

## Appendix 10 – Town Centres

### Existing Town Centre Boundary – Option TC1

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC1 Existing Town Centre Boundary
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option would promote and enhance the existing centre of Rayleigh and ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area. Potentially this option would ensure that the ongoing and future needs of communities can be met within the town centre. Furthermore the Retail and Leisure Study (2008) suggests that the town centre boundary is appropriate and should remain as existing.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option would promote and enhance the existing centre of Rayleigh and ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area, thus this option has the potential to ensure the regeneration and enhancement of the urban communities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Retaining the existing town centre boundary as suggested in the Retail and Leisure Study (2008) would ensure equal opportunities and that all sections of the community are catered for through encouraging a mix of uses within a wide area.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC1 Existing Town Centre Boundary</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rayleigh Town Centre Area Action Plan.
		Will it improve health and reduce health inequalities?	Promoting the existing town centre would ensure that leisure uses as well as shops and residential units can be accommodated within this central area of Rayleigh which would have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	Promoting the existing town centre would ensure that a mix of retail and leisure uses within this central area of Rayleigh may promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Retaining the existing town centre boundary would ensure that a greater proportion, tenure and affordability of housing can be provided within the existing urban area through encouraging high density development appropriate to a town centre location. This would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the town centre.
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC1 Existing Town Centre Boundary
		Is there sustainable access to key services?	Any residential development within the town centre would ensure sustainable access to key services.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would promote and enhance the existing centre of Rayleigh and ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area.
		Will it improve business development?	If the town centre boundary is drawn too small, this would potentially force out viable businesses/uses, whereas if the boundary was drawn too big then this would potentially disperse businesses/uses over an unnecessarily large area thus potentially impacting on the vitality and vibrancy of the town.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would promote and enhance the existing centre of Rayleigh and ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area.
		Does it promote mixed use and high density development in urban centres?	This expansive town centre boundary in comparison to the other option for Rayleigh (TC2) would ensure a mix of uses and appropriate densities of residential development over a much wider area thus enhancing natural surveillance within the town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC1 Existing Town Centre Boundary</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are existing bus routes running through the town centre and Rayleigh train station is accessible to the north. There is potential to improve public transport provision in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes within a wider area than TC2.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes within a wider area than TC2.
		Will it reduce the need to travel?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes within a wider area. This option therefore has the potential to reduce the need to travel for some in the locality.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes within a wider area than TC2.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC1 Existing Town Centre Boundary</b>
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the town centre.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC1 Existing Town Centre Boundary</b>
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This town centre boundary is encompassed by much of the Rayleigh Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 39 which encompasses the historic core of Rayleigh which includes the castle, windmill and the church (Rochford District Historic Environment Characterisation Project). The castle and medieval street pattern reflecting the original market place together with buried archaeological deposits are all particularly sensitive. There are numerous Listed Buildings situated within Rayleigh Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	The boundary includes much derelict, degraded or underused land available within the town centre for example along Websters Way and the southern end of the High Street including the police station. These areas have been identified in initial work for the Rayleigh Town Centre Area Action Plan as potential areas for improvement. It is therefore likely to promote the enhancement of such underused previously developed land within this key location in preference to greenfield sites.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC1 Existing Town Centre Boundary
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	Rayleigh town centre as existing is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	This option would preserve the existing townscape character and it is encompassed by the Rayleigh Conservation Area which seeks to protect the local character.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The boundary is appropriate in size to accommodate town centre uses which would enhance the viability and vitality of the town through ensuring adequate space for businesses, thus it potentially reduces energy consumption through balancing the supply and demand of town centre uses.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The existing town centre boundary is not situated within an area at risk of flooding.
<b>Water</b>			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC1 Existing Town Centre Boundary</b>
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The existing town centre boundary is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the town centre.
		Will higher-density development be promoted where appropriate?	This option would encourage higher density development over a much wider area than TC2.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the existing town centre boundary is unknown.
		Will the best and most versatile agricultural land be protected?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve agricultural land elsewhere in the District.



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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC1 Existing Town Centre Boundary</b>
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes within a wider area. This option therefore has the potential to reduce the need to travel for some in the locality which may therefore have a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a recognised issue with air quality within the town centre and monitoring is ongoing in the area. Further monitoring information may be found at <a href="http://www.essexair.org.uk">www.essexair.org.uk</a> .
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This expansive town centre boundary in comparison to the other option for Rayleigh (TC2) would ensure a mix of uses over a much wider area.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Town Centre Boundary around Primary Shopping Area – Option TC2**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC2 Town Centre Boundary around Primary Shopping Area</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option would promote and enhance the centre of Rayleigh and would ensure the concentration of a range of shops and other appropriate town centre uses including residential and leisure uses, but within a significantly smaller area than at present.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option would promote and enhance the centre of Rayleigh and would ensure the concentration of a range of shops and other appropriate town centre uses including residential and leisure uses, but within a significantly smaller area than at present. Thus this option may be detrimental to the regeneration and enhancement of the urban communities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Rayleigh is the largest urban area within the District. This option would not encourage a mix of uses over a wide area and may therefore not ensure equal opportunities and that all sections of the community are catered for.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC2 Town Centre Boundary around Primary Shopping Area</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rayleigh Town Centre Area Action Plan.
		Will it improve health and reduce health inequalities?	Promoting the existing town centre would ensure that leisure uses as well as shops and residential units can be accommodated within this central area of Rayleigh which would have the potential to improve health and reduce health inequalities. The potential benefits, however, may be less than TC1 as these uses would be concentrated over a much smaller area than at present.
		Will it promote informal recreation and encourage healthy, active lifestyles?	Promoting the existing town centre would ensure that a mix of retail and leisure uses within this central area of Rayleigh may promote informal recreation, however, the potential benefits may be less than TC1 as these uses would be concentrated over a much smaller area than at present.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Although high density development appropriate to a town centre location would be encouraged, a smaller town centre boundary would ensure that a smaller proportion, tenure and affordability of housing can be provided within the central area of Rayleigh. This would potentially preserve fewer greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the town centre.
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC2 Town Centre Boundary around Primary Shopping Area
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.
		Is there sustainable access to key services?	Any residential development within the town centre would ensure sustainable access to key services, although this option would encourage less high density residential development than TC1.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would promote and enhance the centre of Rayleigh and would ensure the concentration of a range of shops and other appropriate town centre uses including residential and leisure uses, but within a significantly smaller area than at present.
		Will it improve business development?	Rayleigh is the largest town within the District and as such it is important that the town centre boundary is drawn widely enough to encompass a range of town centre uses to try and prevent the leakage of retail expenditure to other areas outside the District, which the Retail and Leisure Study (2008) suggests is an issue at present. The restricted extent of this boundary may therefore not be appropriate for the size of Rayleigh. It may force businesses/uses out of the town thus potentially having a detrimental impact on the vitality and vibrancy of the town. This option may therefore have a negative impact on business development.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would promote and enhance the centre of Rayleigh and would ensure the concentration of a range of shops and other appropriate town centre uses including residential and leisure uses, but within a significantly smaller area than at present.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC2 Town Centre Boundary around Primary Shopping Area
		Does it promote mixed use and high density development in urban centres?	This boundary would ensure the concentration of a mix of uses and appropriate densities of residential development which would enhance natural surveillance within the town centre, but over a smaller area than the existing town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are existing bus routes running through the town centre and Rayleigh train station is accessible to the north. There is potential to improve public transport provision in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes in a central location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes, although this would be over a much smaller area than TC1.
		Will it reduce the need to travel?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes, although this would be over a much smaller area than at present. This option may therefore not reduce the need to travel.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC2 Town Centre Boundary around Primary Shopping Area</b>
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes, although this would be over a much smaller area than TC1.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC2 Town Centre Boundary around Primary Shopping Area
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option would concentrate services and development within this area and promote residential development at higher densities, however, this would be over a much smaller area and thus may not preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the town centre.
		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.
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This town centre boundary would be encompassed by much of the Rayleigh Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 39 which encompasses the historic core of Rayleigh which includes the castle, windmill and the church (Rochford District Historic Environment Characterisation Project). The castle and medieval street pattern reflecting the original market place together with buried archaeological deposits are all particularly sensitive. There are numerous Listed Buildings situated within Rayleigh Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC2 Town Centre Boundary around Primary Shopping Area</b>
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	The boundary includes some derelict, degraded or underused land available within the town centre for example along Websters Way, however, it does not encompass the area to the southern end of the High Street, for example which has been identified in initial work for the Rayleigh Town Centre Area Action Plan as a potential area for improvement.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The identified area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	This option, although it encompasses a smaller area than TC1, would preserve the existing townscape character and it is encompassed by the Rayleigh Conservation Area which seeks to protect the local character.
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The boundary is not considered to be an appropriate size to accommodate town centre uses and may potentially have a negative impact on the viability and vitality of the town through not ensuring adequate space for businesses. This option may therefore increase energy consumption through potentially failing to balance the supply and demand of town centre uses.



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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC2 Town Centre Boundary around Primary Shopping Area
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The proposed town centre boundary is not situated within an area at risk of flooding.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The proposed town centre boundary is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC2 Town Centre Boundary around Primary Shopping Area</b>
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	Whilst the boundary encompasses some previously developed land which may benefit from development, it would not promote the efficient use of land within this location through restricting the range of uses and land available for dense residential development. Therefore it is unlikely to ensure the re-use of brownfield land within the urban area in preference to greenfield sites.
		Will higher-density development be promoted where appropriate?	This option would encourage higher density development over a much smaller area than TC1.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the proposed town centre boundary is unknown.
		Will the best and most versatile agricultural land be protected?	By concentrating services and development within this area and promoting residential development at higher densities but over a much smaller area than TC1, may potentially not preserve agricultural land elsewhere in the District.
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would ensure access to services for those without access to private transport through providing a concentration of services and sustainable transport modes, although this would be over a much smaller area than at present. This option may therefore potentially not reduce the need to travel and consequently may have a detrimental impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a recognised issue with air quality within the town centre and monitoring is ongoing in the area. Further monitoring information may be found at <a href="http://www.essexair.org.uk">www.essexair.org.uk</a> .

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC2 Town Centre Boundary around Primary Shopping Area</b>
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This proposed town centre boundary in comparison to the other option for Rayleigh (TC1) would ensure a mix of uses over a much smaller area.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Existing Town Centre Boundary – Option TC3**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC3 Existing Town Centre Boundary</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option would promote and enhance the town centre of Rochford as it is at present. It encompasses much residential development and as noted in the Retail and Leisure Study (2008), the existing boundary may not be appropriate. The existing boundary may be too widely drawn in that it encompasses much residential development, and town centre uses can become dispersed and the retail focus diluted. It may therefore not meet the ongoing and future needs of local communities.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is likely to continue to promote the regeneration and enhancement of existing communities by directing development towards the centre, although the existing boundary may be too widely drawn to provide a concentrated retail environment.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This boundary may be too widely drawn in that it encompasses much residential development, and town centre uses can become dispersed and the retail focus diluted. This may have a negative impact on energy consumption and equal opportunities in terms of accessibility of services and facilities.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC3 Existing Town Centre Boundary</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rochford Town Centre Area Action Plan.
		Will it improve health and reduce health inequalities?	Promoting the existing town centre would ensure that leisure uses as well as shops and residential units can be accommodated within this central area of Rochford although this may be diluted which could have negative impact on health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	Promoting the existing town centre would ensure that a mix of retail and leisure uses are provided within the centre but over a much wider area than some of the other options for Rochford. The existing boundary encompasses much residential development which may dilute the retail focus and other complementary uses and thus discourage informal recreation within the centre.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Retaining the existing town centre boundary would ensure that a greater proportion, tenure and affordability of housing can be provided within the existing urban area through encouraging high density development appropriate to a town centre location. This would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the town centre. It is pertinent to note, however, that Rochford town centre contains numerous Listed Buildings which may, to a certain extent, limit opportunities for high density residential development within this central area.
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC3 Existing Town Centre Boundary
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.
		Is there sustainable access to key services?	Any residential development within the town centre would ensure sustainable access to key services. However, the present town centre boundary may be too widely drawn in that it encompasses much residential development, and town centre uses can become dispersed and the retail focus diluted. This may have a negative impact on accessibility.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would promote and enhance the existing centre of Rochford and ensure a range of shops and other appropriate town centre uses including residential and leisure uses, although this option encompasses a much wider area than other options for Rochford and has the potential to dilute the retail focus within the centre.
		Will it improve business development?	This boundary may be too widely drawn in that it encompasses much residential development, and town centre uses can become dispersed and the retail focus diluted. It may potentially disperse businesses/uses over an unnecessarily large area thus potentially impacting on the vitality and vibrancy of the town.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would promote and enhance the existing centre of Rochford and ensure a range of shops and other appropriate town centre uses including residential and leisure uses, although this option encompasses a much wider area than other options for Rochford and has the potential to dilute the retail focus within the centre.
		Does it promote mixed use and high density development in urban centres?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout an extensive area. It is pertinent to note, however, that Rochford town centre contains numerous Listed Buildings which may, to a certain extent, limit opportunities for high density residential development within this central area.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC3 Existing Town Centre Boundary
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus route running through the town centre and Rochford train station is accessible to the west/south west. There is potential to improve public transport provision in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option would provide access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The present town centre boundary may be too widely drawn in that it encompasses much residential development, and town centre uses can become dispersed and the retail focus diluted. This may have a negative impact on accessibility.
		Will it reduce the need to travel?	This boundary may be too widely drawn in that it encompasses much residential development, and town centre uses can become dispersed and the retail focus diluted. This may therefore not reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC3 Existing Town Centre Boundary
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would provide access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.



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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC3 Existing Town Centre Boundary
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	The concentration of services and development including high density residential development appropriate for town centre locations over a large area would potentially preserve other greenfield sites in the District which may be of more ecological value than brownfield land in the town centre. Although this includes high density residential development appropriate for town centre locations, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford.
		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.
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This town centre boundary is encompassed by Rochford Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 22 which encompasses the historic core of Rochford town located on an area of complex glacial and post glacial deposits overlying London Clay and Claygate Beds (Rochford District Historic Environment Characterisation Project). There is high potential for surviving deposits below ground and for better understanding of the existing built heritage and the street pattern, road frontages, buildings and below ground deposits are highly sensitive to change. There are numerous Listed Buildings situated within Rochford Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC3 Existing Town Centre Boundary</b>
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	The existing boundary encompasses potential opportunity areas identified in initial work for the Rochford Town Centre Area Action Plan, for example along North Street and West Street and would therefore promote the re-use of derelict, degraded or underutilised land within the town centre.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	Rochford town centre as existing is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	This option would preserve the existing townscape character and it is encompassed by the Rochford Conservation Area which seeks to protect the local character.
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This boundary may be too widely drawn in that it encompasses much residential development, and town centre uses can become dispersed and the retail focus diluted. This may therefore have a negative impact on energy consumption.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC3 Existing Town Centre Boundary
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	An area to the west/south west of the existing town centre boundary is situated within an area at risk of flooding.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	An area to the west/south west of the existing town centre boundary is within flood zone 2 and/or 3.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC3 Existing Town Centre Boundary</b>
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	The concentration of services and development including high density residential development appropriate for town centre locations over a large area would potentially preserve other greenfield sites in the District which may be of more ecological value than brownfield land in the town centre. Although this includes high density residential development appropriate for town centre locations, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford.
		Will higher-density development be promoted where appropriate?	This option would encourage higher density development over a much wider area than other options for the centre of Rochford, however, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the existing town centre boundary is unknown.
		Will the best and most versatile agricultural land be protected?	By concentrating services and development over a large area and promoting residential development at higher densities, this would also potentially preserve agricultural land elsewhere in the District. Although this includes high density residential development appropriate for town centre locations, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford.
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would provide access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west) which may have a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a potential issue with air quality within the town centre which is being monitored.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC3 Existing Town Centre Boundary</b>
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	Promoting the existing town centre would ensure that a mix of retail and leisure uses are provided within the centre but over a much wider area than some of the other options for Rochford. The existing boundary encompasses much residential development which may dilute the retail focus and other complementary uses. This may be contrary to sustainable design principles.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Town Centre Boundary Centred around Market Square – Option TC4**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC4 Town Centre Boundary Centred around Market Square</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option would promote and enhance the town centre of Rochford encompassing less residential development than at present (compared to option TC3). This would ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area which has the potential to ensure that the ongoing and future needs of communities can be met within the town centre. This option encompasses new retail development to the north of the Market Square and existing retail use along Weir Pond Road.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This boundary is focused around existing retail development, predominantly along West Street, North Street, South Street and East Street. It is likely to continue to promote the regeneration and enhancement of existing communities through focusing development in these core areas and providing access to services to those without access to private transport.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC4 Town Centre Boundary Centred around Market Square</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rochford Town Centre Area Action Plan.
		Will it improve health and reduce health inequalities?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area, which would have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area which may promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Although high density development appropriate to a town centre location would be encouraged, a smaller town centre boundary would ensure that a smaller proportion, tenure and affordability of housing can be provided within the central area of Rochford. This would potentially preserve fewer greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the town centre. However, there are potential opportunity sites identified through initial work of the Rochford Town Centre Area Action Plan. It is also important to acknowledge that there are numerous Listed Buildings within the Rochford Conservation Area which may, to a certain extent, limit opportunities for high density residential development within the town centre.
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC4 Town Centre Boundary Centred around Market Square
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.
		Is there sustainable access to key services?	Any residential development within the town centre would ensure sustainable access to key services.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would promote and enhance the town centre of Rochford encompassing less residential development than at present (compared to option TC3). This would ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area.
		Will it improve business development?	If the town centre boundary is drawn too small, this would potentially force out viable businesses/uses, whereas if the boundary was drawn too big then this would potentially disperse businesses/uses over an unnecessarily large area thus potentially impacting on the vitality and vibrancy of the town.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would promote and enhance the town centre of Rochford encompassing less residential development than at present (compared to option TC3). This would ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area.
		Does it promote mixed use and high density development in urban centres?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.



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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC4 Town Centre Boundary Centred around Market Square</b>
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus route running through the town centre and Rochford train station is accessible to the west/south west. There is potential to improve public transport provision in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).
		Will it reduce the need to travel?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west). This option therefore has the potential to reduce the need to travel for some in the locality.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC4 Town Centre Boundary Centred around Market Square</b>
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	The concentration of services and development over a smaller area than at present would potentially preserve other greenfield sites in the District which may be of more ecological value, whilst balancing this against other appropriate town centre uses. Although this includes high density residential development appropriate for town centre locations, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC4 Town Centre Boundary Centred around Market Square
		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.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This town centre boundary is encompassed by Rochford Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 22 which encompasses the historic core of Rochford town located on an area of complex glacial and post glacial deposits overlying London Clay and Claygate Beds (Rochford District Historic Environment Characterisation Project). There is high potential for surviving deposits below ground and for better understanding of the existing built heritage and the street pattern, road frontages, buildings and below ground deposits are highly sensitive to change. There are numerous Listed Buildings situated within Rochford Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC4 Town Centre Boundary Centred around Market Square</b>
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This option encompasses some of the potential opportunity areas identified in initial work for the Rochford Town Centre Area Action Plan, for example along North Street but does not include sites for example towards the western end of West Street. It may therefore encourage some re-use of derelict, degraded or underutilised land within the town centre.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The identified area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	This option would preserve the existing townscape character and it is encompassed by the Rochford Conservation Area which seeks to protect the local character.
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This boundary may be appropriate in size to accommodate town centre uses which would enhance the viability and vitality of the town through ensuring adequate space for businesses, thus it potentially reduces energy consumption through balancing the supply and demand of town centre uses.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The proposed town centre boundary is not situated within an area at risk of flooding, although there is an area at risk to the west/south west.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC4 Town Centre Boundary Centred around Market Square</b>
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The proposed town centre boundary is not situated within an area at risk of flooding, although there is an area of flood zone 2 and 3 to the west/south west.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC4 Town Centre Boundary Centred around Market Square</b>
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	The concentration of services and development over a smaller area than at present would potentially preserve other greenfield sites in the District which may be of more ecological value, whilst balancing this against other appropriate town centre uses. Although this includes high density residential development appropriate for town centre locations, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford.
		Will higher-density development be promoted where appropriate?	This option would encourage higher density development over a smaller area than TC3.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the existing town centre boundary is unknown.
		Will the best and most versatile agricultural land be protected?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve agricultural land elsewhere in the District.
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would provide access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west) which may have a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a potential issue with air quality within the town centre which is being monitored.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC4 Town Centre Boundary Centred around Market Square</b>
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This town centre boundary in comparison to TC3 would encourage a concentrated mix of uses over a much smaller area.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Town Centre Boundary inclusive of Residential Areas – Option TC5**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC5 Town Centre Boundary inclusive of Residential Areas</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option would promote and enhance the town centre of Rochford encompassing less residential development than at present. This would ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area which has the potential to ensure that the ongoing and future needs of communities can be met within the town centre.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This boundary is more focused around existing retail development, along West Street, North Street, South Street and part of East Street. It is likely to continue to promote the regeneration and enhancement of existing communities through focusing development in these core areas and providing access to services to those without access to private transport.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.



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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC5 Town Centre Boundary inclusive of Residential Areas</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rochford Town Centre Area Action Plan.
		Will it improve health and reduce health inequalities?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area, which would have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area which may promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Although high density development appropriate to a town centre location would be encouraged, a smaller town centre boundary would ensure that a smaller proportion, tenure and affordability of housing can be provided within the central area of Rochford. This would potentially preserve fewer greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the town centre. However, there are potential opportunity sites identified through initial work of the Rochford Town Centre Area Action Plan. It is also important to acknowledge that there are numerous Listed Buildings within the Rochford Conservation Area which may, to a certain extent, limit opportunities for high density residential development within the town centre.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC5 Town Centre Boundary inclusive of Residential Areas
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.
		Is there sustainable access to key services?	Any residential development within the town centre would ensure sustainable access to key services.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would promote and enhance the town centre of Rochford encompassing less residential development than at present. This would ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area.
		Will it improve business development?	If the town centre boundary is drawn around too small an area, this would potentially force out viable businesses/uses, whereas if the boundary was drawn around too large an area then this would potentially disperse businesses/uses over an unnecessarily large area thus potentially impacting on the vitality and vibrancy of the town.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would promote and enhance the town centre of Rochford encompassing less residential development than at present. This would ensure a range of shops and other appropriate town centre uses including residential and leisure uses throughout the area.
		Does it promote mixed use and high density development in urban centres?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC5 Town Centre Boundary inclusive of Residential Areas
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus route running through the town centre and Rochford train station is accessible to the west/south west. There is potential to improve public transport provision in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).
		Will it reduce the need to travel?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west). This option therefore has the potential to reduce the need to travel for some in the locality.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option TC5 Town Centre Boundary inclusive of Residential Areas
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC5 Town Centre Boundary inclusive of Residential Areas
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	The concentration of services and development over a smaller area than at present may potentially preserve other greenfield sites in the District which may be of more ecological value, whilst balancing this against other appropriate town centre uses. Although this includes high density residential development appropriate for town centre locations, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford.
		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.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This town centre boundary is encompassed by Rochford Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 22 which encompasses the historic core of Rochford town located on an area of complex glacial and post glacial deposits overlying London Clay and Claygate Beds (Rochford District Historic Environment Characterisation Project). There is high potential for surviving deposits below ground and for better understanding of the existing built heritage and the street pattern, road frontages, buildings and below ground deposits are highly sensitive to change. There are numerous Listed Buildings situated within Rochford Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC5 Town Centre Boundary inclusive of Residential Areas</b>
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This boundary does not encompass potential opportunity areas identified in initial work for the Rochford Town Centre Area Action Plan, for example along North Street and West Street and it may therefore not promote the efficient re-use of derelict, degraded or underutilised land within the town centre. Whilst this option encompasses less residential development than Option TC3 and TC5, but encompasses a wider area than Option TC6 there is potential for the boundary to be extended northwards along North Street towards Weir Pond Road to include potential redevelopment sites in this area. The boundary could also be extended westwards along West Street and southwards along South Street towards Bradley Way to include the area encompassing Locks Hill, the health centre facilities and Back Lane car park. This option could therefore be extended to encompass potential opportunity sites.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The identified area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	This option would preserve the existing townscape character and it is encompassed by the Rochford Conservation Area which seeks to protect the local character.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC5 Town Centre Boundary inclusive of Residential Areas</b>
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This boundary may be appropriate in size to accommodate town centre uses which would enhance the viability and vitality of the town through ensuring adequate space for businesses, thus it potentially reduces energy consumption through balancing the supply and demand of town centre uses.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The proposed town centre boundary is not situated within an area at risk of flooding, although there is an area at risk to the west/south west.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The proposed town centre boundary is not situated within an area at risk of flooding, although there is an area of flood zone 2 and 3 to the west/south west.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC5 Town Centre Boundary inclusive of Residential Areas
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
<b>Land &amp; Soil</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	The concentration of services and development over a smaller area than at present may potentially preserve other greenfield sites in the District which may be of more ecological value, whilst balancing this against other appropriate town centre uses. Although this includes high density residential development appropriate for town centre locations, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford.
		Will higher-density development be promoted where appropriate?	This option would encourage higher density development over a smaller area than TC3.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the existing town centre boundary is unknown.
		Will the best and most versatile agricultural land be protected?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve agricultural land elsewhere in the District.



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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC5 Town Centre Boundary inclusive of Residential Areas</b>
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would provide access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west) which may have a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a potential issue with air quality within the town centre which is being monitored.
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This town centre boundary in comparison to TC3 would encourage a concentrated mix of uses over a much smaller area.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Town Centre Boundary Centred on Market Square – Option TC6**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC6 Town Centre Boundary Centred on Market Square</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option would promote and enhance the town centre of Rochford encompassing less residential development than at present. This option does not, however, encompass the new retail development to the north of the Market Square. It would provide a concentrated retail focus, but it encompasses the smallest area of the four options and may therefore have less potential to ensure that the ongoing and future needs of communities can be met within the town centre.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This boundary is more focused around existing retail development, along West Street, North Street, South Street and part of East Street. It may have the potential to continue to promote the regeneration and enhancement of existing communities through focusing development in these core areas and providing access to services to those without access to private transport, although this may be to a less extent than TC5 for example.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development within the core area. It would provide a concentrated retail focus, but over a much smaller area than at present which may impact on ensuring that all sections of the community are catered for.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC6 Town Centre Boundary Centred on Market Square</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rochford Town Centre Area Action Plan.
		Will it improve health and reduce health inequalities?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area, although over a smaller area than the other options for Rochford, which may impact on health.
		Will it promote informal recreation and encourage healthy, active lifestyles?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development throughout the core area, although over a smaller area than the other options for Rochford, which impact on opportunities for informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Although high density development appropriate to a town centre location would be encouraged, a smaller town centre boundary would ensure that a smaller proportion, tenure and affordability of housing can be provided within the central area of Rochford. This would potentially preserve fewer greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the town centre. However, there are potential opportunity sites identified through initial work of the Rochford Town Centre Area Action Plan. It is also important to acknowledge that there are numerous Listed Buildings within the Rochford Conservation Area which may, to a certain extent, limit opportunities for high density residential development within the town centre.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC6 Town Centre Boundary Centred on Market Square</b>
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.
		Is there sustainable access to key services?	Any residential development within the town centre would ensure sustainable access to key services, although this option would encourage less high density residential development than the other options for Rochford due the small area identified.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
	<b>Economy &amp; Employment</b>		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would promote and enhance the town centre of Rochford encompassing less residential development than at present. This option does not, however, encompass the new retail development to the north of the Market Square.
Will it improve business development?		Whilst the boundary may include some previously developed land which may benefit from development, it would not promote the efficient use of land within this location through restricting the range of uses and land available for dense residential development.	
Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?		This option would promote and enhance the town centre of Rochford encompassing less residential development than at present. This option does not, however, encompass the new retail development to the north of the Market Square.	
Does it promote mixed use and high density development in urban centres?		It can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development within the core area.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC6 Town Centre Boundary Centred on Market Square
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
<b>Accessibility</b>			
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus route running through the town centre and Rochford train station is accessible to the west/south west. There is potential to improve public transport provision in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development within the core area. It would provide a concentrated retail focus, but over a much smaller area than at present which may have a detrimental impact on social inclusion.
		Will it reduce the need to travel?	This option can continue to provide a range of retail, leisure and local services to meet the needs of the local community, and promote mixed use and high density development within the core area. This option may therefore increase the need to travel for some in the locality.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC6 Town Centre Boundary Centred on Market Square
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would ensure access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west).
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC6 Town Centre Boundary Centred on Market Square
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	The concentration of services and development over a much smaller area than at present may potentially preserve other greenfield sites in the District which may be of more ecological value, whilst balancing this against other appropriate town centre uses. Although this includes high density residential development appropriate for town centre locations, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford and the restricted extent of the boundary potentially limits opportunities for development.
		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.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This town centre boundary is encompassed by Rochford Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 22 which encompasses the historic core of Rochford town located on an area of complex glacial and post glacial deposits overlying London Clay and Claygate Beds (Rochford District Historic Environment Characterisation Project). There is high potential for surviving deposits below ground and for better understanding of the existing built heritage and the street pattern, road frontages, buildings and below ground deposits are highly sensitive to change. There are numerous Listed Buildings situated within Rochford Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC6 Town Centre Boundary Centred on Market Square</b>
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This option does not encompass potential opportunity areas identified in initial work for the Rochford Town Centre Area Action Plan, for example along North Street and West Street and it may therefore discourage the re-use of derelict, degraded or underutilised land within the town centre.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The identified area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	This option would preserve the existing townscape character and it is encompassed by the Rochford Conservation Area which seeks to protect the local character.
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The restricted extent of this boundary may not be appropriate for the size of Rochford. It may force businesses/uses out of the town thus potentially having a detrimental impact on the vitality and vibrancy of Rochford. It may also increase energy consumption.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.



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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC6 Town Centre Boundary Centred on Market Square
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The proposed town centre boundary is not situated within an area at risk of flooding, although there is an area at risk to the west/south west.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The proposed town centre boundary is not situated within an area at risk of flooding, although there is an area of flood zone 2 and 3 to the west/south west.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC6 Town Centre Boundary Centred on Market Square</b>
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	The concentration of services and development over a much smaller area than at present may potentially preserve other greenfield sites in the District which may be of more ecological value, whilst balancing this against other appropriate town centre uses. Although this includes high density residential development appropriate for town centre locations, it is important to acknowledge the presence of numerous Listed Buildings within the historic centre of Rochford and the restricted extent of the boundary potentially limits opportunities for development.
		Will higher-density development be promoted where appropriate?	This option would encourage higher density development over a smaller area than the other options for Rochford, and may therefore present less opportunity to redevelop brownfield sites at an appropriate density for a town centre location.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the existing town centre boundary is unknown.
		Will the best and most versatile agricultural land be protected?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve agricultural land elsewhere in the District.
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would provide access to services to those without access to private transport through continuing to concentrate services and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west) which may have a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a potential issue with air quality within the town centre which is being monitored.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC6 Town Centre Boundary Centred on Market Square</b>
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This town centre boundary in comparison to TC3 would encourage a concentrated mix of uses over a much smaller area than the other options for Rochford.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Existing Town Centre Boundary – Option TC7**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC7 Existing Town Centre Boundary</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option encompasses the core retail development within the existing central area of Hockley. It would continue to focus retail and other appropriate uses throughout the existing area would ensure that the ongoing and future needs of local communities can be met.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option will potentially ensure the regeneration and enhancement of existing communities through providing local services within an accessible core area with opportunities for further development and improvements.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option would ensure a mix of uses and appropriate densities of residential development over the central area thus enhancing natural surveillance within the centre. It would ensure equal opportunities in terms of access and that all sections of the community are catered for.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC7 Existing Town Centre Boundary</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the centre of Hockley will be determined within the Hockley Area Action Plan.
		Will it improve health and reduce health inequalities?	Promoting the existing centre would ensure that leisure uses as well as shops and residential units can be accommodated within this central area of Hockley which would have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	Promoting the existing centre would ensure that a mix of retail and leisure uses within this central area of Hockley may promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Retaining the existing boundary would ensure that a greater proportion, tenure and affordability of housing can be provided within the existing urban area through encouraging high density development appropriate to a town centre location. This would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the centre.
		Will a mix of housing types and tenures be promoted?	Design of any development in Hockley centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in Hockley centre will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC7 Existing Town Centre Boundary
		Is there sustainable access to key services?	Any residential development within the centre would ensure sustainable access to key services.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would promote and enhance the existing centre of Hockley and ensure a range of shops and other appropriate uses including residential and leisure uses throughout the area.
		Will it improve business development?	If the boundary is drawn too small, this would potentially force out viable businesses/uses, whereas if the boundary was drawn too big then this would potentially disperse businesses/uses over an unnecessarily large area thus potentially impacting on the vitality and vibrancy of the town.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would promote and enhance the existing centre of Hockley and ensure a range of shops and other appropriate uses including residential and leisure uses throughout the area.
		Does it promote mixed use and high density development in urban centres?	It would ensure a mix of uses and appropriate densities of residential development over the central area thus enhancing natural surveillance within the centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC7 Existing Town Centre Boundary</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are existing bus routes running through the centre and Hockley train station is accessible to the north east. There is potential to improve public transport provision in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	It ensures a concentration of public transport for example along Spa Road where the majority of retail use in Hockley centre is situated. The train station is also accessible further to the east along Spa Road. This would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area.
		Will it reduce the need to travel?	This option would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area. This option therefore has the potential to reduce the need to travel for some in the locality.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC7 Existing Town Centre Boundary</b>
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than town centre brownfield land.



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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC7 Existing Town Centre Boundary
		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.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 30 which encompasses the urban area of Hockley (Rochford District Historic Environment Characterisation Project). Apart from open spaces it is probable that the development of Hockley in the post war period has had a severe adverse impact on any archaeological deposits. Extensive development over the last 50 years has significantly altered the Historic Environment. There are no Listed Buildings within this boundary, although it is noted that there is a Grade II Listed Building ('Hockley Spa Rooms, 54 Spa Road') situated to the east of the centre.
		Will it support locally-based cultural resources and activities?	No impact.
<b>Landscape &amp; Townscape</b>			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC7 Existing Town Centre Boundary
		Will it reduce the amount of derelict, degraded and underused land?	The boundary includes some potential opportunity sites identified in initial work for the Hockley Area Action Plan for improvement and derelict or underused land available within the town centre for example towards the western extent of the boundary along Main Road. It would potentially promote the enhancement of such underused previously developed land within this key location in preference to greenfield sites.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	Hockley centre as existing is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	There is potential to enhance the character of Hockley centre through the Hockley Area Action Plan.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The boundary is generally appropriate in size to accommodate retail and other appropriate uses which would enhance the viability and vitality of the town through ensuring adequate space for businesses, thus it potentially reduces energy consumption through balancing the supply and demand of such uses.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The existing boundary is not situated within an area at risk of flooding.
<b>Water</b>			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC7 Existing Town Centre Boundary</b>
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The existing boundary is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land.
		Will higher-density development be promoted where appropriate?	This option would encourage high density development over the existing central area of Hockley.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the existing boundary is unknown.
		Will the best and most versatile agricultural land be protected?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve agricultural land elsewhere in the District.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC7 Existing Town Centre Boundary</b>
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area, which may have a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	Air quality is not an issue within the centre of Hockley.
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The existing boundary for Hockley would ensure a mix of uses within a central retail area.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Town Centre Boundary Centred around Primary Shopping Area – Option TC8**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC8 Town Centre Boundary Centred around Primary Shopping Area</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option encompasses the core retail development within the existing central boundary of Hockley. Although it does not extend as far west along Main Road, it would continue to focus retail and other appropriate uses throughout a wide area and would ensure that the ongoing and future needs of local communities can be met.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option will potentially ensure the regeneration and enhancement of existing communities through providing local services within an accessible core area with opportunities for further development and improvements.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option would ensure a mix of uses and appropriate densities of residential development over the central area thus enhancing natural surveillance within the centre of Hockley.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC8 Town Centre Boundary Centred around Primary Shopping Area</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the centre of Hockley will be determined within the Hockley Area Action Plan.
		Will it improve health and reduce health inequalities?	Promoting the existing centre of Hockley would ensure that leisure uses as well as shops and residential units can be accommodated within this central area of Hockley which would have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	Promoting the existing centre of Hockley would ensure that a mix of retail and leisure uses within this central area of Hockley may promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	The slightly smaller boundary than existing identified within this option would ensure that a greater proportion, tenure and affordability of housing can be provided within the existing urban area through encouraging high density development appropriate to its location. This would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the centre.
		Will a mix of housing types and tenures be promoted?	Design of any development in Hockley centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in Hockley centre will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC8 Town Centre Boundary Centred around Primary Shopping Area
		Is there sustainable access to key services?	Any residential development within the centre of Hockley would ensure sustainable access to key services.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would promote and enhance the existing centre of Hockley and ensure a range of shops and other appropriate uses including residential and leisure uses throughout the area.
		Will it improve business development?	If the boundary is drawn too small, this would potentially force out viable businesses/uses, whereas if the boundary was drawn too big then this would potentially disperse businesses/uses over an unnecessarily large area thus potentially impacting on the vitality and vibrancy of Hockley centre.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would promote and enhance the existing centre of Hockley and ensure a range of shops and other appropriate uses including residential and leisure uses throughout the area.
		Does it promote mixed use and high density development in urban centres?	It would ensure a mix of uses and appropriate densities of residential development over the central area thus enhancing natural surveillance within the centre of Hockley.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC8 Town Centre Boundary Centred around Primary Shopping Area</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are existing bus routes running through the centre and Hockley train station is accessible to the north east. There is potential to improve public transport provision in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	It ensures a concentration of public transport for example along Spa Road where the majority of retail use in Hockley centre is situated. The train station is also accessible further to the east along Spa Road. This would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area.
		Will it reduce the need to travel?	This option would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area. This option therefore has the potential to reduce the need to travel for some in the locality.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area.



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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC8 Town Centre Boundary Centred around Primary Shopping Area</b>
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the centre.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC8 Town Centre Boundary Centred around Primary Shopping Area</b>
		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.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 30 which encompasses the urban area of Hockley (Rochford District Historic Environment Characterisation Project). Apart from open spaces it is probable that the development of Hockley in the post war period has had a severe adverse impact on any archaeological deposits. Extensive development over the last 50 years has significantly altered the Historic Environment. There are no Listed Buildings within this boundary, although it is noted that there is a Grade II Listed Building ('Hockley Spa Rooms, 54 Spa Road') situated to the east of the centre.
		Will it support locally-based cultural resources and activities?	No impact.
<b>Landscape &amp; Townscape</b>			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC8 Town Centre Boundary Centred around Primary Shopping Area</b>
		Will it reduce the amount of derelict, degraded and underused land?	The boundary includes some potential opportunity sites identified in initial work for the Hockley Area Action Plan for improvement. It would potentially promote the enhancement of such underused previously developed land within this key location in preference to greenfield sites. It would focus retail and other appropriate uses more towards the central area but would not include derelict or underused land available for example towards the western extent of the boundary along Main Road.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	Hockley centre as existing is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	There is potential to enhance the character of Hockley centre through the Hockley Area Action Plan.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The boundary is generally appropriate in size to accommodate retail and other appropriate uses which would enhance the viability and vitality of the centre of Hockley through ensuring adequate space for businesses, thus it potentially reduces energy consumption through balancing the supply and demand of such uses.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The proposed boundary is not situated within an area at risk of flooding.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC8 Town Centre Boundary Centred around Primary Shopping Area</b>
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The proposed boundary is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the centre.
		Will higher-density development be promoted where appropriate?	This option would encourage high density development over a slightly smaller area than at present within the central area of Hockley.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the identified boundary is unknown.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC8 Town Centre Boundary Centred around Primary Shopping Area</b>
		Will the best and most versatile agricultural land be protected?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve agricultural land elsewhere in the District.
<b>Air Quality</b>			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area, which may have a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	Air quality is not an issue within the centre of Hockley.
<b>Sustainable Design &amp; Construction</b>			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The identified boundary for Hockley would ensure a mix of uses within a central retail area.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate – Option TC9**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option encompasses the core retail development within the existing boundary of Hockley and Eldon Way and Foundry Industrial Estates to the north east. This option has the potential to disperse the retail focus within the centre over an unnecessarily large area which may impact on the vitality and vibrancy of the centre of Hockley. It may therefore not meet the ongoing and future needs of local communities.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option will potentially ensure the regeneration and enhancement of existing communities through providing local services within an accessible area with opportunities for further development and improvements, although any potential redevelopment of the Eldon Way and Foundry Industrial Estates will be determined through the Hockley Area Action Plan. There is therefore potential to ensure the regeneration and enhancement of existing communities within Hockley.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option would ensure a mix of uses and appropriate densities of residential development over the central area thus enhancing natural surveillance within the centre, although these uses may be dispersed which may potentially impact on equal opportunities.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the centre of Hockley will be determined within the Hockley Area Action Plan.
		Will it improve health and reduce health inequalities?	Several leisure facilities already exist on the Industrial Estates located within the centre of Hockley. Extending the existing centre northwards has the potential to ensure that leisure uses as well as shops and residential units can be accommodated within this central area of Hockley which would have the potential to improve health and reduce health inequalities. The future development of the centre of Hockley will, however, be determined through the Hockley Area Action Plan.
		Will it promote informal recreation and encourage healthy, active lifestyles?	Several leisure facilities already exist on the Industrial Estates located within the centre of Hockley. Extending the existing centre northwards has the potential to ensure that leisure uses as well as shops and residential units can be accommodated within this central area of Hockley which would have the potential to promote informal recreation and encourage healthy, active lifestyles. The future development of the centre of Hockley will, however, be determined through the Hockley Area Action Plan.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate</b>
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Expanding the existing boundary would ensure that a greater proportion, tenure and affordability of housing can be provided within the existing urban area through encouraging high density development appropriate to its location. This would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value than brownfield land in the centre. However, any redevelopment of the Industrial Estates would be determined through the Hockley Area Action Plan.
		Will a mix of housing types and tenures be promoted?	Design of any development in Hockley centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in Hockley centre will be determined through the development management process.
		Is there sustainable access to key services?	Any residential development within the centre of Hockley would ensure sustainable access to key services.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate</b>
	<b>Economy &amp; Employment</b>		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would promote and enhance the existing centre of Hockley and ensure a range of shops and other appropriate uses including residential and leisure uses throughout a wider area than at present. This has the potential to dilute the retail focus and disperse the uses, however, any redevelopment of the Industrial Estates will be determined within the Hockley Area Action Plan.
		Will it improve business development?	This boundary may be too widely drawn based on the current uses within Hockley centre, and it encompasses employment land to the north of Spa Road. Therefore there is potential for retail and other appropriate uses to become dispersed.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would promote and enhance the existing centre of Hockley and ensure a range of shops and other appropriate uses including residential and leisure uses throughout a wider area than at present. This has the potential to dilute the retail focus and disperse the uses, however, any redevelopment of the Industrial Estates will be determined within the Hockley Area Action Plan.
		Does it promote mixed use and high density development in urban centres?	This option would promote and enhance the existing centre of Hockley and ensure a range of shops and other appropriate uses including residential and leisure uses throughout a wider area than at present. This has the potential to dilute the retail focus and disperse the uses, however, any redevelopment of the Industrial Estates will be determined within the Hockley Area Action Plan.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are existing bus routes running through the centre and Hockley train station is accessible to the north east. There is potential to improve public transport provision in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	It ensures a concentration of public transport for example along Spa Road where the majority of retail use in Hockley centre is situated. The train station is also accessible further to the east along Spa Road. This would ensure sustainable access to key services for those without access to private transport through providing a concentration of services and sustainable transport modes within a central area.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would ensure sustainable access to key services for those without access to private transport. The identified area is in proximity to sustainable transport modes, although there is potential for services to be dispersed over a wider area than at present.
		Will it reduce the need to travel?	This option would ensure sustainable access to key services for those without access to private transport. The identified area is in proximity to sustainable transport modes, although there is potential for services to be dispersed over a wider area than at present. This option therefore has the potential to reduce the need to travel for some in the locality.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would ensure sustainable access to key services for those without access to private transport. The identified area is in proximity to sustainable transport modes, although there is potential for services to be dispersed over a wider area than at present.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value. The boundary includes the majority of the potential opportunity sites identified in initial work for the Hockley Area Action Plan for improvement. It would potentially promote the enhancement of such underused previously developed land within this key location in preference to greenfield sites. The inclusion of the industrial estates would, however, detract the retail and other appropriate uses from the core retail area but would include derelict or underused land available to the north east.
		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.
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 30 which encompasses the urban area of Hockley (Rochford District Historic Environment Characterisation Project). Apart from open spaces it is probable that the development of Hockley in the post war period has had a severe adverse impact on any archaeological deposits. Extensive development over the last 50 years has significantly altered the Historic Environment. There are no Listed Buildings within this boundary, although it is noted that there is a Grade II Listed Building ('Hockley Spa Rooms, 54 Spa Road') situated to the east of the centre.
		Will it support locally-based cultural resources and activities?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate</b>
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	The boundary includes the majority of the potential opportunity sites identified in initial work for the Hockley Area Action Plan for improvement. It would potentially promote the enhancement of such underused previously developed land within this key location in preference to greenfield sites. The inclusion of the industrial estates would, however, detract the retail and other uses from the core retail area but would include derelict or underused land available to the north east. Any redevelopment of the Industrial Estates will be determined through the Hockley Area Action Plan.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	Hockley centre as existing is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	There is potential to enhance the character of Hockley centre through the Hockley Area Action Plan.
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This boundary may be too widely drawn in that it encompasses employment land and retail and other appropriate uses can become dispersed. This may have a negative impact on energy consumption and accessibility.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The proposed boundary is not situated within an area at risk of flooding.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The proposed boundary is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate</b>
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve greenfield sites elsewhere in the District which may be of more ecological value. The boundary includes the majority of the potential opportunity sites identified in initial work for the Hockley Area Action Plan for improvement. It would potentially promote the enhancement of such underused previously developed land within this key location in preference to greenfield sites. The inclusion of the industrial estates would, however, detract the retail and other uses from the core retail area but would include derelict or underused land available to the north east.
		Will higher-density development be promoted where appropriate?	This option would encourage higher density development over a much wider area than at present.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the centre of Hockley is unknown.
		Will the best and most versatile agricultural land be protected?	By concentrating services and development within this area and promoting residential development at higher densities, this would also potentially preserve agricultural land elsewhere in the District.
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would ensure sustainable access to key services for those without access to private transport. The identified area is in proximity to sustainable transport modes, although there is potential for services to be dispersed over a wider area than at present. There may be a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	Air quality is not an issue within the centre of Hockley.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC9 Town Centre Boundary inclusive of Eldon Way/Foundry Industrial Estate
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This expansive boundary would ensure a mix of uses over a much wider area than at present. This has the potential to disperse the uses and dilute the retail focus within Hockley. Nevertheless any redevelopment of Hockley centre will be determined through the Hockley Area Action Plan.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.



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**Reallocation of Hockley as a District Centre – Option TC10**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC10 Reallocation of Hockley as a District Centre</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The Retail and Leisure Study (2008) suggests that Hockley should be defined as a district centre given the criteria in the former PPS6 which was replaced first in December 2009 by PPS4 and subsequently the NPPF in March 2012. However, the option to reallocate Hockley from a town centre to a district centre, may limit opportunities for community facilities to meet ongoing and future needs in the centre of Hockley. Any redevelopment of the central area of Hockley will be determined through the Hockley Area Action Plan.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The Retail and Leisure Study (2008) suggests that Hockley should be defined as a district centre given the criteria in the former PPS6 which was replaced in December 2009 by PPS4 and subsequently the NPPF in March 2012. The option to reallocate Hockley from a town centre to a district centre, however, may undermine the regeneration and enhancement of existing communities through restricting potential opportunities for development and improvement where appropriate.
		Will it ensure equal opportunities and that all sections of the community are catered for?	If Hockley was reallocated as a district centre then a suitable mix of uses may not be encouraged and development may be directed away from Hockley centre thus undermining its vitality. This therefore has the potential to have a negative impact on equal opportunities.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC10 Reallocation of Hockley as a District Centre</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the centre of Hockley will be determined within the Hockley Area Action Plan.
		Will it improve health and reduce health inequalities?	If Hockley was reallocated as a district centre then a suitable mix of uses may not be protected and development may be directed away from Hockley centre thus undermining its regeneration. This may therefore have a negative impact on health.
		Will it promote informal recreation and encourage healthy, active lifestyles?	If Hockley was reallocated as a district centre then a suitable mix of uses may not be protected and development may be directed away from Hockley centre thus undermining its regeneration. This therefore has the potential to have a negative impact on opportunities for informal recreation within the centre.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Appropriately dense residential development within this accessible, sustainable location would not be viable given its deallocation as a town centre, therefore it potentially would not safeguard other greenfield sites in the District which may be of more ecological value. The deallocation of Hockley also has the potential to negatively impact on the range and affordability of housing within this sustainable location.
		Will a mix of housing types and tenures be promoted?	Design of any development in Hockley centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in Hockley centre will be determined through the development management process.
		Is there sustainable access to key services?	The central area of Hockley is accessible by sustainable modes of travel as there are bus routes through the centre and the train station is accessible to the north east.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC10 Reallocation of Hockley as a District Centre</b>
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The sequential test in the NPPF seeks to direct development towards town centres and thus, if reallocated, this may have a negative impact on the viability and vitality of Hockley.
		Will it improve business development?	The sequential test in the NPPF seeks to direct development towards town centres and thus, if reallocated, this may have a negative impact on the viability and vitality of Hockley.
		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?	A suitable mix of uses may not be protected and development may be directed away from Hockley centre thus undermining its regeneration. Consumer choice may therefore be constrained as appropriate uses are directed elsewhere in the District, thus the needs of the entire community may not be met.
		Does it promote mixed use and high density development in urban centres?	A suitable mix of uses may not be protected and development may be directed away from Hockley centre thus undermining its regeneration. Furthermore appropriately dense residential development within this accessible, sustainable location would not be viable given its deallocation as a town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC10 Reallocation of Hockley as a District Centre</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There are existing bus routes running through the town centre and Hockley train station is accessible to the north east. There is potential to improve public transport provision in the locality. However, if the centre were to no longer be allocated as a town centre, development would be directed to other centres, which may reduce demand for provision of public transport services to Hockley centre.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The deallocation of Hockley centre has the potential to encourage development away from this area, which may mean that local people have to rely more on the private car to access services and facilities in other areas of the District. If the centre were to no longer be allocated as a town centre, development would be directed to other centres, which may reduce demand for provision of public transport services to Hockley centre.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The deallocation of Hockley centre has the potential to encourage development away from this area, which may have a negative impact on social exclusion by reducing access to local services and facilities.
		Will it reduce the need to travel?	The deallocation of Hockley centre has the potential to encourage development away from this area, which may mean that local people have to rely more on the private car to access services and facilities in other areas of the District. It may therefore not reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option has the potential to discourage development where large volumes of people and/or transport movements are located in sustainable accessible locations. If the centre were to no longer be allocated as a town centre, development would be directed to other centres, which may reduce demand for provision of public transport services to Hockley centre.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	The deallocation of Hockley centre has the potential to encourage development away from this area, which may reduce access to local services and facilities.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC10 Reallocation of Hockley as a District Centre</b>
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	Appropriately dense residential development within this accessible, sustainable location would not be viable given its deallocation as a town centre, therefore it potentially would not safeguard other greenfield sites in the District which may be of more ecological value, and would not promote sustainable access to key services.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC10 Reallocation of Hockley as a District Centre</b>
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	The centre of Hockley is situated within Historic Environment Character Zone 30 which encompasses the urban area of Hockley (Rochford District Historic Environment Characterisation Project). Apart from open spaces it is probable that the development of Hockley in the post war period has had a severe adverse impact on any archaeological deposits. Extensive development over the last 50 years has significantly altered the Historic Environment. There are no Listed Buildings within this boundary, although it is noted that there is a Grade II Listed Building ('Hockley Spa Rooms, 54 Spa Road') situated to the east of the centre.
		Will it support locally-based cultural resources and activities?	No impact.
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This option may discourage the reuse of derelict, degraded or underused land within the centre of Hockley through directing development towards other areas within the District. This may therefore have a negative impact in terms of encouraging more development on greenfield land which may be of more ecological value outside the existing urban area.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The centre of Hockley is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	Development would be directed away from the central area of Hockley which may therefore limit opportunities for enhancing local character and amenity, but conversely could help preserve the character of Hockley centre by discouraging new development in the centre.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC10 Reallocation of Hockley as a District Centre</b>
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This option may have a negative impact on energy consumption and accessibility through directing development away from the centre of Hockley.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	Hockley centre is not situated within an area at risk of flooding.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	Hockley centre is not situated within an area at risk of flooding.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC10 Reallocation of Hockley as a District Centre
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
<b>Land &amp; Soil</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	Appropriately dense residential development within this accessible, sustainable location would not be viable given its deallocation as a town centre, therefore it potentially would not safeguard other greenfield sites in the District which may be of more ecological value, and would not promote sustainable access to key services.
		Will higher-density development be promoted where appropriate?	This option may discourage the reuse of derelict, degraded or underused land within the centre of Hockley through directing development towards other areas within the District. This may therefore have a negative impact in terms of encouraging more development on greenfield land which may be of more ecological value outside the existing urban area.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within Hockley is unknown; however, if it was reallocated as a District centre, this has the potential to direct development away from the centre of Hockley.
		Will the best and most versatile agricultural land be protected?	This option may discourage the reuse of derelict, degraded or underused land within the centre of Hockley through directing development towards other areas within the District. This may therefore have a negative impact in terms of encouraging more development on agricultural land.



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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC10 Reallocation of Hockley as a District Centre</b>
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option may not ensure sustainable access to key services for those without access to private transport as development may be directed away from the central area of Hockley. There may be a negative impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	Air quality is not an issue within Hockley centre.
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	A suitable mix of uses may not be protected and development may be directed away from Hockley centre thus undermining its regeneration.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Existing Primary Shopping Frontage forms Primary Shopping Area – Option TC11**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC11 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option for Rayleigh encompasses the existing primary shopping frontage area. It would maintain a concentration of retail uses within the core area along High Street and Eastwood Road rather than diluting retail uses throughout the wider town centre area (depending on the future designated boundary). As opposed to TC12, this option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area. It therefore has the potential to have a positive impact on the provision of infrastructure to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	Through focusing retail uses within the existing primary shopping area of Rayleigh and providing a greater mix of appropriate town centre uses outside this core area, this option has the potential to ensure the regeneration and enhancement of the urban community.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area which may have a positive impact on equal opportunities.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC11 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rayleigh Area Action Plan.
		Will it improve health and reduce health inequalities?	No impact.
		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?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	High density residential development can be accommodated within the primary shopping area thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC11 Existing Primary Shopping Frontage forms Primary Shopping Area
		Is there sustainable access to key services?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area (although this depends on the future designated town centre boundary).
		Will it improve business development?	If the primary shopping area is drawn too widely then this has the potential to dilute the retail focus which may therefore have a negative impact on business development.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would focus retail uses within the existing primary shopping area of Rayleigh and providing a greater mix of appropriate town centre uses outside this core area. It would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area (although this depends on the future designated town centre boundary).
		Does it promote mixed use and high density development in urban centres?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area (although this depends on the future designated town centre boundary).
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC11 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option would preserve and potentially increase the availability of sustainable transport modes through providing a public transport hub around the retail core.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community and encourage alternative modes of transportation.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated.
		Will it reduce the need to travel?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC11 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	No impact.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC11 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This defined area is encompassed by Rayleigh Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 39 which encompasses the historic core of Rayleigh which includes the castle, windmill and the church (Rochford District Historic Environment Characterisation Project). The castle and medieval street pattern reflecting the original market place together with buried archaeological deposits are all particularly sensitive. There are numerous Listed Buildings situated within Rayleigh Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This option includes underutilised land to the rear of the High Street fronting Webster's Way which has been identified in initial work for the Rayleigh Town Centre Area Action Plan as having potential for improvement.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The defined area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC11 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This option would potentially reduce energy consumption through concentrating retail development.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The defined area is not situated within an area at risk of flooding.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The defined area is not situated within an area at risk of flooding.



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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC11 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	High density residential development can be accommodated within the primary shopping area thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will higher-density development be promoted where appropriate?	High density residential development can be accommodated both within the identified primary shopping area, and the town centre (depending on the future designated boundary).
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the defined area is unknown.
		Will the best and most versatile agricultural land be protected?	High density residential development can be accommodated both within the identified primary shopping area, and the town centre (depending on the future designated boundary) which has the potential to protect agricultural land.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC11 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Retail will be focused within the identified core area which is well related to sustainable transport hubs. This may therefore have a positive impact on air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a recognised issue with air quality within Rayleigh town centre and monitoring is ongoing in the area. Further monitoring information may be found at <a href="http://www.essexair.org.uk">www.essexair.org.uk</a> .
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This option would encourage a focus of retail within a core area. Other appropriate town centre uses would be encouraged outside this area.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area – Option TC12**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC12 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option encompasses the existing primary and secondary shopping frontages for Rayleigh. It has the potential to dilute the existing concentration of core retail uses along the High Street and Eastwood Road which would have a detrimental impact on the vitality and viability of the town centre. It therefore has the potential to have a negative impact on the provision of infrastructure to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The extension of this option away from the central area may impinge on the accessibility of essential facilities and potentially reduce the quantum of other appropriate town centre uses through encouraging a greater proportion of retail uses. This therefore has the potential to have a negative impact on the regeneration and enhancement of the urban communities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The extension of this option away from the central area may potentially reduce the quantum of other appropriate town centre uses through encouraging a greater proportion of retail uses which may have a negative impact on equal opportunities through impinging on the accessibility of some services to the local community.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC12 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
<b>Healthy &amp; Safe Communities</b>			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rayleigh Area Action Plan.
		Will it improve health and reduce health inequalities?	No impact.
		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?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
<b>Housing</b>			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	High density residential development can be accommodated within the primary shopping area thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.
		Is there sustainable access to key services?	Access to key services would be less sustainable than the other option for Rayleigh (TC11) given the dispersal of primary activities throughout the town centre and it could lead to a reduction in consumer choice.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC12 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The primary shopping area according to the NPPF should contain predominantly retail uses and may encompass primary and some secondary shopping frontages which are "contiguous and closely related to the primary shopping frontage" (Table 2). The Retail and Leisure Study (2008) also suggests that no changes should be made to the boundaries of Rayleigh, therefore it may be more appropriate to exclude the secondary shopping frontages which are less associated with, and extend further away from, the primary shopping frontage, for example towards the southern end of the High Street.
		Will it improve business development?	If the boundary of the primary shopping area is drawn too widely then this has the potential to dilute the existing concentration of core retail uses along the High Street and Eastwood Road which would have a detrimental impact on the vitality and viability of the town centre. This could lead to an increase in retail floorspace even if there is no demand and reduce the appeal and vibrancy of the town centre.
		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 extension of this option away from the central area may impinge on the accessibility of essential facilities and potentially reduce the quantum of other appropriate town centre uses through encouraging a greater proportion of retail uses. This may therefore have a negative impact on consumer choice within the town centre.
		Does it promote mixed use and high density development in urban centres?	Whilst diluting the retail focus within the town centre, this option has the potential to encourage a mix of uses throughout the central area. Nevertheless this dilution may have a negative impact on accessibility and equal opportunities.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		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 TC12 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option is well related to sustainable transport modes.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community and encourage alternative modes of transportation. The dispersal of uses may however reduce accessibility for some.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	Access to key services would be less sustainable than the other option for Rayleigh given the dispersal of primary activities throughout the town centre and it could lead to a reduction in consumer choice.
		Will it reduce the need to travel?	Access to key services would be less sustainable than the other option for Rayleigh given the dispersal of primary activities throughout the town centre and it could lead to a reduction in consumer choice. This option may therefore not reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	Access to key services would be less sustainable than the other option for Rayleigh given the dispersal of primary activities throughout the town centre and it could lead to a reduction in consumer choice.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		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 TC12 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	No impact.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC12 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area</b>
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This defined area is encompassed by much of the Rayleigh Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 39 which encompasses the historic core of Rayleigh which includes the castle, windmill and the church (Rochford District Historic Environment Characterisation Project). The castle and medieval street pattern reflecting the original market place together with buried archaeological deposits are all particularly sensitive. There are numerous Listed Buildings situated within Rayleigh Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This option includes underutilised land to the rear of the High Street fronting Webster's Way and towards the southern end of the High Street which have been identified in initial work for the Rayleigh Town Centre Area Action Plan as having potential for improvement.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The defined area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		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 TC12 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This option would potentially increase energy consumption through dispersing retail development throughout the town centre and reducing accessibility.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The defined area is not situated within an area at risk of flooding.
<b>Water</b>			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The defined area is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC12 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
<b>Land &amp; Soil</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	High density residential development can be accommodated within the primary shopping area thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will higher-density development be promoted where appropriate?	High density residential development can be accommodated both within the identified primary shopping area, and the town centre (depending on the future designated boundary).
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the defined area is unknown.
		Will the best and most versatile agricultural land be protected?	High density residential development can be accommodated both within the identified primary shopping area, and the town centre (depending on the future designated boundary) which has the potential to protect agricultural land.
<b>Air Quality</b>			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Unlike TC11, retail uses will not be focused within an identified core area but are likely to be diluted over a much wider area. This may therefore have a detrimental effect in terms of accessibility which may impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a recognised issue with air quality within Rayleigh town centre and monitoring is ongoing in the area. Further monitoring information may be found at <a href="http://www.essexair.org.uk">www.essexair.org.uk</a> .

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC12 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This option has the potential to encourage a dilution of retail uses within Rayleigh town centre.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Existing Primary Shopping Frontage forms Primary Shopping Area – Option TC13**

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC13 Existing Primary Shopping Frontage forms Primary Shopping Area
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option encompasses the existing primary shopping frontage for Rochford which is focused predominantly around the Market Square and along West Street. This would maintain the concentration of retail uses around this core area with appropriate non-retail uses residing within the rest of the town centre boundary (depending on the future designated boundary). Therefore this option has the potential to have a positive impact on the provision of infrastructure to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	Through focusing retail uses within the existing primary shopping area of Rochford and providing a greater mix of appropriate town centre uses outside this core area, this option has the potential to ensure the regeneration and enhancement of the urban community.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area which may have a positive impact on equal opportunities. This option, does not, however, include the new retail development to the north of the Market Square.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC13 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rochford Area Action Plan.
		Will it improve health and reduce health inequalities?	No impact.
		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?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	High density residential development can be accommodated within the primary shopping area, as appropriate (although there are numerous Listed Buildings within the historic centre of Rochford), thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC13 Existing Primary Shopping Frontage forms Primary Shopping Area
		Is there sustainable access to key services?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area (although this depends on the future designated town centre boundary).
		Will it improve business development?	If the boundary of the primary shopping area is drawn too widely then this has the potential to dilute the retail focus which may therefore have a negative impact on business development.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area. This option does not, however, include the new retail development to the north of the Market Square.
		Does it promote mixed use and high density development in urban centres?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area (although this depends on the future designated town centre boundary).
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC13 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option would encourage provision of public transport to and from the centre.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community and encourage alternative modes of transportation.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated. This option therefore has the potential to positively impact on reducing social exclusion.
		Will it reduce the need to travel?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated. This option may therefore reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There would be sustainable access for all sections of the community to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC13 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	No impact.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC13 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	The identified area is encompassed by the Rochford Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 22 which encompasses the historic core of Rochford town located on an area of complex glacial and post glacial deposits overlying London Clay and Claygate Beds (Rochford District Historic Environment Characterisation Project). There is high potential for surviving deposits below ground and for better understanding of the existing built heritage and the street pattern, road frontages, buildings and below ground deposits are highly sensitive to change. There are numerous Listed Buildings situated within Rochford Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This option does not include previously developed land which has been identified in initial work for the Rochford Town Centre Area Action Plan as having potential for improvement.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The identified area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC13 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This option would potentially reduce energy consumption through concentrating retail development.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The defined area is not situated within an area at risk of flooding, although there is an area of flood zone 2 and 3 in immediate proximity to the west/south west.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The defined area is not situated within an area at risk of flooding, although there is an area of flood zone 2 and 3 in immediate proximity to the west/south west.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC13 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	High density residential development can be accommodated within the primary shopping area, as appropriate (although there are numerous Listed Buildings within the historic centre of Rochford), thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will higher-density development be promoted where appropriate?	High density residential development can be accommodated within the primary shopping area, as appropriate (although there are numerous Listed Buildings within the historic centre of Rochford).
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the defined area is unknown.
		Will the best and most versatile agricultural land be protected?	High density residential development can be accommodated within the primary shopping area, as appropriate (although there are numerous Listed Buildings within the historic centre of Rochford) which has the potential to protect agricultural land.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC13 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would provide access to services to those without access to private transport through continuing to concentrate retail uses and sustainable transport modes in the town centre (for example the numerous bus stops throughout the town centre with the train station to the west/south west) which may have a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a potential issue with air quality within the town centre which is being monitored.
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This option would encourage a focus of retail within a core as opposed to TC14. Other appropriate town centre uses would be encouraged outside this area.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area – Option TC14**

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option for Rochford encompasses the existing primary and secondary shopping frontages which extend further along West Street and North Street and along South Street and East Street. The secondary shopping frontage whilst not extensive in size would increase the floorspace available for predominant retail use across the town centre (depending on the future designated boundary). However, it has the potential to create an overabundance of retail uses within the town centre thereby restricting the presence of other non-retail, complementary uses which could impact on the vitality and vibrancy of the town centre. This option therefore has the potential to have a negative impact on the provision of infrastructure to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	An increase in size of the current focus of retail development within Rochford may have a negative impact on the regeneration and enhancement of the local community through diluting the retail uses throughout the town centre and potentially restricting the quantum of appropriate non-retail uses.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The potential dilution of retail uses and reduction of other complementary town centre uses may have a negative impact on equal opportunities and thus all sections of the community may not be catered for. Furthermore this option does not include the new retail development to the north of the Market Square.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the town centre will be determined within the Rochford Area Action Plan.
		Will it improve health and reduce health inequalities?	No impact.
		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?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	High density residential development can be accommodated within the primary shopping area, as appropriate (although there are numerous Listed Buildings within the historic centre of Rochford), thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will a mix of housing types and tenures be promoted?	Design of any development in the town centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in the town centre will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Is there sustainable access to key services?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community to the primary shopping area. However, an overabundance of retail use would have a negative impact on the vibrancy and viability of the town centre and reduce the accessibility of other essential facilities.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The primary shopping area according to the NPPF should contain predominantly retail uses and may encompass primary and some secondary shopping frontages which are "contiguous and closely related to the primary shopping frontage" (Table 2). This option would encompass a large proportion of the options for two of the options for the town centre allocation itself (Options TC5 and TC6). If this option were to be taken forward in conjunction with either Option TC5 or TC6, there would be limited town centre space remaining to accommodate non-retail, appropriate uses. This would undermine town centre vitality and vibrancy, as well as stifling economic development potential.
		Will it improve business development?	An overabundance of retail use would have a negative impact on the vibrancy and viability of the town centre and reduce the accessibility of other essential facilities.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option for Rochford encompasses the existing primary and secondary shopping frontages which extend further along West Street and North Street and along South Street and East Street. The secondary shopping frontage whilst not extensive in size would increase the floorspace available for predominant retail use across the town centre (depending on the future designated boundary). This may therefore reduce consumer choice through forcing out other complementary town centre uses for retail floorspace, despite the level of demand.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Does it promote mixed use and high density development in urban centres?	Whilst diluting the retail focus within the town centre, this option has the potential to encourage a mix of uses throughout the central area. Nevertheless this dilution may have a negative impact on accessibility and equal opportunities.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option would encourage provision of public transport to and from the centre.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community and encourage alternative modes of transportation. The dispersal of uses may however reduce accessibility for some.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community to the primary shopping area. However, an overabundance of retail use would have a negative impact on the vibrancy and viability of the town centre and reduce the accessibility of other essential facilities. This may therefore have a negative impact on social exclusion.



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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Will it reduce the need to travel?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community to the primary shopping area. However, an overabundance of retail use would have a negative impact on the vibrancy and viability of the town centre and reduce the accessibility of other essential facilities. This option may impact on the need to travel for some in the community.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community to the primary shopping area, and encourage alternative modes of transportation.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		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 TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	No impact.
		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 TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	The identified area is encompassed by the Rochford Conservation Area which seeks to protect the local character of the historic urban environment. This option is situated within Historic Environment Character Zone 22 which encompasses the historic core of Rochford town located on an area of complex glacial and post glacial deposits overlying London Clay and Claygate Beds (Rochford District Historic Environment Characterisation Project). There is high potential for surviving deposits below ground and for better understanding of the existing built heritage and the street pattern, road frontages, buildings and below ground deposits are highly sensitive to change. There are numerous Listed Buildings situated within Rochford Conservation Area.
		Will it support locally-based cultural resources and activities?	No impact.
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This option does not include previously developed land which has been identified in initial work for the Rochford Town Centre Area Action Plan as having potential for improvement.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The identified area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		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 TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This option would potentially increase energy consumption through dispersing retail development throughout the town centre and reducing accessibility.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The defined area is not situated within an area at risk of flooding, although there is an area of flood zone 2 and 3 in immediate proximity to the west/south west.
<b>Water</b>			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The defined area is not situated within an area at risk of flooding, although there is an area of flood zone 2 and 3 in immediate proximity to the west/south west.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	High density residential development can be accommodated within the primary shopping area, as appropriate (although there are numerous Listed Buildings within the historic centre of Rochford), thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will higher-density development be promoted where appropriate?	High density residential development can be accommodated both within the identified primary shopping area and the town centre (depending on the future designated boundary), as appropriate, although it is pertinent to note that there are numerous Listed Buildings within the historic centre of Rochford.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the defined area is unknown.
		Will the best and most versatile agricultural land be protected?	High density residential development can be accommodated both within the identified primary shopping area, and the town centre (depending on the future designated boundary) which has the potential to protect agricultural land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC14 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
<b>Air Quality</b>			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Unlike TC13, retail uses will not be focused within an identified core area but are likely to be diluted over a much wider area. This may therefore have a detrimental effect in terms of accessibility to some appropriate town centre uses which may impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There is a potential issue with air quality within the town centre which is being monitored.
<b>Sustainable Design &amp; Construction</b>			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This option has the potential to encourage a dilution of retail uses within Rochford town centre.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Existing Primary Shopping Frontage forms Primary Shopping Area – Option TC15**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC15 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option for Hockley encompasses the existing primary shopping frontage, which is predominantly focused along Spa Road. Continuing to focus retail development within this core area would maintain the concentration of such uses with appropriate non-retail uses residing outside this area (depending on the future designated boundary of Hockley centre). Therefore this option has the potential to have a positive impact on the provision of infrastructure to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	Through focusing retail uses within the existing primary shopping area of Hockley and providing a greater mix of appropriate uses outside this core area, this option has the potential to ensure the regeneration and enhancement of the urban community.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area which may have a positive impact on equal opportunities.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC15 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the centre of Hockley will be determined within the Hockley Area Action Plan.
		Will it improve health and reduce health inequalities?	No impact.
		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?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	High density residential development can be accommodated within the primary shopping area, as appropriate, thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will a mix of housing types and tenures be promoted?	Design of any development in Hockley centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in Hockley centre will be determined through the development management process.



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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC15 Existing Primary Shopping Frontage forms Primary Shopping Area
		Is there sustainable access to key services?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area, where non-retail uses such as health care, community facilities and offices can be accommodated.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area (although this depends on the future designated town centre boundary).
		Will it improve business development?	If the primary shopping area is drawn too widely then this has the potential to dilute the retail focus which could have a negative impact on business development.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area.
		Does it promote mixed use and high density development in urban centres?	This option would continue to focus retail development within the existing centre whilst enhancing consumer choice outside this core area.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC15 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option would preserve and potentially support the provision of public transport to the centre.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community and encourage alternative modes of transportation.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated. This option therefore has the potential to positively impact on reducing social exclusion.
		Will it reduce the need to travel?	There would be sustainable access to key services given the concentration of primary activities with a greater degree of flexibility and diversity outside this area as at present, where other appropriate town centre activities such as health care, community facilities and offices can be accommodated. This option may therefore reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community and encourage alternative modes of transportation.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC15 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	No impact.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC15 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Cultural Heritage</b>		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	The defined area is situated within Historic Environment Character Zone 30 which encompasses the urban area of Hockley (Rochford District Historic Environment Characterisation Project). Apart from open spaces it is probable that the development of Hockley in the post war period has had a severe adverse impact on any archaeological deposits. Extensive development over the last 50 years has significantly altered the Historic Environment. There are no Listed Buildings within this boundary, although it is noted that there is a Grade II Listed Building ('Hockley Spa Rooms, 54 Spa Road') situated to the east of the centre.
		Will it support locally-based cultural resources and activities?	No impact.
	<b>Landscape &amp; Townscape</b>		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This option encompasses some potential opportunity sites within the central area of Hockley, however, any future development will be determined through the Hockley Area Action Plan.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The defined area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	No impact.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC15 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
	<b>Climate Change &amp; Energy</b>		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This option would potentially reduce energy consumption through concentrating retail development.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The defined area is not situated within an area at risk of flooding.
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The defined area is not situated within an area at risk of flooding.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option TC15 Existing Primary Shopping Frontage forms Primary Shopping Area</b>
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
<b>Land &amp; Soil</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	High density residential development can be accommodated within the primary shopping area, as appropriate, thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will higher-density development be promoted where appropriate?	High density residential development can be accommodated both within the identified primary shopping area.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the defined area is unknown.
		Will the best and most versatile agricultural land be protected?	High density residential development can be accommodated both within the identified primary shopping area which has the potential to protect agricultural land.
<b>Air Quality</b>			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option would provide access to services to those without access to private transport through continuing to concentrate retail uses and sustainable transport modes in within the central area of Hockley which may have a positive impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	Air quality is not an issue within the centre of Hockley.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC15 Existing Primary Shopping Frontage forms Primary Shopping Area
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This option would encourage a focus of retail within a core as opposed to TC16. Other appropriate uses would be encouraged outside this area.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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**Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area – Option TC16**

	<b>SA Objective</b>	<b>Decision-Aiding Question</b> <b>Will it (the Option)...?</b>	<b>Option TC16</b> <b>Existing Primary and Secondary Shopping Frontages</b> <b>combined to form Primary Shopping Area</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This option encompasses the existing primary and secondary shopping frontages for Hockley which extend further to the north east, south and west of the primary shopping frontage area. This option has the potential to dilute the existing concentration of retail uses along the Spa Road which would have a detrimental impact on the vitality and viability of Hockley centre. It therefore has the potential to have a negative impact on the provision of infrastructure to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	An increase in size of the current focus of retail development within the centre of Hockley may have a negative impact on the regeneration and enhancement of the local community through diluting the retail uses throughout the centre and potentially restricting the quantum of appropriate non-retail uses.
		Will it ensure equal opportunities and that all sections of the community are catered for?	The potential dilution of retail uses and reduction of other complementary uses may have a negative impact on equal opportunities and thus all sections of the community may not be catered for.
		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?	No impact.
		Will income and quality-of-life disparities be reduced?	No impact.



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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC16 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
<b>Healthy &amp; Safe Communities</b>			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	Future development of the centre of Hockley will be determined within the Hockley Area Action Plan.
		Will it improve health and reduce health inequalities?	No impact.
		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?	No impact.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain.
		Will it minimise light pollution?	The impact on light pollution is uncertain.
<b>Housing</b>			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	High density residential development can be accommodated within the primary shopping area thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will a mix of housing types and tenures be promoted?	Design of any development in Hockley centre will be determined through the development management process.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of any development in Hockley centre will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC16 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Is there sustainable access to key services?	The extension of the primary shopping area away from the existing core area would have a negative impact on sustainable access to key services given the dispersal of primary activities throughout the proposed area.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The primary shopping area according to the NPPF should contain predominantly retail uses and may encompass primary and some secondary shopping frontages which are "contiguous and closely related to the primary shopping frontage" (Table 2). The Retail and Leisure Study (2008) suggests that if Hockley was to increase its retail offer then it would meet the requirements of a town centre in the NPPF.
		Will it improve business development?	This option proposes an extension away from the central area which may impinge on the accessibility of essential facilities and potentially reduce the quantum of non-retail uses through encouraging a greater proportion of retail uses over a wider area. This could lead to an increase in retail floorspace even if there is no demand and reduce the appeal and vibrancy of Hockley.
		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 extension of this option away from the central area may impinge on the accessibility of essential facilities and potentially reduce the quantum of other appropriate uses through encouraging a greater proportion of retail uses. This may therefore have a negative impact on consumer choice within the centre of Hockley.
		Does it promote mixed use and high density development in urban centres?	Whilst diluting the retail focus within the centre, this option has the potential to encourage a mix of uses throughout the central area. Nevertheless this dilution may have a negative impact on accessibility and equal opportunities.
		Does it promote a wide variety of jobs across all sectors?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC16 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Does it secure more opportunities for residents to work in the district?	No impact.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	Although this option extends the retail area beyond the central area of Hockley, it would continue to preserve and potentially support the provision of public transport to the centre.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community and encourage alternative modes of transportation. The dispersal of uses may however reduce accessibility for some.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The proposed primary shopping area is in an accessible location which may encourage access for all sections of the community to the primary shopping area. However, an overabundance of retail use would have a negative impact on the vibrancy and viability of the town centre and reduce the accessibility of other essential facilities. This may therefore have a negative impact on social exclusion.
		Will it reduce the need to travel?	This option proposes an extension away from the central area which may impinge on the accessibility of essential facilities and potentially reduce the quantum of non-retail uses through encouraging a greater proportion of retail uses over a wider area. This could lead to an increase in retail floorspace even if there is no demand and reduce the appeal and vibrancy of Hockley.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC16 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	The extension of the primary shopping area away from the existing core area would have a negative impact on sustainable access to key services given the dispersal of primary activities throughout the proposed area.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	No impact.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	No impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	No impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	No impact.
		Will it conserve and enhance sites of geological significance?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC16 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	No impact.
		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.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	The defined area is situated within Historic Environment Character Zone 30 which encompasses the urban area of Hockley (Rochford District Historic Environment Characterisation Project). Apart from open spaces it is probable that the development of Hockley in the post war period has had a severe adverse impact on any archaeological deposits. Extensive development over the last 50 years has significantly altered the Historic Environment. There are no Listed Buildings within this boundary, although it is noted that there is a Grade II Listed Building ('Hockley Spa Rooms, 54 Spa Road') situated to the east of the centre.
		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 TC16 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
<b>Landscape &amp; Townscape</b>			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	No impact.
		Will it reduce the amount of derelict, degraded and underused land?	This option encompasses some potential opportunity sites within the central area of Hockley, however, any future development will be determined through the Hockley Area Action Plan.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	The defined area is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change.
		Will it preserve and/or enhance townscape character and value?	No impact.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This option would potentially increase energy consumption through dispersing retail development throughout Hockley centre and reducing accessibility to non-retail uses.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC16 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	No impact.
<b>Water</b>			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	No impact.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	The centre of Hockley is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC16 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	High density residential development can be accommodated within the primary shopping area thus enhancing natural surveillance throughout the day and potentially preserving other greenfield sites outside the existing residential envelope.
		Will higher-density development be promoted where appropriate?	High density residential development can be accommodated both within the identified primary shopping area.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	The presence of contaminated land within the defined area is unknown.
		Will the best and most versatile agricultural land be protected?	High density residential development can be accommodated both within the identified primary shopping area which has the potential to protect agricultural land.
	<b>Air Quality</b>		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Unlike TC15, retail uses will not be focused within an identified core area but are likely to be diluted over a much wider area. This may therefore have a detrimental effect in terms of accessibility to some appropriate uses within the central area of Hockley which may impact on local air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	Air quality is not an issue within the centre of Hockley.



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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option TC16 Existing Primary and Secondary Shopping Frontages combined to form Primary Shopping Area
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	This option would encourage a dilution of retail uses within the centre of Hockley.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.