

## **Appendix A**

### **Matter 1. Legal compliance and Overall strategy**

No comment

### **Matter 2: A framework for a better Rochford (Section 3 and policy1)**

**2.5** The taxi rank in the Square is excessive and overpowering, dominating the character of the Square. The AAP make suggestions, but no firm recommendations for change. All linked to future plans for the Square and Rochford District Council's desired objective of creating a cafe culture, but neither Rochford nor the climate would make this a suitable option.

### **Matter 3: Proposals Plan, shopping, frontages and sites**

**3.4** Food and drink establishments are currently plentiful in Rochford, but subject to market forces. Some have targeted and rely on passing trade and open for daytime custom. On the whole they seem not have found this sustainable. They do not appear to survive in the long term. Others struggle to attract business. It is this type of business that would contribute to the Café Society.

A recent attempt to create a night club atmosphere with cheap drinks fortunately failed.

### **Matter 4: Rochford's Character Areas.**

**4.3** A vision with a definite plan for the Market Square and deliverability is lacking in the Area Action Plan.

### **Matter 5: Infrastructure, delivery and monitoring**

**5.2 – 5.4** Due to lack of outside funding. Rochford is not big enough to attract City investors with regards to improvements.