Rayleigh may not reduce the need to travel, but there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location, however, would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could encourage sustainable travel patterns.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as part of this option is previously developed land, however, sustainable design and construction should still be viable and could be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E15 West of Rayleigh
		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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West of Rayleigh– Option E16

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
	Balanced Communities		
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?	This option includes existing previously developed land to the south of London Road and grade 3 agricultural land to the west (SEA Baseline Information Profile). Development of this option for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The designation of this site would ensure the retention of local employment opportunities, and given the size of the site, its accessibility to strategic transport routes and proximity to the largest settlement in the District, this option has the potential to ensure the regeneration and enhancement of existing communities. This option does, however, extend further west than some of the other options which may impact on accessibility. This option would be able to accommodate around 28% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District. Its isolation from the existing residential development of Rayleigh may impact on the accessibility of local employment opportunities, although there is an existing bus route along London Road which may be improved to ensure sustainable access to this option. However, whilst this isolation from the existing residential area would ensure that the employment site does not become a 'bad neighbour' to any surrounding uses, the relationship between this option and residential options for the general location 'North of London Road' would need to be taken into consideration. Options NLR3 and NLR5 in particular, which propose direct links onto London Road, would be well related to this option. The cumulative impact on the highway network would need to be carefully considered in this general location.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The location of the site may mean that people who do not own a car may find it less accessible than those with a car; options to address this by improving/enhancing public transport to the site would need to be considered. However, the relationship between this option and the residential options for the north of London Road general location has the potential to enhance equal opportunities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of more local employment opportunities, as opposed to some of the other options to the west of Rayleigh due to its greater capacity.
		Will income and quality-of-life disparities be reduced?	No impact.
Healthy & Safe Communities			
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?	Design of the employment site will be determined through the development management process.
		Will it improve health and reduce health inequalities?	This option is situated further away from the primary school located along Little Wheatley Chase as opposed to E14. The employment designation within this option therefore does not have the potential to become a 'bad neighbour' which can have an impact on quality of life. However, the relationship between this option and the residential options for the north of London Road general location would need to be considered.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The Core Strategy Sustainability Appraisal recognises that in this general location there would be no significant adverse effects on healthy and safe communities, but opportunities to improve health and wellbeing may be improved through incorporation of green infrastructure (e.g. a Green Grid Greenway).
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This option has the potential to link with Greenway 13.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
	Housing		
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
	Economy & Employment		
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?	This option is not situated within Rayleigh town centre. It is situated to the west of Rayleigh as recommended in the Employment Land Study 2008 and as specified in the Core Strategy Submission Document.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	Employment land in this general location would have the potential to assist with wider infrastructure provision and should help reduce social exclusion through increasing employment opportunities close to the District's residential population as identified in the Core Strategy Submission Sustainability Appraisal. The relationship between this option and the residential options for the north of London Road general location would need to be considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. This option, if allocated, could result in a loss of some local employment. However, it would not result in a loss of employment land as it is not designated as such.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	Accessibility		
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 is potential to improve public transport links along London Road and to link the site with Greenway 13.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option has good links to the strategic road network and is isolated from the existing residential development of Rayleigh to the east. Nevertheless there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure the retention of more local employment opportunities, as opposed to some of the other options to the west of Rayleigh due to its greater capacity. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. The relationship between this option and the residential options for the north of London Road general location could positively impact on social inclusion, although this would depend on the options taken forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
		Will it reduce the need to travel?	This option is isolated from the existing residential development of Rayleigh and may therefore not reduce the need to travel. This would mean that, as opposed to E14 which extends towards the existing residential area, this option is less likely to become a 'bad neighbour' employment site to any surrounding uses and furthermore there is potential to improve public transport links in the locality. However, the relationship between this option and the residential options for the north of London Road general location would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities.
		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 west of Rayleigh with good access to the strategic road network. It is isolated from the existing residential development, however, it would seek to encourage development where large volumes of transport movements are located. Although isolated from existing residential development, this option is in proximity to the residential options to the north of London Road.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. This option to the west of Rayleigh has links with the neighbouring economic centres of Basildon and Chelmsford, 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?	This option is well related to Greenway 13.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
	Biodiversity		
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 to the west of Rayleigh is not in proximity to the District's estuaries or 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?	This option would not lead to a loss of biodiversity as this is a brownfield site which is currently in use and grade 3 agricultural land (SEA Baseline Information Profile). There are, however, several ponds on site which may have biodiversity value, and as such, potential disturbance or habitat loss would need to be mitigated against. Given the size of the site relative to the amount of land required to compensate for the deallocation of existing employment land in the District, this option would not necessarily preserve other Green Belt land.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		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?	Part of this option is an existing brownfield site which is currently in use.
		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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. There are no Listed Buildings in close proximity to this option.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
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?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option would utilise an existing brownfield site to the west of Rayleigh which is not currently designated employment land, and grade 3 agricultural land (which is designated Green Belt), as opposed to E17 which is situated entirely on greenfield land.
		Will it reduce the amount of derelict, degraded and underused land?	This option would utilise an existing brownfield site, which is not currently designated employment land, alongside grade 3 agricultural land (designated Green Belt) to the west of Rayleigh, as opposed to E13 which encompasses just brownfield 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 option generally follows the existing boundary of the employment site to the east, and is bounded by a road to the north and west. This may therefore ensure that a strong and defensible Green Belt boundary could be maintained in this locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
			The relationship between this option and residential options to the north of London Road could have a significant impact on the landscape character to the west of Rayleigh. This would depend on the options taken forward and would need to be carefully considered, although this option would have a greater impact to the south of London Road than Option E13.
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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 situated within an area at risk of flooding, although there is an area to the north of London Road which lies within a flood zone.
Water			
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).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed employment allocation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	An area to the north of this option is 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
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?	Part of this option is previously developed land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	Part of this option is previously developed land. The rest is grade 3 agricultural land (SEA Baseline Information Profile) which is currently designated Green Belt. The impact on soil quality is unknown.
		Will it promote the remediation of contaminated land?	Part of this site has the potential to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option encompasses previously developed land and grade 3 agricultural land (SEA Baseline Information Profile), however, additional land would need to be provided within the District to compensate for existing employment land to be reallocated. It may not therefore ensure that the best and most versatile agricultural land will be protected.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E16 West of Rayleigh
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. Through reducing car travel)?	The isolation of this site from the existing residential area of Rayleigh may not reduce the need to travel, but there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location, however, would need to be considered. This option is particularly well related to Options NLR3 and NLR5 which propose direct links onto London Road. Depending on the residential option taken forward, this could encourage sustainable travel patterns.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as part of this option is previously developed land, however, sustainable design and construction should still be viable and could 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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West of Rayleigh – Option E17

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
	Balanced Communities		
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?	Development of this option for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The designation of this site would ensure the retention of local employment opportunities, and given the size of the site, its accessibility to strategic transport routes and proximity to the largest settlement in the District, this option has the potential to ensure the regeneration and enhancement of existing communities. This option does, however, extend further west than some of the other options which may impact on accessibility,. It also does not seek to utilise existing brownfield land in the locality and would therefore encroach unnecessarily into open countryside and have a greater impact on the open character of this particular locality. This option would be able to accommodate around 28% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District. However, whilst its isolation from the existing residential development of Rayleigh may impact on the accessibility of local employment opportunities, there is an existing bus route along London Road which may be improved to ensure sustainable access to this option. The isolation of this option from the existing residential area would ensure that the employment site does not become a 'bad neighbour' to any surrounding uses, however, the relationship between this option and residential options for the general location 'North of London Road' would need to be taken into consideration. Option NLR3 for example is adjacent to this option to the east. The impact on the ability of providing a green buffer between the new residential development and the A1245 would need to be taken into consideration. The cumulative impact on the highway network would also need to be carefully considered in this general location.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The location of the site may mean that people who do not own a car may find it less accessible than those with a car; options to address this by improving/enhancing public transport to the site would need to be considered. However, the relationship between this option and the residential options for the north of London Road general location has the potential to enhance equal opportunities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of more local employment opportunities, as opposed to some of the other options to the west of Rayleigh due to its greater capacity.
		Will income and quality-of-life disparities be reduced?	No impact.
Healthy & Safe Communities			
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?	Design of the employment site will be determined through the development management process.
		Will it improve health and reduce health inequalities?	This option is isolated from existing residential development, however, if this site were brought forward for employment use, the impact on the options for residential development in the area to the 'North of London Road' would need to be carefully considered, as would its impact on the ability of a green buffer between the new residential development and the A1245.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The Core Strategy Sustainability Appraisal recognises that in this general location there would be no significant adverse effects on healthy and safe communities, but opportunities to improve health and wellbeing may be improved through incorporation of green infrastructure (e.g. a Green Grid Greenway).
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This option has the potential to link with Greenway 13.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
	Housing		
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
	Economy & Employment		
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?	This option is not situated within Rayleigh town centre. It is situated to the west of Rayleigh as recommended in the Employment Land Study 2008 and as specified in the Core Strategy Submission Document.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	Employment land in this general location would have the potential to assist with wider infrastructure provision and should help reduce social exclusion through increasing employment opportunities close to the District's residential population as identified in the Core Strategy Submission Sustainability Appraisal. The relationship between this option and the residential options for the north of London Road general location would need to be considered, including the provision of a green buffer,

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. Unlike some of the other options, this option would not result in a loss of local employment in the locality.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	Accessibility		
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 is potential to improve public transport links along London Road and to link the site with Greenway 13.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option has good links to the strategic road network and is isolated from the existing residential development of Rayleigh to the east. Nevertheless there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location would need to be considered. This could encourage walking and cycling to local employment opportunities. The cumulative impact on the highway network would also need to be carefully considered in this general location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure the retention of more local employment opportunities, as opposed to some of the other options to the west of Rayleigh due to its greater capacity. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. The relationship between this option and the residential options for the north of London Road general location could positively impact on social inclusion, although this would depend on the options taken forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
		Will it reduce the need to travel?	This option is isolated from the existing residential development of Rayleigh and may therefore not reduce the need to travel. This would mean that, as opposed to E14 for example which extends towards the existing residential area, this option is less likely to become a 'bad neighbour' employment site to any surrounding uses and furthermore there is potential to improve public transport links in the locality. However, the relationship between this option and the residential options for the north of London Road general location would need to be considered. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities.
		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 west of Rayleigh with good access to the strategic road network. It is isolated from the existing residential development, however, it would seek to encourage development where large volumes of transport movements are located. Although isolated from existing residential development, this option is in proximity to the residential options to the north of London Road, in particular Option NLR3.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. This option to the west of Rayleigh has links with the neighbouring economic centres of Basildon and Chelmsford, 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?	This option is well related to Greenway 13.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
	Biodiversity		
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 to the west of Rayleigh is not in proximity to the District's estuaries or 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?	This option is situated on Green Belt which is grade 3 agricultural land (SEA Baseline Information Profile) and is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		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 grade 3 agricultural land (SEA Baseline Information Profile).
		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?	The relationship between this option and the residential options for the north of London Road general location would need to be considered, particularly in terms of the potential to provide a green buffer to the west of the residential option taken forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. There are no Listed Buildings in close proximity to this option.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
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?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option would not utilise existing brownfield land in the locality as it is situated on grade 3 agricultural land (SEA Baseline Information Profile) and would therefore not contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		Will it reduce the amount of derelict, degraded and underused land?	This option would not utilise existing brownfield land in the locality as it is situated on grade 3 agricultural land (SEA Baseline Information Profile) and would therefore not reduce the amount of derelict, degraded and underused land in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>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 option is bounded by roads to the south and west and a natural field boundary to the east. This may therefore ensure that a strong and defensible Green Belt boundary could be maintained in this locality.</p> <p>The relationship between this option and residential options to the north of London Road could have a significant impact on the landscape character to the west of Rayleigh, although this would depend on the options taken forward and would need to be carefully considered.</p>
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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?	There is an area of at risk of flooding along the eastern section of the site and towards the north of the site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
	Water		
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).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works and within the foul sewerage network capacity to accommodate the proposed employment allocation.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	There is an area of flood zone 2 and 3 along the eastern section of the site and towards the north of the site. 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
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 does not seek to re-use previously developed land in the locality in preference to greenfield sites.
		Will higher-density development be promoted where appropriate?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
		Will soil quality be preserved?	The impact on soil quality is unknown. This option is grade 3 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 3 agricultural land (SEA Baseline Information Profile), however, additional land would need to be provided within the District to compensate for existing employment land to be reallocated. It may not therefore ensure that the best and most versatile agricultural land will be protected.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	The isolation of this site from the existing residential area of Rayleigh may not reduce the need to travel, but there is potential to improve public transport links in the locality. The relationship between this option and the residential options for the north of London Road general location, however, would need to be considered. This option is particularly well related to Options NLR3 which to adjacent to the east. Depending on the residential option taken forward, this could encourage sustainable travel patterns.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E17 West of Rayleigh
		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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West of Rayleigh – Option E18

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
	Balanced Communities		
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?	This option is situated on land to the west of Rayleigh away from the existing settlement. Development of this option for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The isolation of this site from Rayleigh may not have the potential to assist with wider infrastructure provision or help reduce social exclusion through potentially reducing employment opportunities close to the District’s residential population, which has been identified in the Core Strategy Submission Document as a potential positive of allocating employment land to the west of Rayleigh. This option as opposed to the other options for this general location would be less accessible for those without access to private transport and as such would not promote equal opportunities. It may therefore not ensure the regeneration and enhancement of existing communities. However, the designation of this site would ensure the retention of local employment opportunities which are well related to strategic transport routes. This option would be able to accommodate around 48% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District. It is isolated from the existing residential development of Rayleigh, which, although has accessibility implications, would ensure that this site does not become a 'bad neighbour' due to the lack of surrounding land uses. It is also not well related to the residential options to the north of London Road.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option would not ensure equal opportunities due to its isolation from existing residential development. It is also not well related to the residential options to the north of London Road. Although there are existing bus routes in the locality along the London Road from Rayleigh town centre, the A1245 and part of the A127, at present these would not provide sustainable access to this site. There is, however, potential to enhance the connectivity of this site to the population of Rayleigh to provide access for those without private transport, particularly given the proposed land use with this option.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of local employment opportunities to the west of Rayleigh, and has the greatest capacity of all the options identified for this general location to retain more employment opportunities to the west of the District.
		Will income and quality-of-life disparities be reduced?	No impact.
Healthy & Safe Communities			
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?	Design of the employment site will be determined through the development management process.
		Will it improve health and reduce health inequalities?	No impact. This option is isolated from existing residential development, and is not well related to the residential options to the north of London Road.
		Will it promote informal recreation and encourage healthy, active lifestyles?	Although this site is located in proximity to two areas of public open space to the west of Rayleigh (Wheatley Woods and St John Fischer Playing Field), it is detached from the main settlement of Rayleigh and is isolated from these sites as it is situated at a major road junction and is enclosed by the National Express East Anglia train line to the north which impacts on the accessibility of these areas. The allocation of this site is unlikely to encourage walking and cycling, and therefore it has limited potential to promote informal recreation and consequently, healthy active lifestyles. However, the Core Strategy Sustainability Appraisal recognises that in this general location there would be no significant adverse effects on healthy and safe communities, but opportunities to improve health and wellbeing may be improved through incorporation of green infrastructure (e.g. a Green Grid Greenway). This option, however, has limited potential to link with Greenway 13 which is situated further to the east.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	Due to the location of the site, and the fact that it is bounded to the south east and east by main routes (the A127 and the A1245 dual carriageways) and the National Express East Anglia train line to the north, it is unlikely that green infrastructure will be promoted at this site. Furthermore the nearest proposed Greenway (Greenway 13) is not situated in close proximity to this site.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.
	Housing		
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
	Economy & Employment		
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?	This option is not situated within Rayleigh town centre. It is situated to the west of Rayleigh as recommended in the Employment Land Study 2008 and as specified in the Core Strategy Submission Document. This option is situated further away from existing centres as opposed to other options for this general location.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific. It is very well related to the existing highway network which will have benefits in terms of viability for employment use, and therefore is positive from an economic perspective in this regard. There is potential for the option to accommodate 'heavier' employment uses (such as B2 uses) to avoid creating a 'bad neighbour' situation. Uses such as offices and light industry could be accommodated within an option better related to Rayleigh (for example Option E13). The size of the site in this option taken forward would depend on the amount of 'heavier' employment uses required for this general location. This option has the potential to accommodate a significant proportion of employment land without impacting on residential amenity or the local highway network (although highways access from this site may need to be negotiated carefully).
		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?	Employment land in this general location would have the potential to assist with wider infrastructure provision, however, it may not help reduce social exclusion as it is not situated close to the District's residential population.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses.
		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 E18 West of Rayleigh
	Accessibility		
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?	This option may not ensure sustainable access to key services given that it is detached from the main settlement of Rayleigh, and although there are existing bus routes in the locality along the London Road from Rayleigh town centre, the A1245 and part of the A127, at present these would not provide sustainable access to this site. As such this option is not well related to public transport routes. However, this site does have the potential to have particularly good access to the A127 and A1245 and the wider highway network. Although it is remote from local services there may be potential to improve sustainable transport provision in this locality (for example through the development of SERT). There is unlikely to be good access for all sections of the community, particularly those which do not have access to private transport.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	Due to the location of the site away from the main settlement of Rayleigh and the enclosure of the site to the south east and east by main routes (the A127 and the A1245 dual carriageways) and National Express East Anglia train line to the north, it is unlikely that alternative methods of transportation will be promoted at this site in terms of walking and cycling as it is not well related to any proposed Greenways or the proposed Sustrans route. However, given the proposed land use with this option, 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 would ensure the retention of more local employment opportunities, as opposed to the other options to the west of Rayleigh due to its greater capacity. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs.
		Will it reduce the need to travel?	This option is isolated from the existing residential development of Rayleigh, and is not well related to the residential options to the north of London Road. It may therefore not reduce the need to travel. This would mean that, as opposed to some of the other options for this general location such as E14, this option is less likely to become a 'bad neighbour' employment site due to its proximity from existing residential development and the residential option to the north of London Road. Furthermore there is potential to improve public transport links in the locality, particularly given the proposed land use.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
		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 west of Rayleigh and is well related to the strategic road network. It is isolated from the existing residential development and is not well related to the residential options to the north of London Road, however, it would seek to encourage development where large volumes of transport movements are located.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the west of Rayleigh would be designated to compensate for the deallocation of existing employment sites for other uses. This option to the west of Rayleigh has links with the neighbouring economic centres of Basildon and Chelmsford, 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?	The site is bounded in all directions by major transport routes and as such is unlikely to provide access to green infrastructure and the wider natural environment. Although in proximity, the site is not well related to areas of public open space to the west of Rayleigh (Wheatley Woods and St John Fischer Playing Field), and are therefore not within walking distance. This option is also not well related to Greenway 13.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
	Biodiversity		
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 to the west of Rayleigh is not in proximity to the District's estuaries or salt marshes, or other important natural/semi-natural habitats. Although the grass verge on the A127 was previously designated as a Local Wildlife Site (A127 Special Roadside Verge), in the latest review set out in the Rochford District Local Wildlife Sites Review 2007 it was stated that the "habitat present is no longer of sufficient quality to meet site selection criteria" (page 4), and so it no longer affords this designation. However, any impact on hedgerows to the north, east and west of the site, however, would need to be taken into consideration.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This is a spoilt greenfield site which is grade 3 agricultural land (SEA Baseline Information Profile) although it is not used as such. This option therefore has potential to be of ecological value given its largely disused nature.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance.
		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?	The Rochford District Replacement Local Plan 2006 Inspector's Report described the site as being "degraded countryside, an area that is no longer used for farming" (paragraph 4.33) and it may protect the openness of the Green Belt, agricultural land and landscape character of other areas in the locality. This site is not brownfield land but spoilt grade 3 agricultural land (SEA Baseline Information Profile) which is not used as such. There is potential for this site to have biodiversity value. Redevelopment of this site may, however, have the potential to incorporate wildlife habitats within it.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
		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 site has the potential to currently support biodiversity given that it is largely disused. Therefore there is potential to retain habitats within any development and facilitate species movement provided that would not inadvertently conflict with the employment uses locating there. The scale of the site has the potential to promote new habitat creation, although this would need to be carefully considered with regard to the location of the site, and the fact that it is bounded by two main transport routes to the east and south east (the A1245 and the A127 respectively), a train line to the north and the A130 is situated further to the west.
Cultural Heritage			
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 option is situated within Historic Environment Character Zone 40 (Rochford District Historic Environment Characterisation Project). There may be some archaeological deposits within this area, although at present this is unknown due to the lack of archaeological field work undertaken. This will need to be taken into consideration. There are no Listed Buildings in close proximity to this option.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
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?	Although the allocation of this site has the potential to have an adverse impact on the range and quality of the public realm and open spaces as it is currently designated as Green Belt, the site has been described as degraded countryside. The allocation of this site would reduce the need to allocate undeveloped open greenfield sites, potentially with greater ecological value, elsewhere in the District. It is pertinent to note, however, that the site itself may have some ecological value as it is not used for agricultural purposes.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	The allocation of this site, due to its location away from the main settlement of Rayleigh, would not contribute to the effective management of land in the urban fringe <i>per se</i> . Allocating the site, however, would enable a more effective management process of the site. The site is currently allocated as Green Belt, although it has been described as degraded countryside.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
		Will it reduce the amount of derelict, degraded and underused land?	This site was recognised within the Replacement Local Plan 2006 Inspector's Report as being "degraded countryside, an area that is no longer used for farming" (paragraph 4.33). Although it is currently allocated as Green Belt, the allocation of this site for employment use would utilise this land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is predominantly situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. The landscape character is likely to be impacted if this site is allocated as the site is currently designated Green Belt, although there are some current unauthorised uses on site which have an impact on the openness of the Green Belt and the landscape character. This site was also recognised within the Replacement Local Plan 2006 Inspector's Report as being "degraded countryside, an area that is no longer used for farming" (paragraph 4.33) and thus it may preserve the character and openness of Green Belt in other locations. Nevertheless if this site is allocated, then it is important that a defensible Green Belt boundary can be maintained. The site is bounded by two dual carriageways to the east and south east (the A1245 and the A127 respectively), a natural boundary to the south and west and a train line to the north. There is an opportunity to create a new defensible Green Belt boundary, albeit one which would create somewhat of an island of development within the Green Belt.
		Will it preserve and/or enhance townscape character and value?	The site is situated to the west of Rayleigh. It is therefore not located near to or within a townscape area.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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 situated within an area at risk of flooding. It is noted, however, that there is an area at risk further to the west of the site to the west of the A130.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
	Water		
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).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed employment allocation.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	This option is not situated within an area at risk of flooding. It is noted, however, that there is an area at risk further to the west of the site to the west of the A130. 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
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?	Although this site was recognised within the Replacement Local Plan 2006 Inspector's Report as being "degraded countryside, an area that is no longer used for farming" (paragraph 4.33), this option is not previously developed land. The site is greenfield land, albeit land which has been subject to a number of uses in recent times. The allocation of this site would therefore not ensure the re-use of previously developed land in preference to greenfield sites.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	This option is situated on degraded grade 3 agricultural land (SEA Baseline Information Profile). The site has been described as degraded countryside so it is unlikely that the allocation of this site would have an adverse impact on soil quality.
		Will it promote the remediation of contaminated land?	The site is currently not identified as contaminated land. This would need to be investigated prior to any development.
		Will the best and most versatile agricultural land be protected?	This option is situated on degraded grade 3 agricultural land), albeit land which has already been subject to some development, and, given its size compared to the other options for additional employment land to the west of Rayleigh, this option would ensure that the best and most versatile agricultural land will be protected as far as practicable.
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option is situated away from the existing residential area of Rayleigh and is not well related to the residential options to the north of London Road. It would therefore not reduce car travel. There is, however, potential to enhance the public transport link between this option and Rayleigh town centre given the proposed land use with this option.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	This site is not in immediate proximity to any AQMAs and its allocation would not direct traffic away from significant junctions given its location. There may be some impact on the A1245, and highways access from this site may need to be negotiated carefully.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E18 West of Rayleigh
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	There may be some constraints as the site has the potential to be contaminated, however, sustainable design and construction should still be viable and could 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.

North of London Southend Airport

The Sustainability Appraisal of the area to the north of London Southend Airport for additional employment uses will be undertaken during the preparation of the London Southend Airport and Environs Joint Area Action Plan.

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South of Great Wakering – Option E19

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
	Balanced Communities		
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?	This option is situated on grade 1 agricultural land (SEA Baseline Information Profile). Development of this site for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs. This option proposes the smallest site of the six options for additional employment land to the south of Great Wakering. The area proposed is generally equal to that of the existing Star Lane Industrial Estate. Whilst retaining local employment opportunities, this option would ensure that adequate provision of employment land towards the western end of the District which is better related to the strategic road network as well as public transport routes is provided. Furthermore although there is residential development further to the south and south east of the site along Poynters Lane, the development of the scale proposed in this option, which is similar to existing provision, is less likely to promote coalescence between the settlements of Great Wakering and Shoebury, in comparison with other options for Great Wakering (such as E20 and E21).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The designation of this site would ensure the retention of local employment opportunities, displaced by the reallocation of Star Lane Industrial Estate to the north of this option. Although this site is not well related to strategic transport routes, it is important to retain accessible employment land for the sustainability of the local community. A new employment site which is versatile and accessible has the potential to ensure the regeneration and enhancement of existing communities, provided that it does not become a 'bad neighbour' to any surrounding uses. The Industrial Estate, in particular the Brickworks which encompass the southern part of the site and bounds this option, is proposed in the Core Strategy Submission Document to be reallocated for residential development. The relationship between residential development and employment land with this option would need to be carefully considered. Any potential impact may be mitigated against through the inclusion of a green buffer to the north and east of the site which may also provide an important wildlife corridor for the Local Wildlife Site to the north of the site (R35. Star Lane Pits). The relationship between this option and residential options for the general location 'west Great Wakering' would also need to be taken into consideration. This option encompasses part of the residential options WG3 and WG4. The cumulative impact on the highway network would need to be carefully considered in this general location. This option would be able to accommodate around 33% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District. Furthermore this option is on an existing bus route which could be enhanced to provide a sustainable alternative to the car to access this site.
		Will it ensure equal opportunities and that all sections of the community are catered for?	No impact. However, the relationship between this option and the residential options to the west of Great Wakering has the potential to enhance equal opportunities. This option encompasses part of the residential options WG3 and WG4.
		Will it meet the needs of an ageing population?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of local employment opportunities, whilst providing additional employment opportunities to the east of the District (as the southern part of the existing Industrial Estate is disused at present). Other general locations to the west of Rayleigh and north of London Southend Airport are more strategically located in the District to provide employment land with the potential to enhance the skills and qualifications of the local community. This may be through the provision of a skills training academy around the airport, for example, as identified in the Core Strategy Submission Document, although this would be determined through the London Southend Airport and Environs Joint Area Action Plan.
		Will income and quality-of-life disparities be reduced?	The provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal.
Healthy & Safe Communities			
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?	The employment land is proposed in proximity to proposed residential development to the north on the existing Industrial Estate therefore there may be some impact on the local community. However, the allocation of an employment site of this scale would be an asset to the local community and contribute to wider sustainability objectives. Design of the employment site if brought forward will be determined through the development management process.
		Will it improve health and reduce health inequalities?	No impact. This option is isolated from existing residential development, however, if this site were brought forward for employment use, the impact on the options for residential development on Star Lane Industrial Estate and in the area to the west of Great Wakering would need to be carefully considered.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.
Housing			
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
	Economy & Employment		
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?	This option is not situated within a town centre, however, the retention of local employment opportunities in proximity to Great Wakering village has the potential to sustain local services and facilities in the centre.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	The employment land is proposed in proximity to proposed residential development on the existing Industrial Estate to the north therefore there may be some impact on the local community. The relationship between this option and the residential options for the west of Great Wakering general location would need to be considered. However the provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal. The relationship of the employment land and residential development may be mitigated against through the inclusion of a green buffer to the north and east of the site which may also provide an important wildlife corridor for the Local Wildlife Site to the north of the site (R35. Star Lane Pits). The allocation of such small scale employment land would be an asset to the local community and contribute to wider sustainability objectives.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within a town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
Accessibility			
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 is potential to improve public transport links along the High Street and Star Lane and this option has the potential to link with Greenway 20 to the west.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is situated to the south of Great Wakering and extends away from the village towards Shoebury. The site has links to Star Lane and the wider highway network, and the centre of Great Wakering village is located to the north. There is a public transport route along Star Lane and the High Street although the situation of this option may discourage the use of alternative modes of transportation. There is also potential to improve public transport in this locality. The relationship between this option and the residential options for the west of Great Wakering general location would need to be considered. This option encompasses part of the residential options WG3 and WG4. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure the retention of local employment opportunities. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. The relationship between this option, proposed residential development on Star Lane Industrial Estate, and the residential options to the west of Great Wakering could positively impact on social inclusion, although this would depend on the options taken forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
		Will it reduce the need to travel?	This option may not reduce the need to travel as it is somewhat isolated from the residential area of Great Wakering by existing employment land, although Star Lane Industrial Estate to the north of the site is proposed for residential development. The relationship between this option and the residential options to the west of Great Wakering would need to be considered. This option encompasses part of the options WGW3 and WGW4. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This general location is not strategically well located for employment land in comparison with the other general locations identified for employment land (i.e. to the west of Rayleigh and the north of London Southend Airport), but would continue to provide local employment opportunities to the east of the District in proximity to the village centre. This option would have an impact on the local highway network, although existing employment land in the locality already has some impact, and proposals for appropriate employment use must have regard to potential future impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses. The south of Great Wakering 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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
	Biodiversity		
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 to the south of Great Wakering is not in close proximity to the District's estuaries, or salt marshes. This option is, however, in close proximity to a Local Wildlife Site (R35. Star Lane Pits), which is situated to the north east. Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is situated on grade 1 agricultural land (SEA Baseline Information Profile) and is in close proximity to a Local Wildlife Site (R35. Star Lane Pits), which is situated to the north east. Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site. A green buffer may be provided along the northern boundary to mitigate any development of this option, if taken forward.
		Will it maintain and enhance sites designated for their nature conservation interest?	There is a Local Wildlife Site to the north east of the site which would need to be considered with any development coming forward.
		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 grade 1 agricultural land (SEA Baseline Information Profile).
		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?	The provision of a green buffer between any development of this option, proposed residential development and the Local Wildlife Site has the potential to create new habitats in the locality which could facilitate species movement and colonisation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated. Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date (Rochford District Historic Environment Characterisation Project). There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site, and Great Wakering Conservation Area is situated to the north east.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
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?	No impact.
		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 1 agricultural land (SEA Baseline Information Profile) and is not on the urban fringe <i>per se</i> . It would therefore not contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>This site is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This option has the smallest area as opposed to the other options for employment land in this general location. It is enclosed by Star Lane to the west and Star Lane Brickworks (the southern section of Star Lane Industrial Estate) to the north. The site, however, does not follow a natural field boundary would may make the creation of a defensible Green belt boundary difficult. As opposed to some of the other options for this general location such as E20 would still preserve the undeveloped area between Great Wakering and Shoebury to the south. This option would have an impact on the openness of the Green Belt in this area. All of the options would have some impact on the openness, however, this option would have less of an impact than other options for employment land to the south of Great Wakering. The size of Option E19 is considered to be appropriate for this general location given the current amount of employment land in this non-strategic location, but the arrangement of the site may not facilitate a strong and defensible Green Belt boundary. It is recommended that the eastern boundary of Option E19 is extended further to the east towards the defined field boundary and the southern boundary is moved northwards. This would create a similar site arrangement as per Option E22 but with a site area akin to Option E19.</p> <p>The relationship between this option and residential options to the west of Great Wakering could have a significant impact on the landscape character to the south and west of Great Wakering. This would depend on the options taken forward and would need to be carefully considered, although this option encompasses part of the residential options WG3 and WG4.</p>
		Will it preserve and/or enhance townscape character and value?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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.
	Water		
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).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed employment allocation. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	This option is not within an area at risk of flooding, although there are areas of flood zone 2 and 3 to the north east and south east of this area. A range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
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 and does not seek to reuse previously developed land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	This option is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		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 grade 1 agricultural land (SEA Baseline Information Profile) and would therefore not ensure that the best and most versatile agricultural land will be protected. Protection of agricultural land in the locality, however, needs to be balanced against the retention of local employment opportunities and the sustainability of the community.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E19 South of Great Wakering
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option may not reduce the need to travel as it is somewhat isolated from the residential area of Great Wakering by existing employment land, although this is proposed to be reallocated for residential use. The relationship between this option and the residential options for the west of Great Wakering general location, however, would need to be considered. This option encompasses part of the residential options WGW3 and WGW4. Depending on the residential option taken forward, this could encourage sustainable travel patterns. However, there is potential to improve public transport links in the locality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	Sustainable Design & Construction		
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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South of Great Wakering – Option E20

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
	Balanced Communities		
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?	This option is situated on grade 1 agricultural land (SEA Baseline Information Profile). Development of this site for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs. This option proposes one of the largest areas of the six options for additional employment land to the south of Great Wakering. The area proposed is more than double the capacity of the existing Star Lane Industrial Estate (which includes the disused Brickworks site to the south of this designated area) and would involve a substantial increase in the quantum of employment land available in this location. However, whilst retaining local employment opportunities, this option would provide a surplus of employment land in the eastern area of the District, as opposed to the west of Rayleigh and north of London Southend Airport which are better related to the strategic road network as well as public transport routes. Furthermore the development of the scale proposed in this option which extends south is more likely to promote coalescence between the settlements of Great Wakering and Shoebury, in comparison with other options for Great Wakering (such as E19 and E22).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	<p>The designation of this site would ensure the retention of local employment opportunities displaced by the reallocation of Star Lane Industrial Estate to the north of this option. However, it would provide additional employment land in a location which is not strategic or well located in terms of accessibility, and is therefore less likely to be sustainable for a large employment site of the scale proposed within this option as opposed to the west of Rayleigh or the north of London Southend Airport. Nevertheless a new employment site which is versatile and accessible has the potential to ensure the regeneration and enhancement of existing communities, provided that it does not become a 'bad neighbour' to any surrounding uses. The Industrial Estate, in particular the Brickworks which encompass the southern part of the site and bounds this option, is proposed in the Core Strategy Submission Document to be reallocated for residential development. The relationship between residential development and employment land with this option would need to be carefully considered. Any potential impact may be mitigated against through the inclusion of a green buffer to the north and east of the site which may also provide an important wildlife corridor for the Local Wildlife Site to the north of the site (R35. Star Lane Pits). The relationship between this option and residential options for the general location 'west Great Wakering' would also need to be taken into consideration. This option encompasses part of the residential options WGW3 and WGW4. The cumulative impact on the highway network would need to be carefully considered in this general location. Although this option would be able to accommodate around 77% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District, as aforementioned this option would provide surplus employment land in a non-strategic location. This is likely to be unsustainable and may have a negative impact on the local community through unnecessarily encroaching into the Green Belt in this location. This option as opposed to E19 would also encourage the coalescence between Great Wakering and Shoebury as it extends further south, which also impact on the regeneration of local communities.</p>
		Will it ensure equal opportunities and that all sections of the community are catered for?	No impact. However, the relationship between this option and the residential options to the west of Great Wakering has the potential to enhance equal opportunities. This option encompasses part of the residential options WGW3 and WGW4.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of local employment opportunities, whilst providing additional employment opportunities to the east of the District (as the southern part of the existing Industrial Estate is disused at present). Other general locations to the west of Rayleigh and north of London Southend Airport are more strategically located in the District to provide employment land with the potential to enhance the skills and qualifications of the local community. This may be through the provision of a skills training academy around the airport, for example, as identified in the Core Strategy Submission Document, although this would be determined through the London Southend Airport and Environs Joint Area Action Plan.
		Will income and quality-of-life disparities be reduced?	The provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal.
Healthy & Safe Communities			
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?	The employment land is proposed in proximity to proposed residential development to the north on the existing Industrial Estate as well as existing residential development to the north and south of Poynters Lane therefore there may be some impact on the local community. As opposed to E19 the allocation of such large scale employment land in this non-strategic location has the potential to be detrimental to the local community and local economy, and is less likely to contribute to wider sustainability objectives. However, design of the employment site if brought forward will be determined through the development management process.
		Will it improve health and reduce health inequalities?	No impact. This option is isolated from existing residential development, however, if this site were brought forward for employment use, the impact on the options for residential development on Star Lane Industrial Estate and in the area to the west of Great Wakering would need to be carefully considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.
	Housing		
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
	Economy & Employment		
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?	This option is not situated within a town centre, however, the retention of local employment opportunities in proximity to Great Wakering village has the potential to sustain local services and facilities in the centre.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	The employment land is proposed in proximity to proposed residential development on the existing Industrial Estate to the north as well as existing residential development to the north and south of Poynters Lane, therefore there may be some impact on the local community. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered. However the provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal. However, the scale of this site in such a non-strategic location is less likely to contribute towards wider sustainability objectives as opposed to E19 for example. Nevertheless, the relationship of the employment land and proposed residential development to the north and existing residential development to the south may be mitigated against through the inclusion of a green buffer. A green buffer to the north and east of the site may also provide an important wildlife corridor for the Local Wildlife Site to the north of the site (R35. Star Lane Pits).
		Does it promote mixed use and high density development in urban centres?	This option is not situated within a town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses. The scale of the employment land proposed in this option would be excessive and unnecessarily encroach into the Green Belt due to its non-strategic location. Any employment land designated in this location to the south of Great Wakering should be small scale which should seek to meet the needs of the local community providing an accessible, sustainable and flexible employment site.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	Accessibility		
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 is potential to improve public transport links along the High Street and Star Lane and this option has the potential to link with Greenway 20 to the west.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is situated to the south of Great Wakering and extends away from the village towards Shoebury. The site has links to Star Lane, Poynters Lane and the wider highway network, and the centre of Great Wakering village is located to the north, although the size of the site and its extension to the south away from the village may encourage use of the private car. There is a public transport route along Star Lane and the High Street although the situation of this option may discourage the use of alternative modes of transportation. There is also potential to improve public transport in this locality. The relationship between this option and the residential options for the west of Great Wakering general location would need to be considered. This option encompasses part of the residential options WGW3 and WGW4. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure the retention of local employment opportunities. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. However, this option is situated in a relatively inaccessible location to the east of the District in comparison with the other general locations identified for employment land (to the west of Rayleigh and the north of London Southend airport) and is not considered appropriate as a large strategic employment site. The relationship between this option, proposed residential development on Star Lane Industrial Estate, and the residential options to the west of Great Wakering could positively impact on social inclusion, although this would depend on the options taken forward.
		Will it reduce the need to travel?	This option may not reduce the need to travel as it is somewhat isolated from the residential area of Great Wakering by existing employment land although Star Lane Industrial Estate to the north of the site is proposed for residential development. The relationship between this option and the residential options to the west of Great Wakering would need to be considered. This option encompasses part of the options WGW3 and WGW4. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities. This option is situated in a relatively inaccessible location to the east of the District in comparison with the other general locations identified for employment land (to the west of Rayleigh and the north of London Southend airport) and is not considered appropriate as a large strategic employment site. It should be a small scale employment site which should seek to meet the needs of the local community providing an accessible, sustainable and flexible site. Such a large employment site would likely have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This general location is not strategically well located for employment land in comparison with the other general locations identified for employment land (i.e. to the west of Rayleigh and the north of London Southend Airport), but would continue to provide local employment opportunities to the east of the District in proximity to the village centre. However, this option extends further to the south than E19, for example, and would provide an excessive amount of employment land in this non-strategic location. Such a large employment site would likely have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses. The south of Great Wakering 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?	No impact.
	Biodiversity		
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 to the south of Great Wakering is not in close proximity to the District's estuaries, or salt marshes. This option does, however, bound a Local Wildlife Site (R35. Star Lane Pits), which is situated to the north east. Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is situated on grade 1 agricultural land (SEA Baseline Information Profile) and bounds a Local Wildlife Site (R35. Star Lane Pits), which is situated to the north east. Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site. A green buffer may be provided along the northern boundary to mitigate any development of this option, if taken forward.
		Will it maintain and enhance sites designated for their nature conservation interest?	There is a Local Wildlife Site to the north east of the site which would need to be considered with any development coming forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
		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 grade 1 agricultural land (SEA Baseline Information Profile).
		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?	The provision of a green buffer between any development of this option, existing and proposed residential development and the Local Wildlife Site has the potential to create new habitats in the locality which could facilitate species movement and colonisation.
Cultural Heritage			
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 option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated. Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date (Rochford District Historic Environment Characterisation Project). There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site, and Great Wakering Conservation Area is situated to the north east.
		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 E20 South of Great Wakering
	Landscape & Townscape		
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?	No impact.
		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 1 agricultural land (SEA Baseline Information Profile) and is not on the urban fringe <i>per se</i> . It would therefore not contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		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?	<p>This site is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This option proposes one of the largest areas for employment land in this non-strategic location. It is enclosed by Star Lane to the west, Poynters Lane to the south, a natural field boundary to the east and Star Lane Brickworks (the southern section of Star Lane Industrial Estate) to the north. This option would be able to create a defensible Green belt boundary, however, it would encourage the coalescence between Great Wakering and Shoebury to the south, which would have a negative impact on the landscape character of the area. This option would have a significant impact on the openness of the Green Belt in this area. All of the options would have some impact on the openness, however, this option would have a greater impact than other options for employment land to the south of Great Wakering.</p> <p>The relationship between this option and residential options to the west of Great Wakering could have a significant impact on the landscape character to the south and west of Great Wakering. This would depend on the options taken forward and would need to be carefully considered, although this option encompasses part of the residential options WG3 and WG4.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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.
Water			
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).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed employment allocation. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
		Will it reduce the risk of flooding?	This option is not within an area at risk of flooding, although there are areas of flood zone 2 and 3 to the north east and south east of this area. 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
Land & Soil			
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 and does not seek to reuse previously developed land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	This option is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		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 grade 1 agricultural land (SEA Baseline Information Profile) and would therefore not ensure that the best and most versatile agricultural land will be protected. Protection of agricultural land in the locality, however, needs to be balanced against the retention of local employment opportunities and the sustainability of the community. As opposed to E19, this option would unnecessarily encroach further on to grade 1 agricultural land in the locality.
Air Quality			

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E20 South of Great Wakering
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option may not reduce the need to travel as it is somewhat isolated from the residential area of Great Wakering by existing employment land, although this is proposed to be reallocated for residential use. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered. This option encompasses part of the residential options WG3 and WG4. Depending on the residential option taken forward, this could encourage sustainable travel patterns. However, there is potential to improve public transport links in the locality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
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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South of Great Wakering – Option E21

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
	Balanced Communities		
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?	This option is situated on grade 1 agricultural land (SEA Baseline Information Profile). Development of this site for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs. This option proposes one of the smaller sites of the six options for additional employment land to the south of Great Wakering. The area proposed is approximately a third bigger than that of the existing Star Lane Industrial Estate. Whilst retaining local employment opportunities, this option would ensure that adequate provision of employment land towards the western end of the District which is better related to the strategic road network as well as public transport routes is provided, although it is still greater than existing. Furthermore the development of the scale proposed in this option, which greater than the existing provision, and given the arrangement of the site it is more likely to promote coalescence between the settlements of Great Wakering and Shoebury, in comparison with other options for Great Wakering (such as E19 and E22).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The designation of this site would ensure the retention of local employment opportunities, displaced by the reallocation of Star Lane Industrial Estate to the north west of this option. Although this site is not well related to strategic transport routes, it is important to retain accessible employment land for the sustainability of the local community. A new employment site which is versatile and accessible has the potential to ensure the regeneration and enhancement of existing communities, provided that it does not become a 'bad neighbour' to any surrounding uses. This option is not adjacent to the existing Industrial Estate, although it does bound existing residential development to the east along Alexandra Road. The relationship between residential development and employment land with this option would need to be carefully considered. Any potential impact may be mitigated against through the inclusion of a green buffer to the east of the site which may also provide an important wildlife corridor for the Local Wildlife Site to the north of the site (R35. Star Lane Pits). The relationship between this option and residential options for the general location 'west Great Wakering' would also need to be taken into consideration. This option is adjacent to part of Options WG3 and WG4. The cumulative impact on the highway network would need to be carefully considered in this general location. This option would be able to accommodate around 50% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District. However, this option is not situated on an existing bus route which may impact on the sustainability of the site.
		Will it ensure equal opportunities and that all sections of the community are catered for?	No impact. However, the relationship between this option and the residential options to the west of Great Wakering has the potential to enhance equal opportunities. This option is adjacent to part of Options WG3 and WG4.
		Will it meet the needs of an ageing population?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of local employment opportunities, whilst providing additional employment opportunities to the east of the District (as the southern part of the existing Industrial Estate is disused at present). Other general locations to the west of Rayleigh and north of London Southend Airport are more strategically located in the District to provide employment land with the potential to enhance the skills and qualifications of the local community. This may be through the provision of a skills training academy around the airport, for example, as identified in the Core Strategy Submission Document, although this would be determined through the London Southend Airport and Environs Joint Area Action Plan.
		Will income and quality-of-life disparities be reduced?	The provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal.
Healthy & Safe Communities			
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?	The employment land is proposed in proximity to existing residential development to the east, therefore there may be some impact on the local community. However, the allocation of an employment site of this scale would be an asset to the local community and contribute to wider sustainability objectives. The arrangement of the site, as opposed to E19, however, would encourage coalescence between Great Wakering and Shoebury. It is important to retain the individual identifies of settlements. Design of the employment site if brought forward will be determined through the development management process.
		Will it improve health and reduce health inequalities?	This option is adjacent to existing residential development to the east. The employment designation within this option has the potential to become a 'bad neighbour' which may have an impact on quality of life in the locality. The impact on the options for residential development in the area to the west of Great Wakering would need to be carefully considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.
Housing			
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
	Economy & Employment		
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?	This option is not situated within a town centre, however, the retention of local employment opportunities in proximity to Great Wakering village has the potential to sustain local services and facilities in the centre.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	The employment land is proposed adjacent to existing residential development to the east along Alexandra Road, therefore there may be some impact on the local community. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered. However the provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal. However, the scale of this site in such a non-strategic location is less likely to contribute towards wider sustainability objectives as opposed to E19 for example. Nevertheless, the relationship of the employment land and existing residential development to the east may be mitigated against through the inclusion of a green buffer. A green buffer to the north and east of the site may also provide an important wildlife corridor for the Local Wildlife Site to the north of the site (R35. Star Lane Pits).
		Does it promote mixed use and high density development in urban centres?	This option is not situated within a town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses. The scale of the employment land proposed in this option would be excessive and unnecessarily encroach into the Green Belt due to its non-strategic location. Any employment land designated in this location to the south of Great Wakering should be small scale which should seek to meet the needs of the local community providing an accessible, sustainable and flexible employment site.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
Accessibility			
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 is potential to improve public transport links along the High Street and Star Lane and this option has the potential to link with Greenway 20 to the west.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is situated to the south of Great Wakering and extends away from the village towards Shoebury. The site only has the potential to link to Poynters Lane which given the size of the site may have significant implications on the highway network at this point. Another road link could be provided to Star Lane but this would be on additional Green Belt land and may undermine the defensibility of the Green Belt boundary in this locality. There is a public transport route along Star Lane which is situated away from this site and may therefore discourage the use of alternative modes of transportation. The relationship between this option and the residential options for the west of Great Wakering general location would need to be considered. This option is adjacent to part of Options WGW3 and WGW4. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure the retention of local employment opportunities. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. However, this option is situated in a relatively inaccessible location to the east of the District in comparison with the other general locations identified for employment land (to the west of Rayleigh and the north of London Southend airport) and is not considered appropriate as a large strategic employment site as opposed to E19. The relationship between this option, proposed residential development on Star Lane Industrial Estate, and the residential options to the west of Great Wakering could positively impact on social inclusion, although this would depend on the options taken forward.
		Will it reduce the need to travel?	This option may not reduce the need to travel as it is somewhat isolated from the residential area of Great Wakering by a Local Wildlife Site to the north and extends further to the south than some of the other options for this general location although it is situated to the west of Alexandra Road and Star Lane Industrial Estate to the north west of the site is proposed for residential development.. The relationship between this option and the residential options to the west of Great Wakering would need to be considered. This option is adjacent to part of WGW3 and WGW4. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities. This option is situated in a relatively inaccessible location to the east of the District in comparison with the other general locations identified for employment land (to the west of Rayleigh and the north of London Southend airport) and is not considered appropriate as a large strategic employment site. It should be a small scale employment site which should seek to meet the needs of the local community providing an accessible, sustainable and flexible site. The scale and location of this employment site would likely have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This general location is not strategically well located for employment land in comparison with the other general locations identified for employment land (i.e. to the west of Rayleigh and the north of London Southend Airport), but would continue to provide local employment opportunities to the east of the District in proximity to the village centre. However, this option extends further to the south than E19, for example, and would provide an excessive amount of employment land in this non-strategic location. The scale and location of this employment site would likely have a significant impact on the local highway network, particularly as this option would only have the potential to link to Poynters Lane without encroaching further into the Green Belt, to the detriment of the local community and wider sustainability objectives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses. The south of Great Wakering 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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
	Biodiversity		
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 to the south of Great Wakering is not in close proximity to the District's estuaries, or salt marshes. This option does, however, bound a Local Wildlife Site (R35. Star Lane Pits), which is situated to the north east. Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is situated on grade 1 agricultural land (SEA Baseline Information Profile) and bounds a Local Wildlife Site (R35. Star Lane Pits), which is situated to the north. Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site. A green buffer may be provided along the northern boundary to mitigate any development of this option, if taken forward.
		Will it maintain and enhance sites designated for their nature conservation interest?	There is a Local Wildlife Site to the north of the site which would need to be considered with any development coming forward.
		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 grade 1 agricultural land (SEA Baseline Information Profile).
		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?	The provision of a green buffer between any development of this option, existing residential development and the Local Wildlife Site has the potential to create new habitats in the locality which could facilitate species movement and colonisation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated. Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date (Rochford District Historic Environment Characterisation Project). There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site, and Great Wakering Conservation Area is situated to the north / north east.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
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?	No impact.
		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 1 agricultural land (SEA Baseline Information Profile) and is not on the urban fringe <i>per se</i> . It would therefore not contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>This site is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This option proposes one of the smaller areas for employment land in this non-strategic location. It is enclosed by a Local Wildlife Site to the north, Poynters Lane to the south, a natural field boundary to the east and west and existing residential development to the west. This option may be able to create a defensible Green Belt boundary, however, it would encourage the coalescence between Great Wakering and Shoebury to the south, which would have a negative impact on the landscape character of the area. This option would have a significant impact on the openness of the Green Belt in this area. All of the options would have some impact on the openness, however, this option would potentially have a greater impact than other options for employment land to the south of Great Wakering.</p> <p>The relationship between this option and residential options to the west of Great Wakering could have a significant impact on the landscape character to the south and west of Great Wakering. This would depend on the options taken forward and would need to be carefully considered. This option is adjacent to part of Options WG3 and WG4.</p>
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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 E21 South of Great Wakering
	Water		
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).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed employment allocation. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	This option is not within an area at risk of flooding, although there are areas of flood zone 2 and 3 to the north east and south east of this area. 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
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 and does not seek to reuse previously developed land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	This option is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		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 grade 1 agricultural land (SEA Baseline Information Profile) and would therefore not ensure that the best and most versatile agricultural land will be protected. Protection of agricultural land in the locality, however, needs to be balanced against the retention of local employment opportunities and the sustainability of the community. As opposed to E19, this option would unnecessarily encroach further on to grade 1 agricultural land in the locality and encourage coalescence between Great Wakering and Shoebury.
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option may not reduce the need to travel as it is somewhat isolated from the residential area of Great Wakering by existing employment land although it is situated to the west of Alexandra Road and Star Lane Industrial Estate to the north west of the site is proposed for residential development. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered. This option is adjacent to part of Options WGW3 and WGW4. Depending on the residential option taken forward, this could encourage sustainable travel patterns. However, there is potential to improve public transport links in the locality.
		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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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E21 South of Great Wakering
	Sustainable Design & Construction		
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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South of Great Wakering – Option E22

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
	Balanced Communities		
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?	This option is situated on grade 1 agricultural land (SEA Baseline Information Profile). Development of this site for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs. This option proposes an area greater than two of the six options for additional employment land to the south of Great Wakering. The area proposed is nearly double the capacity of the existing Star Lane Industrial Estate (which includes the disused Brickworks site to the south of this designated area) and would involve a substantial increase in the quantum of employment land available in this location. However, whilst retaining local employment opportunities, this option would provide a surplus of employment land in the eastern area of the District, as opposed to the west of Rayleigh and north of London Southend Airport which are better related to the strategic road network as well as public transport routes. Furthermore although there is proposed residential development to the north (proposed on the existing Industrial Estate) and existing residential development to the east the arrangement of this option is less likely to promote coalescence between the settlements of Great Wakering and Shoebury, in comparison with other options for Great Wakering (such as E20 and E21).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	<p>The designation of this site would ensure the retention of local employment opportunities displaced by the reallocation of Star Lane Industrial Estate to the north of this option. However, it would provide additional employment land in a location which is not strategic or well located in terms of accessibility, and is therefore less likely to be sustainable for a large employment site of the scale proposed within this option as opposed to the west of Rayleigh or the north of London Southend Airport. Nevertheless a new employment site which is versatile and accessible has the potential to ensure the regeneration and enhancement of existing communities, provided that it does not become a 'bad neighbour' to any surrounding uses. The Industrial Estate, in particular the Brickworks which encompass the southern part of the site and bounds this option, is proposed in the Core Strategy Submission Document to be reallocated for residential development. There is also existing employment land to the east of this option. The relationship between residential development and employment land with this option would need to be carefully considered. Any potential impact may be mitigated against through the inclusion of a green buffer to the north and east of the site which may also provide an important wildlife corridor for the Local Wildlife Site to the north of the site (R35. Star Lane Pits). The relationship between this option and residential options for the general location 'west Great Wakering' would also need to be taken into consideration. This option encompasses part of Options WGW3 and WGW4. The cumulative impact on the highway network would need to be carefully considered in this general location. Although this option would be able to accommodate around 61% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District, as aforementioned this option would provide surplus employment land in a non-strategic location. This is likely to be unsustainable and may have a negative impact on the local community through unnecessarily encroaching into the Green Belt in this location. Furthermore this option is on an existing bus route which could be enhanced to provide a sustainable alternative to the car to access this site.</p>
		Will it ensure equal opportunities and that all sections of the community are catered for?	No impact. However, the relationship between this option and the residential options to the west of Great Wakering has the potential to enhance equal opportunities. This option encompasses part of Options WGW3 and WGW4.
		Will it meet the needs of an ageing population?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of local employment opportunities, whilst providing additional employment opportunities to the east of the District (as the southern part of the existing Industrial Estate is disused at present). Other general locations to the west of Rayleigh and north of London Southend Airport are more strategically located in the District to provide employment land with the potential to enhance the skills and qualifications of the local community. This may be through the provision of a skills training academy around the airport, for example, as identified in the Core Strategy Submission Document, although this would be determined through the London Southend Airport and Environs Joint Area Action Plan.
		Will income and quality-of-life disparities be reduced?	The provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal.
Healthy & Safe Communities			
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?	The employment land is proposed in proximity to proposed residential development to the north on the existing Industrial Estate as well as existing residential development to the east therefore there may be some impact on the local community. As opposed to E19 the allocation of such large scale employment land in this non-strategic location has the potential to be detrimental to the local community and local economy, and is less likely to contribute to wider sustainability objectives. However, design of the employment site if brought forward will be determined through the development management process.
		Will it improve health and reduce health inequalities?	No impact. This option is largely isolated from existing residential development (Alexandra Road is adjacent to the east and this would have to be accounted for if this option were to be implemented) however, if this site were brought forward for employment use, the impact on the options for residential development on Star Lane Industrial Estate and in the area to the west of Great Wakering would need to be carefully considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.
	Housing		
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
	Economy & Employment		
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?	This option is not situated within a town centre, however, the retention of local employment opportunities in proximity to Great Wakering village has the potential to sustain local services and facilities in the centre.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	The employment land is proposed in proximity to proposed residential development on the existing Industrial Estate to the north as well as existing residential development to the east, therefore there may be some impact on the local community. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered. However the provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal. However, the scale of this site in such a non-strategic location is less likely to contribute towards wider sustainability objectives as opposed to E19 for example. Nevertheless, the relationship of the employment land and proposed residential development to the north and existing residential development to the east may be mitigated against through the inclusion of a green buffer. A green buffer to the north and east of the site may also provide an important wildlife corridor for the Local Wildlife Site to the north of the site (R35. Star Lane Pits).
		Does it promote mixed use and high density development in urban centres?	This option is not situated within a town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses. The scale of the employment land proposed in this option would be excessive and unnecessarily encroach into the Green Belt due to its non-strategic location. Any employment land designated in this location to the south of Great Wakering should be small scale which should seek to meet the needs of the local community providing an accessible, sustainable and flexible employment site.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
Accessibility			
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 is potential to improve public transport links along the High Street and Star Lane and this option has the potential to link with Greenway 20 to the west.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is situated to the south of Great Wakering and extends east from Star Lane towards Alexandra Road. As opposed to some of the other options for this general location such as E20, this option does not extend as far south to encourage coalescence between Great Wakering and Shoebury. The site only has the potential to provide a road link to Star Lane which given the size of the site may have significant implications on the highway network at this point. Another road link could be provided to Poynters Lane but this would be on additional Green Belt land and may undermine the defensibility of the Green Belt boundary in this locality. However, there is a public transport route along Star Lane and Great Wakering High Street to the north, although the arrangement of this option may discourage the use of alternative modes of transportation. Nevertheless there is potential to improve public transport in this locality. The relationship between this option and the residential options for the west of Great Wakering general location would need to be considered. This option encompasses part of Options WGW3 and WGW4. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure the retention of local employment opportunities. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. However, this option is situated in a relatively inaccessible location to the east of the District in comparison with the other general locations identified for employment land (to the west of Rayleigh and the north of London Southend Airport) and is not considered appropriate as a large strategic employment site. The relationship between this option, proposed residential development on Star Lane Industrial Estate, and the residential options to the west of Great Wakering could positively impact on social inclusion, although this would depend on the options taken forward.
		Will it reduce the need to travel?	This option may not reduce the need to travel as it is somewhat isolated from the residential area of Great Wakering by existing employment land and a Local Wildlife Site although it is situated to the west of Alexandra Road and Star Lane Industrial Estate to the north of the site is proposed for residential development. The relationship between this option and the residential options to the west of Great Wakering would need to be considered. This option encompasses part of WG3 and WG4. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities. This option is situated in a relatively inaccessible location to the east of the District in comparison with the other general locations identified for employment land (to the west of Rayleigh and the north of London Southend airport) and is not considered appropriate as a large strategic employment site. It should be a small scale employment site which should seek to meet the needs of the local community providing an accessible, sustainable and flexible site. Such a large employment site would likely have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This general location is not strategically well located for employment land in comparison with the other general locations identified for employment land (i.e. to the west of Rayleigh and the north of London Southend Airport), but would continue to provide local employment opportunities to the east of the District in proximity to the village centre. However, this option extends further to the east than E19, for example, and would provide an excessive amount of employment land in this non-strategic location. Such a large employment site would likely have a significant impact on the local highway network, particularly as this option would only have the potential to link to Star Lane without encroaching further into the Green Belt, to the detriment of the local community and wider sustainability objectives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses. The south of Great Wakering 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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
	Biodiversity		
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 to the south of Great Wakering is not in close proximity to the District's estuaries, or salt marshes. This option does, however, bound a Local Wildlife Site (R35. Star Lane Pits), which is situated to the north. Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is situated on grade 1 agricultural land (SEA Baseline Information Profile) and bounds a Local Wildlife Site (R35. Star Lane Pits), which is situated to the north. Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site. A green buffer may be provided along the northern boundary to mitigate any development of this option, if taken forward.
		Will it maintain and enhance sites designated for their nature conservation interest?	There is a Local Wildlife Site to the north of the site which would need to be considered with any development coming forward.
		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 grade 1 agricultural land (SEA Baseline Information Profile).
		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?	The provision of a green buffer between any development of this option, existing and proposed residential development and the Local Wildlife Site has the potential to create new habitats in the locality which could facilitate species movement and colonisation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated. Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date (Rochford District Historic Environment Characterisation Project). There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site, and Great Wakering Conservation Area is situated to the north/north east.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
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?	No impact.
		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 1 agricultural land (SEA Baseline Information Profile) and is not on the urban fringe <i>per se</i> . It would therefore not contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>This site is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This option proposes one of the smaller areas for employment land in this non-strategic location. It is enclosed by a Local Wildlife Site to the north, Star Lane to the west, and existing residential development to the east. The site, however, does not follow a natural field boundary which may make the creation of a defensible Green Belt boundary difficult. As opposed to some of the other options for this general location such as E20 would still preserve the undeveloped area between Great Wakering and Shoebury to the south. This option would have an impact on the openness of the Green Belt in this area. All of the options would have some impact on the openness, however, this option would potentially have less of an impact than other options for employment land to the south of Great Wakering.</p> <p>The relationship between this option and residential options to the west of Great Wakering could have a significant impact on the landscape character to the south and west of Great Wakering. This would depend on the options taken forward and would need to be carefully considered. This option encompasses part of Options WG3 and WG4.</p>
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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 E22 South of Great Wakering
	Water		
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).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed employment allocation. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	This option is not within an area at risk of flooding, although there are areas of flood zone 2 and 3 to the north east and south east of this area. 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
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 and does not seek to reuse previously developed land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	This option is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		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 grade 1 agricultural land (SEA Baseline Information Profile) and would therefore not ensure that the best and most versatile agricultural land will be protected. Protection of agricultural land in the locality, however, needs to be balanced against the retention of local employment opportunities and the sustainability of the community. As opposed to E19, this option would unnecessarily encroach further on to grade 1 agricultural land in the locality.
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option may not reduce the need to travel as it is somewhat isolated from the residential area of Great Wakering by existing employment land although it is situated to the west of Alexandra Road and Star Lane Industrial Estate to the north of the site is proposed for residential development. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered. This option encompasses part of Options WGW3 and WGW4. Depending on the residential option taken forward, this could encourage sustainable travel patterns. However, there is potential to improve public transport links in the locality.
		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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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E22 South of Great Wakering
	Sustainable Design & Construction		
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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South of Great Wakering – Option E23

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
	Balanced Communities		
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?	This option is situated on grade 1 agricultural land (SEA Baseline Information Profile). Development of this site for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs. This option proposes the largest area of the six options for additional employment land to the south of Great Wakering. The area proposed is nearly four times the capacity of the existing Star Lane Industrial Estate (which includes the disused Brickworks site to the south of this designated area) which would involve a significant increase in the quantum of employment land available in this location. The size of this site is also much greater than the quantum of employment land to be provided to compensate for the deallocation of existing employment land in the District. Whilst retaining local employment opportunities, this option would provide a surplus of employment land in the eastern area of the District, as opposed to the west of Rayleigh and north of London Southend Airport which are better related to the strategic road network as well as public transport routes. Furthermore the development of the scale proposed in this option to the south of Poynters Lane, on the borders of Shoebury rather than on the fringe of the village of Great Wakering, is more likely to promote coalescence between the settlements of Great Wakering and Shoebury, in comparison with other options for Great Wakering (such as E19 and E22). It may be less likely to promote coalescence than E20 and E21 for example.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	<p>Whilst the designation of this site would ensure the retention of local employment opportunities displaced by the reallocation of Star Lane Industrial Estate to the north of this option, it would also have the capacity to compensate for the deallocation of other employment land in the District as well as providing additional employment land in this locality. It would provide additional employment land in a location which is not strategic or well located in terms of accessibility, and is therefore less likely to be sustainable for a large employment site, particularly of the scale proposed within this option as opposed to the west of Rayleigh or the north of London Southend Airport. Although a new employment site which is versatile and accessible has the potential to ensure the regeneration and enhancement of existing communities, provided that it does not become a 'bad neighbour' to any surrounding uses, this option is not well related to the existing residential areas of Great Wakering. It bounds the existing residential area of Shoebury. If this option were to be taken forward, then the relationship between residential development and employment land with this option would need to be carefully considered. Any potential impact may be mitigated against through the inclusion of a green buffer along the perimeter of the site which may also provide an important wildlife corridor. The relationship between this option and residential options for the general location 'west Great Wakering' would also need to be taken into consideration. This is less well related to some of the residential options than other options, for example Option E19. The cumulative impact on the highway network would need to be carefully considered in this general location. Although this option would be able to accommodate all of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District, plus an additional 27% of employment land, which as aforementioned would provide surplus employment land in a non-strategic location. This would be unsustainable and would have a negative impact on the local communities of both Great Wakering and Shoebury through unnecessarily encroaching into the Green Belt in this location.</p>
		Will it ensure equal opportunities and that all sections of the community are catered for?	No impact. However, the relationship between this option and the residential options to the west of Great Wakering has the potential to enhance equal opportunities. This option is less well related to some of the residential options than other options, for example Option E19.
		Will it meet the needs of an ageing population?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of local employment opportunities, whilst providing additional employment opportunities to the east of the District (as the southern part of the existing Industrial Estate is disused at present). Other general locations to the west of Rayleigh and north of London Southend Airport are more strategically located in the District to provide employment land with the potential to enhance the skills and qualifications of the local community. This may be through the provision of a skills training academy around the airport, for example, as identified in the Core Strategy Submission Document, although this would be determined through the London Southend Airport and Environs Joint Area Action Plan.
		Will income and quality-of-life disparities be reduced?	The provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District as well as providing a significant amount of additional employment land in this non-strategic location. It has the potential to help reduce social exclusion through increasing employment opportunities close to the residential population, however, this site has a better relationship with the residential area of Shoebury than Great Wakering and therefore would not be able to reduce income or quality of life disparities. The provision of any employment land to the east of the District would enable the retention of workers, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal.
Healthy & Safe Communities			
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?	The employment land is proposed in proximity to existing residential development to the south of Poynters Lane therefore there may be some impact on the local communities in this locality. As opposed to other options for employment land to the south of Great Wakering, the allocation of such large scale employment land in this non-strategic location has the potential to be detrimental to the local community and local economy, and is less likely to contribute to wider sustainability objectives. However, design of the employment site if brought forward will be determined through the development management process.
		Will it improve health and reduce health inequalities?	This option is adjacent to existing residential development to the north, south and west. The employment designation within this option has the potential to become a 'bad neighbour' which may have an impact on quality of life in the locality. The relationship between this option and the residential options to the west of Great Wakering would also need to be considered, although this option is less well related to some of the residential options than other options.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option, which extends into the Borough of Southend.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.
	Housing		
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
	Economy & Employment		
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?	This option is not situated within a town centre and this option is not well related to the settlement of Great Wakering to ensure the retention of local employment opportunities and would thus not have the potential to sustain local services and facilities in the village.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	The employment land is proposed in proximity to existing residential development to the south of Poynters Lane, therefore there may be some impact on the local community. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered, although this option is less well related to some of these options than other employment options. However the provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal. However, the scale of this site in such a non-strategic location is less likely to contribute towards wider sustainability objectives as opposed to E19 for example. Nevertheless, the relationship of the employment land and existing residential development to the south, north and east may be mitigated against through the inclusion of a green buffer. A green buffer may also provide an important wildlife corridor.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within a town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
		Does it secure more opportunities for residents to work in the district?	This site has the potential to secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses as well as providing additional employment land. The scale of the employment land proposed in this option would be excessive and unnecessarily encroach into the Green Belt due to its non-strategic location. Any employment land designated in this location to the south of Great Wakering should be small scale and well related to the existing residential area which should seek to meet the needs of the local community providing an accessible, sustainable and flexible employment site.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
Accessibility			
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? Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	There is potential to improve public transport links along Star Lane and this option has the potential to link with Greenway 20 to the west. As this option is situated to the south of Poynters Lane it is situated further away from Great Wakering village centre and thus would not have a good relationship with the settlement of Great Wakering in comparison to the options north of Poynters Lane. The site has the potential to link to Poynters Lane and possibly Star Lane, however, the centre of Great Wakering village is situated further to the north. The poor relationship with the existing residential area of Great Wakering may encourage use of the private car, but there is potential to improve public transport in this locality. Such a large employment site in this location would have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives. The relationship between this option and the residential options for the west of Great Wakering general location would need to be considered, although this option is less well related to some of these options than other employment options. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
		<p>Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?</p>	<p>Whilst the designation of this site would ensure the retention of local employment opportunities displaced by the reallocation of Star Lane Industrial Estate to the north of this option, it would also have the capacity to compensate for the deallocation of other employment land in the District as well as providing additional employment land in this locality. It would provide additional employment land in a location which is not strategic or well located in terms of accessibility, and is therefore less likely to be sustainable for a large employment site, particularly of the scale proposed within this option as opposed to the west of Rayleigh or the north of London Southend Airport. The east of the District is not considered appropriate as a large strategic employment site. The relationship between this option, proposed residential development on Star Lane Industrial Estate, and the residential options to the west of Great Wakering may have the potential to positively impact on social inclusion, although this would depend on the options taken forward.</p>
		<p>Will it reduce the need to travel?</p>	<p>This option may not reduce the need to travel as it is not well related to the existing residential area of Great Wakering. The relationship between this option and the residential options to the west of Great Wakering would need to be considered. However, this option is less well related to some of these options than other employment options. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities. This option is situated in a relatively inaccessible location to the east of the District in comparison with the other general locations identified for employment land (to the west of Rayleigh and the north of London Southend airport) and is not considered appropriate as a large strategic employment site. It should be a small scale employment site which should seek to meet the needs of the local community providing an accessible, sustainable and flexible site. Such a large employment site would likely have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This general location is not strategically well located for employment land in comparison with the other general locations identified for employment land (i.e. to the west of Rayleigh and the north of London Southend Airport), but would continue to provide local employment opportunities to the east of the District, although this option is not well related to Great Wakering as opposed to the options to the north of Poynters Lane. However, this option is situated to the south of Poynters Lane away from the village centre, and would provide an excessive amount of employment land in this non-strategic location. Such a large employment site would likely have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	Due to the scale of this site, it has the potential to secure more opportunities for residents to work in the District, however, it is situated in a non-strategic location to the east of the District and is not well related to the existing residential area of Great Wakering as it is situated to the south of Poynters Lane. Furthermore the south of Great Wakering 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?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
	Biodiversity		
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 to the south of Great Wakering is not in close proximity to the District's estuaries, or 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?	This site is situated on grade 1 agricultural land (SEA Baseline Information Profile), however, it does bound an area of parkland to the south which may have ecological value. Any development at this location would have to be carefully managed to avoid harm to this site.
		Will it maintain and enhance sites designated for their nature conservation interest?	There is parkland to the south of the site which would need to be considered with any development coming forward.
		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 grade 1 agricultural land (SEA Baseline Information Profile).
		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?	The provision of a green buffer between any development of this option and existing residential development has the potential to create new habitats in the locality which could facilitate species movement and colonisation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated. Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date (Rochford District Historic Environment Characterisation Project). There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site, and Great Wakering Conservation Area is situated further to the north.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
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?	No impact.
		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 1 agricultural land (SEA Baseline Information Profile) on the urban fringe of Shoebury. It therefore has the potential to contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>This site is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This option proposes the largest area for employment land in this non-strategic location to the south of Poynters Lane. The site is enclosed by existing residential development and Poynters Lane and a dwelling to the north, residential development to the south west and west, parkland to the south and it follows a natural field boundary to the east. This option would be able to create a defensible Green Belt boundary, however, it proposes a large scale employment site in a non-strategic location which is not well related to Great Wakering. It would also encourage the coalescence between Great Wakering and Shoebury. This option would have a significant impact on the openness of the Green Belt in this area. All of the options would have some impact on the openness, however, this option would have a greater impact than other options for employment land to the south of Great Wakering.</p> <p>The relationship between this option and residential options to the west of Great Wakering could have a significant impact on the landscape character to the south and west of Great Wakering. This would depend on the options taken forward and would need to be carefully considered. This option is not as well related to some of these options compared to other employment options such as Option E19.</p>
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
		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.
	Water		
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).
		Will it provide for effective wastewater treatment?	There would need to be infrastructure and/or treatment upgrades to the existing Waste Water Treatment Works and the foul sewerage network to accommodate the scale of the proposed employment allocation in this location.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding although it is acknowledged that there is an area of flood zone 2 further to the east. 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
	Land & Soil		
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 and does not seek to reuse previously developed land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	This option is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		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 grade 1 agricultural land (SEA Baseline Information Profile) and would therefore not ensure that the best and most versatile agricultural land will be protected. This option proposes a significant quantum of employment land in this non-strategic location to the east of the District, and therefore as opposed to some of the other options for this general location it would unnecessarily encroach onto an excessive quantum of grade 1 agricultural Green Belt land in the locality. It is noted, however, that the agricultural land classification for this option has been disputed through a consultation response to the draft Sustainability Appraisal.
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would not reduce the need to travel as it is not well related to the residential area of Great Wakering. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered. This option is not as well related to some of these options as opposed to other employment options. However, depending on the residential option taken forward, this could encourage sustainable travel patterns. There is potential to improve public transport links in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E23 South of Great Wakering
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
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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South of Great Wakering – Option E24

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
	Balanced Communities		
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?	This option is situated on grade 1 agricultural land (SEA Baseline Information Profile). Development of this site for employment use would be able to ensure the phasing of infrastructure to support the potential uses such as high quality accommodation with a versatile layout and design to meet ongoing and future needs. This option proposes one of the largest areas of the six options for additional employment land to the south of Great Wakering. The area proposed is double the capacity of the existing Star Lane Industrial Estate (which includes the disused Brickworks site to the south of this designated area) which would involve a substantial increase in the quantum of employment land available in this location. However, whilst retaining local employment opportunities, this option would provide a surplus of employment land in the eastern area of the District, as opposed to the west of Rayleigh and north of London Southend Airport which are better related to the strategic road network as well as public transport routes. Furthermore the development of the scale proposed in this option to the south of Poynters Lane, on the borders of Shoebury rather than on the fringe of the village of Great Wakering, is more likely to promote coalescence between the settlements of Great Wakering and Shoebury, in comparison with other options for Great Wakering (such as E19 and E22) as well as undermining the defensibility of the Green Belt boundary in this locality. However, it may be less likely to promote coalescence than E20 and E21 for example.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The designation of this site would ensure the retention of local employment opportunities displaced by the reallocation of Star Lane Industrial Estate which is located further to the north of this option. However, it would provide additional employment land in a location which is not strategic or well located in terms of accessibility, and is therefore less likely to be sustainable for a large employment site of the scale proposed within this option as opposed to the west of Rayleigh or the north of London Southend Airport. Although a new employment site which is versatile and accessible has the potential to ensure the regeneration and enhancement of existing communities, provided that it does not become a 'bad neighbour' to any surrounding uses, this option is not well related to the existing residential areas of Great Wakering. It bounds the existing residential area of Shoebury. If this option were to be taken forward, then the relationship between residential development and employment land with this option would need to be carefully considered. Any potential impact may be mitigated against through the inclusion of a green buffer along the perimeter of the site which may also provide an important wildlife corridor. The relationship between this option and residential options for the general location 'west Great Wakering' would also need to be taken into consideration. This is less well related to some of the residential options than other options, for example Option E19. The cumulative impact on the highway network would need to be carefully considered in this general location. This option would be able to accommodate 66% of the required amount of land to be reallocated to accommodate businesses displaced from redeveloped 'bad neighbour' employment sites in the District, which as aforementioned would provide surplus employment land in a non-strategic location. This would be unsustainable and would have a negative impact on the local communities of both Great Wakering and Shoebury through unnecessarily encroaching into the Green Belt in this location.
		Will it ensure equal opportunities and that all sections of the community are catered for?	No impact. However, the relationship between this option and the residential options to the west of Great Wakering has the potential to enhance equal opportunities. This option is less well related to some of the residential options than other options, for example Option E19.
		Will it meet the needs of an ageing population?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option would ensure the retention of local employment opportunities, whilst providing additional employment opportunities to the east of the District (as the southern part of the existing Industrial Estate is disused at present). Other general locations to the west of Rayleigh and north of London Southend Airport are more strategically located in the District to provide employment land with the potential to enhance the skills and qualifications of the local community. This may be through the provision of a skills training academy around the airport, for example, as identified in the Core Strategy Submission Document, although this would be determined through the London Southend Airport and Environs Joint Area Action Plan.
		Will income and quality-of-life disparities be reduced?	The provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It has the potential to help reduce social exclusion through increasing employment opportunities close to the residential population, however, this site has a better relationship with the residential area of Shoebury than Great Wakering and therefore would not be able to reduce income or quality of life disparities. The provision of any employment land to the east of the District would enable the retention of workers, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal.
Healthy & Safe Communities			
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?	The employment land is proposed in proximity to existing residential development to the south of Poynters Lane therefore there may be some impact on the local communities in this locality. As opposed to other options for employment land to the south of Great Wakering, the allocation of employment land of this scale in this non-strategic location has the potential to be detrimental to the local community and local economy, and is less likely to contribute to wider sustainability objectives. However, design of the employment site if brought forward will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Will it improve health and reduce health inequalities?	This option is adjacent to existing residential development to the north and west. The employment designation within this option has the potential to become a 'bad neighbour' which may have an impact on quality of life in the locality. The relationship between this option and the residential options to the west of Great Wakering would also need to be considered, although this option is less well related to some of the residential options than other options.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option, which extends into the Borough of Southend.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the types of businesses locating on the site in the future.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the types of businesses locating on the site in the future.
	Housing		
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?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
Economy & Employment			
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?	This option is not situated within a town centre and this option is not well related to the settlement of Great Wakering to ensure the retention of local employment opportunities and would thus not have the potential to sustain local services and facilities in the village.
		Will it improve business development?	New high quality and versatile employment land may improve business development, although this is not site specific.
		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?	The employment land is proposed in proximity to existing residential development to the south of Poynters Lane, therefore there may be some impact on the local community. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered, although this option is less well related to some of these options than other employment options. However the provision of good quality, flexible employment land in this locality would provide local employment opportunities to the east of the District. It would thus potentially help reduce social exclusion through increasing employment opportunities close to the residential population and enable the retention of workers within the District, and supply a range of jobs across a variety of sectors as recognised in the Core Strategy Submission Document Sustainability Appraisal. However, the scale of this site in such a non-strategic location is less likely to contribute towards wider sustainability objectives as opposed to E19 for example. Nevertheless, the relationship of the employment land and existing residential development to the south, east and north may be mitigated against through the inclusion of a green buffer. A green buffer may also provide an important wildlife corridor.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within a town centre.
		Does it promote a wide variety of jobs across all sectors?	This is not specific to the allocation of land and would depend on the type of businesses locating on the site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Does it secure more opportunities for residents to work in the district?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses. The scale of the employment land proposed in this option would be excessive and unnecessarily encroach into the Green Belt due to its non-strategic location. Any employment land designated in this location to the south of Great Wakering should be small scale which should seek to meet the needs of the local community providing an accessible, sustainable and flexible employment site.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
Accessibility			
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	<p>Will it increase the availability of sustainable transport modes?</p> <p>Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?</p>	<p>There is potential to improve public transport links along Star Lane and this option has the potential to link with Greenway 20 to the west.</p> <p>As this option is situated to the south of Poynters Lane it is situated further away from Great Wakering village centre and thus would not have a good relationship with the settlement of Great Wakering in comparison to the options north of Poynters Lane. The site has the potential to link to Poynters Lane and possibly Star Lane, however, the centre of Great Wakering village is situated further to the north. The poor relationship with the existing residential area of Great Wakering may encourage use of the private car, but there is potential to improve public transport in this locality. Such a large employment site in this location would have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives. The relationship between this option and the residential options for the west of Great Wakering general location would need to be considered, although this option is less well related to some of these options than other employment options. Depending on the residential option taken forward, this could encourage walking and cycling to local employment opportunities. However, the cumulative impact on the highway network would need to be carefully considered in this general location.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure the retention of local employment opportunities. It has the potential to positively contribute to reducing social exclusion by ensuring access to jobs. However, this option is situated in a relatively inaccessible location to the east of the District in comparison with the other general locations identified for employment land (to the west of Rayleigh and the north of London Southend Airport) and is not considered appropriate as a large strategic employment site. The relationship between this option, proposed residential development on Star Lane Industrial Estate, and the residential options to the west of Great Wakering may have the potential to positively impact on social inclusion, although this would depend on the options taken forward.
		Will it reduce the need to travel?	This option may not reduce the need to travel as it is not well related to the existing residential area of Great Wakering. The relationship between this option and the residential options to the west of Great Wakering would need to be considered. However, this option is less well related to some of these options than other employment options. Depending on the residential option taken forward, this could reduce the need to travel to local employment opportunities. This option is situated in a relatively inaccessible location to the east of the District in comparison with the other general locations identified for employment land (to the west of Rayleigh and the north of London Southend airport) and is not considered appropriate as a large strategic employment site. It should be a small scale employment site which should seek to meet the needs of the local community providing an accessible, sustainable and flexible site. Such a large employment site would likely have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This general location is not strategically well located for employment land in comparison with the other general locations identified for employment land (i.e. to the west of Rayleigh and the north of London Southend Airport), but would continue to provide local employment opportunities to the east of the District, although this option is not well related to Great Wakering as opposed to the options to the north of Poynters Lane. However, this option is situated to the south of Poynters Lane away from the village centre, and would provide an excessive amount of employment land in this non-strategic location. Such a large employment site would likely have a significant impact on the local highway network to the detriment of the local community and wider sustainability objectives.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	No impact.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This site would not secure more opportunities for residents to work in the District as any allocation to the south of Great Wakering would be designated to compensate for the deallocation of existing employment sites for other uses. This site is situated in a non-strategic location to the east of the District and is not well related to the existing residential area of Great Wakering as it is situated to the south of Poynters Lane. Furthermore the south of Great Wakering 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?	No impact.
Biodiversity			
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 to the south of Great Wakering is not in close proximity to the District's estuaries or 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?	This site is situated on grade 1 agricultural land (SEA Baseline Information Profile) and is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		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 grade 1 agricultural land (SEA Baseline Information Profile).
		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?	The provision of a green buffer between any development of this option and existing residential development has the potential to create new habitats in the locality which could facilitate species movement and colonisation.
	Cultural Heritage		
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 option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated. Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date (Rochford District Historic Environment Characterisation Project). There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site, and Great Wakering Conservation Area is situated further to the north.
		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 E24 South of Great Wakering
	Landscape & Townscape		
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?	No impact.
		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 1 agricultural land (SEA Baseline Information Profile) on the urban fringe of Shoebury. It therefore has the potential to contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe.
		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?	<p>This site is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This option proposes one of the largest areas for employment land in this non-strategic location. It is enclosed by Poynters Lane and a dwelling to the north, existing residential development to the west and it follows a natural field boundary to the east. This site would, however, weaken the Green Belt boundaries in this locality, undermine the openness of the Green Belt on a wider scale and would thus not ensure a defensible Green Belt boundary to prevent further encroachment. This option would have a significant impact on the openness of the Green Belt in this area. All of the options taken forward would have some impact on the openness, however, this option would potentially have a greater impact than other options for employment land to the south of Great Wakering.</p> <p>The relationship between this option and residential options to the west of Great Wakering could have a significant impact on the landscape character to the south and west of Great Wakering. This would depend on the options taken forward and would need to be carefully considered. This option is not as well related to some of these options compared to other employment options such as Option E19.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location 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.
Water			
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).
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed employment allocation. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding although it is acknowledged that there is an area of flood zone 2 further to the east. 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?	SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
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 and does not seek to reuse previously developed land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	This option is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		Will the best and most versatile agricultural land be protected?	This option is grade 1 agricultural land (SEA Baseline Information Profile) and would therefore not ensure that the best and most versatile agricultural land will be protected. Protection of agricultural land in the locality, however, needs to be balanced against the retention of local employment opportunities and the sustainability of the community. As opposed to E19, this option would unnecessarily encroach on an excessive quantum of agricultural land in the locality. It is noted, however, that the agricultural land classification for this option has been disputed through a consultation response to the draft Sustainability Appraisal.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would not reduce the need to travel as it is not well related to the residential area of Great Wakering. The relationship between this option and the residential options for the west of Great Wakering general location would also need to be considered. This option is not as well related to some of these options as opposed to other employment options. However, depending on the residential option taken forward, this could encourage sustainable travel patterns. There is potential to improve public transport links in the locality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E24 South of Great Wakering
		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.