

District Characteristics (August 2016)

Introduction

- 1.1 Rochford District is situated within a peninsula on the south east coast of England. The District is bounded to the east by the North Sea and the River Crouch to the North. There are links with three Local Authorities which share land boundaries with Rochford District; namely Castle Point, Basildon and Southend-on-Sea Borough Council. There are also marine boundaries with Maldon District and Chelmsford City Councils.
- 1.2 There are direct links to London with a train service running through the District direct to London Liverpool Street. For travel by road, the M25 can be easily accessed via the A127 and the A13. Rochford is also the home to London Southend Airport.
- 1.3 The landscape of the District is rich in biodiversity, heritage and natural beauty, with many miles of unspoilt coastline and attractive countryside. With the effect of the current local development plan, 12,481 hectares of the District are currently designated as Metropolitan Green Belt, connected to the predominantly rural nature seen in the area; this is compared to 12,571, with a reduction of 0.72% from the 2013/14 plan period. The release of the Green Belt land has been for the purpose of meeting the need for the delivery of homes and jobs.
- 1.4 Part of Rochford District is also within the Thames Gateway – a national priority for regeneration.

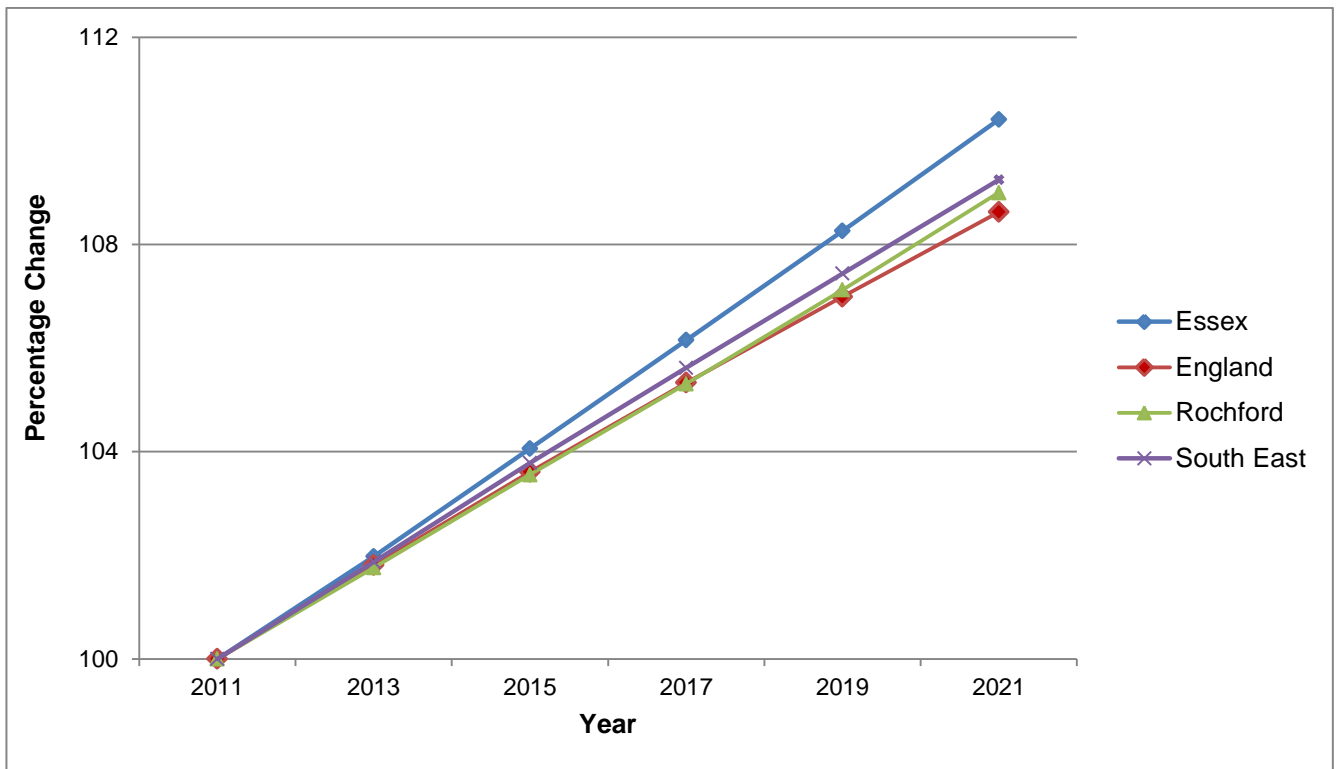
Demographic Profile

- 1.5 The last National Census was carried out in 2011 and indicated that the population of Rochford District to be as shown below:

Total Population:	83,287
Male:	40,787
Female:	42,500

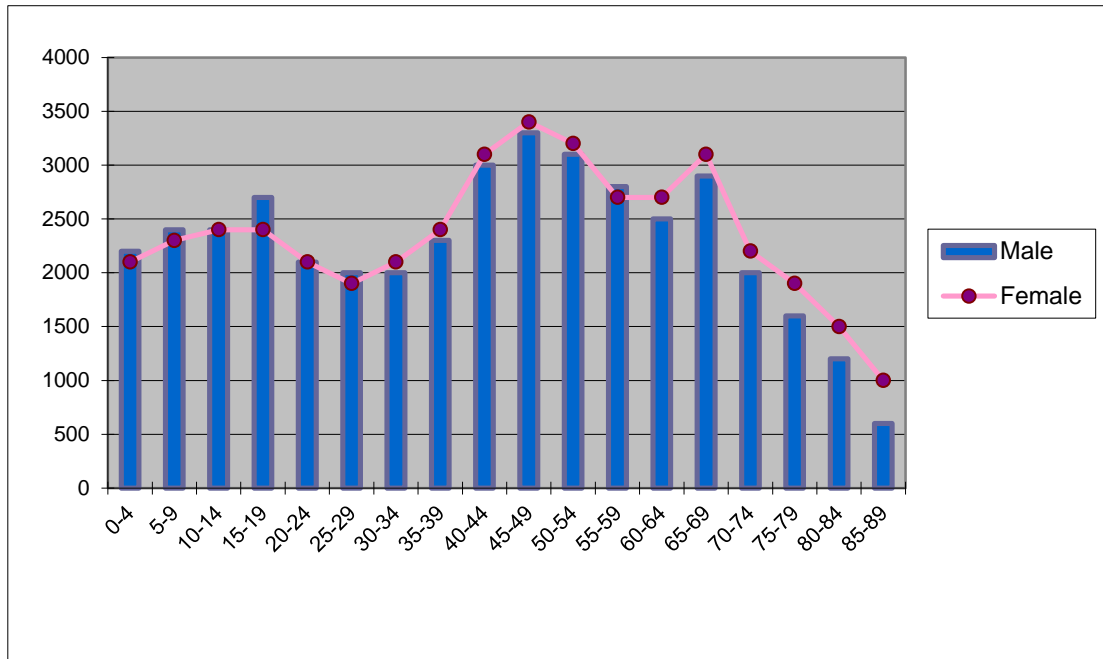
- 1.6 The population is predicted to increase in the future. Projected population figures have been published by the Office for National Statistics, which are based on observed levels of births, deaths and migration, over the previous five years. This will show a trend over the time period, and the projections show the population growth if these trends continue.

Figure 1.1 – Percentage Population Change up to 2021



- 1.7 Figure 1.1 shows that the population of Rochford District is expected to increase significantly between now and 2021. The population increase will be higher in Essex and the South East as a whole, but the population increase in Rochford District will need to be planned and accommodated for. The estimated population of the District in 2016 is 85,400 and a population of 87,400 is predicted by 2021.
- 1.8 The gender and composition of the District's population is also predicted to undergo change by 2021. Rochford has an ageing population and the percentage of the population living in the District that are aged 65 or over is expected to increase considerably by 2021. This is in line with regional and national trends. The ageing of the nation's population is expected to continue as a result of high birth rates post World War II.

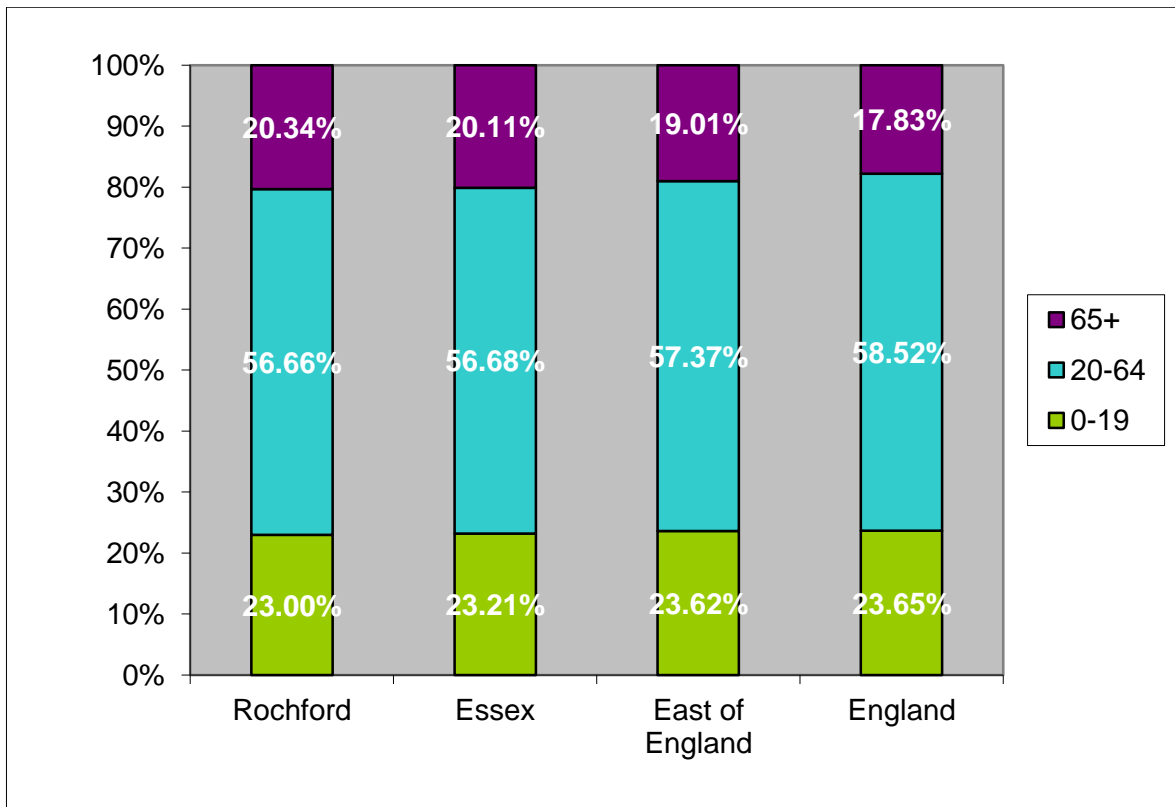
Figure 1.2 – Age composition of Population of Rochford District, Mid 2012



Source: ONS 2014 (<http://www.neighbourhood.statistics.gov.uk/>)

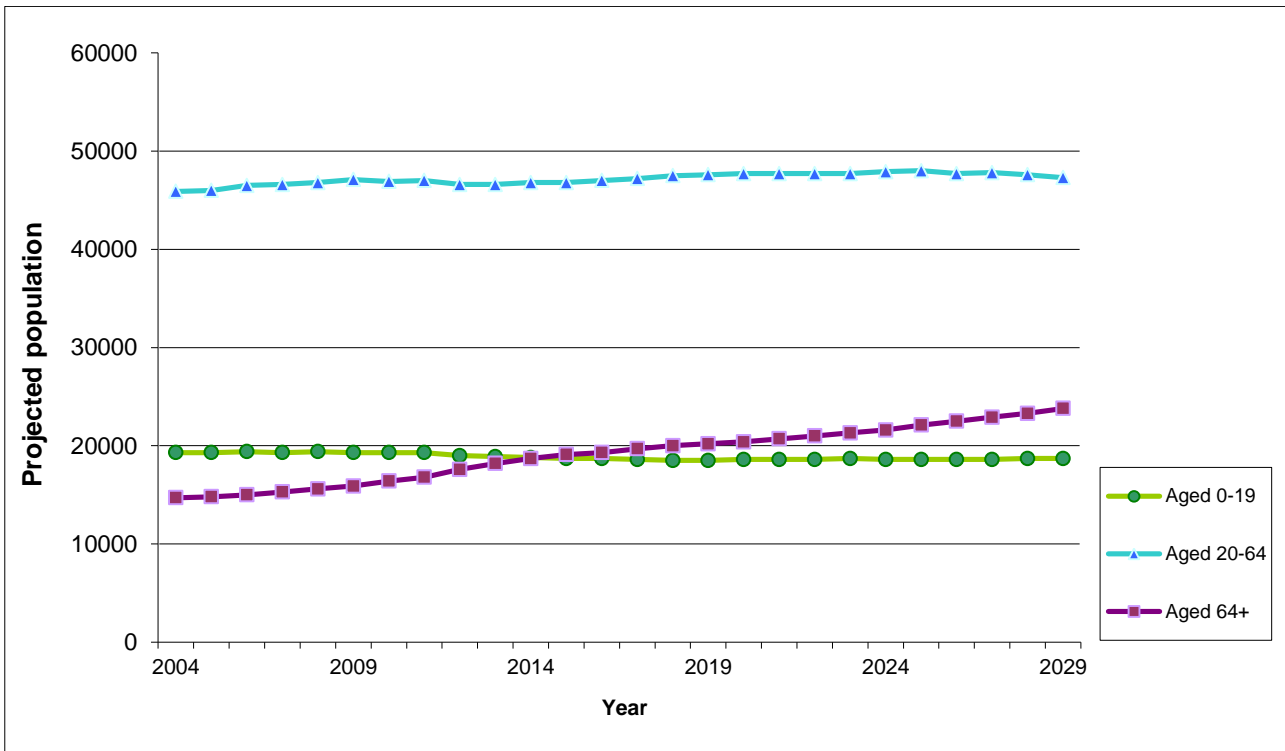
1.9 Figure 1.2 shows that the 45-49 age group contains the largest proportion of both males and females within Rochford District.

Figure 1.3 – Age Composition of District and Comparison with Regional and National Figures, 2010/11



1.10 The District has a higher proportion of people aged 65 or over than can be seen in Essex, in the East of England or in England (Figure 1.3). This is forecast to continue in the future (as shown in Figure 1.4), meaning that Rochford District has an ageing population. As with any population sector, an ageing population will have diverse needs which must be catered for. Potential problems are raised with an ageing population, with issues such as suitable housing, health care facilities and accessibility issues, but an ageing population that is healthier and with a longer lifespan than previous generations may be able to positively contribute to the local economy.

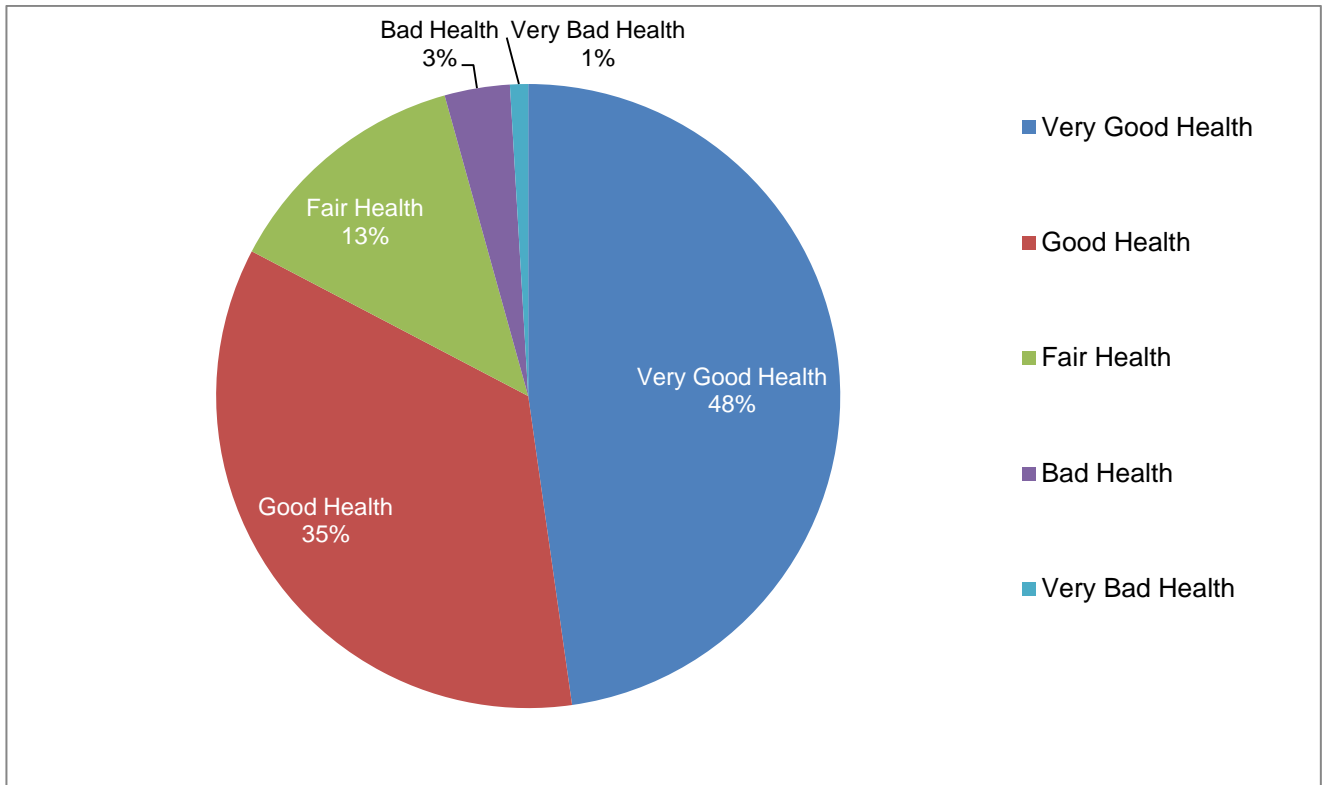
Figure 1.4 – Projected Changes in the District’s Population over time by age



1.11 With the key statistics published in 2011 Census, more up-to-date record are available to view. The result below is focused on the social composition of the District. Some other key statistics at ward level can be viewed in Rochford District Profile section on Rochford Council’s website¹.

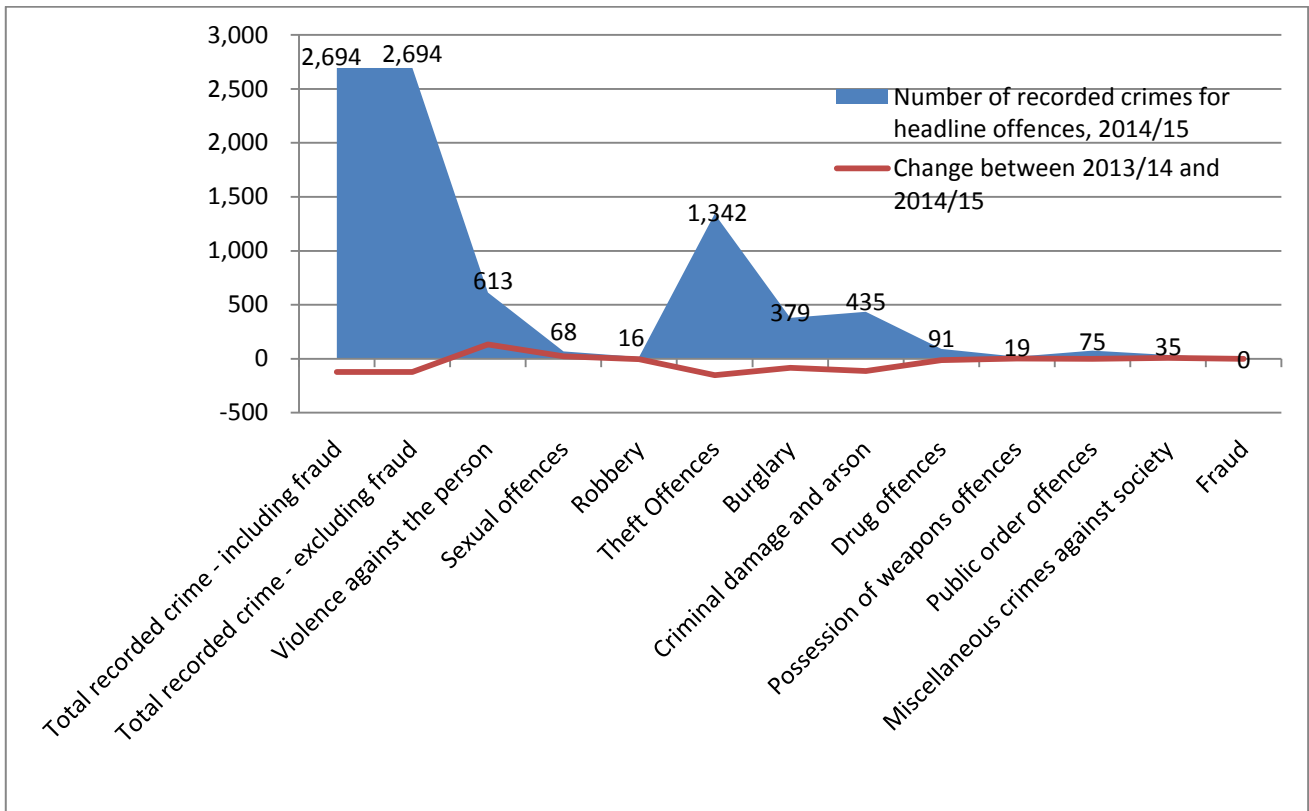
¹ http://www.rochford.gov.uk/council_and_democracy/rochford_district_area_profile

Figure 1.5 – General Health in the District, 2011



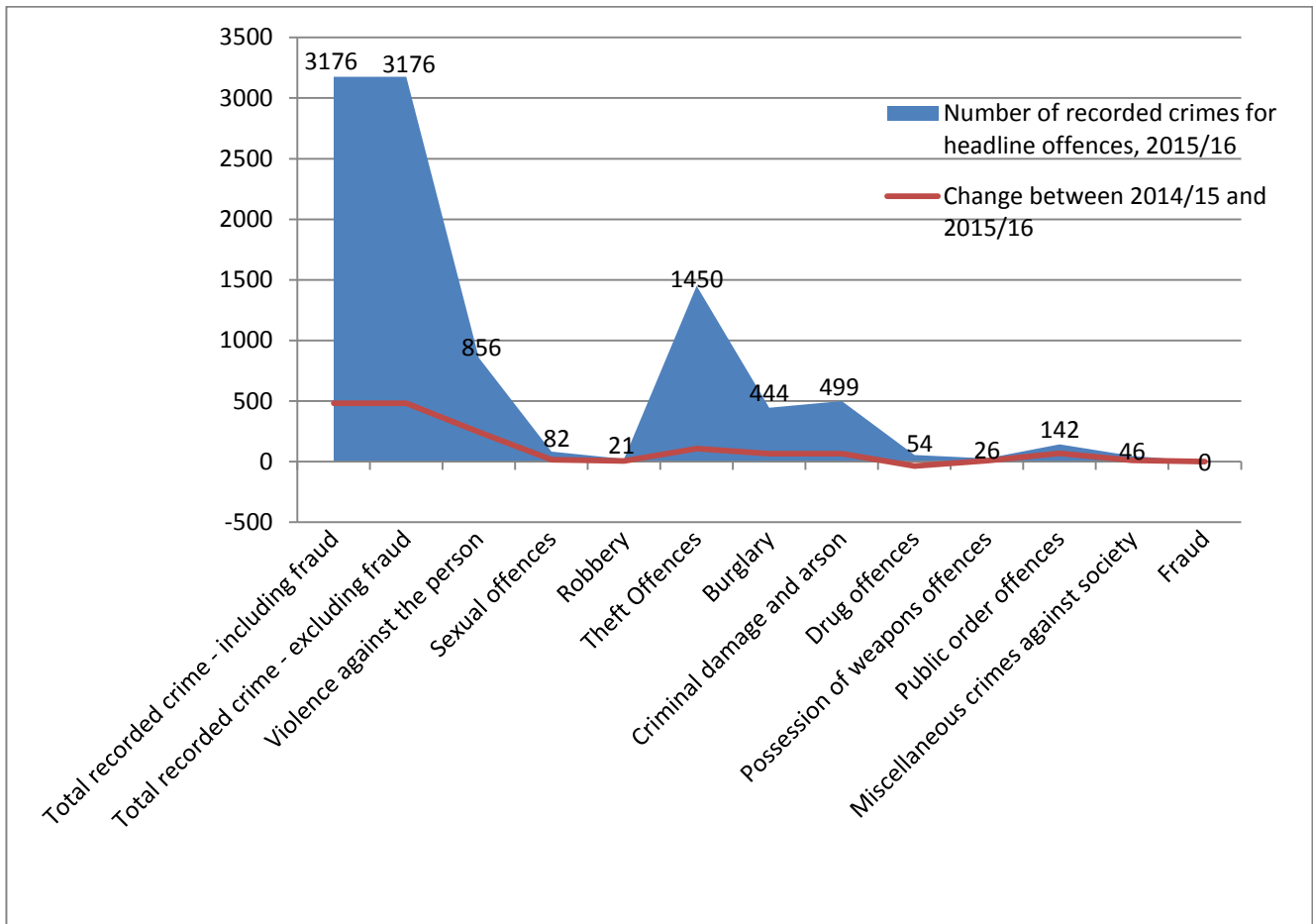
1.12 General health is a self-assessment of a person’s general state of health. People were asked to assess whether their health was very good, good, fair, bad or very bad in the 2011 census survey. This assessment is not based on a person's health over any specified period of time. 96% of the residents in Rochford consider that their general health condition is very good, good or fair.

Figure 1.6 – Community Safety Partnerships: Number of recorded crimes for headline offences 2014/15 in Rochford District



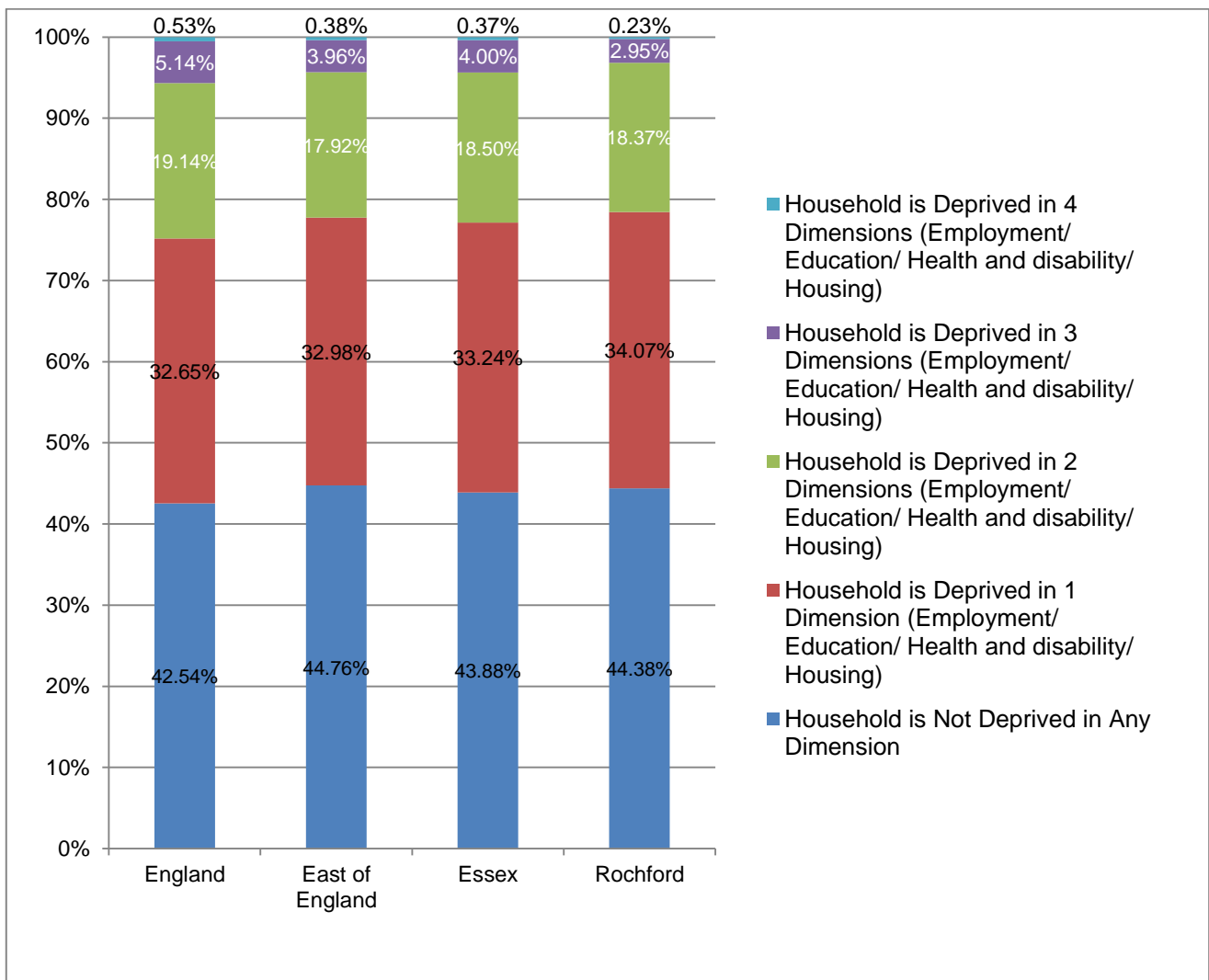
1.13 In 2014-15, total recorded crime in the District was 2,694. Almost half of these were theft offences (1,342). The condition has improved compared to 1,494 cases in 2013-14. The type of crime which has a highest increase in Rochford District in 2014-15 was violence against the person offences. There were 131 cases more than 2013-14.

Figure 1.7 – Community Safety Partnerships: Number of recorded crimes for headline offences 2015/16 in Rochford District



1.14 In 2015-16, total recorded crime in the District was 3,176. Almost half of these were theft offences (1,450). The condition has worsened with 1,342 cases in 2014-15. The type of crime which has a highest increase in Rochford District in 2015-16 was violence against the person offences. There were 243 cases more than 2014-15.

Figure 1.8 – Households deprivation of District and comparison with regional and national Figure 2013/14



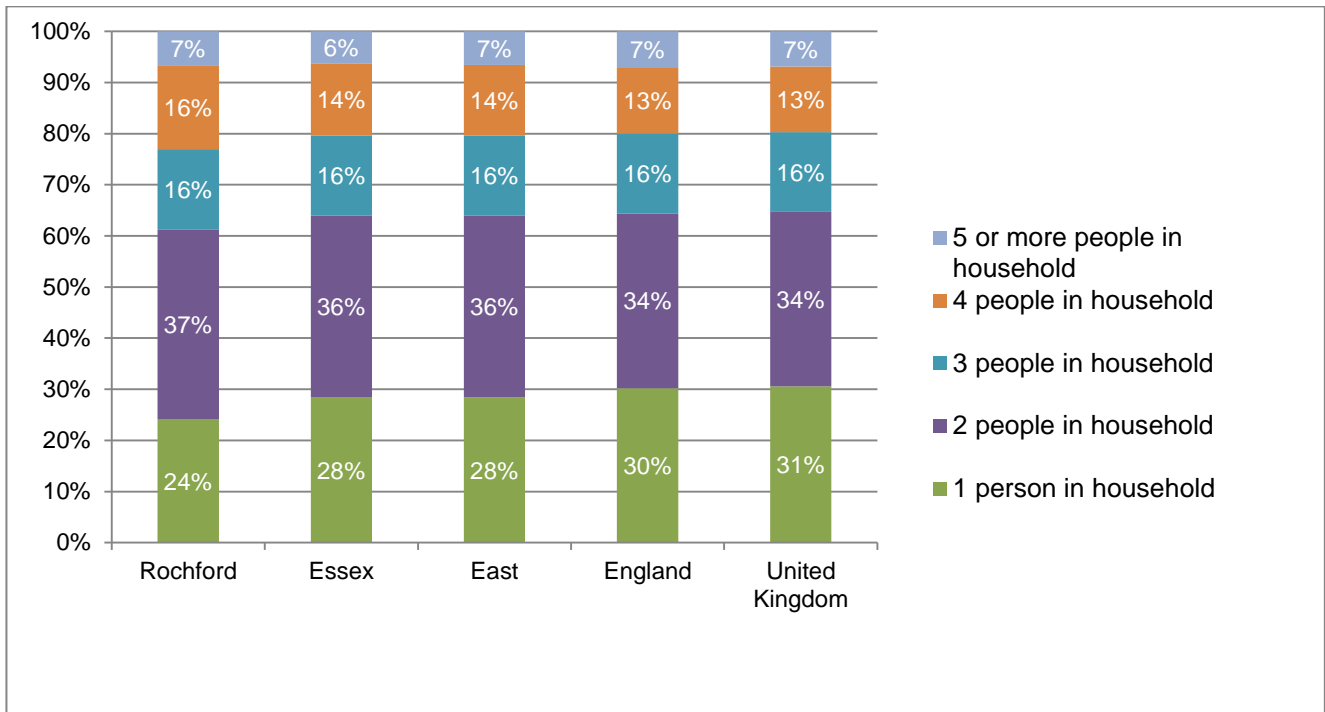
1.15 The dimensions of deprivation used to classify households are indicators based on the four selected household characteristics:

- Employment (any member of a household not a full-time student is either unemployed or long-term sick)
- Education (no person in the household has at least level 2 education, and no person aged 16-18 is a full-time student)
- Health and disability (any person in the household has general health 'bad or very bad' or has a long term health problem), and
- Housing (Household's accommodation is ether overcrowded, with an occupancy rating -1 or less, or is in a shared dwelling, or has no central heating).

1.16 A household is classified as being deprived in none, or one to four of these dimensions in any combination.

1.17 In 2013-14, only 0.23% households in the District are classified as deprived in all four dimensions. This is the lowest among the regional and national figure.

Figure 1.9 – Household size and average household size of District and comparison with regional and national Figures, 2011



1.18 Rochford District consists of 24% one person household as at 2011, which is less than Essex, East of England, England and the United Kingdom.

1.19 The average household size in Rochford District is two person households which is in line with the regional and national trend.

1.20 Within Rochford District, over 60% of households are one or two person households.

1.21 Two and four person households in Rochford District are more common than the regional and national trend.

Planning Land Use Designations

1.22 The District is home to an estimated 83,287 people as at 2011 dispersed among a number of settlements, the three largest of which are Rayleigh, Rochford and Hockley. There are four tiers of settlement within the District; the first tier comprises these three largest settlements. These are all settlements with a range of services and facilities as well as some access to public transport. Of the first tier settlements, Rayleigh has the best access to services within the District. Rochford and Hockley contain local town centres catering for local need.

1.23 All of the District’s settlements have their own identity and characteristics. However, in terms of housing markets and access to services and facilities, it is possible to group some of the District’s settlements: Rochford and Ashingdon; and Hockley and Hawkwell.

- 1.24 The second tier comprises Hullbridge and Great Wakering. These settlements have a more limited range of services and access to public transport is relatively poor. The third tier is made up of the small rural settlement of Canewdon. This settlement has few services and public transport provision is generally poor.
- 1.25 The remaining rural settlements, such as Stambridge and Paglesham, can be grouped together as a fourth tier. These settlements have little or no services and residents are often completely dependent on the private car to access facilities.
- 1.26 The settlement hierarchy is as follows:

Tier	Settlements
1	Rayleigh; Rochford/Ashingdon; Hockley/Hawkwell
2	Hullbridge; Great Wakering
3	Canewdon
4	All other settlements

- 1.27 The District's towns and villages are diverse in character reflecting their history, location and size. The character, layout and form of groups of buildings, streets and spaces make a significant contribution to providing a sense of place and adding to the quality of life in town and country. Residents have a strong sense of identity with their own settlement.
- 1.28 There are two areas within the District that are designated as Ramsar sites (Foulness and the Crouch and Roach Estuaries), and these sites are also designated as SPAs under the Natura 2000 network. There are three SSSIs in the District, namely the Foulness and Crouch and Roach estuaries, and Hockley Woods. These sites cover 12,986 hectares.
- 1.29 There are also four Local Nature Reserves in the District; Hockley Woods, Hullbridge Foreshore, Marylands and Magnolia Fields. 7,071 hectares of the District, primarily to the eastern part, have a 1% annual probability of fluvial flooding and/or a 0.5% annual probability of tidal flooding as calculated by the Environment Agency.
- 1.30 There are 328 Listed Buildings, 10 Conservation Areas and 6 Scheduled Ancient Monuments in the District.
- 1.31 Other land use designations in the District also cover housing, employment, gypsy and traveller, Metropolitan Green Belt, education use, open space, etc.

Local Development Plan Progress (August 2016)

Introduction

- 1.1 The Council began reviewing its local planning policies following the introduction of the Planning and Compulsory Purchase Act 2004 under the Local Development Framework (LDF) system. This current local development plan consists of a number of planning policy documents, including a Local Development Scheme (LDS), a Statement of Community Involvement (SCI), Core Strategy, as well as other planning policy documents and guidance documents. The reporting of progress towards the preparation of the current local development plan relates to the period up until 1 December 2015.
- 1.2 With the introduction of the National Planning Policy Framework (NPPF) in 2012 followed by the Planning Practice Guidance (PPG) in 2014 the Council is reviewing its current local development plan to ensure that it remains up to date and based on appropriate evidence. Progress on this review – which will take the form of a new Local Plan – is reported to the period up to 1 July 2016.

Statement of Community Involvement

- 1.3 The Statement of Community Involvement (SCI) was adopted on the 18 January 2007. Since that time there have been a number of changes to the planning system, including to the regulations that govern the production of planning policy documents.
- 1.4 Accordingly, a revised SCI has been prepared and consulted upon; and was adopted by Full Council on 19 July 2016. The revised SCI reconfirms that the Council remains committed to community involvement in planning decisions; and the principles and engagement techniques set out in the revised SCI document are relevant, and will be applied to planning policy documents being produced in the future.

Local Development Scheme

- 1.5 The Local Development Scheme (LDS) setting out the timetable for the preparation of the current local development plan was published in April 2013, with an update in 2014. All of the planning policy documents which together form the current local development plan have been adopted, this is reported on in more detail below.
- 1.6 The most recently published LDS was published on 23 February 2016 and relates to the review of the current local development plan.

Core Strategy

- 1.7 The Core Strategy was formally adopted on 13 December 2011. Following the publication of the NPPF in 2012, the Council reviewed the Core Strategy and found that it was broadly in compliance with the NPPF. This review acknowledged that the Core Strategy should be reviewed in future. In addition, as part of the changes required by the Inspector who examined the Core Strategy, the Council is committed to an early review of this plan. The Local Development Framework Sub-Committee agreed to an early review of the Councils Core Strategy on 21 March 2012.

- 1.8 On 19 January 2012, Rochford District Council received notification of a legal challenge to the Core Strategy. The legal challenge was brought by Cogent Land LLP, who were seeking to quash certain policies namely; H1, H2, H3 and paragraphs 4.1 to 4.31 on pages 42-48 of the Core Strategy that relate to Housing. The rest of the Core Strategy was unaffected by this challenge.
- 1.9 Formal grounds of resistance were filed with the Court and the hearing was heard over two days in Cardiff on 31 May and 1 June 2012. On 21 September 2012 the Court ruled in favour of the Council, and the application for policies to be quashed was refused.

Allocations Plan

- 1.10 The Allocations Plan was formally adopted on 25 February 2014. A legal challenge to the adoption of the Allocations Plan was made to the High Court on 4 April 2014 under Section 113 of the Planning and Compulsory Purchase Act 2004 on grounds that the document is not within the appropriate powers and/or a procedural requirement has not been complied with. This legal challenge was dismissed on 19 December 2014.

Development Management Plan

- 1.11 The Development Management Plan was formally adopted on 16 December 2014. The adopted Development Management Plan superseded the remaining extant policies in the 2006 Replacement Local Plan.

London Southend Airport and Environs Joint Area Action Plan

- 1.12 The London Southend Airport and Environs Joint Area Action Plan (also known as the JAAP) has been prepared by Rochford District Council and Southend Borough Council to respond to the challenges and opportunities offered by London Southend Airport and its surrounding area. The JAAP was formally adopted by the Council on 16 December 2014. The JAAP was a shortlisted finalist in the 2014 Planning Awards under the “Award for Strategic Planning” category.

Rochford Town Centre Area Action Plan

- 1.13 The Rochford Town Centre Area Action Plan was submitted to the Secretary of State for independent examination on 20 November 2013. Further consultation on focused changes to Rochford Market Square proposals were undertaken during the examination. The plan was found to be sound and legally compliant by the Inspector and was formally adopted by the Council on 21 April 2015.

Rayleigh Centre Area Action Plan

- 1.14 Rayleigh Centre Area Action Plan was submitted to the Government for independent examination on 4 December 2014. The plan was found to be sound and legally compliant by the Inspector and was formally adopted by the Council on 20 October 2015.

Hockley Area Action Plan

- 1.15 Hockley Area Action Plan was formally adopted on 25 February 2014. The plan will be used in conjunction with other Development Plan Documents to guide appropriate development within the centre of Hockley and direct future public and private investment in the area.

New Local Plan

- 1.16 The Council is in the early stages of preparing a new Local Plan to supersede the current local development plan, prepared under the previous LDF system. The preparation of the new Local Plan will be a three stage process, which will be informed by a range of evidence. There are a number of technical background documents which make up the evidence base to support the new Local Plan, and the development of these is ongoing. The newly adopted SCI will play its part in informing consultations throughout the process of preparing the plan. To further engage with the community, the Council is actively holding community engagement workshops at Parish level to help shape the new Local Plan. These events are taking place in Summer 2016.
- 1.17 The new Local Plan will set out the strategy for the future development of the district beyond 2025 – the current plan period. The new Local Plan will replace a number of the adopted policy documents which form the current local development plan for the District. It will set out the Council's strategic vision, policies and land allocations, where necessary, for meeting future needs. It will also identify areas for protection, such as sites that are important for wildlife and open space.
- 1.18 The timetable for preparing the new Local Plan is set out in the LDS which is effective from 23 February 2016.

Supplementary Planning Documents (SPDs)

- 1.19 A number of SPDs were adopted on 11 January 2007 and came into effect on 5 February in the same year. Such documents that are still extant are as follows:
- SPD1 – Educational Contributions
 - SPD2 – Housing Design
 - SPD4 – Shop Fronts Security and Design
 - SPD6 – Design Guidelines for Conservation Areas
 - SPD7 – Design, Landscaping and Access Statements
- 1.20 The following SPDs have been prepared and adopted:
- Playing Pitch Strategy SPD (adopted 17th April 2012) superseded the older iteration SPD3;
 - Parking Standards Design and Good Practice SPD (adopted 17 December 2010) superseded SPD5 – Vehicle Parking Standards; and
 - Local List SPD 2013 was adopted on 17 December 2013

- 1.21 SPD 8 – Rural Settlement Areas ceased to be extant upon adoption of the Development Management Plan (superseding the remaining policies in the Replacement Local Plan (2006) after which no policies remain in the Development Plan supporting rural settlement areas).

Neighbourhood Plans

- 1.22 Neighbourhood Planning was introduced by the Localism Act (2011) enabling local communities to prepare plans to guide future development and growth in their local area. In areas with defined parishes, such as Rochford District, Neighbourhood Plans can be prepared by the Parish or Town Councils.
- 1.23 The Council received an application from Canewdon Parish Council in December 2015 to designate the Parish of Canewdon as a Neighbourhood Area. The proposed area – referred to as the Canewdon and Wallasea Neighbourhood Area – was considered to be appropriate and was approved at a meeting of the Executive on 2 March 2016. Canewdon Parish Council are progressing their Neighbourhood Plan¹.

¹ <http://www.essexinfo.net/canewdon-parish-council/neighbourhood-plan/>

Housing Statistics (August 2016)

Introduction

- 1.1 This section of the Monitoring Report sets out the Council's position in terms of the availability of residential land in the District, the number of dwellings completed and under construction in the District, and how this compares with the requirements set out for Rochford District in the Core Strategy.
- 1.2 The report also provides an analysis of the location of new dwellings in the District, whether sites being developed are greenfield or have been previously developed, the size of the dwellings being completed and how this compares to identified need, the density of new development, and the provision of affordable housing in the District.
- 1.3 The Core Strategy sets an annual housing target of 250 dwellings per year up to 2025. The South Essex Strategic Housing Market Assessment (SHMA) was reviewed and published on 10 May 2016, which identified an Objectively Assessed Need (OAN) for housing in the District up to 2037. The Council's position with regard to housing land supply is set out in the [Housing Land Supply Position Statement 2016](#). This includes the District's housing trajectory – the number of dwellings that are projected to be completed up to 2027.
- 1.4 Performance against key Core Strategy policies is considered further below.

The Efficient Use of Land for Housing

- 1.5 Policy H1 of the Core Strategy sets out the Council's position regarding the use of land within the District for housing, for example, prioritising the use of previously developed land and supporting the redevelopment of certain industrial estates. The success of the implementation of Policy H1 will be monitored by recording the proportion of dwellings developed on previously developed land.

Extensions to Residential Envelopes and Phasing

- 1.6 Policy H2 of the Core Strategy sets out the Council's position regarding the extension of the District's residential envelopes to meet housing need over the plan period. The success of Policy H2 will be monitored by recording the number of permissions granted and completions of residential development. This is translated into a housing trajectory (set out in the [Housing Land Supply Position Statement 2016](#)) which includes an assessment of the five year supply of land.

Planning Permissions and Completions 2014-2016

- 1.7 Appendix A and B shows the location of current residential developments by ward, whilst Appendix C relates to sites that have had planning permission for residential development that has subsequently expired. These sites may still have potential to accommodate residential development. Appendix D sets out a breakdown of the sites where completions occurred in 2014/2016.

Completions in Plan Period 2010-2025

1.8 The Core Strategy sets a requirement for 3,750 net additional dwellings to be completed over the plan period 2010-2025. Table 1.1 details the completions in the District since 2010.

Table 1.1 – Completions since 2010

Net housing provision requirement 2010-2025	3,750 dwellings
Less completions April 2010-March 2016	741 dwellings
Remaining requirement	3009 dwellings

Loss of Residential to Non-Residential Uses

1.9 Table 1.2 details the number of dwellings that were lost to non-residential uses between 2014 and 2016.

Table 1.2 – Dwellings Lost To Non-Residential Uses

Dwellings lost to non-residential uses 2014-15	0 dwellings
Dwellings lost to non-residential uses 2015-16	0 dwellings

Windfall Sites

- 1.10 Windfall sites are those which have not been specifically identified as being available through the operation of the local plan-making process. They comprise previously developed sites that have unexpectedly become available over time, which were not anticipated by the LPA when local plans were in preparation.
- 1.11 Windfall sites have been granted planning permission in accordance with adopted policies. These could include for example, large sites which might arise from a factory closure or very small changes to the built environment, such as a residential conversion, change of use of a small office to a new home or a new flat over a shop.
- 1.12 Table 1.3 shows the contribution of windfall sites to the District's housing figures in 2014-15/2015-16.
- 1.13 The table is intended to show the extent to which windfall sites contribute to the Council's housing supply. Therefore it shows the number of sites that upon the granting of consent were windfall sites.
- 1.14 The figures for windfall completions 2014-16 show that windfall sites have made a contribution to the District's housing supply in this year, with many outstanding units to make a potential significant contribution in future years as set out in Table 1.3 below.

Table 1.3 – Windfall Development 2014-2016

Windfall Development	Net Dwellings 2014-15	Net Dwellings 2015-16
Dwellings completed	37	53
Dwellings outstanding	105	119

Affordable Housing

- 1.15 Policy H4 of the Core Strategy sets out the Council’s requirements for 35% of housing on sites of 15 dwellings or more, or on sites greater than 0.5 hectares to be affordable, subject to viability evidence. The Council will aim for 80% of affordable housing to be social housing, 20% intermediate housing. The success of Policy H4 will be monitored by recording the tenure of dwellings completed.
- 1.16 The South Essex Strategic Housing Market Assessment (2016) recognises that there are affordability issues across the sub-region, and identifies a need for 210 affordable dwellings per year. Taking into consideration backlog from previous years, this equates to a need of 260 dwellings per year for the first five years. There were 32 net affordable housing completions in 2014-15 and 33 in the period 2015-16. This figure does not include acquisitions, as they sit outside of the planning system.

Greenfield Land and Previously Developed Land (PDL) Development

- 1.17 The NPPF sets out 12 core planning principles for plan-making and decision-taking. One of the principles states that planning policies and decisions should encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value (NPPF, paragraph 17). It further suggests that local planning authorities may continue to consider the case for setting a locally appropriate target for the use of brownfield land (NPPF, paragraph 111). Historically 60% of development on PDL has been identified as a target however it is recognised this may no longer be a realistic target given availability of PDL in the District.
- 1.18 Policy H1 confirms that the Council will prioritise the use of appropriate previously developed land within existing settlements, where possible. Figures 1.1 and 1.2 show the proportion of completions (gross) undertaken on PDL and Greenfield land in Rochford District in 2014-16.

Figure 1.1 – Proportion of all New Dwellings completed 2014-15 on PDL/Greenfield Land

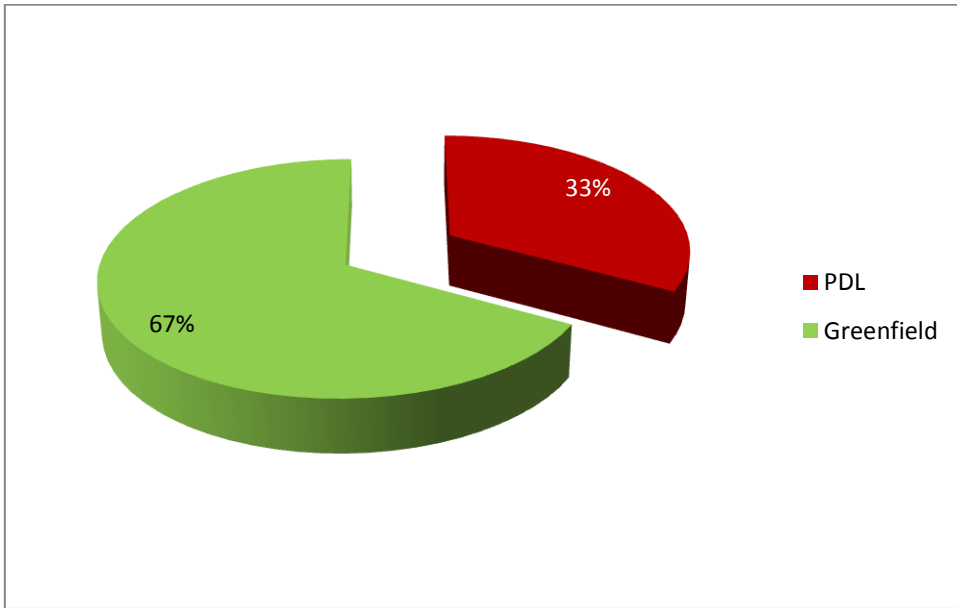
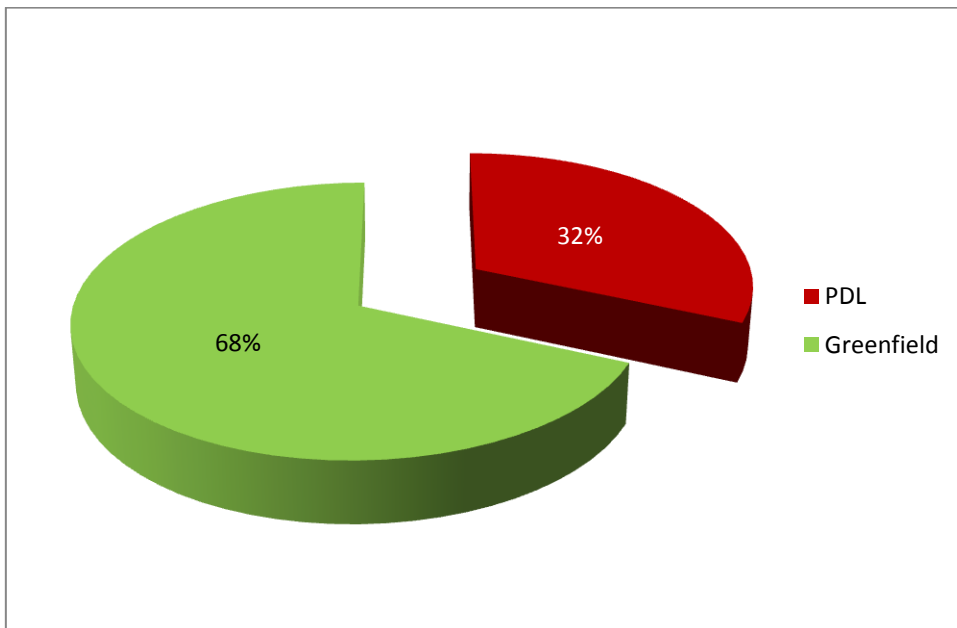


Figure 1.2 – Proportion of all New Dwellings completed 2015-16 on PDL/Greenfield Land



1.19 Figures 1.3 and 1.4, show the proportion of dwellings with planning permission in 2014-16 that were completed which were sited on PDL and the proportion on Greenfield land. The majority of dwellings completed, are sited on Greenfield land. With 34% and 36% more, in 2014/15 and 2015/16 respectively, of the completed dwellings with planning permission being sited on Greenfield land.

1.20 It should be noted that of the 16,800 hectares that Rochford District covers, 12,481 hectares (74.3%) is currently allocated as Green Belt, the majority of which is Greenfield. Large areas of the District are of ecological importance with Sites of Special Scientific Interest (SSSI) for example totalling 12,986 hectares. Given that the District is situated within a peninsular between the Rivers Thames and Crouch and is bordered to the east by the River Roach, a large amount of the District is also flood zone. Given these constraints there is limited PDL available within the District.

Figure 1.3 – Proportion of Outstanding Dwellings with Planning Permission in 2014-15 PDL/Greenfield Land

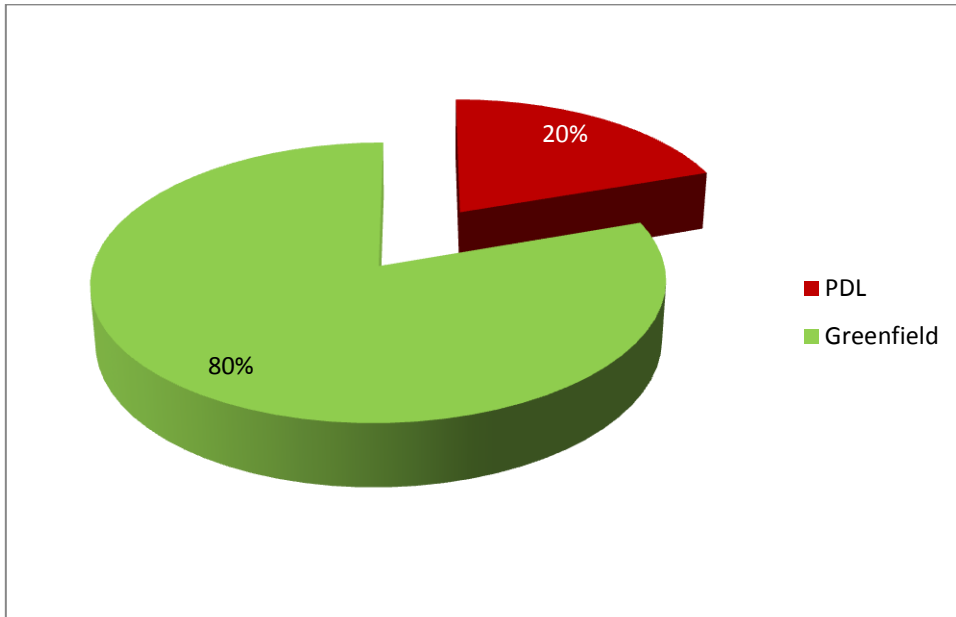
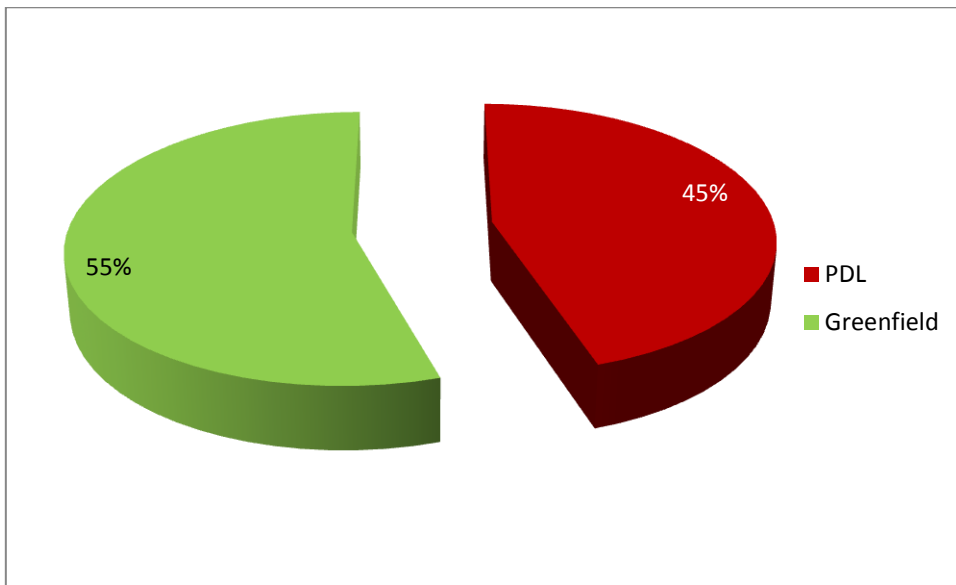


Figure 1.4 – Proportion of Outstanding Dwellings with Planning Permission in 2015-16 PDL/Greenfield Land



Dwelling Types

- 1.21 Policy H5 of the Core Strategy underlines the need for a mix of housing types to be provided in the District. New developments must contain a mix of dwelling types to ensure they cater for all people within the community, whatever their housing needs. The success of Policy H5 will be monitored by recording the size of dwellings in terms of the number of bedrooms they contain. The size of dwellings (in terms of the number of bedrooms they contain) is recorded as required by the Core Strategy.
- 1.22 Table 1.4 provides a breakdown of the type of dwellings completed in the District in 2014-16, where known bedroom size was recorded. This is illustrated in Figures 1.5 and 1.6.

Table 1.4 – Dwelling Size

	Dwelling Size (No. of bedrooms)			
	1	2	3	4+
Percentage of known completed dwelling size (gross) 2014-15	22.6%	19.4%	41.9%	16.1%
Percentage of known completed dwelling size (gross) 2015-16	3.5%	37.9%	41.4%	17.2%

Figure 1.5 – Percentage of known completed dwellings size (gross) 2014-15

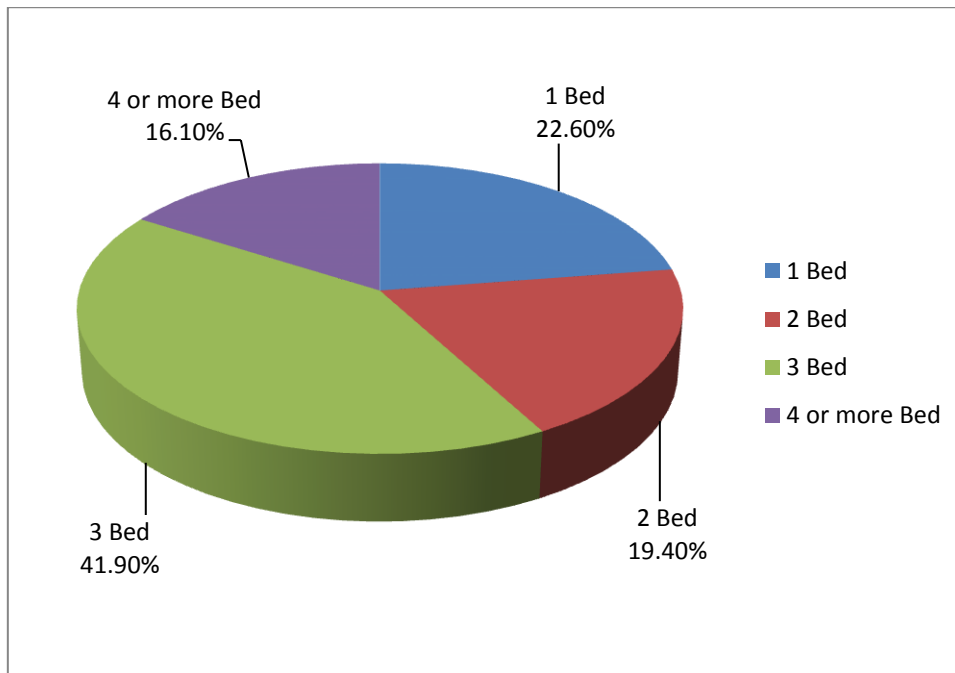
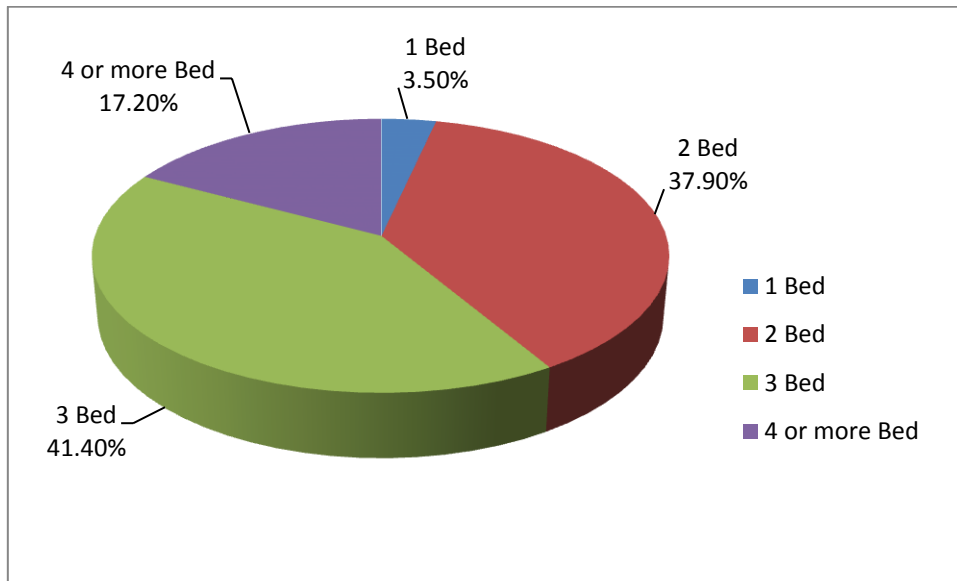


Figure 1.6 – Percentage of known completed dwellings size (gross) 2015-16



Lifetime Homes

- 1.23 Meeting the needs of an ageing population is, whilst not unique to Rochford, particularly pertinent in the District particularly in relation to housing provision. It is important that housing is designed to be flexible to changes in people's circumstances.
- 1.24 Lifetime homes are those that are designed so that people to remain in their own home for as much of their life as possible; these types of homes are therefore adaptable to the differing needs of different stages of their life cycle.
- 1.25 Policy H6 of the Core Strategy sets a requirement for all new dwellings to be built to the Lifetime Homes Standard, subject to viability, with 3% of new dwellings on developments of 30 dwellings or more will be required to be built to full wheelchair accessibility standards. However, use of such standards within planning has now been moved to building regulations; Part M4(2) (accessible and adaptable dwellings), and M4(3) (wheelchair user dwellings) which are not mandatory.

Small Sites and Large Sites

- 1.26 Residential development can be divided into two categories: that which occurs on large sites, and that which is on small sites. Large sites are those which comprise 10 or more residential units.
- 1.27 Small sites often form part of the intensification of existing residential areas, whereas large sites tend to be on land that has been specifically allocated for residential development in the local development plan.
- 1.28 Table 1.5 shows the breakdown of residential sites in the District between small and large sites.

Table 1.5 – Large and Small Sites

2014-15	Small Sites	Large Sites
Net dwelling completions	28	141
Outstanding dwelling units with planning permission	187	484
2015-16	Small Sites	Large Sites
Net dwelling completions	17	50
Outstanding dwelling units with planning permission	147	238

1.29 The majority of dwellings completed, and those with extant planning permissions, are on larger sites.

Density

1.30 There are a number of factors which need to be considered when determining the appropriate density for a residential development site. However, in the majority of circumstances the best use of land will be achieved by developing at a minimum density of 30 dwellings per hectare.

1.31 Tables 1.6 and 1.7 show the density of residential development completed in 2014-16 on sites comprising a total of 10 units or more.

Table 1.6 – Housing Density 2014-15

Density	Number of Dwellings (gross) Completed at this Density	Percentage of Dwellings (gross) Completed at this Density
Less than 30 dwellings per hectare	107	75.9%
Between 30 and 50 dwellings per hectare	34	24.1%
Above 50 dwellings per hectare	0	0%
Total	141	100%

Table 1.7 – Housing Density 2015-16

Density	Number of Dwellings (gross) Completed at this Density	Percentage of Dwellings (gross) Completed at this Density
Less than 30 dwellings per hectare	16	32%
Between 30 and 50 dwellings per hectare	34	68%
Above 50 dwellings per hectare	0	0%
Total	50	100%

1.32 There were a total of 141 dwellings completed on larger sites in 2014-15. 107 of the 141 dwellings were completed at a density of less than 30 dwellings per hectare the other 34 dwellings were completed at densities between 30 and 50 dwellings per hectare.

1.33 There were a total of 50 dwellings completed on larger sites in 2015-16, 16 of the 50 dwellings were completed at a density of less than 30 dwellings per hectare the other 34 dwellings were completed at densities between 30 and 50 dwellings per hectare.

Land Availability Assessments

1.34 The first comprehensive Strategic Housing Land Availability Assessment (SHLAA) for Rochford District was published in 2009 and a schedule of sites was included to demonstrate a five-year housing land supply. In January 2012 the Council started to carry out a comprehensive review on the SHLAA. The Council wrote to all the landowners, agents and developers who have put forward a site to the Council, inviting them to provide an update on their sites since they were originally submitted. The draft 2012 SHLAA Review was published in July 2012; with the final report published in January 2013.

1.35 The NPPF continues the requirement of undertaking a detailed assessment of land available for housing, and employment use. In June 2015 the Council opened the Call for Sites to undertake a further full review of the SHLAA following the adoption of the Council’s local development plan. The Call for Sites closed in March 2016. The Strategic Housing and Employment Land Availability Assessment (SHELAA) is in the early stages, and the Council is continuing to use NPPF guidance to establish realistic assumptions about the availability, suitability and likely economic viability of land to meet the identified need for housing and employment land over the forthcoming period. It is anticipated that a draft SHELAA will be published in Autumn/Winter 2016.

Self and Custom Housebuilding Register

- 1.36 Self-build housing normally means that you manage the design and construction of your own home, and may undertake some of the building work as well. Custom build usually means that you work with a specialist developer who will organise the design and construction to help you deliver your new home to your specifications.
- 1.37 The Self-Build and Custom Housebuilding Act 2015 requires the Council to keep and have regard to a register of those who are interested in self build or custom build housing projects in their area. The purpose of this register is inform the Council of how much demand there is for self build and custom build plots in the District. As at 28 July 2016 there were 33 individuals recorded on the Council's register.

Gypsy and Traveller Sites

- 1.38 Policy H7 of the Core Strategy sets out the Council's policy in relation to meeting the accommodation needs of the District's gypsy and traveller community, and includes certain criteria for the allocation of sites.
- 1.39 As at July 2014, there were six private gypsy and traveller sites in the District. Of those, the Pear Tree site obtained temporary permission until the end of 2018. There were 15 caravans on sites that were unauthorised and not tolerated. In addition to this there were 0 caravans on sites not owned by gypsies that were unauthorised and not tolerated.
- 1.40 It is important that appropriate locations are identified for sites in order to meet Gypsy and Traveller needs as well as to enable action to be taken against unauthorised sites in inappropriate locations.
- 1.41 The single issue review to the East of England Plan (Accommodation for Gypsies and Travellers and Travelling Showpeople in the East of England) set a total allocation of 18 pitches to be achieved by 2011 through the provision of 15 additional pitches to those already authorised. It also set the requirement for pitch provision by 2011 also set an annual 3% compound increase in pitch provision requirement beyond 2011. This equates to the provision of 15 pitches by 2018 in addition to the seven authorised pitches in order to achieve a compound increase in provision to 22 pitches to meet the requirements of the review.
- 1.42 The Core Strategy states that 15 additional pitches will be provided in the District by 2018. The Allocations Plan 2014 was adopted on 25 February 2014. This document identifies a site for the development of a municipal site for Gypsy and Traveller Accommodation in Rochford District. The site is referred to as Policy GT1. Now that the site is allocated within the Allocations Plan the Council is on track to meet the identified demand for gypsy and traveller accommodation up to 2018.
- 1.43 The Core Strategy also states that given the historically low demand within the District, provision for any additional pitches post 2018 will be subject to a further review of need. This will be considered in the review of the local development plan.
- 1.44 In addition the 2014 Gypsy and Traveller Accommodation Assessment (GTAA) is being reviewed in light of the change to the definition of travellers in national policy.

The definition of how a ‘traveller’ is defined for planning purposes has changed in that it now excludes those who no longer travel permanently.

1.45 Table 1.8 below shows the location of all the authorised Gypsy sites in the District.

Table 1.8 – Authorised Gypsy Sites

Address	Caravan(s)	Site(s)
The Apple Barn, Land rear of 15-19 Southend Road, Rochford	1	1
Goads Meadow, Murrells Lane, Hockley	1	1
Pear Tree, Land adjoining Hillside, New Park Road, Hockley	3	1
Rayleigh Turf Yard (AKA Urquart House), Trenders Avenue, Rayleigh	1	1
Pudsey Hall Farm, Pudsey Hall Lane, Canewdon	2	1
Rob Rosa (Land west of Victoria Cottage), Lower Road, Hullbridge, Hockley	2	1

Rochford District Council – Housing Statistics (August 2016)

Appendix A Results of the 2014/15 Residential Land Availability Study

Area (Ward)	Completed 14/15 (Gross)	Actual Units Lost	Completed 14/15 Net	Outstanding Units (Gross)	Potential Units Lost	Outstanding Units (Net)
Ashingdon & Canewdon	0	0	0	4	4	0
Barling & Sutton	0	0	0	0	0	0
Foulness & Great Wakering	13	1	12	4	2	2
Hawkwell North	0	0	0	4	3	1
Hawkwell South	19	0	19	5	0	5
Hawkwell West	93	0	93	114	4	110
Hockley Central	0	0	0	34	7	27
Hockley North	1	0	1	4	3	1
Hockley West	1	0	1	24	5	19
Hullbridge CP	2	1	1	4	3	1
Paglesham CP	0	0	0	0	0	0
Rochford CP	17	0	17	318	2	316
Stambridge CP	0	0	0	0	0	0
Sutton CP	0	0	0	0	0	0
Downhall & Rawreth	1	0	1	5	1	4
Grange & Rawreth Ward	0	0	0	26	0	26
Lodge Ward	1	0	1	8	2	6
Rayleigh Central Ward	0	0	0	3	0	3
Sweyne Park	21	0	21	1	0	1
Trinity Ward	0	0	0	71	1	70
Wheatley Ward	0	0	0	25	1	24
Whitehouse Ward	0	0	0	8	1	7
Total	169	2	167	662	39	623

Rochford District Council – Housing Statistics (August 2016)

Appendix B – Results of the 2015/16 Residential Land Availability Study

Area (Ward)	Completed 15/16 (Gross)	Actual Units Lost	Completed 15/16 Net	Outstanding Units (Gross)	Potential Units Lost	Outstanding Units (Net)
Ashingdon & Canewdon	3	1	2	17	6	11
Barling & Sutton	0	0	0	5	1	4
Foulness & Great Wakering	1	0	1	124	2	122
Hawkwell North	1	1	0	7	3	4
Hawkwell South	5	0	5	1	0	1
Hawkwell West	82	3	79	74	2	72
Hockley Central	11	2	9	40	9	31
Hockley North	0	0	0	4	3	1
Hockley West	4	0	4	32	8	24
Hullbridge CP	1	0	1	7	5	2
Paglesham CP	0	0	0	0	0	0
Rochford CP	22	2	20	303	3	300
Stambridge CP	0	0	0	0	0	0
Sutton CP	0	0	0	0	0	0
Downhall & Rawreth	3	0	3	14	2	12
Grange & Rawreth Ward	0	0	0	27	0	27
Lodge Ward	4	1	3	9	3	6
Rayleigh Central Ward	0	0	0	6	2	4
Sweyne Park	1	0	1	0	0	0
Trinity Ward	18	1	17	120	2	118
Wheatley Ward	3	0	3	47	2	45
Whitehouse Ward	0	0	0	15	2	13
Total	159	11	148	852	55	797

Rochford District Council – Housing Statistics (August 2016)

Appendix C – Sites Without Planning Permission 2014–16

Ward Area	Greenfield Site		PDL		Total	
	14-15	15-16	14-15	15-16	14-15	15-16
Ashingdon & Canewdon	2	1	2	1	4	2
Barling & Sutton	0	0	1	0	1	0
Foulness & Great Wakering	3	2	3	1	6	3
Hawkwell North	2	1	2	0	4	1
Hawkwell South	2	2	0	0	2	2
Hawkwell West	10	0	2	0	12	0
Hockley Central	9	0	5	7	14	7
Hockley North	3	0	3	1	6	1
Hockley West	6	0	7	1	13	1
Hullbridge CP	2	3	2	17	4	20
Paglesham CP	0	0	0	0	0	0
Rochford CP	3	0	7	4	10	4
Stambridge CP	0	0	0	0	0	0
Sutton CP	0	0	0	0	0	0
Downhall & Rawreth	6	1	5	1	11	2
Grange & Rawreth Ward	4	0	3	0	7	0
Lodge Ward	3	0	2	0	5	0
Rayleigh Central Ward	2	0	0	0	2	0
Sweyne Park	0	0	3	16	3	16
Trinity Ward	5	2	0	0	5	2
Wheatley Ward	6	0	7	0	13	0
Whitehouse Ward	1	0	2	0	3	0
Total	69	12	56	49	125	61

Rochford District Council – Housing Statistics (August 2016)

Appendix D – Dwelling Completions (net) 2014-16

Reference	Address	Dwellings completed (net) 2014-2016
ROC/0254/11	York Bungalow, Little Wakering Hall Lane, Great Wakering	12
ROC/0741/12	Land at end of and between Park Gardens and Hawkwell Park Drive, Hawkwell	5
ROC/0069/14	226 Ferry Road, Hullbridge, Hockley	1
ROC/0263/13	Acacia House, 2 East Street, Rochford	9
ROC/0363/12	190 London Road, Rayleigh	21
ROC/0906/08	14 North Street, Rochford	8
ROC/0098/14	Pear Tree Cottage, 19 Mortimer Road, Rayleigh	1
ROC/0486/14	219 Plumberow Avenue, Hockley	1
ROC/0521/93	Glencroft, White Hart Lane, Hawkwell	16
ROC/0305/12	Sherbourne, Downhall Park Way, Rayleigh	1
ROC/0622/14	Ld Adj the Manse, Chapel Lane, Great Wakering	1
ROC/0645/14	4 Central Avenue, Ashingdon	0
ROC/0091/14	15 Banyard Way, Rochford	1
ROC/0398/12	Land east of Spencer Gardens, Brays Lane, Ashingdon	23
ROC/00139/14	Land between Main Road, Rectory Rd and Clements Hall Way, Hawkwell	147
14/00049/FUL	177 Main Road (land rear of 173 and 175), Hawkwell	4

Rochford District Council – Housing Statistics (August 2016)

Reference	Address	Dwellings completed (net) 2014-2016
ROC/0290/14	88 Greensward Lane, Hockley	1
ROC/0437/14	Site of 49 Southend Rd, Hockley	5
ROC/0638/14	Land Adjacent 2 Foxfield Close, Hockley	1
ROC/0805/08	Land rear of 25 Woodlands Road, Hockley	1
ROC/0387/14	38 York Road, Rayleigh	2
ROC/0389/13	Norman House, 28 Rocheway, Rochford	7
ROC/0412/10	Car Park Adj. The New Ship, East Street, Rochford	5
ROC/0453/14	22 South Street, Rochford	7
06/01015/FUL	4A & 4 East St, Rochford	2
ROC/0434/12	Pearsons Farm, London Road, Rayleigh	1
ROC/0146/14	40 Alexandra Road, Rayleigh	0
ROC/0159/14	41-67 Lower Lambricks, Rayleigh	10
ROC/0525/14	Land Adjacent 189 Bull Lane, Rayleigh	1
13/00641/DPDP3J	96/98 High Street, Rayleigh	3
14/00595/FUL	57 Highams Road, Hockley	1
11/00361/FUL	Roverdene, Ellesmere Road, Ashingdon	0
15/00539/FUL	223 Greensward Lane Ashingdon	1
14/00405/LDC	Alexandra Farm Lark Hill Road, Canewdon	1

Rochford District Council – Housing Statistics (August 2016)

Reference	Address	Dwellings completed (net) 2014-2016
15/00014/LDC	Outbuilding South of The Bungalow, Hooley Drive, Rayleigh	1
15/00193/FUL	22 Victor Gardens, Hawkwell	0
14/00299/LDC	Urquhart House, Trenders Avenue, Rayleigh	1
15/00340/LDC	Barn At Centre Oaks Farm, Central Avenue, Hullbridge	1
15/00325/LDC	Flemings Farm Cottages, Flemings Farm Road, Eastwood	-1
ROC/1095/06	Westview & Oakhurst, Church Road, Hullbridge, Hockley	5
ROC/0781/13	104 Gravel Road, Leigh-on-sea	2
14/00374/FUL	37 Thorpe Road, Hawkwell, Hockley	0
ROC/0048/79	Land opposite Rayleigh Cemetery, Hockley Road, Rayleigh	6
Total completions in 2014-16 (net)		315

Housing Land Supply Position Statement (July 2016)

National Planning Policy

1.1 The National Planning Policy Framework (NPPF) was published on 27 March 2012. In relation to identifying housing need and land supply, paragraph 47 of the NPPF requires Local Planning Authorities to:

- use their evidence base to ensure that their Local Plan meets the full, objectively assessed needs for market and affordable housing in the housing market area, as far as is consistent with the policies set out in this Framework, including identifying key sites which are critical to the delivery of the housing strategy over the plan period;
- identify and update annually a supply of specific deliverable¹ sites sufficient to provide five years worth of housing against their housing requirements with an additional buffer of 5% (moved forward from later in the plan period) to ensure choice and competition in the market for land. Where there has been a record of persistent under delivery of housing, local planning authorities should increase the buffer to 20% (moved forward from later in the plan period) to provide a realistic prospect of achieving the planned supply and to ensure choice and competition in the market for land;
- identify a supply of specific, developable² sites or broad locations for growth, for years 6-10 and, where possible, for years 11-15;
- for market and affordable housing, illustrate the expected rate of housing delivery through a housing trajectory for the plan period and set out a housing implementation strategy for the full range of housing describing how they will maintain delivery of a five-year supply of housing land to meet their housing target; and
- set out their own approach to housing density to reflect local circumstances.

1.2 Whether a site is considered to be deliverable or developable should be informed by a Housing Land Availability Assessment. The Planning Practice Guidance (PPG), which was launched on 6 March 2014 provides guidance on undertaking such assessments and replaces all previous guidance.

Local Planning Policy

1.3 The Council adopted its Core Strategy on 13 December 2011, setting out how the District intends to deliver its housing target of 250 dwellings per year up to 2025. Due to a number of factors, many of which were outside the Council's control, with the

¹ Deliverable sites are defined in the NPPF as those that should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years and in particular that development of the site is viable

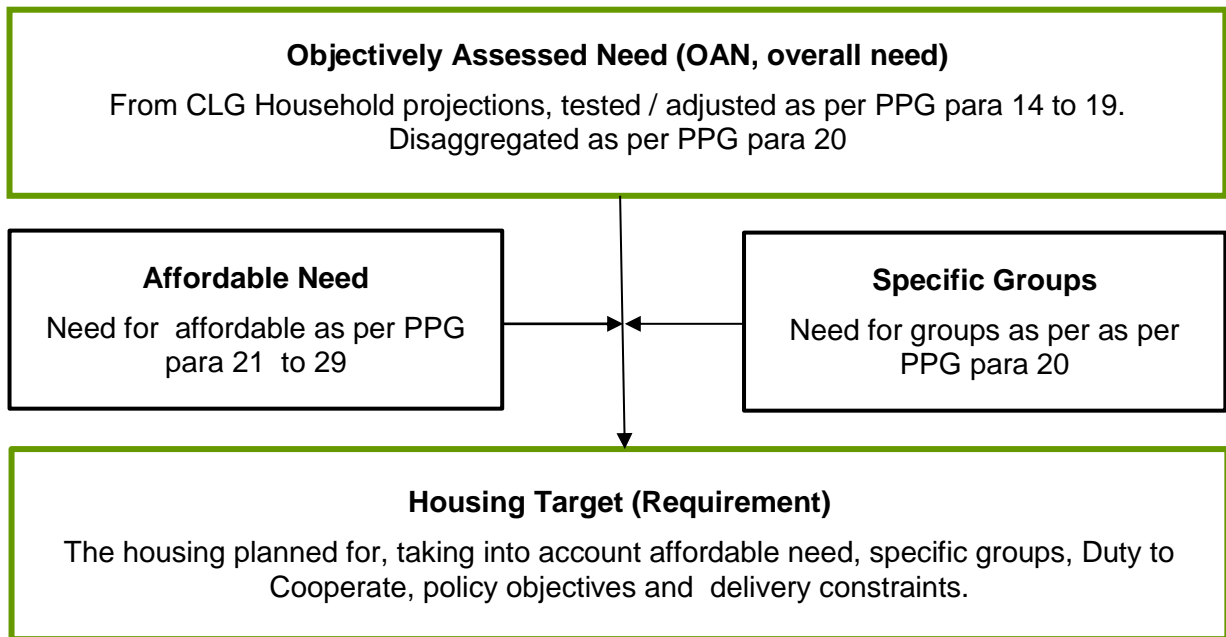
² Developable sites are defined in the NPPF as those that should be in a suitable location for housing development and there should be a reasonable prospect that the site is available and could be viably developed at the point envisaged

adoption of the Core Strategy the Council was committed to an early review in order to put in place a plan that covers at least 15 years. The emerging NPPF which was published in 2011 was consulted on during the examination of the Core Strategy. However in order to ensure compliance with the NPPF, which was came into force after the adoption of the Core Strategy, the housing target set out in the Core Strategy will also be updated in the early review of the plan in order to fulfil any readjustment of the future target. A new Local Plan will be produced in line with the NPPF and PPG over the next three years based on proportionate and up to date evidence.

- 1.4 Following the publication of the NPPF and subsequently the PPG, the five South Essex authorities (which, in addition to Rochford District, include Basildon, Castle Point, Southend and Thurrock Borough Councils) appointed consultants, Turleys Associates, to undertake a full review of housing need across the South Essex housing market area. The preparation of the evidence base to support the new Local Plan is ongoing, and will be considered on balance when determining future planning policies, including those relating to housing need and delivery.

South Essex Strategic Housing Market Assessment

- 1.5 The purpose of the SHMA is to determine the Objectively Assessed Need (OAN) for housing across the housing market area. It is effectively a ‘policy off’ position with a nationally established starting point to determine full housing needs across South Essex. To do this the consultants undertook a detailed assessment of demographic and economic projections based on the most up-to-date data to determine the OAN in the period to 2037.
- 1.6 The South Essex SHMA 2016 was accepted into Rochford’s Local Plan evidence base on 7 June 2016 and will inform the preparation of the new Local Plan. In summary the SHMA concludes that the OAN for the South Essex housing market area is between 3,275 and 3,750 dwellings per annum. For Rochford District this equates to between 312 and 392 dwellings per annum between 2014 (the base date for the study) and 2037.
- 1.7 Whilst the SHMA is NPPF compliant in establishing a recommended OAN for Rochford District, this does not necessarily equate to the area’s future housing target. The figures quoted in the SHMA have not been considered in light of other evidence, and have not yet been tested through examination. Paragraph 47 acknowledges that other factors need to be taken into account; for example delivery of an area’s full OAN could be hindered by environmental or other constraints. Therefore in the absence of a more up-to-date and deliverable housing target enshrined in local planning policy, several scenarios have been considered. The diagram below gives an indication of factors that should be taken into consideration when determining housing targets.



Housing Land Availability Assessment

- 1.8 A Housing Land Availability Assessment (HLAA) was first prepared in 2009; this was comprehensively reviewed and updated in 2012. The NPPF continues to require local planning authorities to undertake such assessments to establish realistic assumptions about the availability, suitability and the likely economic viability of land to meet the identified need for housing over the plan period.
- 1.9 The Council undertook a Call for Sites between 22 June 2015 and 31 March 2016 to identify additional brownfield sites, or other land, that may have become available since adoption of the Core Strategy in order to inform a full review of the HLAA in its entirety. The likely deliverability and developability of sites identified in the 2012 HLAA have however been reconsidered within each successive monitoring report to date and included within the housing trajectory as appropriate. Following the closure of the Call for Sites, sites submitted for consideration are being assessed in line with the PPG to determine their appropriateness, with the intention that the HLAA is published in conjunction with the Issues and Options Document in Autumn 2016.

Housing Land Supply

- 1.10 The base date for the recommended OAN range in the SHMA is 2014; any shortfall in delivery from 2014/15 therefore needs to be taken into consideration when determining housing land supply. Monitoring of dwelling commencements and completions has identified that 167 dwellings were completed in 2014/15. Two approaches have emerged to addressing such shortfalls in delivery over a plan period; the Sedgefield and Liverpool approach. The Sedgefield approach seeks to meet shortfall within the first five years and on the whole tends to be favoured by Inspector's and the Courts, whereas the Liverpool approach seeks to address any shortfall earlier on the plan period over the lifetime of the plan. The Liverpool approach however has been favoured in some circumstances. In addition the PPG recommends that local

planning authorities should try to address any shortfall in delivery within the first five years of the plan period, where this is possible. In cases where this is not possible then authorities should work with neighbouring authorities through the Duty to Cooperate.

- 1.11 The PPG acknowledges at paragraph 030³ that up-to-date adopted Local Plan housing targets should be used as the starting point for calculating the five year supply and given considerable weight where they have been through a successful examination, unless significant new evidence has emerged. Evidence that is several years old however may not be considered to adequately reflect current needs. It goes on to clarify that in such circumstances, where emerging plans are unable to carry sufficient weight, that information in the latest SHMA should be considered. Caution is advised though when giving weight to these assessments as they are untested and have not been moderated against relevant constraints. This is a similar case with the fall-back position of Government household projections.
- 1.12 The NPPF supported by guidance set out in the PPG requires that Councils provide a 5% buffer (or 20% if there is persistent under delivery of housing) to ensure choice and competition in the market for land. Whilst it could be contended that when looking at average delivery rates since 2001 the Council has under delivered to a certain extent on its housing targets, this does not account for the fact that across a number of years delivery rates were in close proximity to, or in excess of, housing targets. Paragraph 035⁴ of the PPG recommends that when determining what constitutes ‘persistent under delivery’ this is a question for the decision maker. The Council considers it important to take into account factors outside the Council’s control that have undermined the ability of the Council – whose responsibility it is to designate housing land rather than deliver housing itself – to meet its housing targets as reasonably expected. As an example outline planning permission was granted for the development of a site to the north of Hall Road in Rochford in 2010, with the site considered to have a reasonable prospect of being delivered as part of the five year supply throughout successive housing trajectories. Reserved matters for the first phase of the development – 293 out of a total of 600 dwellings – was granted in 2014, however it was not until January 2016 that development started on site. Such a delay has been outside the Council’s control and has subsequently impacted on the projected completions from previous trajectories.
- 1.13 Appendix A sets out the housing trajectory (including the five year supply) between 2015/16 and 2024/25. This shows it is expected that a minimum of 3,497 dwellings are likely to be delivered across the District; 1,851 of which are likely to be delivered between 2015/16 and 2019/20. As indicated above the Council has an adopted housing target which, although based on older housing targets, has successfully been through examination. In addition a national policy compliant SHMA has been published, recommending an OAN range for the District, but this has not considered against any constraints and has not been tested through examination. Therefore several scenarios have been provided, when considering the five year supply.

³ Reference ID: 3-030-20140306

⁴ Reference ID: 3-035-20140306

Rochford District Council – Housing Land Supply Position Statement (July 2016)

Table 1 – 250 dwellings per year from 2010/11

Adopted housing target for 2011-2025 based on adopted Core Strategy	250 dwellings per annum or 1,250 dwellings over five years
Historic shortfall (between 2010/11 and 2014/2015)	657 dwellings at 1 April 2015
5% buffer plus shortfall	1,969 dwellings over five years
20% buffer plus shortfall	2,157 dwellings over five years

Table 2 – 250 dwellings per year rebased from 2014/15

Adopted housing target for 2011-2025 based on adopted Core Strategy	250 dwellings per annum or 1,250 dwellings over five years
Historic shortfall (rebased from the year 2014/2015)	83 dwellings at 1 April 2015
5% buffer plus shortfall	1,395 dwellings over five years
20% buffer plus shortfall	1,583 dwellings over five years

Table 3 – 312 dwellings per year rebased from 2014/15

Lower end of recommended OAN range for 2014-2037 from South Essex SHMA 2016	312 dwellings per annum or 1,560 dwellings over five years
Historic shortfall (rebased from the year 2014/2015)	145 dwellings at 1 April 2015
5% buffer plus shortfall	1,783 dwellings over five years
20% buffer plus shortfall	2,017 dwellings over five years

Table 4 – 392 dwellings per year rebased from 2014/15

Upper end of OAN recommended range for 2014-2037 from South Essex SHMA 2016	392 dwellings per annum or 1,960 dwellings over five years
Historic shortfall (rebased from the year	225 dwellings at 1 April 2015

2014/2015)	
5% buffer plus shortfall	2,283 dwellings over five years
20% buffer plus shortfall	2,577 dwellings over five years

- 1.14 Due to unexpected delays in the delivery of some of the key strategic sites allocated in the Council’s adopted Allocations Plan there is likely to be a shortfall in the early part of the five year supply, however it is expected that this will be compensated through a projected increase in delivery as these sites begin to contribute to housing supply. An analysis of the potential five year supply position taking into account 5% and 20% buffers plus any shortfall is considered below.
- 1.15 At 250 dwellings per year from 2010/11 (Table 1) projected completions indicate that there may be a shortfall in the five year supply including both a 5% and 20% buffer (including shortfall from 2010/11 onwards) without taking into account sites from later on in the plan period. With a 5% buffer there would be an expected shortfall of around 118 dwellings, and with a 20% buffer there would be an expected shortfall of around 306 dwellings.
- 1.16 At 250 dwellings per year rebased from 2014/15 (Table 2) projected completions indicate that the five year supply can be met including both a 5% and 20% buffer (including shortfall from 2014/15) without including sites from later on in the plan period.
- 1.17 At 312 dwellings per year rebased from 2014/15 (Table 3) projected completions indicate that the five year supply can be met at this lower end of the recommended OAN range. A 5% buffer including shortfall can also be met within the five year supply, however projected completion rates indicate that a 20% buffer plus shortfall may not be met, although the shortfall is considered to be relatively nominal at an estimated 166 dwellings over the five years.
- 1.18 At 392 dwellings per year rebased from 2014/15 (Table 4) projected completions indicate that the five year supply may not be met at this upper end of the recommended OAN range, with a potential shortfall of 109 dwellings. Therefore there is estimated to be a shortfall within the five year supply when including a 5% buffer plus shortfall of around 432 dwellings. It then follows that there is also projected to be a shortfall when taking into account a 20% buffer plus shortfall over the five years, expected to be in the region of 726 dwellings.
- 1.19 Despite the caution which is recommended when considering the untested and unconstrained OAN figures; the potential shortfall in supply does not however take into consideration strategic sites from later on in the plan period which could be delivered earlier than currently predicted. Such sites include for example land at South West Hullbridge, South East Ashingdon and West of Great Wakering which are currently further back in the trajectory, as they have been identified in the adopted Core Strategy for delivery post 2021. When taking such sites from later on in the plan period into account, these could deliver a further 750 dwellings as a conservative

estimate if delivery between the years 2020 to 2022 were brought forward. This further delivery of dwellings also does not factor in additional brownfield sites identified during the Call for Sites which are anticipated to begin to further contribute to supply within the next five years, but have not as yet been assessed in detail.

Appendix A – Housing Trajectory

Reference	Address	Status	Year										
			2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Sites with planning permission													
ROC/0268/95	Rochelles Farm, Lower Road	Under Construction				1							
ROC/0686/13	Crowstone Preparatory School, Shopland Rd Sutton	Under Construction			1								
ROC/0014/14	Pool Shop, Rawreth Lane, Rawreth	Not Started					3						
ROC/0015/13	Hall Farm, London Road, Rawreth	Under Construction			1								
ROC/0054/14	Land adjacent 12 Dartmouth Close, Rayleigh	Under Construction				2							
ROC/0072/13	Site of 120 & 122 Rawreth Lane, Rayleigh	Under Construction			3								
ROC/0098/14	Pear Tree Cottage, 19 Mortimer Road, Rayleigh	Complete	1										
ROC/0189/14	Land at junction of Hambro Avenue & Preston Gardens , Rayleigh	Under Construction			1								
ROC/0305/12	Sherbourne, Downhall Park Way, Rayleigh	Complete		1	1								
ROC/0322/12	Sherbourne , Downhall Park Way Rayleigh	Under Construction			1								
ROC/0343/14	Land adjacent to 76 Hullbridge Road, Rayleigh	Not Started				1							
ROC/0254/11	York Bungalow, Little Wakering Hall Lane Great Wakering	Complete	12										
ROC/0622/14	Land adjacent to the Manse, Chapel Lane, Great Wakering	Complete		1									
ROC/0870/14	83 New Road, Great Wakering	Under Construction			1								
ROC/0121/07	89 Downhall Road, Rayleigh	Under Construction			7								
ROC/0152/11	Land adjacent to 8 Willow Drive, Rayleigh	Under Construction			1								
ROC/0362/14	24 Station Avenue, Rayleigh	Not Started					1						
ROC/0375/13	Land rear of 10 Eastcheap, Rayleigh	Under Construction			1								
ROC/0390/13	Land rear of 10 Eastcheap, Rayleigh	Under Construction			1								
ROC/0561/12	Crystal House, 1 The Approach, Rayleigh	Under Construction			14								

Rochford District Council – Housing Land Supply Position Statement (July 2016)

Reference	Address	Status	Year											
			2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	
ROC/0817/05	26 Station Avenue, Rayleigh	Under Construction			1									
ROC/1012/05	25 York Road, Ashingdon, Rochford	Under Construction				1								
ROC/0902/14	533A Ashingdon Road, Ashingdon	Not Started				1								
ROC/0091/14	15 Banyard Way, Rochford	Complete		1										
ROC/0398/12	Land east of Spencer Gardens, Brays Lane, Ashingdon	Complete	19	4										
ROC/0283/14	32A Thorpe Road, Hawkwell	Not Started				1								
ROC/0374/14	37 Thorpe Rd, Hockley	Under Construction		1										
ROC/00139/14	Land between Main Road, Rectory Road & Clements Hall Way, Hawkwell	Under Construction	44	46	19									
Roc/00139/14	Land between Main Road, Rectory Road & Clements Hall Way, Hawkwell	Complete	28	29										
ROC/0521/93	Glencroft, White Hart Lane, Hawkwell	Complete	16											
ROC/0565/12	Land rear of 1 - 3 Read Close, Hawkwell	Not Started				1								
14/00049/FUL	177 Main Road (land rear of 173 and 175), Hawkwell	Complete		4										
14/00617/FUL	177 Main Road (land rear of 173 and 175), Hawkwell	Under Construction			4									
ROC/0683/13	Land between Main Road, Rectory Road & Clements Hall Way, Hawkwell	Not Started				1								
ROC/0734/12	Land adjacent to 20 Hill Lane, Hawkwell	Not Started				1								
ROC/0741/12	Land at end of & between Park Gardens & Hawkwell Park Drive, Hawkwell	Complete	5											
ROC/0756/13	24 Victor Gardens, Hawkwell	Under Construction			1									
ROC/0786/14	9 Tudor Way, Hockley	Under Construction				3								
ROC/0290/14	88 Greensward Lane, Hockley	Complete		1										
ROC/0377/13	Warren House, 10 - 20 Main Road, Hockley	Not Started				3								
ROC/0437/14	Site of 49 Southend Road, Hockley	Complete		5										
ROC/0515/14	11a Spa Road, Hockley	Not Started				1								
ROC/0569/12	56 Highams Road, Hockley	Under Construction			1									
ROC/0638/14	Land adjacent to 2 Foxfield Close, Hockley	Complete		1										
ROC/0672/14	Land rear of 28 Meadow Way, Hockley	Not Started				1								
ROC/0772/13	30 Woodlands Road, Hockley	Not Started				1								

Rochford District Council – Housing Land Supply Position Statement (July 2016)

Reference	Address	Status	Year											
			2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	
ROC/0805/08	Land rear of 25 Woodlands Road, Hockley	Complete		1										
ROC/0748/14	8 Willow Close, Rayleigh	Not Started				1								
ROC/0469/13	22 Main Road, Hockley	Not Started				5	5							
ROC/0486/14	219 Plumberow Avenue, Hockley	Complete	1											
ROC/0662/13	Land between 27 & 31 Branksome Avenue, Hockley	Not Started				1								
ROC/0319/98	Plumberow Cottage, Lower Road, Hockley	Under Construction				1								
ROC/0418/13	Martyns, Church Road, Hockley	Under Construction			1									
ROC/0457/14	209 Hockley Road, Rayleigh	Not Started				1								
ROC/0598/13	215 Hockley Road, Rayleigh	Under Construction			1									
ROC/0633/13	Land between 72 & 78 Folly Lane, Hockley	Not Started				1								
ROC/0671/12	215 Hockley Road, Rayleigh	Under Construction			2									
ROC/0720/13	2 - 4 Aldermans Hill, Hockley	Not Started			7									
ROC/1095/06	Westview & Oakhurst, Church Road, Hockley	Under Construction	1	4										
ROC/0069/14	226 Ferry Road, Hullbridge, Hockley	Complete	1											
ROC/0074/14	89 Crouch Avenue, Hullbridge, Hockley	Not Started				1								
ROC/0387/14	38 York Road, Rayleigh	Complete		2										
ROC/0546/10	Site of 4 & 6 Lancaster Road, Rayleigh	Under Construction			2									
ROC/0781/13	104 Gravel Road, Leigh -on-sea	Under construction	1											
ROC/0807/10	Land between 18 & 24 Hillside Road, Eastwood	Under Construction			1									
ROC/0956/74	Land adjacent to The Birches, Sandhill Road	Under Construction			1									
ROC/0319/14	Land adjacent to 57 Trinity Road, Rayleigh	Not Started			1									
ROC/0418/14	Land adjacent to 45 Knivet Close, Rayleigh	Not Started						2						
ROC/0017/13	7 Malting Villas Road, Rochford	Not Started						1						
ROC/0263/13	Acacia House, 2 East Street, Rochford	Complete	9											
ROC/0389/13	Norman House, 28 Rocheway, Rochford	Complete		7										
ROC/0412/10	Car Park adjacent to The New Ship, East Street, Rochford	Complete		5										
ROC/0453/14	22 South Street, Rochford	Not Started		7										
ROC/0552/13	Land west of Oak Road & north of Hall Road Rochford	Under Construction				120	120	70	70	75	75	70		

Rochford District Council – Housing Land Supply Position Statement (July 2016)

Reference	Address	Status	Year											
			2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	
ROC/1015/06	4A & 4 East Street, Rochford	Under Construction		2	1									
ROC/0363/12	190 London Road, Rayleigh	Complete	17											
ROC/0363/12	190 London Road, Rayleigh	Complete	4											
ROC/0434/12	Pearsons Farm, London Road, Rayleigh	Complete		1										
ROC/0048/79	Land Opposite Rayleigh Cemetery, Hockley Road, Rayleigh	Under Construction		6	5	9	9	8	8	8				
ROC/0159/14	41 - 67 Lower Lambricks, Rayleigh	Complete		10										
ROC/0525/14	Land adjacent to 189 Bull Lane, Rayleigh	Complete		1										
ROC/0053/13	11 Eastwood Road, Rayleigh	Not Started				2								
ROC/0182/14	First Floor, 99 High Street, Rayleigh	Not Started				2								
ROC/0224/14	Garage Block adjacent to 1 Highfield Crescent, Rayleigh	Not Started				1								
ROC/0464/13	Resource House, 144A High Street, Rayleigh	Not Started			1									
ROC/0519/13	Land adjacent to 18 Eastern Road, Rayleigh	Under Construction			1									
ROC/0632/12	1 - 5 Church Street, Rayleigh	Under Construction				3								
ROC/0634/12	23 Bellingham Lane, Rayleigh	Not Started				1								
ROC/0635/12	29 - 31 Bellingham Lane, Rayleigh	Not Started				2								
ROC/0636/12	27 Bellingham Lane, Rayleigh	Not Started				2								
13/00641/DPDP3J	96/98 High Street, Rayleigh	Complete		3										
ROC/0743/14	Kingsleigh House, 17 High Street, Rayleigh	Under Construction				4								
ROC/0440/12	Alder House, High Road, Rayleigh	Not Started					4							
15/00585/FUL	5A Castle Road, Rayleigh	Not Started				5	4							
14/00872/FUL	3 Burrows Way, Rayleigh	Under Construction			1									
14/00887/FUL	Land rear of 4 High Street, Rayleigh	Not Started				1								
ROC/0906/08	14 North Street, Rochford	Complete	8											
14/00595/FUL	57 Highams Road, Hockley	Under Construction		1										
15/00539/FUL	223 Greensward Lane, Ashingdon	Complete		1										
14/00405/LDC	Alexandra Farm, Lark Hill Road, Canewdon	Complete		1										
14/00832/OUT	Land south of Windfield, Church Road, Hockley	Not Started				4	3							

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Reference	Address	Status	Year											
			2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	
15/00040/FUL	Land rear of 421 Ashingdon Road, Wedgwood Way, Rochford	Not started					1							
15/00053/FUL	Land Adjacent 2 Foxfield Close, Hockley	Under Construction				1								
15/00054/FUL	47 Southend Road, Hockley	Not started					4							
15/00014/LDC	Outbuilding South Of The Bungalow, Hooley Drive, Rayleigh	Complete		1										
15/00046/FUL	Site of and land west of 7 Hillside Road, Eastwood	Under Construction			1									
15/00046/FUL	Site of and land west of 7 Hillside Road, Eastwood	Not started				1								
15/00193/FUL	22 Victor Gardens, Hawkwell	Complete		1										
15/00202/FUL	Workshop at Mount Bovers Farm, Mount Bovers Lane, Hawkwell	Not started				1								
12/00252/FUL	Star Lane Brickworks, Star Lane, Great Wakering	Under Construction			20	60	36							
14/00299/LDC	Urquhart House, Trenders Avenue, Rayleigh	Complete		1										
15/00129/LDC	533A Ashingdon Road, Ashingdon	Not started				1								
15/00165/FUL	464 Ashingdon Road, Ashingdon	Not started					1							
15/00204/DPDP3M	Ivanhoe Nurseries, Ironwell Lane, Hawkwell	Not started				1								
15/00207/FUL	Wadham Park Farm, Church Road, Hockley	Not started					1							
15/00264/DPDP3M	Agricultural Barn At Bolt Hall Farm, Lark Hill Road, Canewdon	Not started				1								
15/00288/FUL	1 Merryfields Avenue, Hockley	Under Construction			1									
15/00074/FUL	336 Little Wakering Road, Little Wakering	Not started				1								
15/00962/FUL	Grasscroft, Folly Chase, Hockley	Under Construction			1									
15/00135/FUL	Land Adjacent Sovereign Heights, Weir Pond Road, Rochford	Not started					2							
15/00156/OUT	44 York Road, Ashingdon	Not started				1								
15/00313/FUL	Wensley Lodge, 145 Ferry Road, Hullbridge	Not started				1								
15/00334/FUL	New Buildings Farm, Mucking Hall Road, Barling Magna	Under Construction			1									
15/00357/DPDP3M	Barn north of Crouchmans Business Yard, Poynters Lane, Great Wakering	Not started				1								
15/00075/FUL	90 Main Road, Hawkwell	Under Construction			36									
15/00308/FUL	Land rear of 98 Down Hall Road, Gayleighs, Rayleigh	Under Construction			1									

Rochford District Council – Housing Land Supply Position Statement (July 2016)

Reference	Address	Status	Year											
			2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	
15/00340/LDC	Barn at Centre Oaks Farm, Central Avenue, Hullbridge	Complete		1										
15/00427/FUL	Colwinn 6 Alfreda Avenue Hullbridge	Not started					1							
15/00517/FUL	Land Rear Of Ranch House Greenacres Nursery Folly Chase	Not started					1							
15/00525/FUL	Nobles Green Pumping Station Cottage, Blatches Chase, Eastwood	Not started					1							
15/00526/FUL	Scout Hall Adjacent 11 Love Lane, Rayleigh	Not started							5					
15/00212/FUL	Bramling,s Anchor Lane, Canewdon	Not started							5					
15/00330/FUL	Cattery Adjacent Kensal Bridge House, Apton Hall Road, Stambridge	Not Started					1							
15/00397/FUL	Villa Maris, Anchor Lane, Canewdon	Not Started				1								
15/00419/FUL	Pinetree Place, Ashingdon Road, Rochford	Under Construction			1	1								
15/00538/DPDP3M	Gore Farm, Gore Road, Ballards Gore	Not Started				1								
15/00588/DPDP3	Ancillary Building at South Side Greenacres Farm, Hyde Wood Lane	Not Started				1								
15/00608/FUL	3 Tithe Barn Cottages, Poynters Lane, Great Wakering	Not Started				1								
15/00441/FUL	Site of 34 Mortimer Road, Rayleigh	Under Construction			1									
15/00317/FUL	Land rear of 4 High Street, Rayleigh	Not Started				1	1							
14/00872/FUL	3 Burrows Way, Rayleigh	Under Construction			1									
15/00839/FUL	59 Banyard Way, Rochford	Under Construction			1									
15/00376/FUL	59 Rawreth Lane, Rayleigh	Not Started			1									
15/00379/OUT	Site of Bullwood Hall, Bullwood Hall Lane, Hockley	Not Started						30	30					
15/00498/FUL	1 Barrow Hall Cottages, Barrow Hall Road, Little Wakering,	Not Started				1								
15/00777/FUL	Land between 42 - 44 Little Wakering Rd , Great Wakering	Not Started				1								
15/00771/FUL	Site of 41 And 43 Grove Road, Rayleigh	Not Started				1	1							
15/00795/OUT	Avonside, Eastwood Rise, Eastwood	Not Started				1								
15/00641/FUL	28-30 London Hill, Rayleigh	Not Started				1	1							
15/00814/FUL	200 Main Road, Hawkwell	Not Started				1	1							
15/00824/OUT	Land Rear of 112 High Street, Great Wakering	Not Started				1								

Rochford District Council – Housing Land Supply Position Statement (July 2016)

Reference	Address	Status	Year											
			2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	
15/00846/DPDP3M	Ivanhoe Nurseries, Ironwell Lane, Hawkwell	Not Started				1								
15/00775/FUL	Treetops, Hillview Road, Rayleigh	Under Construction		-1		1	1							
15/00928/FUL	Land rear of 81 New Road, Great Wakering	Not Started					1							
15/00949/FUL	Land adjacent to 3 The Spinneys, Hockley	Not Started				1	1							
16/00012/FUL	36D Ashingdon Road, Rochford	Not Started					1							
16/00013/FUL	Site of 22 Highams Road, Hockley	Not Started				1	1							
16/00018/FUL	30 Daws Heath Road, Rayleigh	Not Started					1							
15/00325/LDC	Flemings Farm Cottages, Flemings Farm Road, Eastwood	Complete		-1										
15/00539/FUL	223 Greensward Lane, Ashingdon	Not Started			1									
16/00109/FUL	Site of 4 and 6 Church Street, Rayleigh	Not Started					1							
16/00145/FUL	Woodlands Parade, Main Road, Hockley	Not Started						4						
15/00362/OUT	Land north of London Road and south of Rawreth Lane and west of Rawreth Industrial Estate, Rawreth Lane, Rayleigh	Not Started				60	120	120	100	100				
15/00667/FUL	50 East Street, Rochford	Not Started					4	4						
Total			167	148	151	333	366	246						
Allocated sites approved subject to S106 agreement														
12/00283/OUT	Pond Chase Nursery, Folly Lane, Hockley	Approved subject to S106			5	35	30							
14/00813/OUT	Land between Windermere Avenue and Lower Road, Malyons Lane, Hullbridge	Approved subject to S106						100	100	100	100	100		
15/00144/OUT	27 - 29 Eldon Way, Hockley	Approved subject to S106					20							
Total			0	0	5	35	50	100	100	100	100	100	100	0
Sites without planning permission (Under consideration - Pre-App, application pending, Call for Sites, SHLAA)														
	Land rear of 12 to 26 Eastwood Road, Rayleigh	Under consideration					20	21						
	Land rear of 128 High Street, Rayleigh	Under consideration				10	10							
	Rawreth Industrial Estate, Rawreth Lane, Rayleigh	Under consideration								25	65	65	67	
	Timber Grove, London Road, Rayleigh	Under consideration					20	60	11					
	3 The Spinneys, Hockley	Under consideration				3								

Rochford District Council – Housing Land Supply Position Statement (July 2016)

Reference	Address	Status	Year											
			2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	
	Eldon Way Industrial Estate, Eldon Way, Hockley	Under consideration								20	20	20	20	
	The Mill, rear of 8 St Johns Road, Great Wakering	Under consideration					2							
	Star Lane Industrial Estate, Star Lane, Great Wakering	Under consideration											15	15
	Thorpe Road Industrial Estate, Main Road, Hawkwell	Under consideration											5	
	Stambridge Mills, Mill Lane, Rochford	Under consideration									23	25	25	25
	Land rear of 77 West Street, Rochford	Under consideration								3				
	Castle Road Recycling Centre, Castle Road, Rayleigh	Under consideration								6	7			
	1 Woodlands Road, Hockley	Under consideration							7					
	Land between 4 and 12 Hillside Road Eastwood Rise, Eastwood	Under consideration									3			
	Land adjacent Hockley Train Station (North East)	Under consideration									16			
	Land adjacent Hockley Train Station (north west)	Under consideration									10	5		
	Land rear of 62 Trinity Road, Rayleigh	Under consideration							1					
	Former Rochford Police Station, South Street, Rochford	Under consideration				7	7							
Total			0	0	0	20	59	89	40	104	115	130	107	
Allocated sites without planning permission														
Allocations Plan site SER5	South East Ashingdon	Allocated site						100	100	100	100	100	100	
Allocations Plan site SER7	South Canewdon	Allocated site				25	24							
Allocations Plan site SER9	West Great Wakering	Allocated site						100	100	50				
Total			0	0	0	25	24	200	200	150	100	100	0	
Cumulative Total			167	148	156	413	499	635	340518	354537	315390	330400	107	

Character of Place (August 2016)

Introduction

- 1.1 In the Core Strategy, the Character of Place chapter includes two objectives:
- To ensure that new development respect and make a positive contribution toward the built environment
 - To support and enhance the local built heritage
- 1.2 The success of the implementation of these objectives will be monitored by recording the realisation of the three policies within the chapter.

Design

- 1.3 Policy CP1 of the Core Strategy seeks to promote good, high quality design that has regard to local flavour. The success of the implementation of Policy CP1 will be monitored by recording the proportion of appeals of the Council's decision to refuse planning applications based on character of place which are dismissed.
- 1.4 Three appeal cases were received after planning applications were refused based on, but not limited to, Policy CP1 – Design. Within those, two cases were dismissed in the appeal.

Conservation Areas

- 1.5 Policy CP2 of the Core Strategy seeks to implement the actions recommended in the adopted Conservation Area Appraisal and Management Plans and have regard to the advice within them when making decisions/recommendations.
- 1.6 Within Rochford District there are ten designated Conservation Areas.
- 1.7 On 11 January 2010, the Council has confirmed the implementation of the Article 4(2) Direction for a number of Conservation Areas as recommended in the Conservation Area Appraisals. The areas affected are listed below.
- 1.8 Some alterations are normally permitted within Conservation Areas without the need to acquire planning permission through what is known as Permitted Development Rights. These Permitted Development Rights may be removed through the issuing of an Article 4(2) Direction.
- 1.9 In general, they only apply to elevations fronting a highway, and only apply to houses, and not to flats or commercial properties.

Rochford District Council – Character of Place (August 2016)

Conservation Area	Date Designated	Article 4(2) Direction Areas
Battlesbridge (Joint with Chelmsford BC)	March 1992	✓
Canewdon Church (PDF 83kb)	March 1986	
Canewdon High Street (PDF 70kb)	March 1992	✓
Foulness Churchend	March 1992	
Great Wakering (PDF 68kb)	March 1986 (Amended March 2006)	✓
Paglesham Churchend	November 1973	✓
Paglesham East End	March 1986	✓
Rayleigh (PDF 78kb)	October 1969 (Amended March 2010)	✓
Rochford (PDF 65kb)	June 1969 (Amended March 2010)	✓

Local List

- 1.10 Policy CP3 of the Core Strategy is set out that the Local List SPD will give protection to local buildings with special architectural and historic value. Between 2014 and 2016, no building/heritage asset identified within the Local List SPD was demolished.

Green Belt (August 2016)

Introduction

- 1.1 Policy GB1 of the Core Strategy sought to ensure that the minimum amount of Green Belt land necessary was allocated to meet the District's housing and employment needs. The policy seeks to direct development away from the Green Belt as far as practicable and will prioritise the protection of Green Belt land based on how well the land helps achieve the purposes of the Green Belt. Certain types of rural diversification however are supported.
- 1.2 Following adoption of the Allocations Plan and London Southend Airport and Environs Joint Area Action Plan in 2014, 12,481 hectares of the District are currently designated as Metropolitan Green Belt; this is compared to 12,763 hectares prior to the adoption of these plans.
- 1.3 The outcome of planning applications for inappropriate development on Green Belt during the period 2014-16 is as follows – 15 appeals were received based on of, but not limited to, Policy GB1 – Green Belt Protection. Of those 15, seven were dismissed; seven were permitted and one partially permitted.
- 1.4 Policy GB2 of the Core Strategy relates to rural diversification and recreational uses. It identifies appropriate forms of rural diversification that may be considered acceptable in appropriate circumstances in the Green Belt.
- 1.5 The number of change of use applications permitted on land designated as Green Belt, and the nature of those uses, will indicate whether rural diversification is being undertaken and will be recorded.
- 1.6 In 2014-16, Rochford District Council received 33 change of use applications.
- 1.7 Seven change of use applications received were in the Green Belt, three applications were permitted, two are pending decisions and another two applications have been returned.

Table 1.1 – Change of Use Applications in the Green Belt

Reference	Proposal	Status
14/00550/COU	To provide storage for fencing materials	Pending Decision
15/00364/COU	Change of use of storage building and surrounding yard for use as workshops for two stroke engines and associated yard	Application Permitted
15/00396/COU	Change of use of land to provide outdoor recreational use with associated structures and rota-loo composting toilet	Application Permitted

Reference	Proposal	Status
15/00462/COU	<p>Variation of condition 01 to Application CU/0488/95/ROC</p> <p>From:</p> <p>The uses permitted by virtue of permission CU/0114/94ROC shall not operate outside the hours of 9.00am to 7.00pm each day from 1 May to 31 October and from 9.00am to 5.00pm from 1 November until 30 April.</p> <p>To:</p> <p>The uses permitted by virtue of permission CU/0114/94ROC shall not operate outside the hours of 07.00hrs to 22.00hrs each day except for the café / restaurant which shall operate after the hours of 07.00hrs on each day and shall close before 01.00hrs on each day.</p> <p>Reason: To ensure the permitted extended use of the site will not have an unacceptably intrusive effect upon the amenity of the surrounding open and rural countryside, which lies within the Metropolitan Green Belt, at times when that countryside is subject to much less use and activity generally.</p>	Pending Consideration
15/00489/COU	Mooring of a houseboat	Application Returned
15/00576/COU	Change of use of two residential stable buildings and a manège to form a commercial fully serviced livery.	Application Permitted
16/00299/COU	Change of use for an existing wooden building (built in 1998) from Summer house to Dwelling.	Application Returned

Upper Roach Valley (August 2016)

Introduction

- 1.1 The Upper Roach Valley and Wallasea Island have been identified in the Core Strategy as large green open spaces that are important for recreation and biodiversity.

Upper Roach Valley

- 1.2 The Upper Roach Valley, including the area around Hockley Woods, is an area with special landscape characteristics. There are 14 ancient woodlands in the District and seven of them lie within the Upper Roach Valley, south of the head of the valley formed by the railway line. Parts of the Upper Roach Valley are already well utilised, such as Hockley Woods and the recently established Cherry Orchard Jubilee Country Park.
- 1.3 The Core Strategy states that the Upper Roach Valley will be protected from development which would undermine the area's role as a green space providing informal recreational opportunities. It also supports the expansion of Cherry Orchard Jubilee Country Park and the creation of links with other parts of the Upper Roach Valley. Policy URV1 of the Core Strategy sets out the council's goals for the Upper Roach Valley including protecting the area from inappropriate development, creating a single, vast informal recreational area and enhancing its natural character. The policy also supports the expansion of Cherry Orchard Jubilee Country Park. Any expansion of the Country Park will be recorded when it takes place.

Wallasea Island

- 1.4 Policy URV2 of the Core Strategy seeks to support the RSPB in delivering the Wallasea Island Wild Coast Project and promote recreational use and additional marina facilities in the area, along with access improvements.
- 1.5 The 'Wallasea Island Wild Coast Project' is a coastal habitat restoration project on a scale that is unique in the UK and Europe. It involves returning Wallasea Island (situated at the junction of the Crouch and Roach Estuaries, Essex) back to being an extensive and diverse range of intertidal habitats that will be rich in birds, fish and invertebrates. It also includes the provision of extensive high level transitional zones that will to accommodate future climate change induced sea level rise.
- 1.6 Substantial progress is being made with the transformation of Wallasea Island into a restored coastal wetland. The land-forming work and associated habitat developments for this project are well underway and it is anticipated that by the end of the Summer 2016 cell 5 will be complete to enable a circular path to be opened across the site. The RSPB continues to seek the remaining required fill material from major infrastructure projects.

Environmental Issues (August 2016)

Introduction

- 1.1 Biodiversity is the variety of living species on earth, and the habitats they occupy. It is integral to sustainable development and the Council is committed to the protection, promotion and enhancement of biodiversity throughout the District.
- 1.2 The Essex Biodiversity Action Plan (BAP) provides a list of species and habitats where action in the county should be focused. Rochford's BAP translates the Essex BAP into more local actions. In addition, Core Strategy Policy ENV1 will act to enhance and protect the biodiversity through the planning system.
- 1.3 Policy ENV1 of the Core Strategy sets the Council's policy for the protection and enhancement of natural landscapes and habitats as well as the protection of historic and archaeological sites. There are a number of sites in the District that have been designated for their biodiversity importance.
- 1.4 The District's coast and estuaries are protected under international statutes and obligations.

Ramsar Sites

- 1.5 Ramsar sites are notified based on a range of assessment criteria. The criteria for waterbirds state that a wetland should be considered internationally important if it regularly supports 20,000 or more waterbirds and/or if it regularly supports 1% of the individuals in a population of one species of waterbird. There are two listed Ramsar sites in Rochford District: Foulness and the Crouch and Roach Estuaries.

Special Protection Areas (SPAs)

- 1.6 Special Protection Areas are designated specifically for their importance to wild birds. Rochford District contains two sites that have been confirmed as SPAs:
 1. The Crouch and Roach Estuaries SPA qualifies under Article 4.2 of the EU Birds Directive by supporting:
 - Internationally important assemblage of waterfowl (wildfowl and waders)
 - Internationally important populations of regularly occurring migratory species.
 2. Foulness SPA qualifies under Article 4.1 of the EU Birds Directive by supporting:
 - Internationally important breeding populations of regularly occurring Annex 1 species: sandwich tern (*Sterna sandvicensis*), common tern (*Sterna hirundo*), little tern (*Sterna albifrons*) and avocet (*Recurvirostra avosetta*).

Special Areas of Conservation (SACs)

- 1.7 Special Areas of Conservation are intended to protect natural habitats of European importance and the habitats of threatened species of wildlife under Article 3 of the Habitats Directive (EC Council Directive on the Conservation of Natural Habitats and of Wild Fauna and Flora, 1992). The Essex Estuaries SAC covers the whole of the Foulness and Crouch and Roach Estuaries from the point of the highest astronomical tide out to sea. As such it relates to the seaward part of the coastal zone. The Essex Estuaries have been selected as a SAC for the following habitat features:
- Pioneer saltmarsh.
 - Estuaries.
 - Cordgrass swards.
 - Intertidal mudflats and sandflats.
 - Atlantic salt meadows.
 - Subtidal sandbanks.
 - Mediterranean saltmarsh scrubs.

The Essex Estuaries European Marine Site

- 1.8 Where a SPA or SAC is continuously or intermittently covered by tidal waters, or includes any part of the sea in or adjacent to the UK, the site is referred to as a European Marine Site. The marine components of the Essex SPAs and SACs are being treated as a single European Marine Site called the Essex Estuaries Marine Site (EEEMS). This extends along the coast from Jaywick near Clacton, to Shoeburyness near Southend-on-Sea and from the line of the highest astronomical tide out to sea. It includes the Maplin and Buxey Sands.
- 1.9 Effectively the whole of the District coastline is within the EEEMS, although terrestrial parts of the SPAs (i.e. freshwater grazing marshes inside the sea walls) are not included as they occur above the highest astronomical tide.
- 1.10 Local authorities are “relevant authorities” under the Habitats Regulations and along with other statutory authorities are responsible for the conservation and management of European Marine Sites. The District is represented on the management group of the Essex Estuaries Scheme of Management. The Management Scheme document will be a material consideration when considering proposals, which may impact on the European Marine Site.

Local Wildlife Sites

- 1.11 Local Wildlife Sites (LoWSs) are areas of land with significant wildlife value (previously known as Sites of Importance for Nature Conservation and County Wildlife Sites). Together with statutory protected areas, LoWSs represent the minimum habitat we need to protect in order to maintain the current levels of wildlife in Essex.

- 1.12 The Council instructed ECCOS from the Essex Wildlife Trust to survey and comment upon the condition/suitability of the Districts' County Wildlife sites. The report identified the number lost and the number of the new area. There are 39 LoWSs scattered throughout Rochford District, comprising of mainly woodland, but with some grassland, mosaic, coastal and freshwater habitats. The largest LoWS is the Wallasea Island Managed Realignment which covers 90.3 ha.
- 1.13 The principal objective of this review was to update the Local Wildlife Site network within Rochford District in the light of changes in available knowledge and by application of draft site selection criteria for Essex. In the report, former Local Wildlife Sites had been significantly revised and amended. Major changes included: 1) Areas designated as Sites of Special Scientific Interest (SSSI), included in the previous survey, are now no longer included in the Local Wildlife Site network, as suggested in national guidance; and 2) A new system of site numbering is introduced. This review was undertaken in 2007; a further review of the Local Wildlife Site network will be undertaken as part of the wider view of the local development plan.

The Conservation (Natural Habitats etc.) Regulations

- 1.14 The Conservation (Natural Habitats) Regulations 1994 places new responsibilities on local authorities – that in the exercise of any of their functions, they are to have regard to the requirements of the Habitats Directives, so far as they may be affected by the exercise of those functions. These will have significant impacts on planning in the coastal zone. Every planning application which is likely to have a significant effect, either directly or indirectly on the SAC, SPA or Ramsar sites needs to be assessed for its “in combination” effects and for its cumulative impacts. Whilst each individual case may not be harmful, the combined effects could be harmful to the European and internationally important sites. Therefore, individual proposals may be refused in order to avoid setting a precedent for further development.

National Sites

- 1.15 Sites of Special Scientific Interest (SSSIs) are designated under the Wildlife and Countryside Act 1981. Natural England has a duty to provide notification of these sites. The SSSI network includes some of the “best” semi-natural habitats including ancient woodlands, unimproved grasslands, coastal grazing marshes and other estuarine habitats.
- 1.16 There are three SSSI's within the Rochford District as follows:
- Hockley Woods SSSI – A site predominantly owned by the District Council. The site is of national importance as an ancient woodland.
 - Foulness SSSI – This comprises extensive sand-silt flats, saltmarsh, beaches, grazing marshes, rough grass and scrubland, covering the areas of Maplin Sands, part of Foulness Island plus adjacent creeks, islands and marshes. This is a site of national and international importance.

- Crouch and Roach Estuaries SSSI (previously known as River Crouch Marshes) – This covers a network of sites (salt marsh, intertidal mud, grazing marsh, a fresh water reservoir) including Brandy Hole and Lion Creek, Paglesham Pool, Bridgemarsh Island and marshes near Upper Raypits. This site is of national and international importance.

1.17 Appendix A list in detail the SSSIs within the District.

Coastal Protection Belt

1.18 Policy ENV2 of the Core Strategy seeks to protect and enhance the existing qualities of the coastline, take into consideration climate change and sea level rise, whilst not permitting any development in areas that are at risk from flooding, erosion and land instability and ensuring that exceptionally permitted development will not have adverse impacts on the open and rural character, historic features and wildlife of the coast, and must be within already developed areas.

1.19 Policy ELA2 of the adopted Allocations Plan called for a small amendment to the Coastal Protection Belt:

“Parts of the areas identified in Policy SER6 to the south west of Hullbridge are situated in the Coastal Protection Belt. As such a small amendment to the Coastal Protection Belt designation in this location is required.”

Flood Risk

1.20 Policy ENV3 of the Core Strategy seeks to direct development away from areas at risk of flooding by applying the sequential test and, where necessary, the exceptions test. 7,071 hectares of the District have a 1% annual probability of fluvial flooding and/or a 0.5% annual probability of tidal flooding, as calculated by the Environment Agency. Within these areas, in line with guidance contained in the NPPF, the Council will consult the Environment Agency on any applications submitted for development.

1.21 The Environment Agency is also consulted on applications where there is a potential impact on water quality. The Council will only approve planning applications contrary to Environment Agency recommendation on flood risk or water quality in exceptional circumstances.

1.22 The Thames Gateway South Essex Strategic Flood Risk Assessment 2011 (SFRA) provides a revision to the SFRA published in November 2006. The report constitutes a Level 1 and Level 2 SFRA for Rochford District which will contribute to the evidence base for the plan-making process. The purpose of the Level 1 SFRA is to collate existing data and information with respect to flood risk, sufficient to enable the application of the Sequential Test by the Council; whilst an ‘increased scope’ Level 2 SFRA has also been included in the report to provide more detailed flood risk information for those areas at medium or high risk of flooding.

1.23 The findings in the SFRA provide some specific information which will facilitate the application of the Exception Test, where required, and inform the preparation of site specific Flood Risk Assessments for individual development sites in the potential main development areas.

1.24 In 2014-2016 the Environment Agency objected to eight planning applications on flood risk grounds. Of the eight planning applications objected to, three applications were refused by the Council, one was withdrawn, two are pending consideration and two were permitted. Details of the applications approved/accepted are set out in Table 1.1.

Table 1.1 – Permitted planning applications objected to by Environment Agency

Reference:	15/00394/FUL
Address:	Cariads Rest, Kingsmans Farm Road, Hullbridge
Development:	Demolish existing dwelling and construct three storey house
Environment Agency Comments:	Objection maintained on flood risk grounds as the FRA does not comply with requirements set out in paragraph 30 of the PPG
Reason for Approval Contrary to Environment Agency Advice:	Following independent FRA assessment, mitigation measures were detailed for the build to reduce the risk of flooding to the proposed development and future occupants. These measures were deemed adequate, therefore the build was recommended for approval.
Reference:	15/00190/FUL
Address:	London Southend Airport, Rochford
Development:	Installation of a photovoltaic solar farm and associated infrastructure, including photovoltaic panels, mounting frames, transformer building and connection to the airports electricity ring main for the life of the solar farm
Environment Agency Comments:	Objection maintained on flood risk grounds as the FRA does not comply with requirements set out in paragraph 30 of the PPG. WFD objection removed. FRA fails to adequately address the potential increase in flood risk elsewhere.
Reason for Approval Contrary to Environment Agency Advice:	Flood modelling work has been undertaken to adequately demonstrate that the flood risk assessment has considered the impact of the proposed development on flood flows and the impact on the risk of flooding elsewhere. Flood mitigation measures shall be undertaken in accordance with table 3 of the summary and conclusions at section 12 of the Flood Risk Assessment by RPS.

Table 1.2 – Performance Relative to Flood Protection Targets

	Applications Approved/Resolved to be Approved/Accepted Contrary to Environment Agency advice on Flooding
Target	0
Actual	1

Water Quality

- 1.25 Some forms of development have the potential to impact on water quality. This may take the form of, for example, a proposal that would result in the inappropriate discharge of effluent into surface water drainage, thereby polluting the water supply.
- 1.26 During 2014-2016 the Environment Agency objected to one of the planning applications submitted to Rochford District Council on the grounds of impact on water quality.

Table 1.3 – Performance Relative to Water Quality Targets

	Applications Approved Contrary to Environment Agency Advice on Water Quality
Target	0
Actual	1

Sustainable Drainage System (SuDS)

- 1.27 Sustainable Drainage Systems (SuDS) aim to reduce surface water run-off from developments, mimicking the natural route that rainwater takes.
- 1.28 Essex County Council has become a SuDS Approval Body (SAB) by the enactment of Schedule 3 of the Flood and Water Management Act 2010, which passed 31 March 2015. This means that all new development which has surface water drainage implications will potentially require SAB approval and need to conform to National and Local Standards.
- 1.29 Policy ENV4 of the Core Strategy requires that all residential development over 10 units will need to incorporate runoff control via SUDS to ensure runoff and infiltration rates do not increase the likelihood of flooding. In addition the Allocations Plan 2014 requires attenuation and source control SuDS of a size proportionate to the development should be used such as balancing ponds, swales, detention basins and green roofs.

Air Quality

- 1.30 Policy ENV5 of the Core Strategy states that new residential development will be restricted in Air Quality Management Areas (AQMA) in order to reduce public exposure to poor air quality; and that the Council will seek to reduce the impact of poor air quality on receptors in that area and to address the cause of the poor air quality.
- 1.31 Between 20 October and 14 November 2014 the Council carried out a public consultation regarding the extent of the AQMA that must be declared in Rayleigh town centre. Part of Rayleigh town centre down to the A127 was designated as an AQMA in January 2015. Development within the AQMA will be restricted through the development management process. An Air Quality Action Plan is being prepared for this area, with the consultation draft due 16 September 2016. The final version shall be submitted to Defra for approval in January 2017.

Renewable Energy

- 1.32 Policy ENV6 of the Core Strategy set out the criteria for the support of large-scale renewable energy projects in the District. Renewable energy is energy which is generated from resources which are unlimited, rapidly replenished or naturally replenished such as wind, water, sun, wave and refuse, and not from the combustion of fossil fuels. Along with energy conservation strategies, the use of renewable energies can help reduce carbon dioxide emissions and the reliance on energy sources that will ultimately run out, to the benefit of the environment and contributing towards a more sustainable form of development.
- 1.33 In the years 2014-16 there has been planning permission granted for two large-scale renewable energy producing facilities in the District. A photovoltaic solar farm and associated infrastructure has been approved at London Southend Airport. A further photovoltaic solar farm with ancillary development has been approved on land north east of Ulverston Road and east of Fambridge Road, Ashingdon.
- 1.34 Policy ENV7 of the Core Strategy seeks to support small-scale renewable energy projects having regard to their location, scale, design and other measures. Small-scale renewable energy production, such as domestic photovoltaic tiles etc., can make a valid contribution towards the reduction in the reliance on non-renewable energy.
- 1.35 The Government has changed the permitted development rights for small-scale renewable and low-carbon energy technologies. This now means that subject to criteria, the installation of solar PV or solar thermal panels will be considered permitted development.
- 1.36 For the purposes of monitoring, it means many of the small scale, domestic renewable energy generating installations would not require consent from the Local Planning Authority, or under Building Regulations.
- 1.37 While these changes are supported by the Council's aim to encourage the development of small-scale renewable energy projects as set out in the Core Strategy, they also mean that accurate monitoring of the number of PV installations going on in the District is less accurate.

Table 1.4 – Small scale Renewable energy projects in 2014/16

	Solar Photovoltaics	Wind Onshore	Hydro	Biomass
Permissions for installations of renewable energy sources granted 2014-16	unknown	-	-	-
Known renewable energy sources implemented 2014-16	unknown	-	-	-
Completed installed capacity in MW	unknown	-	-	-
MW Generation	unknown			

Appendix A – Condition of Sites of Special Scientific Interest (SSSIs)

The following information is taken from Natural England, unless otherwise stated. For further information please see <http://www.naturalengland.org.uk>

Area (ha)	Main habitat	Area Meeting PSA Target	Area Favourable	Area Unfavourable Recovering	Area Unfavourable No Change	Area Unfavourable Declining	Area Destroyed/Part Destroyed	Reasons for Adverse Condition
Crouch and Roach Estuaries (shared with Chelmsford Borough and Maldon District)								
Within the District: 119.36 Total SSSI area: 1735.58	Littoral sediment; grassland; standing open water; canals; coastal lagoon	99.33%*	22.87%*	76.46%*	0.67%*	0.00%*	0.00%*	Coastal squeeze; water pollution – agriculture/run off; overgrazing; Inappropriate water levels
Foulness (shared with Southend-on-sea Borough)								
Within the District: 9744.73 Total SSSI area: 10946.14	Littoral sediment; grassland; coastal lagoon	97.28%	72.61%	24.68%	0.02%	2.70%*	0.00%	Coastal squeeze; inappropriate scrub control
Hockley Woods								
92.12	Broadleaved, mixed and yew woodland – lowland	100.00%	0.00%	100.00%	0.00%	0.00%	0.00%	N/A
Total								
Within the District: 9956.21 Total SSSI area: 12773.84	-	99.77%	33.46%	66.31%	0.23%	0.00%	0.00%	-

* These figures are for the whole of the Crouch and Roach Estuaries SSSI, not all of which is in the Rochford District. The figures for this area may be markedly different to those submitted.

Community Infrastructure, Leisure and Tourism (August 2016)

Introduction

- 1.1 It is vital that new development is accompanied with appropriate infrastructure in order to create sustainable growth within the communities. The Community Infrastructure Levy (CIL) was introduced in 2010. It allows local authorities in England and Wales to raise funds from developers undertaking new building projects. The Council is at the early stages of preparing the CIL to support the preparation of the new Local Plan. The money raised can be used to fund a wide range of infrastructure needed to support new development within the District, not necessarily in the location where the money is raised. The timetable for preparation of CIL can be found in the [Local Development Scheme](#).

Planning Obligations and Standard Charges

- 1.2 Policy CLT1 of the Core Strategy sets out the Council's policy for planning obligations and standard charges. The Council will monitor the provision of contributions and the infrastructure that is being delivered, once CIL is in place.

Education

- 1.3 Policy CLT2 of the Core Strategy deals with the Council's policy towards primary education, early years and childcare facilities in the District. It supports the delivery of two new primary schools, and states that the Council will work with Essex County Council and developers to ensure that new primary schools with early years and childcare facilities are developed in a timely manner and well related to residential development.
- 1.4 Land has been set aside within the allocated sites to the west of Rochford and to the west of Rayleigh within the Allocations Plan 2014. The outline and reserved matters applications for land to the west of Rochford (Policy SER2) have been through the planning application process, with the school being delivered in the second phase. An outline application for land to the west of Rayleigh has been through the planning application process, with a reserved matters application expected in due course.
- 1.5 Policy CLT3 of the Core Strategy sets out the Council's policy towards secondary education in the District. The policy supports the reservation of three hectares of land for the expansion of King Edmund School and improved access. The policy also seeks to support the necessary expansion of Fitzwimarc and Sweyne Park schools. An allocated site to the east of Ashingdon (Policy SER5) has been through the planning application process, and has been delivered on site providing improved access to King Edmund School. Land has also been set aside for the expansion of the school.
- 1.6 The Essex School Organisation Plan 2015-20 provides detailed information of actual and forecast number on roll and capacity for each quadrant and district of Essex. An overview on school places for primary schools and secondary schools in Rochford District, taken from this plan, is set out in Table 1.1.

Table 1.1 – Primary and Secondary School places overview

Area	Primary School	Secondary School
Rochford	Pupil numbers are forecast to increase as a result of higher births and pupils arising from planned housing developments. A site for a new primary school has been secured to cater for children from additional housing in Rochford.	The impact of new housing will be monitored closely. The school will come under pressure if pupil numbers increase due to new housing planned for the area. Plans to increase provision to address potential growth will be developed with the schools, as necessary.
Rayleigh	Pupil numbers are forecast to stabilise over the next four years but then stabilise. There will be sufficient capacity for local children in Rayleigh. Numbers of pupils are likely to rise in future years due to planned new housing developments. A site for a new primary school has been secured to cater for children from additional housing in Rayleigh.	The two academies serving Rayleigh are full at present and forecast to remain so over the course of the next five years. These schools are forecast to come under pressure as pupil numbers increase due to new housing planned for the area. Sweyne Park has opened sixth form provision since September 2014 with an intake of up to 140 pupils into Year 12. Fitzwimarc will open sixth form provision in September 2016.
Hockley	Overall pupil numbers are expected to decline across Hockley, however when additional housing is taken into consideration there will be a slight increase in the intake of pupils by 2020, worsening the current deficit of capacity. Any surplus in places is not expected to be evenly spread across this group of schools.	Pupil numbers are forecast to drop in Hockley over the course of the next five years even when new housing is taken into account in the forecast.

Healthcare

- 1.7 Policy CLT4 of the Core Strategy sets out the Council’s policy towards healthcare provision in relation to development in the District. It seeks to ensure that the Council works with local healthcare providers to ensure that needs are provided for. New residential developments over 50 dwellings and non-residential developments over 1000 square metres will also need to be accompanied by a Health Impact Assessment for example.

- 1.8 The Council will work closely together with local Clinical Commissioning Group (CCG) to ensure that there are adequate healthcare facilities available to serve the District's population. Updates will be provided when more information is available.

Open Space

- 1.9 Policy CLT5 of the Core Strategy sets out the Council's approach to incorporating, protecting and enhancing open space in relation to development in the District. New public open space will be sought to support new development, and existing uses will be protected.
- 1.10 Within the period 2014/16, there one area of open space has been completed as part of the development of 176 dwellings on land between Main Road, Rectory Road and Clements Hall Way, Hawkwell.

Community Facilities

- 1.11 Policy CLT6 of the Core Strategy sets the Council's approach to safeguarding and enhancing community facilities in relation to development in the District. The Council requires due consideration to be given to the provision of community facilities within appropriate planning applications.

Play Space

- 1.12 Policy CLT7 of the Core Strategy sets out the Council's approach to the provision of play space in the District which supported the provision of new facilities alongside new residential development. Within the period 2014-16 there was no new provision of play spaces in the District.

Youth Facilities

- 1.13 Policy CLT8 of the Core Strategy sets out the Council's position regarding youth facilities within the District. Additional facilities for young people will be supported within appropriate locations where a need has been identified and which are accessible by a range of transport options.
- 1.14 The provision of youth facilities in the District has changed in the period 2014/16. The development of 100 dwellings sited on land east of Spencer Gardens, Brays Lane, Ashingdon has provided youth facilities.

Leisure Development

- 1.15 Policy CLT9 of the Core Strategy sets out the Council's aims regarding leisure facilities in the District, for example maintaining and enhancing current facilities, and making the best use of existing facilities in the District by encouraging those such as within school premises to be made accessible to all. The District contains both private and public sports facilities. Sport England notes the following leisure facilities available in Rochford District, as outlined in Table 1.2.

**Rochford District Council – Community Infrastructure, Leisure and Tourism
(August 2016)**

- 1.16 The demand for leisure facilities can be estimated using Sport England’s Sports Facility Calculator. This calculated the demand for various leisure facilities in an area based on local population profiles together with a profile of usage. Sport England use data from National Halls and Pools Survey, Benchmarking Service, Indoor Bowls User Survey and General Household Survey.
- 1.17 The demand is an estimate and it should be noted that the District does not sit in a vacuum and that the development of leisure facilities outside of the District and the movement of people between Districts will influence the demand for leisure services of a particular locality.
- 1.18 Table 1.2 compares the demand for leisure and recreational uses in the District, as calculated using Sport England’s Sports Facility Calculator, with the facilities provided.

Table 1.2 – Demand for leisure and recreational uses in the District

Facility	Supply	Facilities Requirement	Shortfall of Supply from Demand
Swimming pools	1388.5 m ²	872.46 m ²	0
Sports courts	36	22.45 courts	0
Indoor bowls	4	6.57 rinks	2.57

- 1.19 Table 1.2 suggests that there is currently no shortfall of swimming pools or sports courts in the District. There is a slight shortfall of indoor bowls rinks for the year 2014-16.

Swimming Pools

- 1.20 The location of swimming pools in the District – both public and private – is set out in Table 1.3 below.

Table 1.3 – Location of swimming pools

Name	Location	Swimming Pool Area (m ²)	Owner Type
Athenaeum Club	Rochford	300	Commercial
Clements Hall Leisure Centre	Hockley	425	Local Authority
Greensward Academy	Hockley	142.5	School
King Edmund Business and Enterprise School	Rochford	180	School
Riverside Junior School	Hockley	105	School
Sweyne Park School	Rayleigh	152	School
Waterbabies The Croft	Hockley	N/A	Commercial
Total		1388.5	

Sports Halls

1.21 The location of swimming pools in the District – both public and private – is set out in Table 1.4 below.

Table 1.4 – Location of sports halls

Name	Location	Number of Courts	Owner Type
Clements Hall Leisure Centre	Hockley	9	Local Authority
Cullys Gym	Hockley	1	Commercial
Fitzwimarc School	Rayleigh	7	School
Great Wakering Primary School	Great Wakering	1	School
Greensward Academy	Hockley	5	School
King Edmund Business and Enterprise School	Rochford	5	School
Rayleigh Leisure Centre	Rayleigh	4	Local Authority
Sweyne Park School	Rayleigh	4	School
Total		36	

Indoor Bowls

1.22 The location of indoor bowls facilities in the District – both public and private – is set out in Table 1.5 below.

Table 1.5 – Location of indoor bowls facilities

Name	Location	Rinks	Owner Type
Rayleigh Leisure Centre	Rayleigh	4	Local Authority
Total		4	

Completed Leisure Development 2014-16

1.23 In 2014-16 leisure development completed and outstanding, in town centres and overall, was as outlined in Table 1.6 below.

Table 1.6 – Leisure Development

Total leisure floor space completed 2014-16 (m ²)	7249
Total leisure floor space outstanding 2014-16 (m ²)	900
Leisure floor space completed in town centres 2014-16 (m ²)	597
Leisure floor space outstanding in town centres 2014-16 (m ²)	0

Playing Pitches

1.24 Policy CLT10 of the Core Strategy outlines the Council's policy towards playing pitches in the District, which seeks to support the provision of new pitches where appropriate – in accordance with specific criteria – and resist the loss of existing facilities. In the period 2014-16 there have been one application for the change of use of land to playing pitches which has been approved on land north of A129 and east of A130, Old London Road, Rawreth.

Tourism

1.25 The Council's 2014 Growth Strategy for the District will be used in conjunction with planning policy documents to drive forward the Council's goals for tourism in the District.

1.26 Policy CLT10 of the Core Strategy seeks to support appropriate green tourism projects in the District such as bed and breakfasts/hotels. In the period 2014-16 there has been one application approved for a bed and breakfast type development at Apton Hall, Apton Hall Road, Canewdon.

1.27 On 9 April 2016 Rayleigh Town Museum opened which will become a prime asset for tourism in Rayleigh.

Transport (August 2016)

Introduction

- 1.1 Rochford District currently has high-levels of car ownership with only 14.5% of households in the District not owning a car or van (2011 Census). The District is also subject to high levels of out-commuting and has limited public transport provision, particularly in rural areas. The Council will continue to work with Essex County Council, who is the Highways Authority covering Rochford District, to ensure that the road network is maintained and upgraded where necessary.

Highways

- 1.2 Policies T1 and T2 of the Core Strategy set out the Council's approach regarding highways issues and their relationship with development in the District. Policy T1 states that the Council will work with developers and the Highway Authority to ensure that necessary improvements are carried out, and will seek developer contributions where appropriate. Improvements to the east to west road network will also be supported. In addition Policy T2 identifies specific roads and junctions where improvements should be prioritised.
- 1.3 The Council is not the Highway Authority but continues to work closely with Essex County Council to promote the priorities for road and junction improvements, seeking developer contributions and supporting funding bids where appropriate. Improved access to King Edmund School for example was delivered alongside the development of land to the east of Ashingdon (Policy SER5 in the 2014 Allocations Plan).

Public Transport

- 1.4 Policy T3 of the Core Strategy sets out the Council's position regarding public transport and future development within the District, for example large-scale residential developments will be required to be integrated with public transport and designed in a way that encourages the use of alternative forms of transport to the private car. This links to Policy T1 which states that developments will be required to be located and designed in such a way as to reduce reliance on the private car. Locating development so that local shops and services and employment opportunities can be accessed through sustainable modes of travel is a key to achieving this.
- 1.5 To enable Policy T1 and Policy T3 to be monitored, only completed residential sites with ten or more dwellings will be considered. In the period 2014/16, four residential developments were completed with a total of 224 dwellings on the sites as set out in Table 1.1. Using public transport, residents of these sites would be able to access a GP surgery, a hospital, a primary and secondary school, an employment site and a health centre within thirty minutes. The approximate locations of these four sites are marked on the maps in Figure 1.1.

Table 1.1 – Access to Services within 15 minutes and 30 minutes in new residential development

Reference	Address	Access to Services within 15 minutes and 30 minutes
ROC/0398/12	Land east of Spencer Gardens, Brays Lane	Yes
ROC/0159/14	41-67 Lower Lambricks, Rayleigh	Yes
ROC/0254/11	York Bungalow, Little Wakering Hall Lane, Great Wakering	Yes
ROC/0363/12	190 London Road, Rayleigh	Yes

Accessibility of New Housing

1.6 It is important that the accessibility of services from new development, along with enabling people to reduce the need to travel by private car in general, is given considerable consideration in the planning process. This presents a particular challenge to Rochford District with its rural areas and high-levels of car ownership. Figures 1.1-1.5 illustrates the accessibility of the four sites to key facilities including school, retail, healthcare and employment opportunities.

Figure 1.1 – Accessibility of Primary Schools in Rochford District 2016

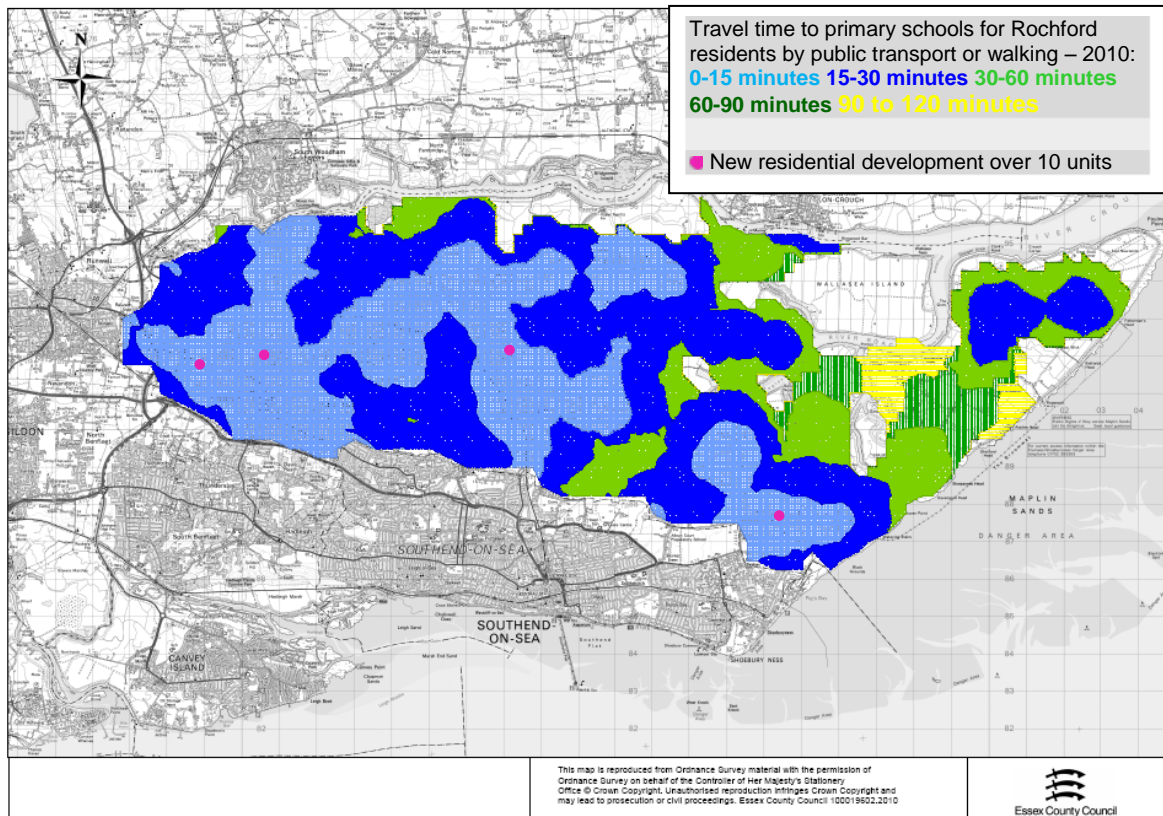


Figure 1.2 – Accessibility of Secondary Schools in Rochford District 2016

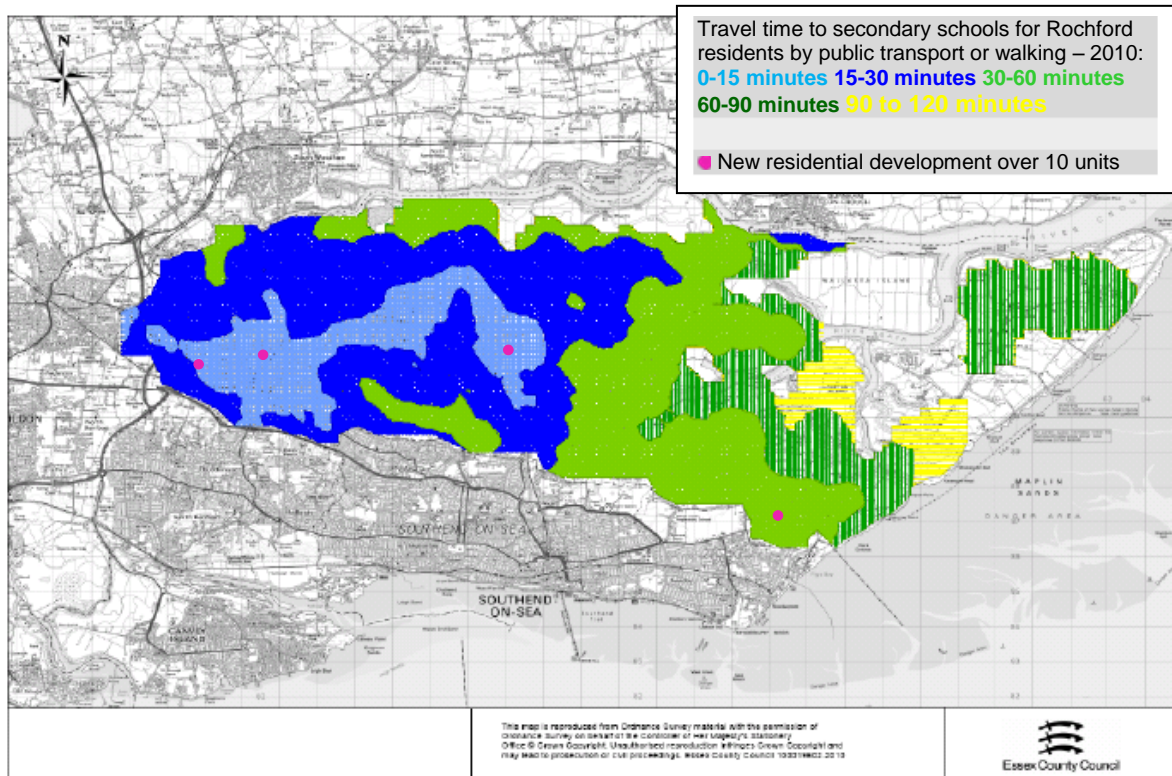


Figure 1.3 – Accessibility of Retail Centres in Rochford District 2016

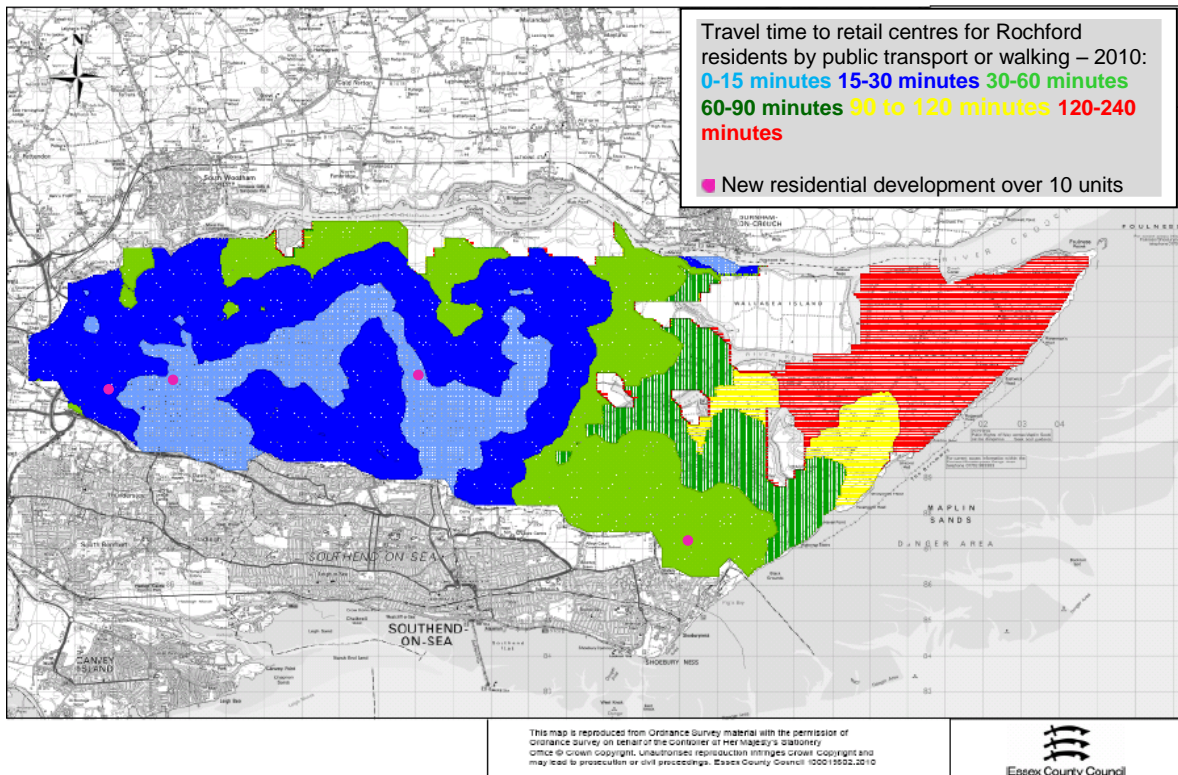


Figure 1.4 – Accessibility of GP Surgeries in Rochford District 2016

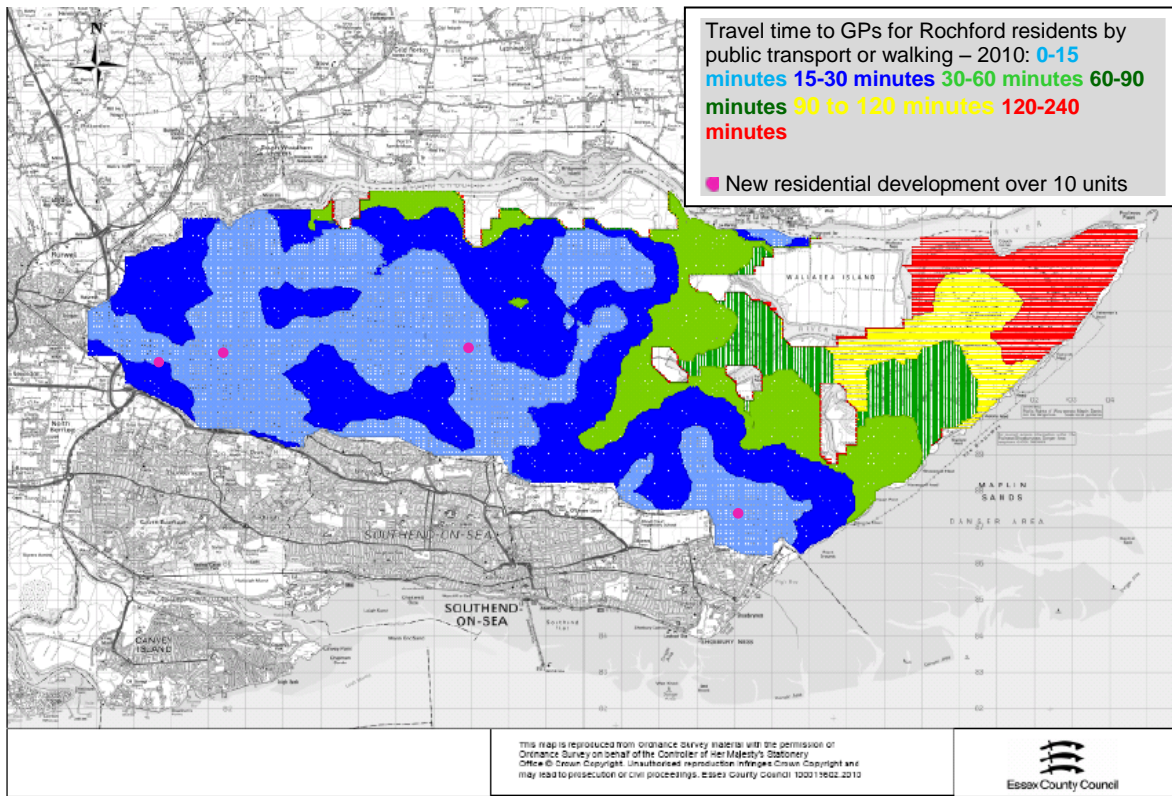
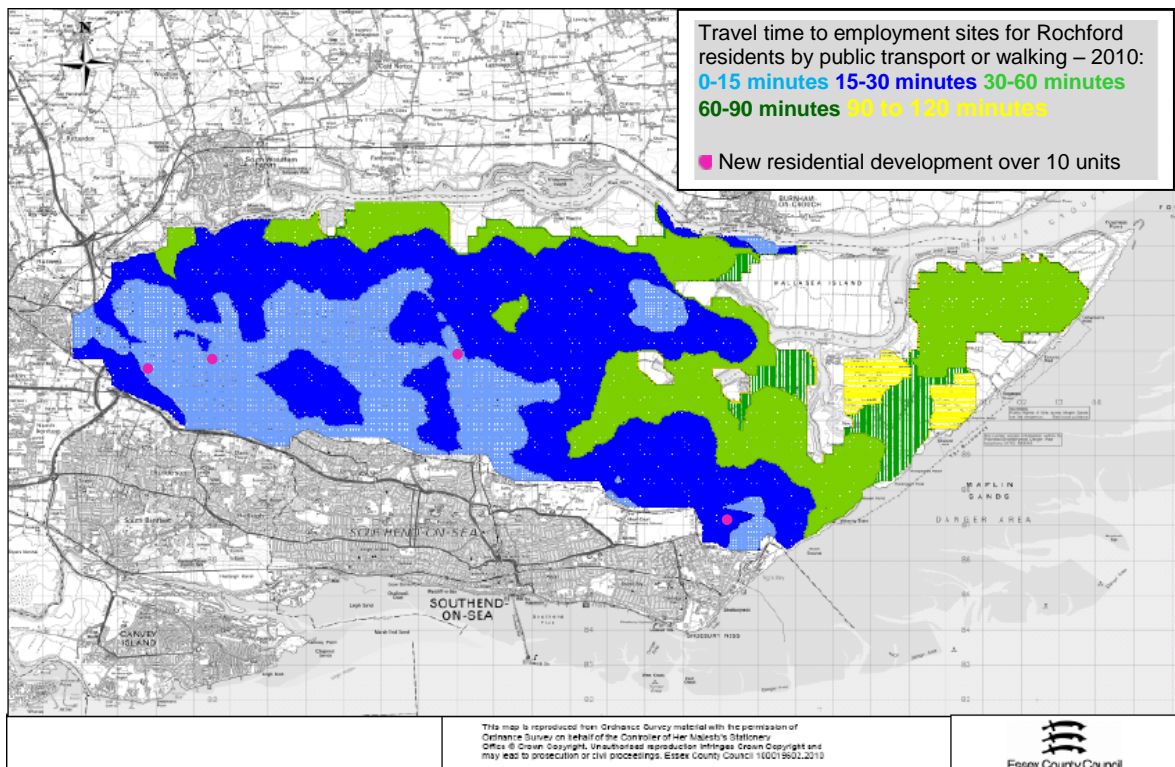


Figure 1.5 – Accessibility of Employment Centres in Rochford District 2016



- 1.7 To enable Policy T2 to be monitored, the Council will continue to work with Essex County Council to resolve any highways issues which arise across the District.
- 1.8 Rochford District has a significantly higher proportion of residents travelling to work by train (10.6% (Census 2011)) when compared to regional, national and county levels. This is likely due to a high proportion of the district's residents commuting into Greater London. The number of residents either walking or cycling to work is lower than that found at other levels, possibly due to the rural nature of much of the District. Table 1.2 below details the methods that residents use to travel to work.

Table 1.2 – Method of travel to work (%)

Method	Rochford	Essex	East	England
Train	10.6	8.4	5.4	5.9
Bus	2.2	2.1	2.4	4.7
Car/Van	39.6	38	39	34.8
Bicycle	0.8	1.4	2.3	1.8
Walk	3.4	5.5	6.1	6.3
Other	0.9	1.1	1.1	1.1
Not in employment/work from home	39.7	40.4	40.3	42.2

Source: ONS Census 2011 data

Travel Plans

- 1.9 Policy T5 of the Core Strategy sets out the Council's policy for the inclusion of travel plans as part of developments of an appropriate size in the District.
- 1.10 Two major developments of 50 or more units started between 2014 and 2016. These sites are Star Lane Brickworks, Star Lane, Great Wakering (116 dwellings) and land to the west of Rochford (600 dwellings).
- 1.11 In relation to the site west of Rochford for example financial contributions towards the enhancement of passenger transport services was collected in order to provide a new or extension to an existing bus service to serve the site to the west of Rochford for example. A travel plan was included in the Transport Assessment submitted with the planning application. It states that each household will be issued with Travel Packs, including a carnet of 10 day tickets for free bus travel in the local area, upon first occupation.

Cycling and Walking

- 1.12 Policy T6 of the Core Strategy supports the delivery of cycling and walking routes through the District and the Council will work with Essex County Council and other organisations to deliver these.

- 1.13 National Route 16 runs to the south of Rayleigh town centre, providing a 41 miles cycle link between Southend-on-Sea, Shoeburyness and Basildon. A cycle network through the District was identified in the Core Strategy (proposed National Cycle Network 135) to connect the settlements of Battlesbridge, Hullbridge, Rayleigh, Hockley, Hawkwell and Rochford to London Southend Airport. Following adoption of the Core Strategy a feasibility study was undertaken by Sustrans on the development of proposed National Cycle Network 135. Funding opportunities are being sought for the delivery of this route including through the planning application process. Opportunities for other cycling routes to be delivered in the District are being explored.
- 1.14 The district's main town centres – Rochford, Rayleigh and Hockley – have adequate cycle parking that is centrally located. Each of the major residential sites allocated in Strategy include a requirement for enhancements to the local cycle network as well as a link to the proposed National Cycle Network where appropriate.
- 1.15 Essex County Council has prepared an Essex Cycle Strategy which was adopted in June 2016. This will be followed by District/Borough specific action plans. The Rochford Cycle Strategy, led by Essex County Council as the Highway Authority, is progressing. Further information will be included when it becomes available.
- 1.16 The main residential site allocations within the Core Strategy include enhancements to local pedestrian routes as part of the infrastructure to accompany new development. The District will benefit from a number of enhanced walking routes as allocated developments complete.
- 1.17 Policy T7 of the Core Strategy states the Council will support the delivery of a number of greenways identified in the Green Grid Strategy 2005 which are of relevance to Rochford District. Further information will be included when it becomes available.

Parking

- 1.18 Policy T8 of the Core Strategy concerns parking standards. Minimum parking standards, including visitor parking, will be applied to residential development; whereas maximum standards will be applied for trip destinations provided that adequate provision is delivered. This is supported by the Parking Standards Design and Good Practice Supplementary Planning Document.

Economic Development (August 2016)

Introduction

- 1.1 Rochford District is located on the periphery of the Thames Gateway. The Council has embraced the key concepts of the Thames Gateway initiative and is a fully active partner. Growth associated with the Thames Gateway, and in particular London Southend Airport, will provide a key source of employment in coming years. The airport and nearby Aviation Way industrial estate provides a base for a number of specialist engineering and maintenance jobs.

Employment Growth

- 1.2 Policy ED1 of the Core Strategy sets out specific projects/opportunities that the Council will support, including the development of Cherry Orchard Jubilee County Park and the Wallasea Island Wild Coast Project, the enhancement of London Southend Airport and the District's commercial centres.
- 1.3 The success of this policy will be based on the proportion of employment development within 30 minutes public transport time. The Council will also monitor the total amount of additional floorspace by type and employment land available by type.
- 1.4 Key accessibility facts are as follows:
- 65% of Rochford residents live within 15 minutes travel of one of the District's retail centres;
 - 89% of Rochford residents live within 30 minutes travel of one of the Districts retail centres;
 - 69% of Rochford residents live within 15 minutes travel of one of the District's employment sites;
 - 98% of Rochford residents live within 30 minutes travel of one of the District's employment sites.

London Southend Airport

- 1.5 Policy ED2 of the Core Strategy sets out the Councils aims for the airport; including expressing support for development of the airport, a skills training academy and the preparation of a joint plan with Southend Borough Council.
- 1.6 The London Southend Airport and Environs Joint Area Action Plan (also known as the JAAP) was formally adopted by Rochford District Council on 16 December 2014. The JAAP will provide the basis for coordinating the actions of a range of partners with an interest in London Southend Airport and its surrounding area, and establish planning policies up to 2021. It will:
- Manage growth and change in the area by setting out development and design principles
 - Ensure the protection of areas and places sensitive to change
 - Direct investment and form the basis for regeneration in the area
 - Be deliverable

- 1.7 An outline planning application for land to the north of London Southend Airport for the development of the new Saxon Business Park was approved at a meeting of the Development Committee on 17 March 2016, subject to the signing of a S106 agreement. At the outline planning application stage, floor space is predominantly allocated to B1 and B2 uses (see Table 1.5), with 7078sq m. being allocated to other uses including C1, A1, A3, A4, D1, D2 and B8.

Existing Employment Land

- 1.8 Policy ED3 of the Core Strategy sets out the Council's goals for existing employment land in the District. There are a number of industrial estates allocated primarily for B1 (Business), B2 (General Industrial) and B8 (Storage) uses, the Council will continue to protect existing employment land within the District. The Council has reallocated four employment land sites for appropriate alternative uses due to the location and condition of these existing industrial estates.

- 1.9 The following employment land will be protected:

- Baltic Wharf, Wallasea Island
- Swaines Industrial Estate, Ashingdon
- Purdeys Industrial Estate, Rochford
- Riverside Industrial Estate, Rochford
- Rochford Business Park, Cherry Orchard Way, Rochford
- Imperial Park Industrial Estate, Rayleigh
- Brook Road Industrial Estate, Rayleigh
- Northern section of Aviation Way Industrial Estate, Southend

- 1.10 Employment land which has been reallocated for residential/mixed use development:

- Star Lane Industrial Estate, Great Wakering
- Eldon Way/Foundry Industrial Estate, Hockley
- Stambridge Mills, Rochford
- Rawreth Industrial Estate, Rayleigh

New Employment Land

- 1.11 A number of new employment sites have been allocated within the 2014 allocations plan and the JAAP. These sites are;

- Michelins Farm, Rayleigh

- Land south of Great Wakering
- Land to the north of Aviation Way Industrial Estate, Rochford

Employment Densities

- 1.12 The East of England Plan was revoked on 3 January 2013. Previous monitoring reports produced by the Council relied on the average employment densities set out in the East of England Employment Land Review Guidance (October 2007) produced by Roger Tym & Partners on behalf of the East of England Development Agency (EEDA), the East of England Regional Assembly (EERA) and the Government Office for the East of England (Go-East).
- 1.13 Rochford District Council will now use the average employment densities set out in the Employment Densities Guide (3rd Edition) 2015 produced by the Homes and Communities Agency as the basis for its default assumptions regarding employment densities in the District. These default assumptions are shown in Table 1.1 below.

Table 1.1 – Average Employment Densities Default Assumptions

Land Use	Square Metres per Worker
Offices	11
Industrial	41.5
Warehouse and Distribution	80.7
Retail	41.7

Source: Homes and Communities Agency Employment Densities Guide (3rd Edition) 2015

Employment Land and Floorspace

- 1.14 Tables 1.2-1.6 below show completed development, losses of employment development, net change of employment development, and outstanding employment permissions. For each of these tables employment has been listed by type as defined by Use Class Orders B1 (a), (b) and (c), B2 and B8. In some cases, particularly where there are a number of uses on one site or where a site has permission for a number of uses, the split of B1 (a), (b) and (c), B2 and B8 development is unclear. In this case the development is listed as 'split unknown'.
- 1.15 The tables show floorspace (in square metres), and an indication of the potential number of jobs (based on floorspace). In calculating the potential numbers of jobs the default assumptions in the Employment Densities Guide (3rd Edition) 2015 have been used. Where the development is listed as 'split unknown' an average figure has been used. In the case of 'B1 Split Unknown' the job figures are based on 22.3 sq. metres per worker. In the case of 'B1-B8 Split Unknown' an average figure of 35.5 sq. metres per worker has been used.

Table 1.2 – Completed Employment Generating Development in 2014-16

	Total (gross) completed in Rochford District		Completed in Employment Areas		Completed on Previously Developed Land (PDL)	
	Floorspace (sq. m)	Estimated Jobs (based on floorspace)	Floorspace (sq. m)	Estimated Jobs (based on floorspace)	Floorspace (sq. m)	Estimated Jobs (based on floorspace)
B1 (a) Offices	24 sq. m	2	0 sq. m	N/A	24 sq. m	2
B1 (b) Research and development + (c) Light industry	0 sq. m	N/A	0 sq. m	N/A	0 sq. m	N/A
B1 Split Unknown	0 sq. m	N/A	0 sq. m	N/A	0 sq. m	N/A
B2 General Industrial	573 sq. m	16	421 sq. m	11	573 sq. m	16
B8 Storage and Distribution	1,000 sq. m	14	1,000 sq. m	14	1,000 sq. m	14
B1-B8 Split Unknown	0 sq. m	N/A	0 sq. m	N/A	0 sq. m	N/A
Total B1-B8	1,597 sq. m	32	1,421 sq. m	25	1,597 sq. m	32
A1 Retail	748 sq. m	39	440 sq. m	23	748 sq. m	39
D2 Assembly and Leisure	7,249 sq. m	111	7,249 sq. m	111	7,249 sq. m	111
Total A1, B1-B8, D2	9,594 sq. m	182	9,110 sq. m	159	9,594 sq. m	182

Table 1.3 – Loss of Employment Generating Development in 2014-16

	Total Loss in Rochford District		Lost in Employment Areas		Lost to Residential Development	
	Floorspace (sq. m)	Estimated Jobs (based on floorspace)	Floorspace (sq. m)	Estimated Jobs (based on floorspace)	Floorspace (sq. m)	Estimated Jobs (based on floorspace)
B1 (a) Offices	500 sq. m	41	500 sq. m	41	0 sq. m	N/A
B1 (b) Research and development + (c) Light industry	0 sq. m	N/A	0 sq. m	N/A	0 sq. m	N/A
B1 Split Unknown	139 sq. m	11	139 sq. m	11	109 sq. m	9

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B2 General Industrial	2,100 sq. m	58	2,100 sq. m	58	0 sq. m	N/A
B8 Storage and Distribution	440 sq. m	6	440 sq. m	6	0 sq. m	N/A
B1-B8 Split Unknown	0 sq. m	N/A	0 sq. m	N/A	0 sq. m	N/A
Total B1-B8	3,179 sq. m	116	3,179 sq. m	116	109 sq. m	9
A1 Retail	4,253.7 sq. m	224	4,253.7 sq. m	224	0 sq. m	N/A
D2 Assembly and Leisure	0 sq. m	N/A	0 sq. m	N/A	0 sq. m	N/A
Total A1, B1-B8, D2	7,432.7 sq. m	340	7,432.7 sq. m	340	109 sq. m	9

Table 1.4 – Net Change in Employment Development in 2014-16

	Net Development in Rochford District		Net in employment Areas		Percentage on Previously Developed Land (PDL)
	Floorspace (sq. m)	Estimated Jobs (based on floorspace)	Floorspace (sq. m)	Estimated Jobs (based on floorspace)	%
B1 (a) Offices	-476 sq. m	-39	-500 sq. m	-41	100% (based on floorspace)
B1 (b) Research and development + (c) Light industry	0 sq. m	N/A	0 sq. m	N/A	N/A
B1 Split Unknown	-139 sq. m	-11	-139 sq. m	-11	100% (based on floorspace)
B2 General Industrial	-1,527 sq. m	-42	-1,679 sq. m	-46	100% (based on floorspace)
B8 Storage and Distribution	560 sq. m	8	560 sq. m	8	100% (based on floorspace)
B1-B8 Split Unknown	0 sq. m	N/A	0 sq. m	N/A	N/A
Total B1-B8	-1582 sq. m	-84	-1758 sq. m	-90	100% (based on floorspace)
A1 Retail	-3,505.7 sq. m	-184	-3,813.7 sq. m	-200	100% (based on floorspace)
D2 Assembly and Leisure	7,249 sq. m	111	7,249 sq. m	111	100% (based on floorspace)
Total A1, B1-B8, D2	2,161.3 sq. m	-157	1,677.3 sq. m	-179	100% (based on floorspace)

Table 1.5 – Potential Future Employment: Outstanding Permissions as of 31 March 2016

	Total outstanding permissions in Rochford District		Outstanding permissions on previously developed land (PDL)	
	Floorspace (sq. m)	Estimated jobs (based on floorspace)	Floorspace (sq. m)	Estimated jobs (based on floorspace)
B1 (a) Offices	0 sq. m	N/A	0 sq. m	N/A
B1 (b) Research and development + (c) Light industry	0 sq. m	N/A	0 sq. m	N/A
B1 Split Unknown	48,314 sq. m	4026	0 sq. m	N/A
B2 General Industrial	32,250 sq. m	895	0 sq. m	N/A
B8 Storage and Distribution	0 sq. m	N/A	0 sq. m	N/A
B1-B8 Split Unknown	0 sq. m	N/A	0 sq. m	N/A
Total B1-B8	80,564 sq. m	4921	0 sq. m	N/A
A1 Retail	3,828.71 sq. m	201	28.71 sq. m	1
D2 Assembly and Leisure	132 sq. m	2	132 sq. m	2
Total A1, B1-B8, D2	84,524.71 sq. m	5124	160.71 sq. m	3

Table 1.6 – Potential Future Net Change in Employment

	Potential future Floorspace Loss in Rochford District	
	Floorspace (sq m)	Estimated Jobs (based on floorspace)
Total B1 (Office)	132 sq. m	11
Total B1-B8	132 sq. m	11
Total A1, B1-B8, D2	132 sq. m	11

Available Allocated Employment Land

1.16 Policy ED4 of the Core Strategy sets out the Council's approach to the allocation of new employment land in the District. The policy sets the general strategy for the allocation of sites to the west of Rayleigh, north of London Southend Airport and south of Great Wakering in the 2014 Allocations Plan and 2014 JAAP.

- 1.17 The Allocations Plan was adopted on 25 February 2014; a site to the west of Rayleigh and a site to the south of Great Wakering have been allocated as new employment sites. In addition the JAAP which was adopted on 16 December 2014 identifies new employment land to the north of London Southend Airport.
- 1.18 Available employment land for B1-B8 uses without planning permission is shown in Table 1.7 below:

Table 1.7 – Available Employment Land on Vacant Sites

Site address	Site area (ha)
Adjacent 34 Rawreth Industrial Estate, Rawreth Lane	0.37
Plot G, Aviation Way Industrial Estate	0.57
Plot B, Sutton Wharf	1.4
Land adjacent to Saxon Hall, Aviation Way, Southend	0.26
Land between The Athenaeum Health Club and cherry Orchard Way, Rochford	3.03
Total land available	5.63

- 1.19 Loss of employment floorspace during the monitoring period is shown in the table entitled Table 1.3. The table indicates that a net total of 7,432.7 square metres of employment floorspace was lost from sites allocated for employment land in the District. A total of 2,161.3 square metres of new employment floorspace was gained between 2014 and 2016, largely due to D2 Leisure use.

Retail and Town Centres (August 2016)

Town Centres

- 1.1 Policy RTC1 of the Core Strategy supports the enhancement of Rochford, Hockley and Rayleigh town centres. The success of this policy will be indicated by a high proportion of retail uses and new retail development being located in town centres.
- 1.2 Rochford District has three main town centres which are identified in the Core Strategy. Rayleigh is the only settlement in the District classified as a principal town centre. Hockley and Rochford are classed as smaller town centres catering for local need.
- 1.3 Nathaniel Lichfield & Partners was commissioned by Rochford District Council to prepare a Retail and Leisure Study Update, which was completed in 2014, and provided an assessment of the changes since the previous 2008 study. The Retail and Leisure Study Update 2014 uses the Venuescore ranking system which ranks the UK's top 2,500 plus retail destination including town centres, malls, retail warehouses parks and factory outlet centres. Only Rayleigh and Southend Airport Retail Park within the District are listed within Venuescore's data, the results for these two destinations and other town centre are shown in Table 1.1 below.
- 1.4 Each destination in the table above receives a weighted score for the number of multiple retailers present, and the score attached to each retailer is weighted depending on their overall impact on shopping patterns.
- 1.5 Rayleigh is a second tier centre that falls within the sub-regional shopping catchment area of Southend. Rayleigh competes primarily with other medium sized town centres such as Wickford and Hadleigh. Rochford and Hockley are much smaller town centres that serve more localised catchment areas than Rayleigh. The table below highlights the ranking of District and other local town centres.

**Table 1.1 – Ranking of District and other Local Centres
(Retail and Leisure Study Update 2014)**

Centre	UK Rank	Venuescore
intu Lakeside Shopping Centre	49	237
Chelmsford	72	199
Southend-on-Sea	81	186
Basildon	870	182
Brentwood	209	110
Grays	481	54
Lakeside Retail Park	510	52
Billericay	612	44

Centre	UK Rank	Venuescore
Rayleigh	752	35
Basildon Mayflower Retail Park	833	32
Maldon	864	31
Wickford	901	30
Canvey Island	1,001	27
Pitsea	1,024	26
Westcliff-on-Sea	1,108	24
Leigh on Sea	1,322	20
Hadleigh	1,383	19
Corringham	1,452	18
Southend Airport Retail Park	1,524	17
South Woodham Ferrers	1,907	13

- 1.6 Policy RTC2 of the Core Strategy deals with the Council’s aims regarding the sequential approach to retail development. The Council will apply a sequential approach to the location of retail development which prioritises the town centres of Rochford, Rayleigh and Hockley; supporting a town centre first approach. The success of this policy will be indicated by a high proportion of retail uses and new retail development being located in town centres.
- 1.7 The key objectives of the Retail and Leisure Study Update 2014 were to provide a qualitative analysis of the existing retail and leisure facilities within Rochford District’s town and local centres, identification of the role of each centre, catchment areas and the relationship between the centres. It also sought to provide a quantitative and qualitative assessment of the need for new retail facilities within Rochford District, and the need for leisure and other main town centre uses. It examined the need for both food and non-food retailing including a qualitative analysis for different forms of facilities such as retail warehousing, local shops, large food stores and traditional high street comparison shopping.

Retail (A1 of Use Class Order)

1.8 Gross retail development completed in 2014-16 is set out in Table 1.2 below.

Table 1.2 – Retail floor space completed 2014-16

	Retail Floor Space Completed 2014-16 (m²)	Of which on Previously Developed Land (m²/%)
Town centre	663	100%
Edge of centre	490	100%
Out of centre	258	100%
Out of town	0	0
Total	1411	100%

1.9 Outstanding retail development yet to be completed in 2014-2016 is set in Table 1.3 below.

Table 1.3 – Outstanding retail floor space

	Outstanding Retail Floor Space 2014-16 (m²)	Of which on Previously Developed Land (m²/%)
Town centre	28.71	100%
Edge of centre	0	0
Out of centre	0	0
Out of town	0	0%
Total	28.71	100%

Primary and Secondary Shopping Frontage Areas

1.10 There are three Town Centres in the District: Rayleigh, Rochford and Hockley. Rayleigh provides the most comprehensive range of facilities, and is defined as a principal town centre in the local development plan. Hockley and Rochford are classed as smaller centres in the District.

1.11 The Core Strategy sets the requirement that the Council produce Area Action Plans for each of the three centres in the District. The three Area Action Plans for the town centres have been adopted and form part of the local development plan. They include policies aimed at retaining suitable levels of A1 retail uses within the primary and secondary shopping frontages of the District's main centres.

- 1.12 In assessing the retail frontage within these areas, however, it is important to note that town centres are dynamic environments and that the right balance between retail and non-retail uses will shift as consumer preferences and markets change. As the Core Strategy makes clear it is appropriate to seek to maintain retail uses within identified primary and secondary shopping frontage areas, within town centres based on their existing characteristics.
- 1.13 The Council's commitment to maintaining the balance of non-retail uses permitted within core areas of town centres is set out in the Council's Area Action Plans. Each area has a designated Primary and Secondary Shopping Frontage Area.

Rayleigh Town Centre

- 1.14 Policy RTC4 of the Core Strategy sets out the Council's goals for Rayleigh town centre; including improved accessibility, a safe and high quality environment and a range of evening leisure use. With regards to primary and secondary shopping frontages the Rayleigh Centre Area Action Plan 2015 states that the Council will generally seek to ensure 75% of Rayleigh's primary shopping frontage and 50% of its secondary shopping frontage is in retail (A1) use. In 2015 retail (A1) use in the primary shopping frontage was at 63% with secondary shopping frontage at 48%.

Rochford Town Centre

- 1.15 Policy RTC5 of the Core Strategy sets out the Council's goals for Rochford town centre; including an enhanced retail offer, a market square area that encourages visitors and improved accessibility. The Rochford Town Centre Area Action Plan sets a general target that 65% of retail (A1) uses should be retained within the defined primary shopping frontage. This represents a lowering of the previous target of 75% but is considered appropriate in view of the emphasis being given to the suitability of appropriate levels of A3 and A4 uses within the primary frontage. The Rochford Town Centre Area Action Plan also states that within the secondary shopping frontage proposals will be considered on their merit in accordance with the criteria set out under Policy 3. In 2015 retail (A1) use within the primary shopping frontage was at 69%.

Hockley Town Centre

- 1.16 Policy RTC6 of the Core Strategy sets out the Council's goals for Hockley Centre; including redevelopment of Eldon Way/Foundry industrial estates, improved connectivity between retail focus and train station and a safe and high quality environment. Whilst recognising the dynamic nature of centres the Hockley Centre Area Action Plan seeks to ensure 75% retail (A1) uses within the primary shopping frontage and 50% retail (A1) uses within the secondary shopping frontage. In 2015 retail (A1) use within the primary shopping frontage was at 64%.

Financial and Professional Services (A2 of Use Class Order)

1.17 In 2014-2016 the amount of financial and professional service development completed, overall and in town centres, is set out in Table 1.4 below.

Table 1.4 – Financial and Professional Services floor space completed 2014-16

Total financial and professional floor space completed 2014-16 (m ²)	0
Total financial and professional floor space outstanding 2014-16 (m ²)	0
Financial and professional floor space completed in town centres 2014-16 (m ²)	0
Financial and professional floor space outstanding in town centres 2014-16 (m ²)	0

Offices (B1a of Use Class Order)

1.18 In 2014-2016 the amount of office development completed, overall and in town centres, is set out in Table 1.5 below.

Table 1.5 – Office floor space completed 2014-16

Total office floor space completed 2014-16 (m ²)	0
Total office floor space outstanding 2014-16 (m ²)	742
Office floor space completed in town centres 2014-16 (m ²)	0
Office floor space outstanding in town centres 2014-16 (m ²)	742